Rethinking Nicotine

The media, the medical profession, politicians and the public.

Dr Joe Kosterich M.B.B.S.
Director ATHRA
Michael Russell 09/03/1932 – 16/07/2009

• A man ahead of his time.
• Cigarette smoking thesis whilst a psychiatrist in training 1967.
• 1971 paper concluded that nicotine was the motivator of smoking.
• Rare ability to design elegant trials.
• Understood the difference between nicotine and cigarettes.
• Understood harm reduction.

• In 2018 – battle and the principals are the same
Just so you know
Taken by surprise
The Horse Manure Crisis
To be effective we need to communicate

• Having a great idea is not enough.
• Never assume everyone gets it.
• By the time you are bored saying it, the message is just starting to get through.
• There are more options than ever before.
Learnings!
Communicating - the “old days”

Times change
Who are we talking to?
Which game?
Language matters!!!!!

- Smoke free versus no tobacco
- Plain language
- Use analogies
- Cut through
What we have been up against
Big Public Health

“Of all tyrannies, a tyranny sincerely exercised for the good of its victims may be the most oppressive. It would be better to live under robber barons than under omnipotent moral busybodies. The robber baron's cruelty may sometimes sleep, his cupidity may at some point be satiated; but those who torment us for our own good will torment us without end for they do so with the approval of their own conscience”.

C.S. Lewis
Apparently Australia “leads the world”

- Cost of a standard pack of Marlboro
  - Australia $27.00
  - UK $16.54
  - USA $9.26
  - Indonesia $1.90
Australia - leading the world

• 2010-2013  317,000 less smokers
• 2013-2016 21,000 MORE smokers
• Government tobacco excise AUD 11.2 billion 2017
• Rising to AUD 15.6 billion by 2021
Australia – leading the world

Smoking decline rates in Australia stall as experts argue over e-cigarettes

• 2017 – no mention of vaping
• 2018 Over 30 radio TV and online stories starting with news.com.au
Be a stuck record
Run your own race
And it ought to be remembered that there is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order of things, because the innovator has for enemies all those who have done well under the old conditions, and lukewarm defenders in those who may do well under the new. This coolness arises partly from fear of the opponents, who have the laws on their side, and partly from the incredulity of men, who do not readily believe in new things until they have had a long experience of them. Thus it happens that whenever those who are hostile have the opportunity to attack they do it like partisans, whilst the others defend lukewarmly, in such wise that the prince is endangered along with them.

Niccolò Machiavelli The Prince 1513
Our time is coming

The empire struck back but the rebels won
Spend a day doing nothing

let your mind wander
let nature entertain you
let stress go
let peace in