

WHAT IS THE ISSUE?

Tobacco smoking is one of the largest causes of preventable illness and death in Australia. Research estimates that two in three lifetime smokers will die from a disease caused by their smoking.

SIGNIFICANCE OF ISSUE:

1 in 8 deaths in Australia are a result of tobacco use.

There are 69 different chemicals in a single cigarette that cause cancer.

Tobacco use has been linked to a huge number of preventable illnesses, including multiple cancers, heart disease, emphysema and many more.

Lifetime tobacco users under the age of 65 increase their risk of stroke by 3x.

Over 10% of adults are considered regular smokers in Australia, and although this has been trending downwards over the years it is still concerningly high.



2-3 KEY USERS:

Brendan is a 65 year old retiree who has smoked his whole life and currently dealing with lung cancer

Angela is a nurse in a Melbourne hospital who works in the respiratory clinic.

George is a 25 year old male who smokes online on weekends when he goes out drinking.

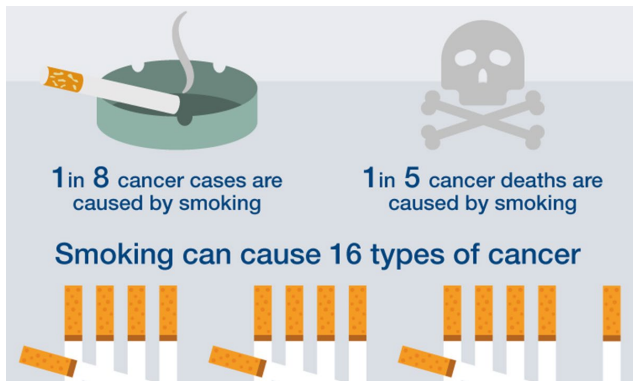


2-3 POINT OF VIEW STATEMENTS:

Brendan needs more support from his family who simply blame him for his smoking despite not knowing the dangers before it was too late.

Angela wants to help people before they end up in her care, as she is in a unique front-line position, she would like to make us of it.

George wants to stop smoking but the social opportunities he gains on a night out are too good to pass up



Cancer caused tobacco rates as per the Cancer Council NSW



The National Health and Medical Research Council (NHMRC) e-cigarette campaign

INDUSTRY SECTORS:

- Families
- Hospitality (clubs and bars)
- Hospitals

SOURCES OF INFORMATION:

Cancer Council NSW. (2021, December 01). 16 cancers caused by smoking. Retrieved October 24, 2022, from <https://www.cancerCouncil.com.au/news/there-are-16-cancers-that-can-be-caused-by-smoking/>

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Deaths & Disease From Smoking. (n.d.). Retrieved October 24, 2022, from <https://www.quit.org.au/resources/fact-sheets/deaths-and-disease-smoking/>

Tobacco use linked to more than 1 in 8 deaths, but burden easing. (n.d.). Retrieved October 24, 2022, from <https://www.aihw.gov.au/news-media/media-releases/2019/october/tobacco-use-linked-to-more-than-1-in-8-deaths-but>

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