
CIVIL DISOBEDIENCE AND HEALTH PROMOTION



The sign said "anyhow jump".

The snaking queue patiently lined up, distracted only by towering billboards, that dominated the route. Cowboys, virgins in white, glamas in Rio, ya' average bloke, ridden camels, and phoney art, dauntingly leant over the crowd.

Slowly the smoke covered crowd moved towards the cliff top.

Anyhow jump.

The signs evoked desires from the passive crowd.

Are you experienced?

Over the cliff you experienced the best, most rugged, best, sterling, one of a kind, manly, superior, yet mild, though internationally acknowledged feeling ever.

The active ant-like apparition seen from the edge directly down was the Brereton team scraping up, peeling off, and collecting the "lucky ones" who had experienced the jump.

Anyhow jump.

This is the position of the cigarette smoking, phenomena. The question we must consider with respect to this phenomenon is, why are they (cigarettes) still allowed to be advertised, when advertising only induces more people to smoke?

Over 20,000 scientific reports have documented the damage done to the body as the result of cigarette usage. The consequence of a smoking habit is an uncomfortable death or massive surgery. Annually 16,000 people die in Australia through cigarette related causes. These points are the motivating reasons why **Dr. Arthur Chesterfield-Evans** defaces billboards.

As an active member of **B.U.G.A.U.P.** (Billboard Utilising Graffitists Against Unhealthy Promotions) Arthur believes the Tobacco industry should not be allowed to promote their deadly product, but if they do they must be prepared to face the challenge of those willing to fight the 'killing joke'.

For Arthur the Health Workers are only really cleaning up the mess at the bottom of the cliff, after the damage is done. He maintains this is

unacceptable. Through BUGAUP, Arthur is convinced more lives will be saved than through surgery.

The extent of Arthur's commitment was shown on September 7, 1983, when he was fined \$20 for defacing a billboard advertising cigarettes and ordered to pay \$160 in witness costs.

He was quoted in the Sydney Morning Herald saying "that if going to gaol would make a political difference (to cigarette advertising) which would save thousands of lives, then you are looking at saving lives versus spending a short time in goal"

The extent of the destruction of human and physical resources reflects the priorities of society. If profit, rather than a concern to improve overall living standards, is to lead society then there are sectors of the population who are going to challenge such nonsensical priorities.

The sale and advertisement of cigarettes is an example of how the health needs of the

population continue to come into conflict with the requirements of the corporation intent on capital accumulation.

The corporations say "Anyhow jump". **BUGAUP** say "Smoke, Choke, Croak".

Anti-smoking activity can be seen as a real concern for the health of the population. As a doctor, Arthur's business is the health of the community. If this implies that billboards must be spray-painted if one is to be concerned with the health of the community, then it must be done.

Dr. Arthur Chesterfield-Evans is a quick talking man, with the glint of a person who knows that there is always something to do. A flow of energy radiates from his keen conversation and swing-back motion of his seat. Enthusiastically he recalled the response of the delegates at the Third International Forum on Smoking and Health after delivering his paper entitled: "Civil Disobedience as a Means of Health Promotion". It was Canada and all the international bods were there and it seems they were amazed at Arthur's

suggestion that they pick up a few cans of spray-paint and deface the buggers. He commented that billboards are there to be used and if you do not, the Tobacco industry will. Arthur believed the brazen Aussie attitude of no mucking around went over very well. At the time we both laughed and hoped there was a board being majestically turned on itself in that great style of debunking that **BUGAUP** excels at.

BUGAUP have set the standards in the anti-smoking movement worldwide, and now they were informing the world on how to tackle the problems of cigarette advertising. **This is what any national pride should be directed at, not some pathetic piece of elitist silverware.**

Meanwhile, sport is ironically sponsored by crippling products and recruiting new young healthy bodies to replace those that die from the "Anyhow Jump" phenomenon.

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