



FRIDAY 31 MAY 2013

WORLD NO TOBACCO DAY: CALL TO BAN SMOKING IN OUTDOOR DINING AND DRINKING AREAS GOOD FOR YOUNG WOMEN

On World No Tobacco Day on 31 May 2013, Women's Health Victoria is calling for a ban on smoking in outdoor drinking and dining areas. The Victorian Government recently announced that they are considering further outdoor smoking bans, but the proposals do not include outdoor dining or drinking areas.

'While the proposed reforms are a positive step forward, they need to go further,' says Ms Rita Butera, Executive Director of Women's Health Victoria. 'We need a ban on smoking in public outdoor drinking and dining areas in Victoria.'

'This is a particular issue for young women. For most young women, addiction isn't the primary motive for smoking,' says Ms Butera. 'It's about status and social identity. Young female smokers are also among the most resistant to health warnings.'

'This is why we need smoke-free environments like beer gardens and outdoor cafes. Policies that limit opportunities to smoke in such areas will be particularly effective in deterring young women from smoking,' says Ms Butera.

Adolescent girls are showing increasing rates in their progression from experimentation to committed smoking. Prevention strategies should encompass the social and environmental factors that make cigarettes smoking attractive option for young women.

Women's Health Victoria acknowledges the support of the Victorian Government.

For more information on World No Tobacco Day: <http://www.who.int/tobacco/wntd/en/>

For more information on the proposed reforms: <http://www.health.vic.gov.au/tobaccoreforms/>.

For Women's Health Victoria's *Women and Tobacco Gender Impact Assessment*:
<http://whv.org.au/publications-resources/publications-resources-by-topic/post/women-and-tobacco-gender-impact-assessment/>.

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