Terrorists sing their foe

ADELAIDE. - A new breed of terrorist, dedicated to improving the health of Australians, is rapidly becoming the prime enemy of cigarette manufacturers.

The target of these terrorists is "unhealthy" advertising.

The Black Lung Liberation Front, for instance, is made up of smokers so resentful of the habit that they cut off billboards at the base and burn them. Like the British SAS squad they rely for success on stealth and skillfulness. Their motto "Light up a billboard, you'll be so glad you did" does not have quite the same ring as "Who Fares, Wins," but the UPW movement is believed to have fallen to the men from Black Lung.

Dr Garry Egger, a health promotion expert with the NSW Health Commission, yesterday told the ANZAAS congress about the Black Lung and other secret groups opposed to the promotion of unhealthy products.

BUGA-UP — Billboard-Utilising Graffiti Against Unhealthy Products, is the most revolutionary, he said. Founded by an ideologically committed intellectual printer with a team of "apprentices," it was preceded on the facing headboards adorning cigarettes and fast foods with messages like "puff it and smuff it."

A more moderate organisation, MOP UP — Movement Opposing Promotion of Unhealthy Products — had what it regarded as a great victory last week with Paul Hogan being banned from cigarette promotions, he said.

Dr Garry Egger told the ANZAAS section on health education that as cigarette manufacturers have no need to be concerned, they should do the right thing and have these groups worked into the system of promotion. He said that if they were allowed to move forward in a new way, with a new policy of telling people the truth, these fringe groups would become more active.