

Implementation date and additional rounds

2006, 2012

Package coverage

Health warnings are required to cover 75% of the front and 90% of the back of the package. Overall, 82.5% of the package space is appropriated to health warnings.

Rotation schedule and history

Australia has produced two rounds of health warning labels. The first set of 14 health warnings was used from 2006 to 2012. A second round of 14 health warnings was released for use in 2012. Two sets of 7 warnings are alternated every 12 months.

Restrictions on misleading information

The Australian Competition and Consumer Commission has obtained court enforceable undertakings from major tobacco companies to remove misleading terms such as “light”, “mild” and similar descriptors.

Special notes

In 2011 Australia became the first country in the world to pass a law mandating plain packaging, banning the use of brand colors, logos, or other markings on tobacco packs. The law is expected to be implemented in December, 2012. Prior to 2012, tobacco packages were required to have health warnings covering 30% of the front and 90% of the back of the package. Overall, 60% of the package space was appropriated to health warnings.

WARNINGS









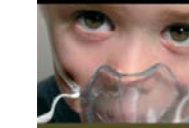

2012

FRONT	BACK	FRONT	BACK	FRONT	BACK
<p>SMOKING HARMS UNBORN BABIES</p> <p>Brand Variant 25</p>	<p>SMOKING HARMS UNBORN BABIES</p> <p>Quiltline 13 7848 25</p>	<p>SMOKING CAUSES BLINDNESS</p> <p>Brand Variant 25</p>	<p>SMOKING CAUSES BLINDNESS</p> <p>Quiltline 13 7848 25</p>	<p>SMOKING CAUSES LUNG CANCER</p> <p>Brand Variant 25</p>	<p>SMOKING CAUSES LUNG CANCER</p> <p>Quiltline 13 7848 25</p>
<p>SMOKING CAUSES MOUTH CANCER</p> <p>Brand Variant 25</p>	<p>SMOKING CAUSES MOUTH CANCER</p> <p>Quiltline 13 7848 25</p>	<p>SMOKING CAUSES PERIPHERAL VASCULAR DISEASE</p> <p>Brand Variant 25</p>	<p>SMOKING CAUSES PERIPHERAL VASCULAR DISEASE</p> <p>Quiltline 13 7848 25</p>	<p>SMOKING CAUSES EMPHYSEMA</p> <p>Brand Variant 25</p>	<p>SMOKING CAUSES EMPHYSEMA</p> <p>Quiltline 13 7848 25</p>
<p>QUITTING WILL IMPROVE YOUR HEALTH</p> <p>Brand Variant 25</p>	<p>QUITTING WILL IMPROVE YOUR HEALTH</p> <p>Quiltline 13 7848 25</p>	<p>SMOKING DAMAGES YOUR GUMS AND TEETH</p> <p>Brand Variant 25</p>	<p>SMOKING DAMAGES YOUR GUMS AND TEETH</p> <p>Quiltline 13 7848 25</p>	<p>SMOKING CAUSES THROAT CANCER</p> <p>Brand Variant 25</p>	<p>SMOKING CAUSES THROAT CANCER</p> <p>Quiltline 13 7848 25</p>

- Tobacco Labelling Resource Centre: Australia. Waterloo, Ontario: Department of Health, University of Waterloo; 2010 [cited 2011 April 6]; Available from www.tobaccolabels.ca/healthwarningimages/country/australia.
- Australian Government Department of Health and Ageing. (2012, August 31). Tobacco Health Warnings. Retrieved September 1, 2012, from www.health.gov.au/internet/main/publishing.nsf/content/tobacco-warn



