



***“ Different Approaches to Tobacco Control: Australia vs New Zealand, Which is Working Best? ”***



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## *Important – Disclaimer*

- Medical consultant to Little Green Pharma
- Medical advisory board member GPCE
- Board Member Arthritis WA
- Chairman ATHRA
- IPN WA state Medical Consultant
- Clinical editor Medical Forum

## *Who is this about?*



# *Michael Russell*

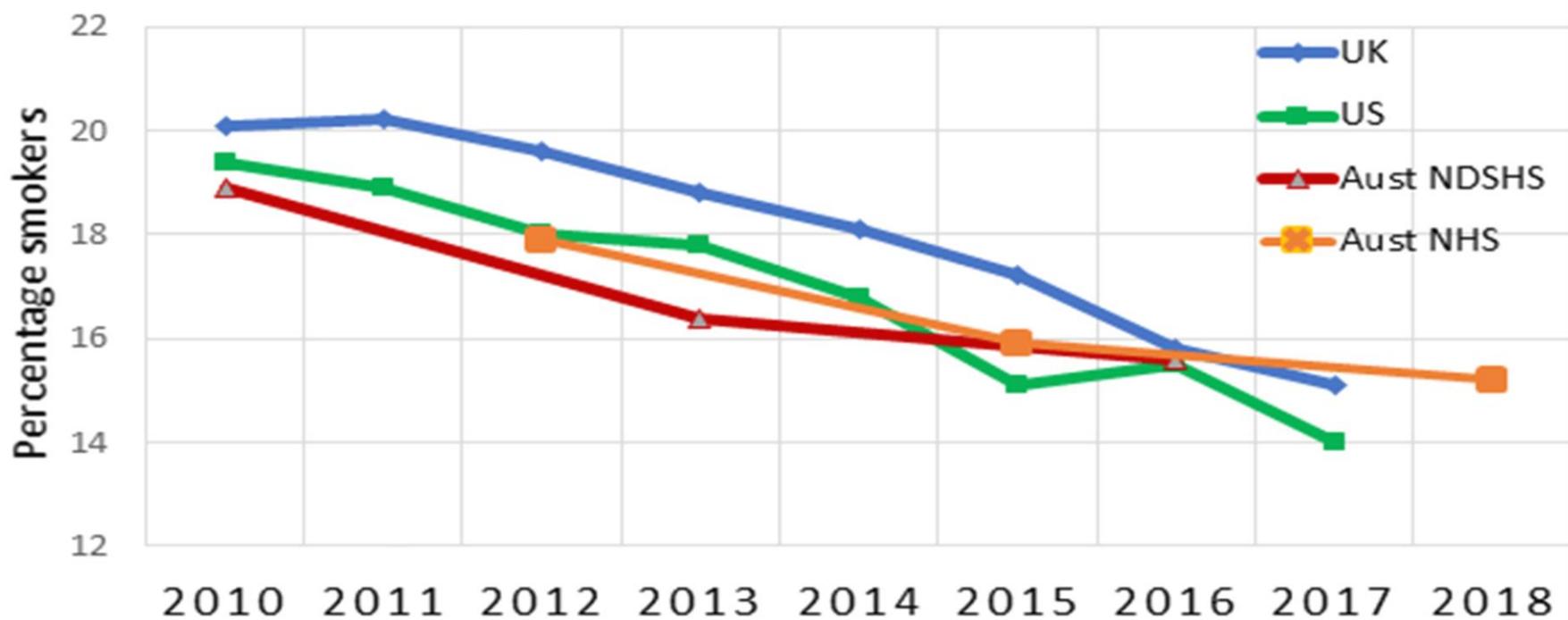
## *March 9, 1932 – July 16, 2009*

- A man ahead of his time.
- Cigarette smoking thesis whilst a psychiatrist in training 1967.
- 1971 paper concluded that nicotine was the motivator of smoking.
- Rare ability to design elegant trials.
- Understood the difference between nicotine and cigarettes.
- Understood harm reduction.
- *In 2021 – battle and the principals are the same*

