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PLAIN CIGARETTE PACKS WILL SEND A CLEAR MESSAGE TO HELP PEOPLE STOP SMOKING

AMA President, Dr Andrew Pesce, today urged all Senators to back the *Plain Labelling of Tobacco Packaging Bill*, which was introduced into Parliament today by Senator Steve Fielding.

Dr Pesce said plain packaging for cigarettes, which carries strong warnings about the health risks of smoking, is AMA policy.

"The AMA strongly supports Senator Fielding's Bill to mandate plain cigarette packaging," Dr Pesce said.

"Smoking is the largest preventable cause of death and disease in Australia.

"A product that kills should not be allowed to be dressed up with glossy designs and images.

"Governments must do all in their power to stop tobacco companies profiting at the expense of people's health through clever and deceptive colourful design and marketing.

"People who smoke cigarettes have a high brand loyalty for their addiction, and using cigarette packets as brand advertising 'billboards' helps keep these people addicted to their killer habit.

"Plain packaging is the next simple step the Government must take in the war against smoking to show the community it is serious about prevention and good public health.

"Plain packaging sends a simple and clear message to smokers of all ages – STOP SMOKING.

"Once Senator Fielding's Bill is passed, there is more work to do to eradicate smoking from our community.

"The Government must ban all forms of tobacco promotion, prohibit the sale of duty free tobacco, and significantly increase taxation on tobacco.

"All these steps will save lives and improve the quality of life for many Australians," Dr Pesce said

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