



SNAPSHOT

2017



# Tobacco Strategy 2012-2017

**Tobacco smoking is a leading cause of disease and premature death in NSW. In Australia, up to two-thirds of deaths in current smokers can be attributed to smoking.<sup>1</sup>**

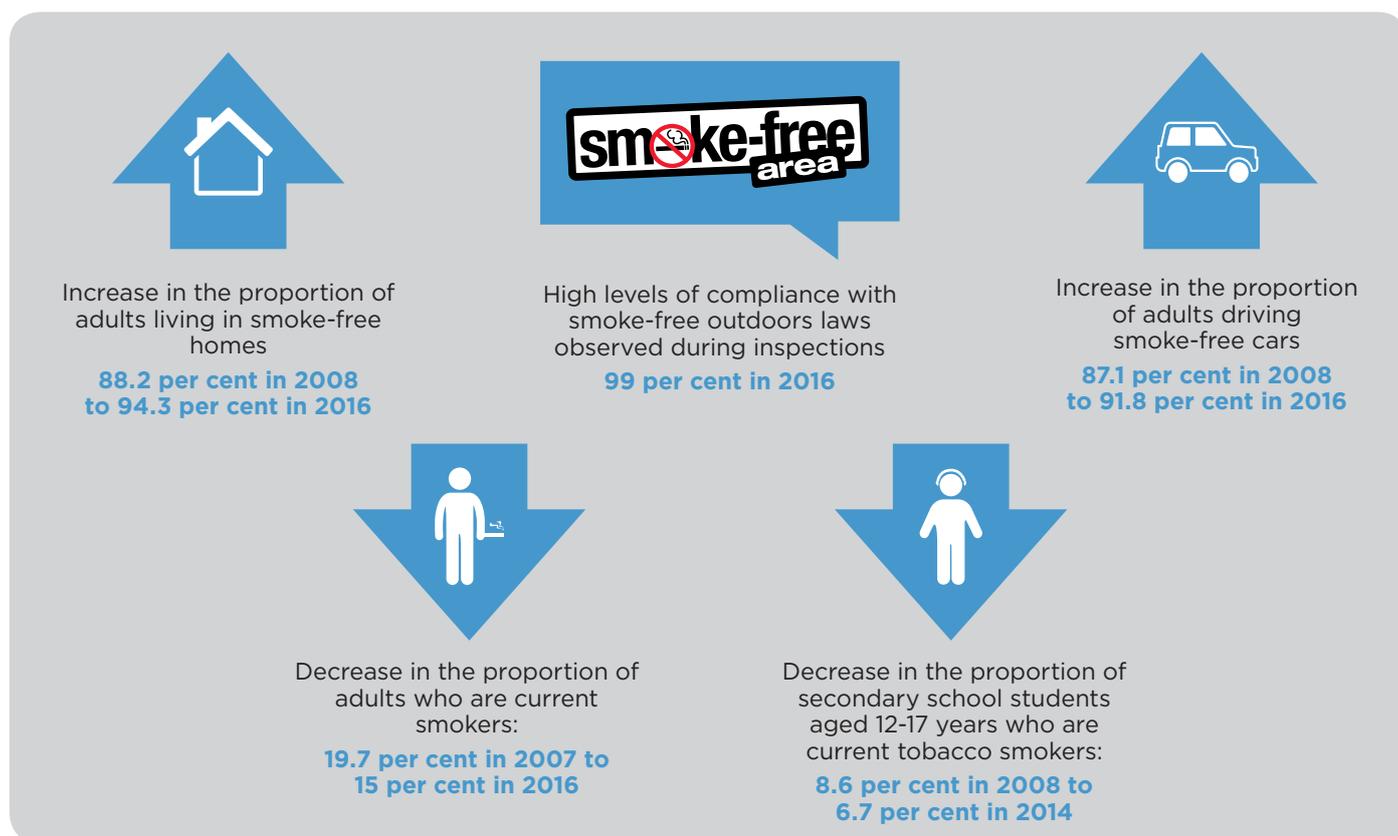
Tobacco smoking is responsible for 9 per cent of the total burden of disease in Australia, contributing to 36 per cent of respiratory diseases, 22 per cent of cancers, 12 per cent of cardiovascular diseases and 3.5 per cent of endocrine disorders.<sup>2</sup>

The *NSW Tobacco Strategy 2012-2017* sets out the actions that the NSW Government is taking to reduce tobacco related harm.