## *The Horse Manure Crisis*



## UK, US, Australia 18y+ smoking rates 2010-2018

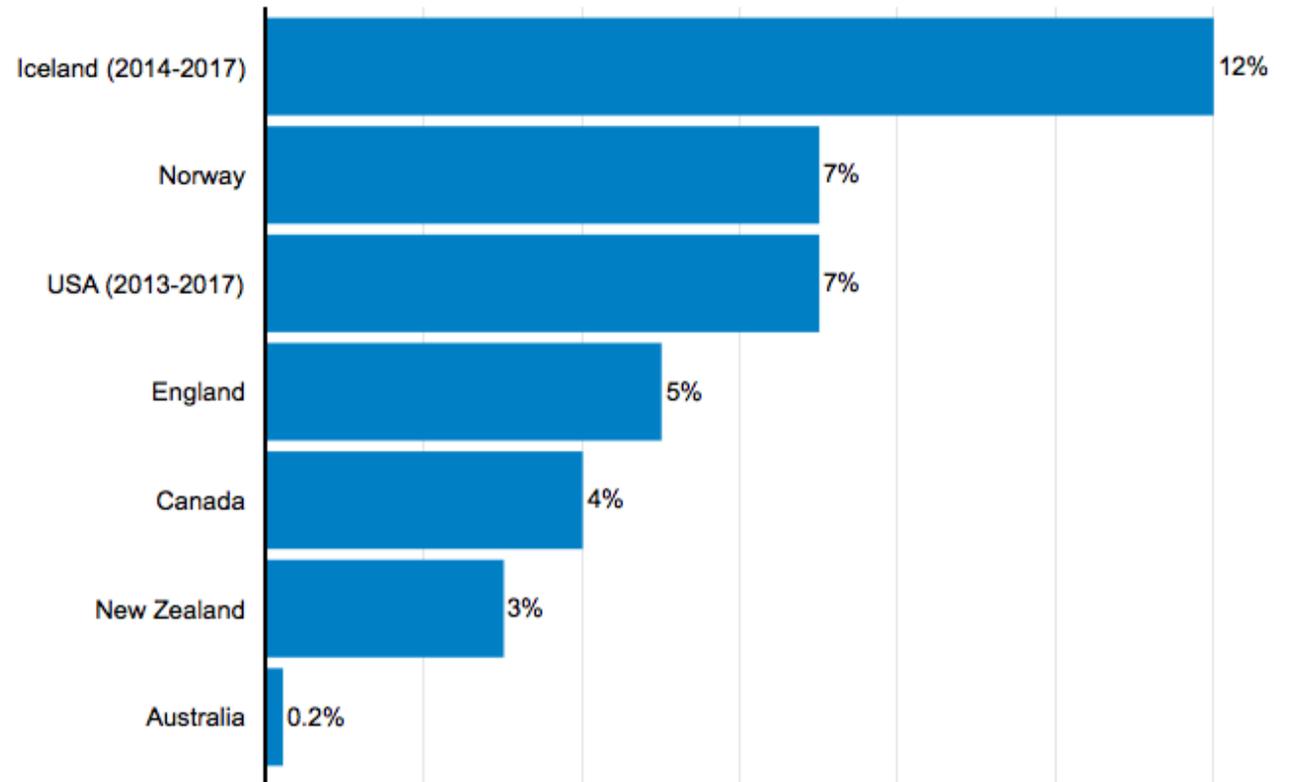


# Australian experience

## Smoking decline rates in Australia stall as experts argue over e-cigarettes

- *2017 – no mention of vaping*
  - *2018 -2021 increasing mentions*
- And debate*

