



THE HON NICOLA ROXON MP
Minister for Health and Ageing

MEDIA RELEASE

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Flavoured cigarettes a threat to children - minister flags possible ban

Minister for Health and Ageing Nicola Roxon today announced she would talk to state and territory health ministers about actions to address the sale of flavoured cigarettes.

This will include consideration of the option of banning flavoured cigarettes.

One in three Australian high school students have tried cigarettes; 50 Australians die each day from tobacco-related causes.

While smoking rates are dropping, flavoured cigarettes open up a dangerous new avenue to attract children to smoking.

It is unacceptable that children are smoking, and unacceptable that tobacco companies are marketing their products to children.

At the next Australian Health Ministers Conference on 18 April, Ms Roxon will talk to her state and territory colleagues about tackling this problem.

The ministers will also discuss the effectiveness of similar bans that have taken place in South Australia, Western Australia and the ACT.

This will add to other Rudd Government initiatives to tackle smoking, including a National Tobacco Strategy and a targeted investment in tackling Indigenous smoking.

Media inquiries only: Sean Kelly 0417 108 362

For all other inquiries please call the Minister's Office: 02 6277 7220