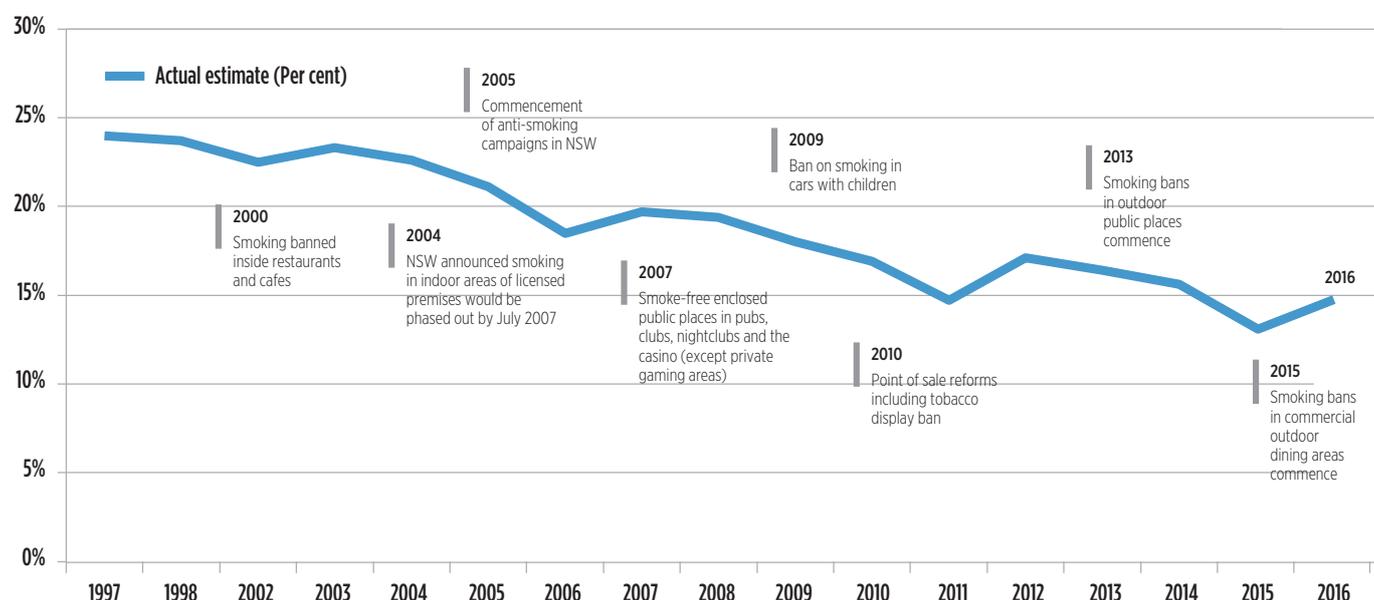
The objectives of the Tobacco Strategy are to:

- Reduce the number of people using tobacco
- Prevent the uptake of smoking especially by children and young people
- Prevent exposure to second-hand smoke and the harm it causes
- Reduce smoking among Aboriginal people and other disadvantaged populations
- Decrease tobacco related death and disease.

## Progress



**Current smoking in NSW adults, 16 years and over and major NSW tobacco control initiatives 1997 - 2016**



# Key program elements and status



PRIORITIES	ACHIEVEMENTS
<p><b>Protect children and young people by restricting advertising, promotion and supply of tobacco and e-cigarettes</b></p> <p>The <i>Public Health (Tobacco) Act 2008</i> restricts the availability and supply of tobacco and e-cigarettes, especially to children and young people. This includes bans on advertising and promotion.</p> <p>In February 2016, inspectors gained the power to seize tobacco that is illegal to sell.</p>	<p>From July 2016-June 2017:</p> <ul style="list-style-type: none"> <li>• <b>94 per cent</b> of 900 tobacco retailers inspected <b>complied with tobacco sales to minors laws</b>.*</li> <li>• <b>92 per cent</b> of 90 retailers inspected <b>complied with e-cigarette sales to minors laws</b>.*</li> <li>• <b>87 per cent</b> of 2200 tobacco retailers inspected <b>complied with point of sale tobacco retail requirements</b>.*</li> <li>• Complaints about illegal tobacco were investigated, resulting in 31 seizures of illegal tobacco. Inspectors <b>seized and destroyed 338,000 cigarettes and 193 kilograms of other tobacco</b>.</li> </ul>
<p><b>Prohibit the sale of e-cigarettes and e-liquids containing nicotine</b></p> <p>The <i>Poisons and Therapeutic Goods Regulation 2008</i> makes the sale of nicotine, including in e-liquids and in electronic cigarettes, illegal.</p>	<ul style="list-style-type: none"> <li>• From November 2015 – June 2017, NSW Health inspectors <b>visited 274 retailers*</b> and <b>seized over 10,000 bottles of liquid nicotine</b>.</li> </ul>
<p><b>Reduce exposure to second-hand smoke</b></p> <p>The <i>Smoke-free Environment Act 2000</i> bans smoking in indoor and some outdoor public areas.</p>	<p>From July 2016-June 2017:</p> <ul style="list-style-type: none"> <li>• <b>Over 2200 inspections of smoke-free outdoor areas found a 99 per cent compliance rate</b> among people in those areas. NSW Health inspectors issued 171 on the spot fines and 484 first cautions.</li> <li>• NSW Police issued an additional 8,141 fines at transport stops and platforms.</li> </ul>
<p><b>Educate the public</b></p> <p>Campaigns to help smokers to quit and stay quit continue to evolve to match changing media consumption habits with an 'always on digital' approach and increased use of online video.</p>	<ul style="list-style-type: none"> <li>• In 2016, there were 6 TV-led campaigns to educate, motivate and support smokers to quit and stay quit.</li> <li>• <b>60.8 per cent</b> of current smokers are <b>considering quitting in the next 6 months</b>.</li> <li>• <b>17.8 per cent</b> of current smokers are <b>planning to quit in the next 30 days</b>.</li> </ul>
<p><b>Provide cessation support</b></p> <p>Deliver the NSW Quitline to help smokers to quit including implementing strategies to improve referral to the Quitline and provide support for people with a mental health illness and other disadvantaged groups to stop smoking.</p> <p>Implement the iCanQuit.com.au website which has been improved and updated to be more engaging.</p>	<p>From July 2016-June 2017:</p> <ul style="list-style-type: none"> <li>• <b>10,200 incoming calls to the NSW Quitline</b>.</li> <li>• <b>711,360 unique visits to the iCanQuit website</b>.</li> </ul>
<p><b>Grow the evidence base for tobacco control and smoking cessation interventions</b></p> <p>The Cancer Institute NSW offers a grants program to individuals and organisations for programs, resources and research.</p>	<p>In 2016, the Cancer Institute NSW awarded grants for 12 projects aiming to address tobacco control and smoking cessation within priority populations.</p>