% decline in annual smoking rate 2013-2016



# Cigarette prices

Year	Winfield 25s \$*	Peter Jackson 30s \$*	Benson & Hedges 25s \$*	Longbeach 40s \$*	Horizon 50s \$*	Holiday 50s \$*	JPS 26s \$*	% Lowest-priced 50s cheaper per stick than Winfield 25s	Difference in cost for highest to lowest pack \$	% share of lowest in highest priced pack
1989	2.66	2.82	2.75						0.16	94.3%
1990	2.94	3.14	3.05	3.08					0.26	91.7%
1991	3.08	3.32	3.20	3.47		3.57		42.0%	0.49	86.3%
1992	3.57	3.87	3.68	4.25	4.68	4.56		36.1%	1.11	76.3%
1993	4.45	4.85	4.56	5.86	6.75	6.65		25.3%	2.30	65.9%
1994	4.72	5.22	4.84	6.39	7.42	7.19		23.8%	2.70	63.6%
1995	5.11	5.66	5.20	7.01	8.25	7.91		22.6%	3.14	61.9%
1996	6.47	7.15	6.57	9.01	10.39	9.70		25.0%	3.92	62.3%
1997	6.53	7.22	6.70	8.76	10.52	9.65		26.1%	3.99	62.1%
1998	6.70	7.40	6.90	9.00	10.80	9.90		26.1%	4.10	62.0%
1999	7.05	7.81	7.25	9.51	11.45	10.55		25.2%	4.40	61.6%
2000	7.35	8.41	7.50	10.81	13.13	12.75		13.3%	5.78	56.0%
2001	8.70	9.95	8.95	12.75	15.42	15.00		13.8%	6.72	56.4%
2002	9.10	10.45	9.35	13.25	16.10	15.60		14.3%	7.00	56.5%
2003	9.50	10.85	9.80	13.70	16.65	16.15		15.0%	7.15	57.1%
2004	9.85	11.25	10.15	14.25	17.35	16.40		16.8%	7.50	56.8%
2005	10.30	11.70	10.60	14.95	17.95	17.50		15.0%	7.65	57.4%
2006	10.70	11.99	11.05	15.25	18.60	18.15		15.2%	7.90	57.5%
2007	11.25	12.60	11.55	15.95	19.45	19.00		15.6%	8.20	57.8%
2008	11.70	13.10	12.00	16.70	20.30	19.85		15.2%	8.60	57.6%
2009	12.40	13.85	12.70	17.50	21.30	21.25		14.3%	8.90	58.2%
2010	12.95	14.45	13.40	18.30	22.10	21.90		15.4%	9.15	58.6%
2011	16.45	18.25	16.85	23.10	27.75	27.55		16.3%	11.30	59.3%
2012	17.15	18.90	17.95	24.80	29.80	29.80		13.1%	12.65	57.6%
2013	18.75	20.45	19.50	26.75	32.20	33.00	16.35	14.1%	14.25	56.8%
2014	21.40	23.70	21.95	30.70	33.70	40.20	18.45	21.3%	18.80	53.2%
2015	23.65	27.25	25.45	34.70	38.75	38.05	20.80	19.6%	15.10	61.0%
2016	26.25	27.25	28.10	38.50	43.70	42.35	23.95	19.3%	17.45	60.1%
2017	29.60	33.80	31.50	43.40	49.90	N/A~	27.70	15.7%	20.30	59.3%
2018	33.65	38.10	35.40	48.75	56.80	53.65	30.85	20.3%	25.95	54.3%
2019	37.00	41.75	39.05	53.70	63.50	62.75	34.25	15.2%	29.25	53.9%

Sources: NSW Retail Traders' Association. Price lists—Cigarettes. The Retail Tobacconist of NSW. 1989–2013: 50 to 87 (February editions); 2014–2019: 90 to 108 (March and December editions).

# Graph form

Figure 13.3.1 plots the price per stick of Craven A 20s and Winfield 25s in \$2012 from 1940 to 2019.

