

Sunday, 6 May 2007

## **MINISTER PIKE LAUNCHES SMOKING REFORMS AD CAMPAIGN**

An eight-week advertising campaign highlighting a ban on smoking in pubs and clubs from July 1 was launched by Health Minister Bronwyn Pike today.

The \$1.4 million TV, print and online campaign will be shown throughout Victoria until the new laws come into effect.

Ms Pike said the laws provide a breath of fresh air for patrons, owners and hospitality staff.

“Tobacco smoke is responsible for close to 4000 deaths in Victoria each year and costs the community more than \$5 billion annually in health care and social costs,” Ms Pike said.

“Reducing the harm of smoking is one of the Bracks Government’s highest priorities and this reform is part of a package of tobacco initiatives that has been introduced in the last six years.”

The latest tobacco reforms come into effect on 1 July and prohibit smoking in all enclosed licensed pubs and clubs, as well as outdoor dining or drinking areas where the area has a roof in place and walls that cover more than 75 per cent of the total area.

Ms Pike said the new reforms add to current bans that prohibit smoking in restaurants and cafes, shopping centres, gaming venues, underage music and dance events and enclosed workplaces, and covered areas of train station platforms, tram and bus shelters.

“Smoke-free pubs and clubs will protect more Victorians from the dangers of cigarette smoke and will ensure a healthier and safer workplace for those working in hospitality,” Ms Pike said.

Minister Pike said recent research conducted by the Cancer Council of Victoria provided strong evidence that the laws will not impact upon business trade for pubs and clubs.

“Research shows that 26 per cent of respondents who regularly visit licensed premises say that they will attend more often once they are smoke free and 70 per cent said that the smoking ban will have no effect on whether they will continue going to pubs and clubs,” Ms Pike said.

“We know from previous reforms that the experience for patrons has been fantastic – we would expect this to be no different.”