

Draft National Tobacco Strategy 2022 – 2030 consultation

The Department of Health is developing the 2022 – 2030 National Tobacco Strategy with the goal of *improving the health of all Australians by reducing the prevalence of tobacco use and its associated health, social, environmental and economic costs, and the inequalities it causes*. We made a submission which built on previous Cancer Council submissions to the National Tobacco Strategy and leveraged the expertise of Cancer Council's world leading researchers and policy professionals across a range of tobacco control focus areas.

Tobacco use continues to remain the biggest contributor to Australia's preventable health burden. The draft National Tobacco Strategy (NTS) set out the target of achieving a national daily smoking prevalence of less than 10 per cent by 2025 and 5 per cent or less by 2030 in Australia.

Cancer Council supports the draft NTS as a thorough and relevant draft, that focuses on strong collaborative action to reduce tobacco use. Reaching the ambitious target and goals of the NTS will require, as a matter of urgency, all governments to commit to implement evidence-based measures, executed in-line with best practice and investment levels known to have the largest impact at the population level, to see the greatest reduction in tobacco use.

Cancer Council focused on several recommendations including:

- Making tobacco control a public health policy priority for all governments, requiring immediate action and sustained effort for the term of the NTS.
- Aligning implementation of the NTS with the implementation of the National Preventive Health Strategy to ensure their targets and policy actions are synchronous.
- Strengthening the regulation of tobacco products and e-cigarettes, at the state and territory and federal level, to support the objective of '*preventing and reducing nicotine addiction*'.
- Increasing excise tax levels as a percentage of final product price to meet the WHO benchmark of 70 percent.
- Stronger regulation to prevent the widespread practices of price discounting, differential pack sizing, price dispersion and cushioning.
- Expanding efforts and partnerships to reduce tobacco use among Aboriginal and Torres Strait Islander peoples. Including to re-introduce expanded funding to support the Indigenous Quitline Enhancement Project.
- Support, as a high priority, a reduction of smoking among high prevalence use population groups including those who are pregnant, living with mental illness or engaged with the justice system.
- Implementation of strategies to support the regulation of the contents of tobacco products to reduce the palatability and addictiveness.
- Strengthening regulation for e-cigarette and nicotine delivery devices or products to achieve the objectives of increased cessation and reduced update of tobacco use.



- Expanded funding to support effective, evidence-based national integrated multi-channel campaigns.
- Expanding smoke-free workplaces, public places and other settings as a focus for state and territory governments over the coming years.
- Increased access for all Australians to evidence-based cessation services regardless of where they live, with these services embedded into routine clinical care and within every interaction in the health care system.
- Further strengthening the draft by setting out a clear plan as to how the Australian Department of Health will monitor and evaluate the outcomes in respect of the priorities under the draft NTS.

Cancer Council's submission once reviewed will be made publicly available, along with further information on the NTS here:

<https://consultations.health.gov.au/atodb/national-tobacco-strategy-2022-2030/>