

MEDIA RELEASE



Monday 14 November 2011

Rural doctors applaud plain packaging bill

The Rural Doctors Association of Australia (RDAA) has congratulated the Senate on passing the Tobacco Plain Packaging Bill, given the dramatic impact it could have on cutting smoking rates in rural and regional Australia.

“This initiative will have enormous and positive impacts on health in Australia and indeed the world,” RDAA President, Dr Paul Mara, said.

“Every day rural doctors see the terrible impact smoking has on the health and life expectancy of many patients and the devastating effects this has on them and their families.

“In conjunction with other anti-smoking measures that have already been introduced, the plain packaging of cigarettes has enormous potential to discourage more Australians from starting to or continuing to smoke. It particularly takes away the glamour of smoking for young people.

“We congratulate Minister Roxon and the Government for their efforts in this area, and the Opposition for supporting the core of this legislation.”

Available for interview: RDAA President, Dr Paul Mara, on 0466 665 933.
Media contact: Patrick Daley on 0408 004 890.