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June 2, 2015

Ms. Jenny Leaman

Secretary, Legislative Council Sessional Committee Government Administration A
Tobacco Free Generation
Parliament of Tasmania
Parliament House
Hobart TAS 7000
Australia

Honorable Legislators:

I am pleased to respond to the call from the Legislative Council's Government Administration Committee 'A' for submissions in relation to the Public Health Amendment (Tobacco Free Generation) Bill 2014 (No. 40). This matter is of particular interest to me as I avidly follow global progress in tobacco control in my position as editor-in-chief of the leading academic policy-focused journal in the field, *Tobacco Control*, published by the British Medical Association, which I have edited since 2009. I am also a tobacco control policy researcher, full professor with tenure, and endowed department chair at the University of California, San Francisco, one of the top research institutions in the United States. My work has been funded by the National Institutes of Health and the California Tobacco Disease Research Program.

Since 2010, when the seminal paper proposing the Tobacco-Free Generation idea was published in *Tobacco Control*, the proposal has attracted a lot of interest from around the world. It is one among several "endgame" ideas that have been discussed in plenary sessions at major national and international meetings, and among them this one seems to address the most important and legitimate concerns about practicality and economic losses through its gradual phaseout of sales of the single most deadly consumer product ever made: the industrially produced cigarette. The "progressive sales ban" would be relatively easy to implement, make no change for existing smokers, and potentially capitalize on the millennial generation's desire to differentiate itself (positioning cigarette smoking as a "last century" phenomenon, which it actually is in many respects). While no policy change can be expected to achieve 100% success, such a policy would address the key question all public health advocates continue to face: If it's that bad for you, why do they continue to let it be sold everywhere? This question undermines all our efforts, and this policy would implement a phased way to answer it effectively, economically, and honestly.

It is important for policymakers to realize that the tobacco epidemic we face today was industrially produced. Prior to the advent of the machine-rolled cigarette in the late 1800s and the aggressive and innovative marketing developed by tobacco companies, almost no one died of lung cancer, the signature disease associated with smoking (though heart disease kills far more). The reason? Pre-industrialization, tobacco was harsher and less easy to inhale. Since that time, tobacco companies have developed numerous ways to facilitate deep inhalation and rapid nicotine addiction. As the recent US Surgeon General's report pointed out, cigarettes today are

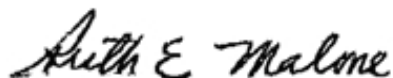
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actually more harmful than those of fifty years ago. No other such product would be allowed on the market today.

As an island state (and a lovely one—I have visited and backpacked in Tasmania and hope to do so again) this policy would potentially be even more effective than it might be elsewhere. Its implementation in Tasmania would be entirely consistent with the “green” and public health-oriented image Tasmania seeks to project. I can assure you that the global public health community will be watching with interest and eager to support you. I urge you to set a precedent by advancing this bill and taking the first steps to end the global tobacco epidemic, which killed 100 million in the last century.

Sincerely,

A handwritten signature in cursive script that reads "Ruth E. Malone".

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