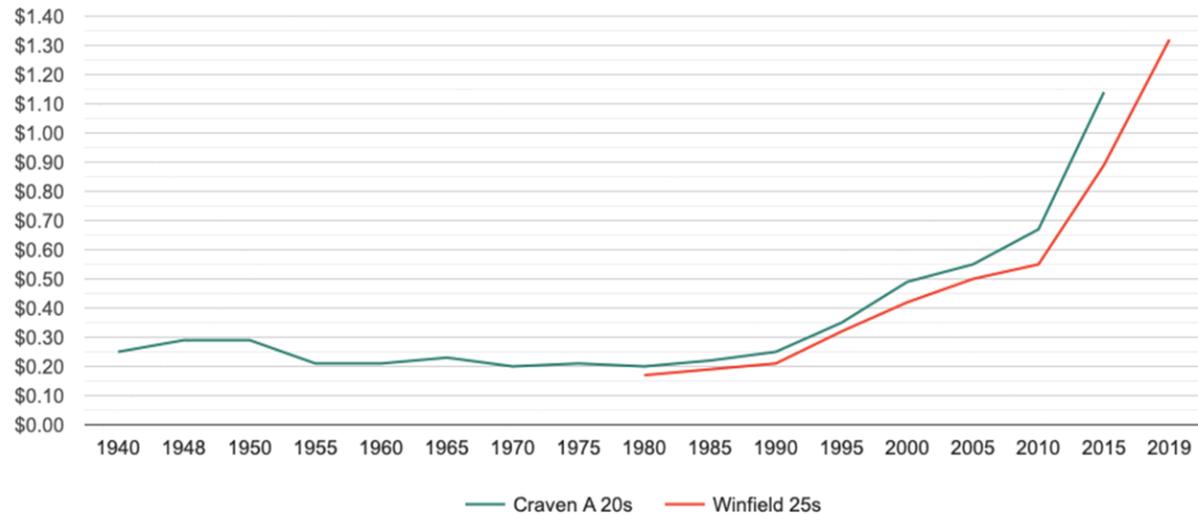
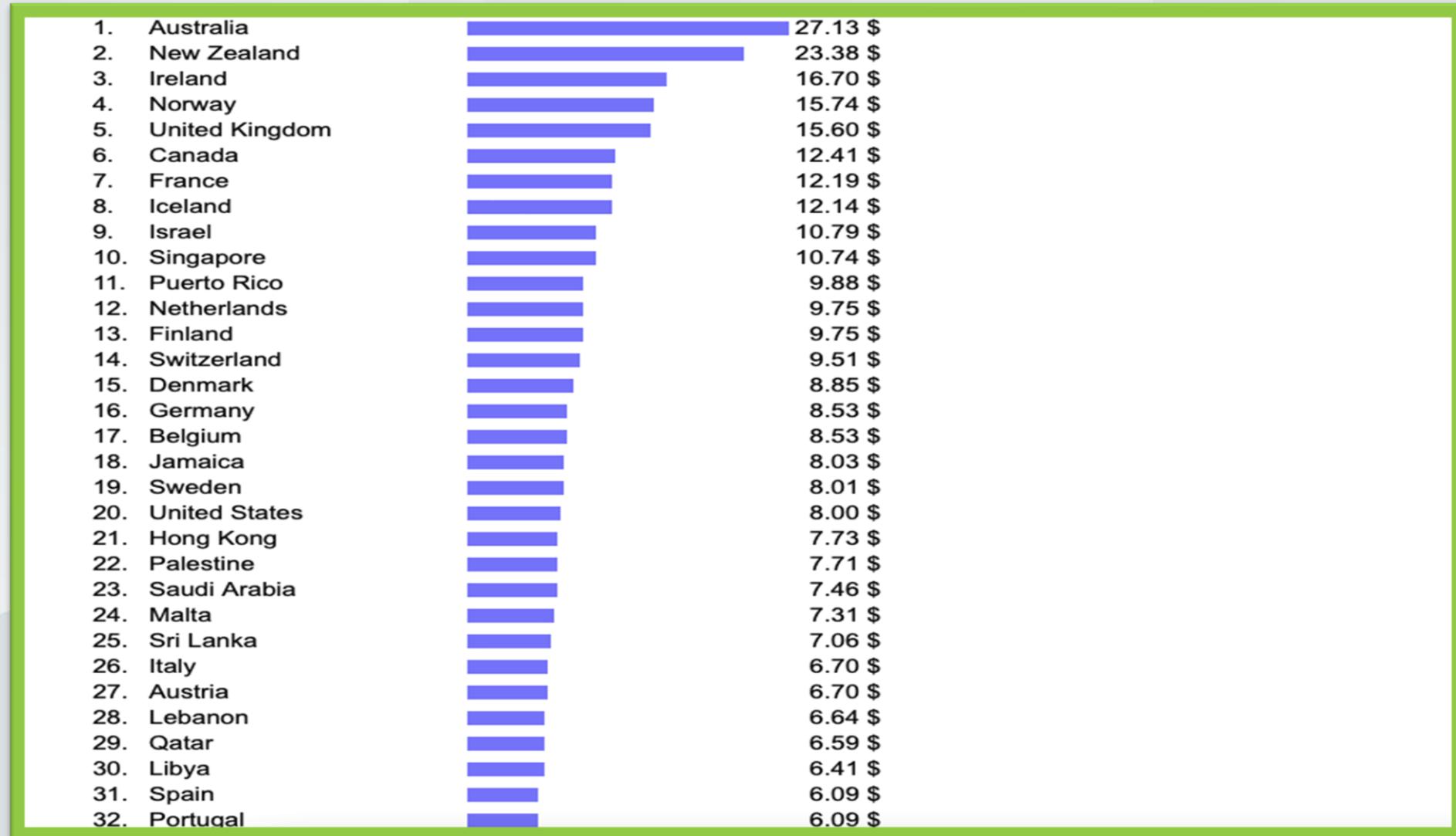


