$25 MILLION TO TACKLE YOUTH SMOKING

The Australian Government will spend $25 million over four years in a new anti-smoking campaign targeting young people.

Tobacco smoking is the single largest preventable cause of premature death and disease in Australia.

Young people are smoking at higher rates than the rest of the community. The average age when Australians start to smoke is 16, but many adolescents are starting younger. Research has indicated that the earlier a person commences, the more likely it is that he or she will become a regular smoker.

Studies have found that teenagers can be strongly influenced by their parents’ attitudes to smoking.

The campaign will aim to strengthen young people’s resilience to peer group pressure, and reinforce the benefits of lifestyles without smoking.

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