

Daily smoking rates across States and Territories in 2004 and 2007

	Daily smoking		
	2004 %	2007 %	Difference*
Queensland	19.8	17.2	↓ 2.6
Northern Territory	27.3	25.3	↓ 2
Australian Capital Territory	16.1	14.7	↓ 1.4
Victoria	17.4	16.5	↓ 0.9
Western Australia	15.5	14.8	↓ 0.7
New South Wales	16.5	16.4	↓ 0.1
South Australia	16.5	16.5	-
Tasmania	21.5	22.7	↑ 1.2
Australia	17.4	16.6	↓ 0.8

* Percentage points

Estimated changes at the population level for Queensland*

Total daily smokers			
2004	19.8%	621,661	37,567 <u>fewer</u> daily smokers
2007	17.2%	584,094	
Total non smokers (ex-smokers & never smokers)			
2004	77.3%	2,426,988	296,524 <u>more</u> non smokers
2007	80.2%	2,723,512	

* Queensland population estimates, AIHW population database.

Note that changes are evident despite a population growth of 256,200 since 2004.

Timeline of Queensland's key tobacco control activities from 2004 – 2007

2004	2004 National Drug Strategy Household Survey	Daily QLD smoking rate = 19.8%
2004	<i>Review of Queensland's tobacco laws</i>	
2004	<i>Quit campaigns "Nice people" and "Car and home, smoke-free zone"</i>	
2004 December	<i>Education campaign "Nobody Smokes Here Anymore" Phase 1</i> State-wide mass media campaign including television, radio, print and outdoor advertising.	
2005	<i>Quit Campaigns "Quit for your kids" and "Quit for your future"</i>	
2005 January	<i>Comprehensive smoking bans for outdoor public places</i> Non-residential building entrances, children's playgrounds, major sports stadiums, patrolled beaches <i>Indoor smoking bans</i> One third of the whole enclosed area of liquor licensed premises, including at least one third of all poker machines must be no smoking.	
2005 March	<i>Evaluation of "Nobody Smokes Here Anymore" and tobacco laws</i> High awareness (84%) and high support (73%) of new tobacco laws; 58% of smokers reporting smoking less in public places, 26% were smoking less and 19% had attempted to quit since the new laws commenced. <i>Intensive enforcement period Phase 1</i> Over 80,000 inspections across all new provisions conducted by Environmental Health Officers throughout Queensland.	
2005 July	<i>Funding</i> \$4.5 million annual increase in tobacco budget for ongoing Quit campaigns, new Quitline, Indigenous programs and 18 new Environmental Health Officers.	
2005 September	<i>Education campaign "Nobody Smokes Here Anymore" Phase 2</i> State-wide mass media campaign including radio and print advertising. <i>Indoor smoking bans</i> Two thirds of the whole enclosed area of liquor licensed premises, including at least two thirds of all poker machines must be no smoking. <i>Intensive enforcement period Phase 2</i> Focussing on tobacco retailing and licensed premises.	
2005 December	<i>Tobacco displays in retail outlets</i> Only one display per outlet limited to 1 square metre for general retail and 3 square metres for tobacconists, display of cartons banned. <i>Youth smoking</i> Children must not falsely represent their age for the purpose of being sold cigarettes and other tobacco products. Expansion of state wide specialist enforcement team targeting illegal tobacco sales to children.	
2006	<i>Quit Campaigns "Amputation", "Quitline services" and "Young women and smoking (Feeling Good) Phase 1"</i>	
2006 February	<i>Federal Government legislation requiring graphic health warnings on all tobacco products</i>	
2006 July	<i>Education campaign "Nobody Smokes Here Anymore" Phase 3</i> State-wide mass media campaign including television, radio, and print advertising. <i>Indoor smoking bans</i> The whole enclosed area of liquor licensed premises must be no smoking. <i>Outdoor smoking bans</i> Outdoor eating or drinking places where food is provided as part of a business must be no smoking. Designated Outdoor Smoking Areas at clubs, hotels and casinos where only smoking and drinking can occur, no more than 50% of outdoor licensed area.	
2006 September	<i>Evaluation of "Nobody Smokes Here Anymore" and tobacco laws</i> High awareness (93%) and support (76%) of new tobacco laws; 85% of smokers report not smoking in areas where it is banned, and 67% smoking less in public places generally; 33% of smokers thinking about quitting, 22% have attempted to quit.	
2006 October	<i>Intensive enforcement period Phase 3</i> Environmental Health Officers inspect approximately 16,000 liquor licensed premises (pubs, clubs and cabaret), and outdoor eating or drinking places throughout Queensland.	
2007	<i>Quit Campaigns "Echo", "Mouth cancer", "Quitline services" and "Young women and smoking (Feeling Good) Phase 2"</i> <i>New Quitline established at the Health Contact Centre</i>	
2007	<i>Review of Queensland's smoke-free laws</i>	
2007	2007 National Drug Strategy Household Survey	Daily QLD smoking rate = 17.2%