Figure 13.3.1  
Recommended retail price *per stick* (in \$2012) of Craven A 20s\* and Winfield 25s, Australia, 1940–2019

Sources: NSW Retail Traders' Association. Price lists—Cigarettes. *The Retail Tobacconist of NSW*. 1940–2013: 9 to 87 (February editions); 2014–2015: 90 to 93 (March editions); 2019: 108 (Dec 2018 edition).

# World comparison



# NZ Health

Find out the best ways to give up the smokes for good at [QuitStrong](#) ✕

**VAPING  
FACTS**

THE FACTS OF VAPING | **VAPING VS SMOKING** | VAPING TO QUIT SMOKING



**VAPING VS  
SMOKING.**

The image shows a promotional banner for a website. At the top, a red bar contains the text 'Find out the best ways to give up the smokes for good at [QuitStrong](#) ✕'. Below this is a black navigation bar with the 'VAPING FACTS' logo on the left and three menu items: 'THE FACTS OF VAPING', '**VAPING VS SMOKING**', and 'VAPING TO QUIT SMOKING'. The main content area features a photograph of two men in orange safety vests and caps, laughing together. A large white text box on the left side of the photo contains the text '**VAPING VS SMOKING.**' in bold black and red letters.

Find out the best ways to give up the smokes for good at [QuitStrong](#) ✕

VAPING  
FACTS

THE FACTS OF VAPING

VAPING VS SMOKING

VAPING TO QUIT SMOKING

## HARM

## NICOTINE

## FEEL

## COST

Smoking is bad for your health as the toxins produced by burning tobacco cause smoking-related illnesses. The majority of health benefits are seen when you stop smoking completely. Some people find cutting down as a helpful step to quitting, but stopping smoking completely should be the end goal.

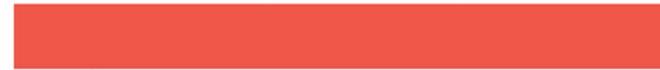
Vaping is not harmless, but it is much less harmful than smoking.

**The healthiest option is not to vape or smoke. Don't vape if you don't smoke.**

**Only vape to quit smoking**

### RELATIVE HARM

#### Smoking



#### Smoking less and vaping



#### Vaping only



## *NZ Health*

- ‘There is now general agreement that vaping use exposes the user to fewer toxicants than smoking tobacco cigarettes.’ ([McNeill 2015](#); [RCP 2016](#). Cochrane Review.)

# *From NZ Herald*

NEW ZEALAND | Politics

## Cigarette sales down as vaping up, End Smoking NZ says, but Smokefree 2025 target won't be met

28 Aug, 2020 01:00 AM

🕒 5 minutes to read



## *NZ Herald*

- Cigarette sales are plunging faster than any time before as smokers turn to alternatives like vaping - with 410 million fewer smokes sold annually than just two years ago.
- Dr Murray Laugesen, a trustee of the End Smoking NZ charity, analysed tobacco company returns that are published by the Ministry of Health and found a remarkable drop in sales.
- About 2132 million cigarettes were sold last year - 193 million fewer than 2018, and following a 217 million drop the previous year.

# *Offer alternatives*

- The latter had advanced from nicotine patches and gums to e-cigarettes and "heat not burn" devices, which heat tobacco to lower temperatures than cigarettes.
- "Although electronic cigarettes and heat not burn products are not perfect - the best thing is to not use any of these products at all - actually, if we were to convert our smoking epidemic into a situation of people using reduced-harm products, that would actually be a much better situation."
- Dr George Laking – Chair End Smoking NZ

# *Petrol (Gasoline) station*



# *Positive messaging*



# Retail store



# *Australia*

- 2010-2013 317,000 less smokers
- 2013-2016 21,000 MORE smokers
- Government tobacco excise AUD 11.2 billion 2017
- Rising to AUD 15.6 billion in 2021

