



Australian Government
Department of Health and Ageing



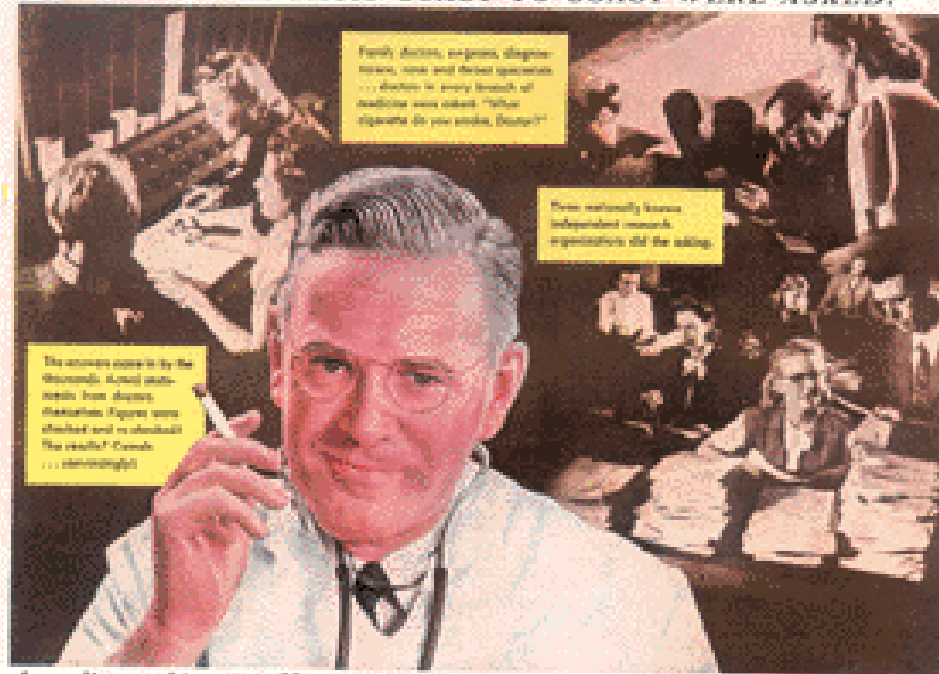
Australian Government
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Prevention is better than cure, right!

Jane Halton, PSM
Secretary

October 2007

113,597 DOCTORS FROM COAST TO COAST WERE ASKED!



Family doctors, surgeons, diagnosticians, interns and dental practitioners ... doctors in every branch of medicine were asked: "What cigarette do you smoke, Doctor?"

Three nationally known independent research organizations did the asking.

The answers came in by the thousands. Actual statistics from doctors themselves figure were checked and rechecked! The result? Camels ... (contingently)

According to this recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE!

This is no casual claim. It's an actual fact. Based on the statements of doctors themselves to three nationally known independent research organizations.

That question was very simple. One that you...any smoker...might ask a doctor: "What cigarette do you smoke, Doctor?"

After all, doctors are human too. Like you, they smoke for pleasure. Their taste, like yours, enjoys the pleasing flavor of smooth tobacco. Their throat too appreciates a cool mildness.

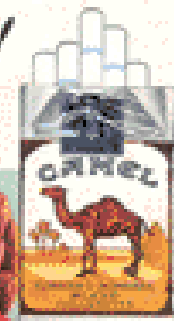
And more doctors smoked Camels than any other cigarette!

If you are a Camel smoker, this preference for Camels among physicians and surgeons will not surprise you. But if you are not now smoking Camels, by all means try them. Compare them carefully in your "T-Zone" (see right).