\*Figures do not include follow up visits to the same retailer.

# Aboriginal tobacco resistance and control

Reducing smoking rates among Aboriginal people is a priority for NSW Health. The *NSW Tobacco Strategy 2012-2017* outlines comprehensive initiatives to reduce smoking rates among Aboriginal people.

## Progress



Decrease in the proportion of Aboriginal adults aged 16 years and over who smoke:

**42.5 per cent in 2008 to 39.7 per cent in 2016**



Decrease in the proportion of pregnant Aboriginal women who smoke:

**50.1 per cent in 2007 to 45 per cent in 2015<sup>3</sup>**



NSW Health delivers a range of best practice Aboriginal tobacco resistance and control activities at local, regional and state levels. These include:

PRIORITIES	ACHIEVEMENTS
<ul style="list-style-type: none"> <li>The <b>Quit for New Life (QFNL) program</b> aims to reduce tobacco related harm among women having an Aboriginal baby by addressing maternal smoking and exposure to environmental tobacco smoke.</li> </ul>	<p>In 2016, <b>over 1100 smokers presented at Aboriginal antenatal services that offer the QFNL program.</b></p> <ul style="list-style-type: none"> <li>20 per cent accepted referral to the Quitline, compared to 6 per cent in 2015.</li> <li>29 per cent were given a voucher for NRT, compared to 11 per cent in 2015.</li> <li>40 per cent accepted a follow up smoking cessation appointment, compared to 12 per cent in 2015.</li> </ul>
<ul style="list-style-type: none"> <li>Deliver the <b>Aboriginal Quitline</b></li> </ul>	<p>The Aboriginal Quitline provides an individually tailored and culturally accepted smoking cessation support service to Aboriginal callers.</p> <ul style="list-style-type: none"> <li>Female and male Aboriginal advisors provide tailored advice to Aboriginal callers.</li> <li>An Aboriginal Quitline Coordinator is available to talk to community groups about the service.</li> <li>Aboriginal specific quit resources are available.</li> </ul>
<ul style="list-style-type: none"> <li>Aboriginal specific social marketing campaigns</li> </ul>	<p>Developed the <b>Aboriginal quit smoking mini-series</b> in partnership with National Indigenous Television (NITV). Aboriginal former smokers and professional rugby league players Owen Craigie and Timana Tahu share their own quitting journeys to help encourage others in their community to quit the habit for good.</p>

### Further information:

- Tobacco and smoking control in NSW on NSW Health website [www.health.nsw.gov.au/tobacco/Pages/default.aspx](http://www.health.nsw.gov.au/tobacco/Pages/default.aspx)
- Stopping Smoking on the Cancer Institute NSW website [www.cancerinstitute.org.au/how-we-help/cancer-prevention/stopping-smoking](http://www.cancerinstitute.org.au/how-we-help/cancer-prevention/stopping-smoking)

1 Banks E, Joshy G, Weber MF, Liu B, Grenfell R, et al. Tobacco smoking and all-cause mortality in a large Australian cohort study: findings from a mature epidemic with current low smoking prevalence. *BMC Medicine*, 2015; 13(1):38. 2 Australian Institute of Health and Welfare 2016. Australian Burden of Disease Study: Impact and causes of illness and death in Australia 2011. Australian Burden of Disease Study series no. 3. BOD 4. Canberra: AIHW. 3 NSW Population Health Survey (SAPHaRI). Centre for Epidemiology and Evidence, NSW Ministry of Health. (Accessed 4 August 2017).

**For more information contact the Tobacco Information Line on 1800 357 412**

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NSW Ministry of Health, Snapshot of Tobacco Strategy 2017, 10/17

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