

June 5, 2015

RE: Tobacco Free---Generation amendment to Public Health Act

Dear Honorable Members of the Parliament of Tasmania:

As someone who has worked in the field of tobacco control, primarily smoking cessation for more than 40 years, I strongly support the Public Health Amendment (Tobacco Free Generation) Bill of 2014. I have seen firsthand the damage done by smoking. I have worked with literally thousands of smokers who started in adolescence and who faced tremendous struggles in overcoming literally decades of addiction. In too many cases, these smokers were unable to quit despite repeated attempts. Even those smokers who quit successfully all too often suffered fatal tobacco related diseases, most notably lung cancer, even years later.

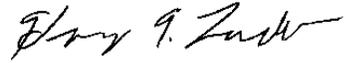
I am currently a Distinguished International Professor in the Division of Epidemiology and Community Health, School of Public Health, University of Minnesota. I have over 200 scientific publications and was a scientific editor of the seminal 1988 US Surgeon General Report, *The Health Consequences of Smoking: Nicotine Addiction*. I was a past president of the Society for Research on Nicotine and Tobacco and Vice President of the World Conference on Tobacco OR Health held in Mumbai, India, March 2009. I chair the International Liaison Group on Tobacco OR Health and chaired the Scientific Program Committee for the 16th World Conference on Tobacco OR Health that took place in Abu Dhabi, United Arab Emirates. I also chaired the Declarations Committee for that conference and advocated for language in the preamble to the Declarations stating: "The conference commends jurisdictions including the Australian state of Tasmania that are advancing initiatives to create Tobacco Free Generations for all persons born since the year 2000."

Tasmania has the opportunity to take a leadership role on a groundbreaking initiative that will protect the health of the next generation and that has the potential to have global impact. Australia initiated plain packaging—a major advance—despite intense opposition from the tobacco industry. Clearly this initiative faces huge industry opposition as well. In fact the strength of the opposition gives an indication of both the threat the industry sees this as posing and its significance in improving public health. It is essential to stand up to the industry—note that in the U.S. in 2006 the industry was found guilty of racketeering following decades of deception. U.S. District Judge Gladys Kessler in her final judgment opinion concluded that the tobacco companies violated civil racketeering laws and defrauded the American people by lying for decades about the health risks of smoking and their marketing to children. Importantly, she also found that the defendants have not ceased engaging in unlawful activity.

I have come to view tobacco as a fundamental human rights issue especially given the exploitation of children and am on the Board of Directors of the Human Rights and Tobacco Control Network. By

passing this amendment you will be enacting a powerful measure and directly confronting the leading preventable cause of death in the world today. I strongly urge you to do so.

Sincerely,

A handwritten signature in black ink, appearing to read "Harry A. Lando". The signature is fluid and cursive, with a prominent initial "H" and "A".

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