# *What we have been up against*



# Ideology

## SCIENCE AND IDEOLOGY

### The Arrogance of Public Health Advocacy

RONALD W. DWORKIN

*How a lack of humility and scientific rigor have led public health activists into dubious pronouncements on an ever-expanding array of controversial issues, from gun control to gender equality to foreign policy.*

**E**arly in my anesthesiology career, I took care of an elderly man who needed knee surgery but who smoked like a chimney. The surgical team feared he would suffer the usual smoker's complications, so we told him to stop smoking a week before his operation. He refused. In the end we reached a compromise: On the day before surgery he would get by with nicotine patches.

After surgery we noticed him moving all around in bed, craving nicotine, as he had yet to receive his patch that morning. This was actually a good thing, as he risked forming blood clots if he remained immobile. We decided to deny him his patches for a few days to keep him jumpy until he could start physical therapy. Unfortunately, he tricked us: He found a way to sneak cigarettes into his room. His renewed smoking probably caused his incision to heal poorly, since the carbon monoxide in cigarette smoke interferes with oxygen unloading in the tissues. Nevertheless, when I took away his cigarettes he told me to go to hell.

The story is a metaphor for today's counterproductive policy toward e-cigarettes. Companies like JUUL Labs have created an e-cigarette substitute for smokers to "save" them. Although the substitute contains nicotine, it lacks the carcinogens and



# Australian TGA

The screenshot shows the Australian Government Department of Health Therapeutic Goods Administration website. The page title is "Nicotine e-cigarette access", dated 4 May 2021. The breadcrumb trail is "Home » Health professionals » Accessing unapproved products » Nicotine e-cigarettes". The main content states that on 21 December 2020, the TGA announced a decision that from 1 October 2021, the importation of nicotine e-cigarettes and liquid nicotine for vaping will require a valid prescription. This aligns with current domestic restrictions under State and Territory law that prohibit the supply of nicotine containing e-cigarettes in Australia without a valid medical prescription. The decision balances the need to prevent adolescents and young adults from taking-up nicotine e-cigarettes while allowing current smokers to access these products for smoking cessation with appropriate medical advice. There has been a significant increase in the use of nicotine e-cigarettes by young people in Australia and in many other countries. There is evidence that nicotine e-cigarettes act as a 'gateway' to smoking in youth and exposure to nicotine in adolescents may have long-term consequences for brain development. The decision follows two rounds of public consultation on the proposed changes during 2020. The decision was made by a senior medical officer at the TGA as a Delegate of the Secretary of the Department of Health. It is not a decision of the Government or the Minister.

**Australian Government**  
Department of Health  
Therapeutic Goods Administration

Search TGA

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**Health professionals**

- Report a problem or side effect
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  - Authorised prescribers
  - Clinical trials
  - Personal importation scheme
  - Medicine shortages: Information for Health Professionals
  - Accessing medicines during a medicine shortage
  - Medicinal cannabis
  - Nicotine e-cigarettes**
- Advertising

Home » Health professionals » Accessing unapproved products » Nicotine e-cigarettes

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## Nicotine e-cigarette access

4 May 2021

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## Health professionals

› Report a problem or side effect

▼ Accessing unapproved products

Special access scheme

Authorised prescribers

Clinical trials

Personal importation scheme

Medicine shortages: Information for Health Professionals

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Medicinal cannabis

Nicotine e-cigarettes

› Advertising

› Medicines

› Medical devices

› Biologicals

› Safety information

› Other resources

## What is happening to the law regulating imports of nicotine e-cigarettes from 1 October 2021

Nicotine is already a Schedule 4 Prescription Only Medicine in the Poisons Standard <sup>☞</sup> when in preparations for human therapeutic use. The changes clarify the scheduling of nicotine and close a regulatory gap between Commonwealth and state and territory laws.

Under existing state and territory laws, the sale of nicotine e-cigarettes and liquid nicotine without a prescription, is illegal throughout Australia. Additionally, the possession or use of these products without a prescription is illegal in all states and territories except South Australia. The decision means that importing nicotine e-cigarette products from overseas websites without a valid doctor's prescription will be illegal.