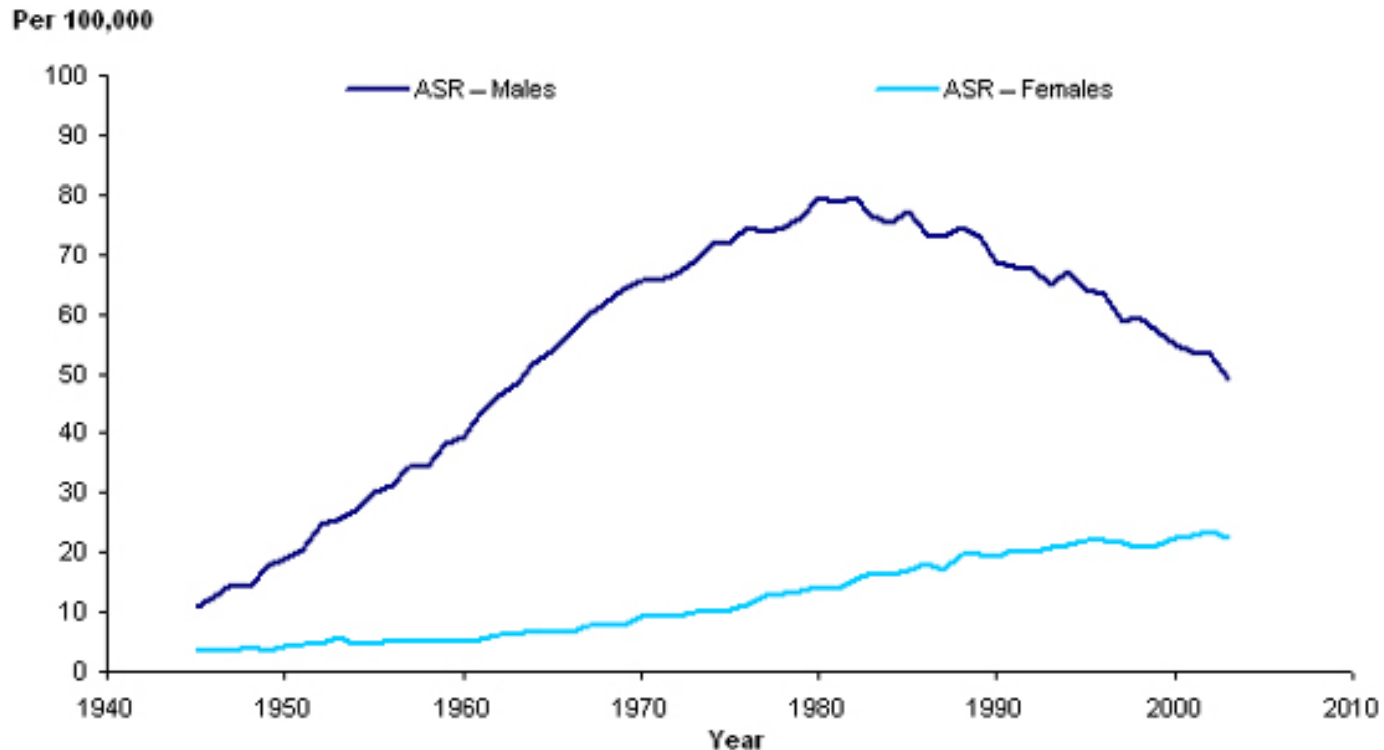
CAMEL-COSTIER TOBACCOS

THE "T-ZONE" TEST
WILL TELL YOU

The "T-Zone" will tell you and if the throat is used for smoking...it is not the only place for any cigarette. Only your taste and throat can know which cigarette suits best to you. You know your throat by the taste of the cigarette...it is not the only place for any cigarette. Only your taste and throat can know which cigarette suits best to you.



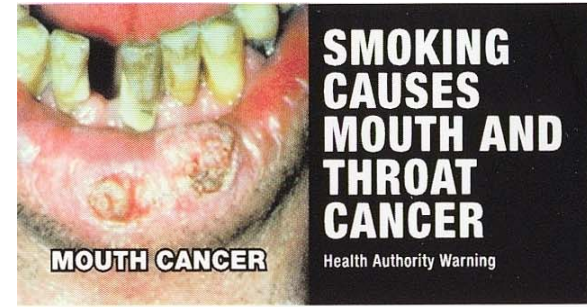
Trends in death rates for lung cancer in Australia, 1945 to 2003



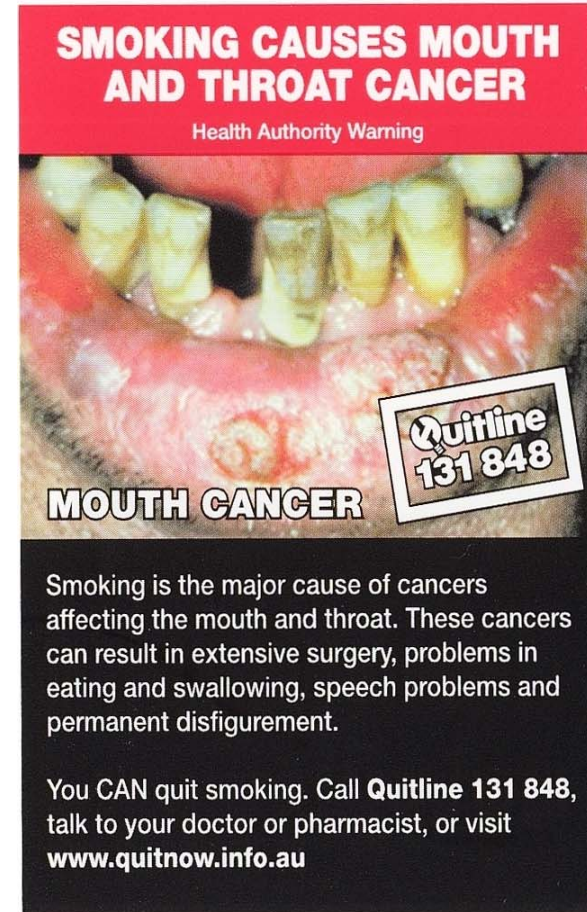
Note: Rates are age-standardised to the 2001 Australian population.

