Plain packaging of tobacco products: A case study in radical health policy adoption and the role of advocacy

Tobacco control is widely considered the contemporary poster child of successful public health policy and practice in reducing major chronic diseases. In December 2012, the Australian government became the first nation to prescribe the entire packaging for any consumer product when it introduced plain packaging law for tobacco products. The bill attracted sustained opposition from the tobacco industry and its acolytes, a High Court challenge, a World Trade Organisation action and a claimed bilateral trade treaty violation between Australia and Hong Kong. Many millions of dollars were spent unsuccessfully by the tobacco industry in trying to defeat the bill. This lecture will consider both proximal and distal factors in the success of the bill. It will also consider the role of public health advocacy, and specifically the extent to which the case highlights the importance of active engagement by social science researchers in the policy advocacy process.

Presentations by New Fellows
For Fellows and invited guests

MONDAY 11 NOVEMBER 2013
7.30PM Presentations by New Fellows, Common Room, University House
Fellows and invited guests

TUESDAY 12 NOVEMBER
9.00AM Annual Symposium: Levelling the Spirit. Addressing the social impacts of economic inequality. Shine Dome
Registration open to Fellows and non-Fellows
4.30PM President’s Drinks at the Shine Dome
Symposium registrants and invited guests
5.30PM Cunningham Lecture: Plain packaging of tobacco products: A case study in radical health policy adoption and the role of advocacy. Shine Dome
Free admission. Bookings essential
7.45PM Fellows’ Dinner, Great Hall, University House
(7.15pm for 7.45pm)
Registered Fellows and invited guests only

WEDNESDAY 13 NOVEMBER
7.45PM New Fellows’ Breakfast, Fellows’ Bar, University House
New Fellows only
9.00AM Panel discussions (Fellows only, by registration)
Panel A Seminar Room, University House
Panel B Scarth Room, University House
Panel C Ian Work Theatre, Shine Dome
Panel D, Becker Room, Shine Dome
10.45AM Annual General Meeting, Ian Work Theatre, Shine Dome
Fellows only, by registration
1.00PM Lunch, Shine Dome – Complimentary for registered Fellows and invited guests

For more information or to register online go to

Tuesday 12 November 2013
SHINE DOME • CANBERRA

Including the 2013 Cunningham Lecture
Featuring Professor Simon Chapman AO FASSA

Academy of the Social Sciences in Australia
GPO Box 1956 Canberra ACT 2601
TEL 02 6249 1788    FAX 02 6247 4335
EMAIL secretariat@assa.edu.au
The last decade or so has seen social and economic inequalities increase in many countries including Australia. A recent OECD report points to an increase in income inequality in most (but not all) OECD countries in the two decades to 2008 and notes that:

Rising income inequality creates economic, social and political challenges. It can stifle upward social mobility, making it harder for talented and hard-working people to get the rewards they deserve ... The resulting inequality of opportunity will inevitably impact economic performance as a whole ... (OECD. Summary of Divided We Stand: Why Inequality Keeps Rising, 2011: 40).

In The Spirit Level: Why More Equal Societies Almost Always Do Better (2009) Richard Wilkinson and Kate Pickett suggest that the broader economic and social consequences of high and growing levels of inequality include the prevalence of health and social problems, teenage births, violence and rates of incarceration.

While the dimensions of change differ from country to country, common trends include increasing inequality in both economic dimensions such as income, living standards and wealth, and in social dimensions ranging from social exclusion to the digital divide. In Australia, inequalities in school funding and tertiary education participation, in locational disadvantage, between indigenous and non-indigenous groups, and between and within generations present challenges that the political system seems incapable of dealing with.

This symposium will explore the nature, meaning and especially the impacts of inequality for the fabric of social relations, public policy and democratic government. It will feature the launch of a new series of ABS Measuring Economic Wellbeing Facts Sheets by a speaker from the ABS Population, Labour and Social Statistics Group.

### Event Schedule:

**Program • Tuesday 12 November**

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<td>9.15</td>
<td><strong>SESSION 1: Perspectives</strong></td>
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<td>10.00</td>
<td>Andrew Leigh MP FASSA Battlers and Billionaires: The story of inequality in Australia</td>
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<td><strong>SESSION 2: Critical Impacts</strong></td>
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<td>11.30</td>
<td>Jen Skattebol Vagrants and Cartographers: The lived experiences of hollowed out equity policies and practices in education</td>
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<td>12.00</td>
<td>Rosanna Scutella Social exclusion in Australia</td>
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<td><strong>SESSION 3: Political Consequences and Challenges</strong></td>
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<td>2.15</td>
<td>Shaun Wilson Inequality and Insecurity: Political and social responses to inequality in Australia</td>
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<td><strong>SESSION 4: Facilitated Discussion: Inequality, Policy Responses and the Role of the Social Sciences</strong></td>
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**Presenters**

- **Professor Fran Baum** FASSA, Head, Department of Public Health, Flinders University
- **Professor Brian Head** FASSA, Policy Research Program, Institute for Social Science Research, The University of Queensland
- **Dr Andrew Leigh** MP FASSA, Member for Fraser, House of Representatives
- **Professor Lars Osberg** McCulloch Professor of Economics, Dalhousie University, Halifax, Canada
- **Professor John Nieuwenhuysen** AM FASSA, Honorary Professorial Fellow, Asia Institute, University of Melbourne and Emeritus Professor, Monash University
- **Dr Rosanna Scutella** Senior Research Fellow, Melbourne Institute of Applied Economic and Social Research, The University of Melbourne
- **Dr Jen Skattebol** Social Policy Research Centre, University of New South Wales
- **Dr Shaun Wilson** Senior Lecturer, Department of Sociology, Macquarie University

**Convenors**

- **Professor Peter Saunders** FASSA, Research Professor in Social Policy, Social Policy Research Centre, University of New South Wales
- **Emeritus Professor Sheila Shaver** FASSA, Honorary Professor, Social Policy Research Centre, University of New South Wales
- **Professor Susan Kippax** FASSA, Emeritus Professor, Social Policy Research Centre, University of New South Wales