Écrit par WHO Vendredi, 17 Août 2012 10:08 -

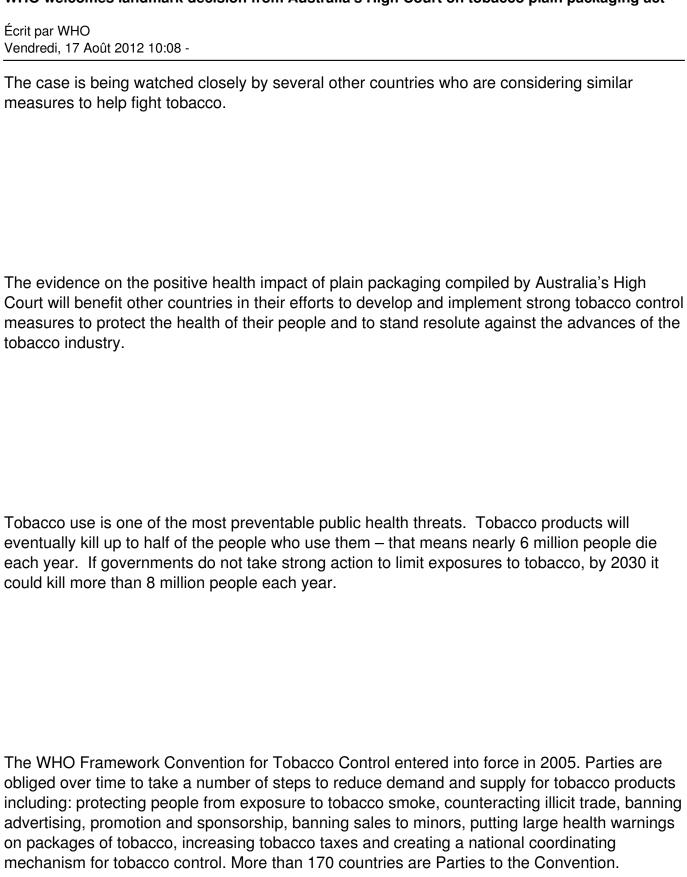


Statement from Dr Margaret Chan, Director-General, World Health Organization

GENEVA 15 August 2012 - The World Health Organization (WHO) strongly welcomes the landmark decision from Australia's High Court to dismiss a legal challenge from the tobacco industry, and calls on the rest of the world to follow Australia's tough stance on tobacco marketing.

Several major tobacco companies challenged Australia's legislation to require cigarettes and other tobacco products to be sold in plain packaging without any branding. But the industry's attempt to derail this effective tobacco control measure failed. As of December 2012, Australia will be the first country to sell cigarettes in drab, olive-green packaging without branding.

With Australia's victory, public health enters a brave new world of tobacco control. Plain packaging is a highly effective way to counter industry's ruthless marketing tactics. It is also fully in line with the WHO Framework Convention on Tobacco Control. The lawsuits filed by Big Tobacco look like the death throes of a desperate industry. With so many countries lined up to ride on Australia's coattails, what we hope to see is a domino effect for the good of public health.



Écrit par WHO Vendredi, 17 Août 2012 10:08 -