

Cigarette advertising ban to be considered

NSW Caucus will today be asked to consider banning cigarette advertising on public transport and government-owned property.

The State Minister for Health, Mr Brereton, wants the ban to strengthen his department's Statewide quit-smoking campaign planned for later this year.

The campaign is the result of a successful pilot campaign on the north coast, in which a significant number of people quit the habit.

The State Minister for Transport, Mr Cox, is believed to be against a ban, as he fears it will result in a loss of revenue for the Government.

Cigarette advertising has been banned from public transport and government-owned property in Victoria and South Australia, and was an election promise of the new West Australian Government.

The medical secretary of the NSW branch of the AMA, Dr Bruce Herriott, has written to Mr Brereton pointing out the paradox of the NSW Government earning money from cigarette advertisements in view of its planned quit-smoking campaign.

Dr Herriott, who is on the steering committee of the campaign, asked Mr Brereton to approach Mr Cox to place a ban on cigarette advertising on public transport.