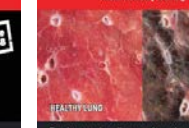
WARNINGS

2012

<p>FRONT</p> <p>SMOKING CAUSES HEART DISEASE</p>  <p>HEALTHY HEART DAMAGED HEART</p> <p>Brand Variant</p> <p>25</p>	<p>BACK</p> <p>SMOKING CAUSES HEART DISEASE</p>  <p>HEALTHY HEART DAMAGED HEART</p> <p>Smoking causes heart disease by damaging the blood vessels and blood supply to your heart. Smokers have more heart attacks, repeat heart attacks and angina than non-smokers. Quitting today will lower your risk of heart disease caused by smoking after one year.</p> <p>Want help with quitting? Call Quitline 13 7848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p> <p>RECIPIES ARE 20% VIGOROUS COMPLAINTS FOR THE LAST 10 MONTHS</p>	<p>FRONT</p> <p>SMOKING CAUSES KIDNEY AND BLADDER CANCER</p>  <p>Brand Variant</p> <p>25</p>	<p>BACK</p> <p>SMOKING CAUSES KIDNEY AND BLADDER CANCER</p>  <p>The cancer-causing chemicals you inhale with each puff go through your kidneys and bladder as your body tries to get rid of them in your urine. This makes smoking a major cause of kidney and bladder cancer. Blood in the urine is one of the most common symptoms.</p> <p>Want advice on quitting? Call Quitline 13 7848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p> <p>RECIPIES ARE 20% VIGOROUS COMPLAINTS FOR THE LAST 10 MONTHS</p>	<p>FRONT</p> <p>SMOKING KILLS</p>  <p>Brand Variant</p> <p>25</p>	<p>BACK</p> <p>SMOKING KILLS</p>  <p>Don't think it won't happen to you - half of lifetime smokers are killed by their smoking. How will you feel your loved ones if you get a disease caused by smoking? Imagine their distress, pain and suffering if smoking kills you.</p> <p>Thinking of quitting? Call Quitline 13 7848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p> <p>RECIPIES ARE 20% VIGOROUS COMPLAINTS FOR THE LAST 10 MONTHS</p>
<p>SMOKING DOUBLES YOUR RISK OF STROKE</p>  <p>Brand Variant</p> <p>25</p>	<p>SMOKING DOUBLES YOUR RISK OF STROKE</p>  <p>Continuing a smoker for 25 years, had a stroke aged 56. The stroke damaged her ability to speak and move parts of her body. She says "The hardest part was relying on my legs to look after me - I should be looking after them." Don't think it can't happen to you - younger people suffer strokes too.</p> <p>Thinking of quitting? Call Quitline 13 7848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p> <p>RECIPIES ARE 20% VIGOROUS COMPLAINTS FOR THE LAST 10 MONTHS</p>	<p>DON'T LET OTHERS BREATHE YOUR SMOKE</p>  <p>Brand Variant</p> <p>25</p>	<p>DON'T LET OTHERS BREATHE YOUR SMOKE</p>  <p>There is no safe amount of second hand smoke. Breathing even a little can be dangerous. It causes illnesses like pneumonia, middle ear infections and asthma attacks in children to be worse. It also causes heart disease and lung cancer in adults.</p> <p>You CAN quit smoking. Call Quitline 13 7848, talk to your doctor or pharmacist or visit www.quitnow.info.au</p> <p>RECIPIES ARE 20% VIGOROUS COMPLAINTS FOR THE LAST 10 MONTHS</p>		

