

What could happen if your Parliamentarian supports the ban on tobacco advertising?

WEST AUSTRALIAN
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W.A. Parliament is considering a Private Members' Bill which proposes to introduce a total ban on advertising and promotion of tobacco products.

The purpose of the Bill is to reduce the level of smoking in the community.

The Bill will do no such thing.

The amount of tobacco advertising does not determine the number of people who smoke. All members of State Parliament have available to them the report of the Williams Committee, the findings of which support this view.

Overseas experience confirms that total bans do not result in a reduction of smoking.

What Could Happen?

It could deny W.A. sporting and cultural bodies access to local and national sponsorships available through association with tobacco companies.

It could deny W.A. continued access to national magazines, newspapers and other forms of national communication currently available throughout Australia.

This Bill smacks of double standards.

Like all legal enterprises, tobacco companies not only have the right, but the obligation to inform consumers through advertisements and other forms of communication.

We call upon all State members to acknowledge the facts, follow the course of commonsense and reject the Bill.