

THINK2WICE

2 August 2009

IN WORLD'S FIRST, WA SMOKERS URGED TO THINK2WICE

In what is thought to be a global first, the Australian Hotels Association (WA) and the Australasian Association of Convenience Stores (AACS) have joined forces to try to convince smokers about the need to be courteous to non-smokers and to dispose of their litter responsibly.

The **THINK2WICE** campaign, launched today at the Queens Tavern, Highgate (Perth, Western Australia), is thought to be the first campaign in the world driven by the retail industry designed to encourage smokers to be considerate of others, while at the same time discouraging underage youth from trying to purchase cigarettes.

AHA(WA) CEO, Bradley Woods, said it was up to the industry sectors that have an obligation to cater for smokers and non-smokers alike to send a pro-active and positive message to the community.

"We are sending out a clear message to smokers that they need to respect the rights of others and should take responsibility for the litter they create," Mr Woods said.

"People smoke in outdoor areas of hotels and bars and they purchase their tobacco products from convenience stores and service stations, so these places are excellent venues to capture and educate people in relation to doing the right thing.

"We have a responsibility to cater for both smokers and non-smokers comfortably and we want smokers to think twice when they are smoking around others, be considerate of the rights of people who don't smoke and to always dispose of their cigarette butts responsibly.

"As key stakeholders in the ongoing debate, the hospitality and retail industry sectors have responded to the recent political and social debate relating to smoking legislation in Western Australia by implementing a campaign that supports, and in most cases exceeds, the expectations of the community and all levels of government."

The key campaign messages that will be displayed throughout selected taverns, pubs and convenience stores are:

- Smoking around others? **THINK2WICE**
- Finished smoking it? **THINK2WICE**
- Smoking around kids? **THINK2WICE**
- Buying cigarettes underage? **THINK2WICE**

AACS Executive Director, David Killeen, said the **THINK2WICE** campaign is a proactive strategy that will prove that self-regulation can work in the community.

"We aim to encourage as many smokers as possible to self-regulate by respecting the rights of others, especially children, and the environment," Mr Killeen said.

“From an environmental perspective, ensuring smokers have their own portable ashtray will ensure they have no reason to dispose of their butts on footpaths or out of car windows.

“We are also sending out a clear message to anyone trying to purchase cigarettes illegally from our venues, to reconsider their actions.”

The **THINK2WICE** campaign will run for an initial two (2) month period and feature key public awareness messages distributed throughout selected taverns, pubs and convenience stores throughout Western Australia.

THINK2WICE creative material will include posters, petrol-pump crowns, table talkers and table ashtrays. Personalised mini-butts portable ashtrays will also be available to customers and patrons free of charge.

Mr Woods said he was hopeful that a successful trial period will lead to the campaign being implemented nationally and potentially globally.

“**THINK2WICE** is all about education, self-regulation and providing people with tangible alternatives to simply tossing their cigarette butts randomly,” he said.

“**THINK2WICE** is about promoting a positive change in behaviour so we reduce the amount of cigarette butts scattered throughout our environment and we encourage consideration and mutual respect within patrons.”

THINK2WICE campaign material will be displayed in selected taverns and pubs as of today and be seen in selected WA convenience stores from next week.

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THINK2WICE – Campaign graphics are available by contacting AHA(WA) Manager Media and Public Affairs Doug White on 0403 801 260

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