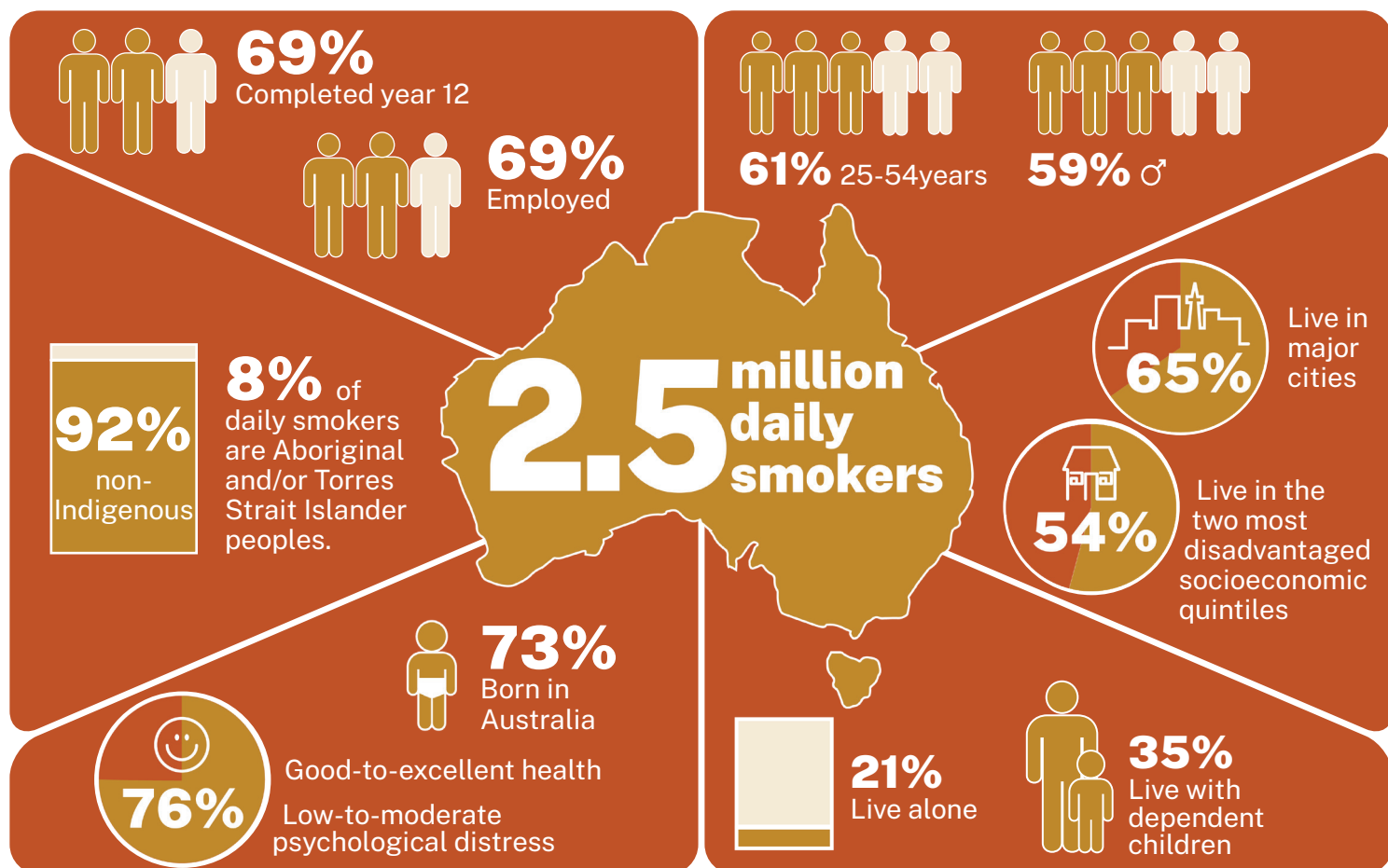


WHO ARE THE PEOPLE WHO SMOKE IN AUSTRALIA?



Understanding these characteristics breaks the stereotypes of people who smoke as being uneducated, unemployed and generally suffering from mental illness. While smoking rates are higher in these groups, the majority of people who smoke daily are employed, educated and in good mental health.

The targeted and population health messaging balancing act

Effective, relevant communications reflect the lives of people who smoke. We need both broad messages and specific approaches for priority populations, such as Aboriginal and Torres Strait Islander people, while taking care not to frame it as an issue unique to one particular group.

Structural change

We must tackle the structural drivers of disadvantage with societal changes that make it easier to be tobacco-free among those priority populations our systems have failed.

Accountability matters

The Tobacco Industry should be held accountable for the systematic failures that allow them to continue fuelling death and disease among Australians.

Need help quitting?

Speak to your local GP, health professional, pharmacist or call the Quitline, on **13 QUIT (13 7848)**.

Knowledge translation and visualisation by the PHXchange



Australian
National
University

Aw, J.Y.H., Heris, C., Maddox, R., Joshy, G., Banks, E. 2024 *Who smokes in Australia? Cross-sectional analysis of Australian Bureau of Statistics survey data, 2017-19*. Medical Journal of Australia; 220(2). doi:10.5694/mja22.01400

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