



Speech by

**KERRY SHINE**

**MEMBER FOR TOOWOOMBA NORTH**

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Hansard 3 May 2001

**TOBACCO AND OTHER SMOKING PRODUCTS [PREVENTION OF SUPPLY TO CHILDREN]  
AMENDMENT BILL**

**Mr SHINE** (Toowoomba North—ALP) (6.14 p.m.): In rising to speak on this bill I firstly congratulate the minister for having an extraordinary week in terms of the legislation that she has introduced into the House. That has been a great achievement. A number of bills have been passed, some of which have taken about 10 years of consolidated work that should have been done by successive governments.

I was a smoker for 38 years. I gave up only in July of last year.

**An honourable member** interjected.

**Mr SHINE:** It is possible. I started smoking at the age of 14 and it took some pretty direct advice from a doctor to make me give it up after many years of trying all sorts of aids. Therefore, I sympathise with anyone who does smoke. I know that none of them really wants to. I know how difficult it is to give up the habit.

My son is 14 and I know that he sneaks a smoke or two occasionally. It is the hardest thing in the world to convince him that he should not smoke when he knows damn well that I smoked for such a long period. I would urge those thinking of taking up smoking to take those thoughts on board, especially if they have children.

One aspect of this matter that I would like to address tonight relates to what Queensland Health has been doing to persuade children to knock the habit or to resist taking it up in the first place. It relates to the Poison cinema commercials that have been shown in about 46 cinema complexes across Queensland in the last 12 months during school holiday periods.

The commercial is aimed at preventing smoking experimentation and initiation, and reinforces positive nonsmoking behaviour among young people aged between 12 and 17. The Poison message and format were developed with young people. The key message is that cigarette smoke is filled with deadly poisonous chemicals, including those found in rat killer, moth balls, nail polish remover and toilet cleaner. Cigarette smoke is poison. The commercial is part of the multi-strategy, award-winning 100% In Control youth alcohol, tobacco and other drug prevention campaign contemplating strategies such as the Rock Eisteddfod Challenge, Croc Eisteddfod and Rumble in the Jungle.

The Poison commercial has been evaluated using focus groups of rural and metropolitan young males and females. They found the message and the concept to be relevant, acceptable and effective for the target audience. A key positive outcome is that the message and concept were effective among nonsmokers, females and younger members of the target audience, that is, people aged between 12 and 14 years. As intended, Poison was perceived to be more powerful in supporting a nonsmoker's choice to not smoke than as a deterrent to those who are already smoking.

Following the positive response to the Poison campaign, \$500,000 will be allocated to extend the screening of the commercial to all cinemas, particularly those in rural and regional Queensland, during school holiday periods. Also, it will be screened on television during teen programs. It will be marketed particularly to those programs popular with teenagers. Finally, it will be used to increase the School Based Youth Health Nurses Program.

International evidence indicates that the advertising of tobacco products is one of the main factors leading to the uptake of cigarette smoking, particularly in children. Research has confirmed that young people are more sensitive to tobacco advertising and promotion than are adults. It suggests that children's exposure and receptivity to tobacco advertising is an important element in determining future smoking behaviour. The promotion of tobacco products also undermines public health education programs run by government and non-government organisations.

The Tobacco and Other Smoking Products (Prevention of Supply to Children) Amendment Bill 2001 aims to reduce the impact of tobacco advertising and promotions on our children by strictly regulating the amount of tobacco product display allowed in retail outlets and by banning promotions such as competitions and giveaways. Such a comprehensive approach is essential in order to respond to the highly sophisticated ability of tobacco companies to exploit every possible means of promotion and marketing to young people. I commend the bill to the House.

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