WARNINGS

2006

<p>SMOKING IS ADDICTIVE</p> <p>Health Authority Warning</p>  <p>Quitline 131 848</p> <p>When you smoke you inhale the drug nicotine. In a short time you can find it difficult to control how much you smoke or to quit smoking. Many people don't realise they are dependent on tobacco until they try to quit. Even lifelong smokers CAN and do quit.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p> <p>Image Source: Health Canada website and Media Photo Gallery.</p>	<p>TOBACCO SMOKE IS TOXIC</p> <p>Health Authority Warning</p>  <p>Quitline 131 848</p> <p>Tobacco smoke is a complex mixture of toxic chemicals such as nitrosamines and benzopyrenes which contribute directly to the formation of cancer in smokers, and carbon monoxide which reduces the ability of blood to carry oxygen. These harmful substances can reach your brain, heart and other organs within 10 seconds of the first puff.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>SMOKING HARMS UNBORN BABIES</p> <p>Health Authority Warning</p>  <p>Quitline 131 848</p> <p>Smoking during pregnancy reduces the flow of blood in the placenta and limits the oxygen and nutrients that reach the growing baby. This increases the risk of miscarriage, stillbirth, premature birth, complications during birth or the baby having a smaller brain and body.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>DON'T LET CHILDREN BREATHE YOUR SMOKE</p> <p>Health Authority Warning</p>  <p>Quitline 131 848</p> <p>Children exposed to passive smoking experience more serious illnesses such as pneumonia, middle ear infections and asthma attacks. Babies exposed to passive smoking are at a greater risk of SIDS (Sudden Infant Death Syndrome).</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>SMOKING CLOGS YOUR ARTERIES</p> <p>Health Authority Warning</p>  <p>Quitline 131 848</p> <p>Smoking narrows your arteries causing them to become clogged and can lead to heart attack, stroke, peripheral vascular disease, gangrene of the feet and impotence.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>SMOKING - A LEADING CAUSE OF DEATH</p> <p>Health Authority Warning</p>  <p>Quitline 131 848</p> <table border="1"> <tr><td>TOBACCO</td><td>19,019</td></tr> <tr><td>Alcohol</td><td>2,831</td></tr> <tr><td>Motor Vehicle Accidents</td><td>1,731</td></tr> <tr><td>Illegal Drugs</td><td>863</td></tr> <tr><td>Murders</td><td>203</td></tr> </table> <p>CAUSES OF DEATH AUSTRALIA*</p> <p>Smoking causes more deaths than murder, illegal drugs, motor vehicle accidents and alcohol combined. Smokers not only live shorter lives, they also live more years with disabling health problems.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p> <p>*Source: AIHW Quantification of drug caused mortality and morbidity in Australia, 1998 and ABS Causes of Death, 1998.</p>	TOBACCO	19,019	Alcohol	2,831	Motor Vehicle Accidents	1,731	Illegal Drugs	863	Murders	203
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<p>SMOKING CAUSES BLINDNESS</p> <p>Health Authority Warning</p>  <p>Quitline 131 848</p> <p>Smoking causes irreversible damage to the back of the eye. This is known as macular degeneration. Central vision is lost, blindness may follow.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>SMOKING CAUSES HEART DISEASE</p> <p>Health Authority Warning</p>  <p>HEART BYPASS OPERATION</p> <p>Quitline 131 848</p> <p>Smoking narrows the arteries to your heart causing them to become blocked. This can cause heart attacks and death. Smoking can double your risk of dying from a heart attack.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>SMOKING CAUSES LUNG CANCER</p> <p>Health Authority Warning</p>  <p>Quitline 131 848</p> <p>9 out of 10 lung cancers are caused by smoking. Every cigarette you smoke increases your risk of lung cancer. Most people who get lung cancer, die from it.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>SMOKING CAUSES EMPHYSEMA</p> <p>Health Authority Warning</p>  <p>HEALTHY LUNGS EMPHYSEMA</p> <p>Quitline 131 848</p> <p>Emphysema is a disease where the air sacs in the lungs are gradually destroyed, making it hard to breathe. Sufferers describe it as a living, breathing hell. Nearly all emphysema is caused by tobacco smoking.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>SMOKING CAUSES MOUTH AND THROAT CANCER</p> <p>Health Authority Warning</p>  <p>MOUTH CANCER</p> <p>Quitline 131 848</p> <p>Smoking is the major cause of cancers affecting the mouth and throat. These cancers can result in extensive surgery, problems in eating and swallowing, speech problems and permanent disfigurement.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>SMOKING DOUBLES YOUR RISK OF STROKE</p> <p>Health Authority Warning</p>  <p>HEART STROKE</p> <p>Quitline 131 848</p> <p>Smoking narrows the arteries to your brain causing them to become blocked. This causes a stroke that can result in permanent paralysis, inability to speak, disability or death.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>										
<p>SMOKING CAUSES PERIPHERAL VASCULAR DISEASE</p> <p>Health Authority Warning</p>  <p>Quitline 131 848</p> <p>Smoking damages your blood vessels, which can prevent blood circulation, particularly to your legs or feet. This can result in blood clots, infection, gangrene, even amputation.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>QUITTING WILL IMPROVE YOUR HEALTH</p> <p>Health Authority Warning</p>  <p>CALL QUITLINE TODAY</p> <p>Quitline 131 848</p> <p>Quitting smoking at any age benefits your health and fitness. Quitting reduces your risk of developing diseases such as cancer, heart attack and stroke. In the case of heart attack, the risk is halved one year after quitting.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>														