### Nicotine e-cigarettes will require a prescription

Consumers will need a valid Australian prescription (script) to access nicotine e-cigarettes and liquid nicotine. This will provide an opportunity for consumers to receive appropriate medical advice on options for smoking cessation.

### Obtaining nicotine e-cigarettes

There are currently no TGA approved nicotine e-cigarettes in the Australian Register of Therapeutic Goods (ARTG). Medicines not included in the ARTG are known as 'unapproved' medicines. There are established pathways for legal access to unapproved nicotine e-cigarettes, with a valid prescription.

### Personal importation

Consumers can import nicotine e-cigarettes legally through the TGA Personal Importation Scheme, with a doctor's prescription. Any medical practitioner who considers it is appropriate for their patient to use nicotine e-cigarettes for smoking cessation can prescribe nicotine e-cigarettes for personal importation. Medical practitioners do not need TGA approval to prescribe nicotine e-cigarettes for their patient when they access them through the personal importation scheme.

## Health professionals

› Report a problem or side effect

▼ Accessing unapproved products

Special access scheme

Authorised prescribers

Clinical trials

Personal importation scheme

Medicine shortages: Information for Health Professionals

Accessing medicines during a medicine shortage

Medicinal cannabis

Nicotine e-cigarettes

› Advertising

› Medicines

› Medical devices

› Biologicals

› Safety information

› Other resources

› Health professional information & education

## Supply in Australia

Consumers will also be able to obtain nicotine e-cigarettes from local pharmacies and Australian based online pharmacies, with a prescription from an Authorised Prescriber. Medical practitioners would need to apply to the TGA for authority to prescribe unapproved nicotine e-cigarettes as an aid to stop smoking through the simplified [Authorised Prescriber Scheme](#) or the [Special Access Scheme \(SAS\)](#). Depending on state or territory restrictions, other prescribing health practitioners may also be able to apply under the SAS.

A simplified nicotine-specific online form is available on the Authorised Prescriber dashboard of the [SAS & Authorised Prescriber Online System](#). Once approved, the authorisation is valid for a five year period and the Authorised Prescriber may, in accordance with the RACGP guidelines to support smoking cessation, prescribe nicotine for smoking cessation to patients without any further required TGA approval.

## Child resistant closures will be mandatory for liquid nicotine

From 1 October 2021, all liquid nicotine products will require child resistant closures to reduce the risk of accidental exposure to or ingestion of liquid nicotine.

This is consistent with many other countries and is also consistent with TGA-approved nicotine replacement products, which require containers with child resistant closures.

## What will happen before 1 October 2021

The Delegate has considered the 2385 public submissions received in response to the [interim decision consultation](#). The Delegate has also considered the [Report of the Senate Select Committee on Tobacco Harm Reduction](#) released on 18 December 2020, as well the [submissions](#) to the Senate Inquiry and testimony at the [public hearings held on 13 November and 19 November 2020](#).

In response to concerns regarding the safety and quality of unapproved nicotine e-cigarettes and the need for prescribing guidance, additional resources and standards will be developed before the changes are implemented on 1 October 2021, including:

- public consultation in early 2021 on product safety and quality standards (so these standards are in effect well before 1 October 2021). The consultation will be informed by existing international standards for nicotine e-cigarettes.
- provision of educational resources to support health professionals.
- consumer education activities.

## ***What is not affected***

- Nicotine products that are not affected include nicotine replacement therapies currently available without prescription (from pharmacies and some retail outlets including sprays, patches, lozenges and chews). These products have been assessed by the TGA as safe for retail sale.
- There are no changes to the availability of e-cigarettes that do not contain nicotine.
- And of course... Cigarettes!!!



# *In reality?*



# *Little new under the sun*

- ***“And it ought to be remembered that there is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order of things, because the innovator has for enemies all those who have done well under the old conditions, and lukewarm defenders in those who may do well under the new. This coolness arises partly from fear of the opponents, who have the laws on their side, and partly from the incredulity of men, who do not readily believe in new things until they have had a long experience of them. Thus it happens that whenever those who are hostile have the opportunity to attack they do it like partisans, whilst the others defend lukewarmly, in such wise that the prince is endangered along with them.”***
- *Niccolo Machiavelli The Prince 1513*

# *Our time is coming*





**ASIA HARM  
REDUCTION  
FORUM 2021**

***THANK YOU!***