

Media Release

THINK2WICE

SMOKERS URGED TO THINK2WICE

20 July 2010

Western Australian smokers will be asked to think twice when smoking around others and disposing of their cigarette butts during a month-long campaign run by the Australian Hotels Association (WA), the Australasian Association of Convenience Stores (AACS) and the Western Australian Local Government Association (WALGA). The campaign launched today also discourages underage youth from trying to purchase cigarettes.

The THINK2WICE campaign material will be displayed in participating AHA member venues between Sunday 18 July and Monday 16 August 2010.

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

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

WALGA COMMENTS

WALGA President, Mayor Troy Pickard, said the THINK2WICE campaign was a positive way to address cigarette butt litter.

“The THINK2WICE campaign is one of those initiatives that you really wish wasn’t necessary but unfortunately sometimes people need reminding to do the right thing,” Mayor Pickard said.

“The AHA and AACS have the support of WALGA in the campaign as ultimately our members share responsibility in ensuring amenities are at an acceptable standard for the public and that includes issue of litter.

“THINK2WICE has the potential to support the State Government’s littering fine increases announced in May.”

AHA COMMENTS

AHA(WA) CEO, Bradley Woods, said that after a successful trial of the campaign last year, the support of local governments was a critical aspect of reaching a wider audience.

“THINK2WICE is all about education, self-regulation and encouraging people to think of alternatives to simply tossing their cigarette butts,” he said.

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

“Our staff don’t hold the authority of council officers or rangers in enforcing smoking regulations through fines and infringements, but we can position ourselves as conduits for peer-to-peer communications in order to change peoples’ attitudes.

“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.”

AACS COMMENTS

AACS Executive Director, Sheryle Moon, said the Association supports THINK2WICE because it highlights the need for consumers to share the responsibility of preventing underage purchases.

“As key stakeholders, the hospitality and retail industry sectors have responded to the ongoing political and social debate relating to smoking by supporting a campaign that, in most cases exceeds, the expectations of the community and all levels of government,” Ms Moon said.

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