Source: AIHW National Mortality Database.

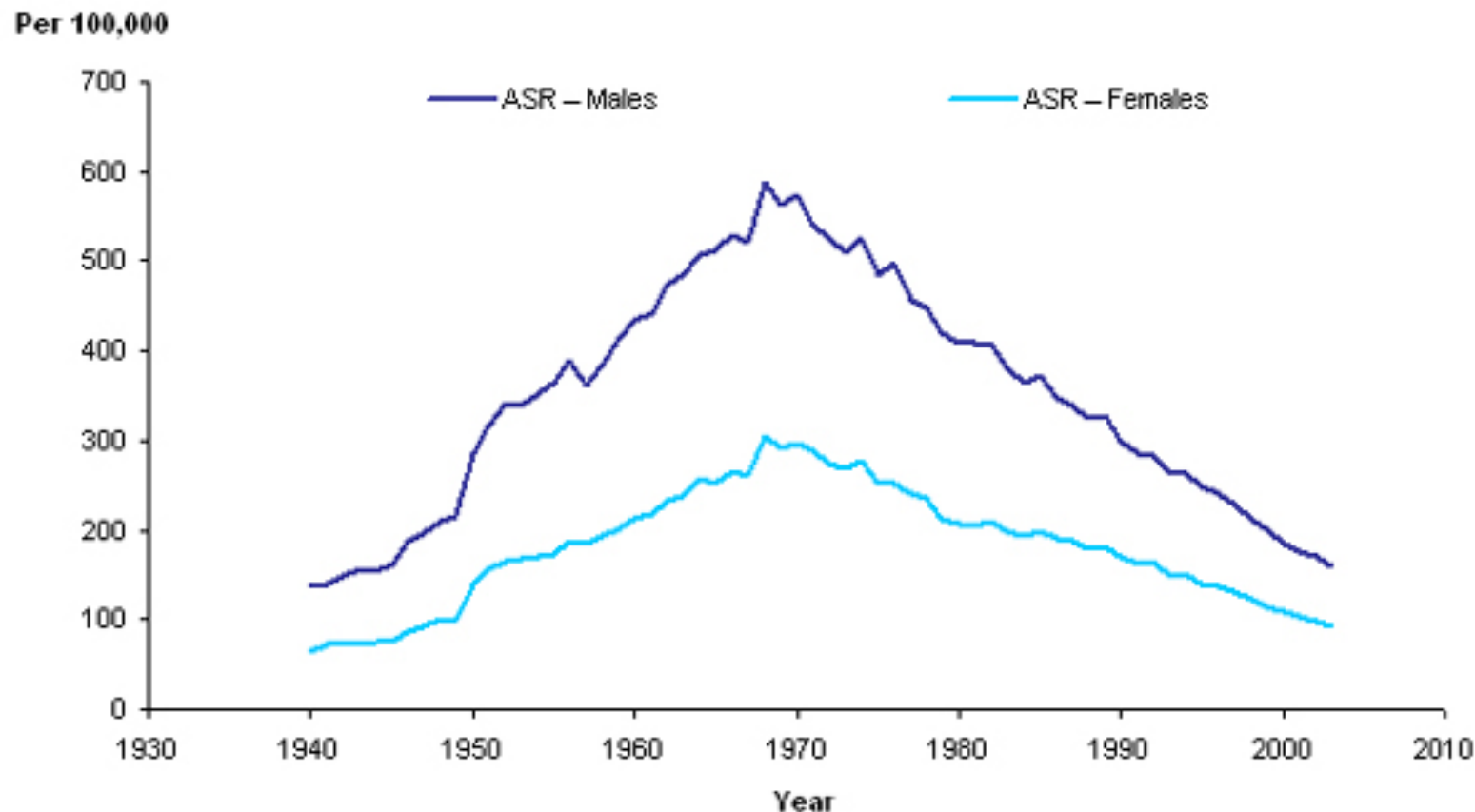
GRAPHIC HEALTH WARNINGS ON TOBACCO PRODUCT PACKAGING INTRODUCED MARCH 2006



HW3

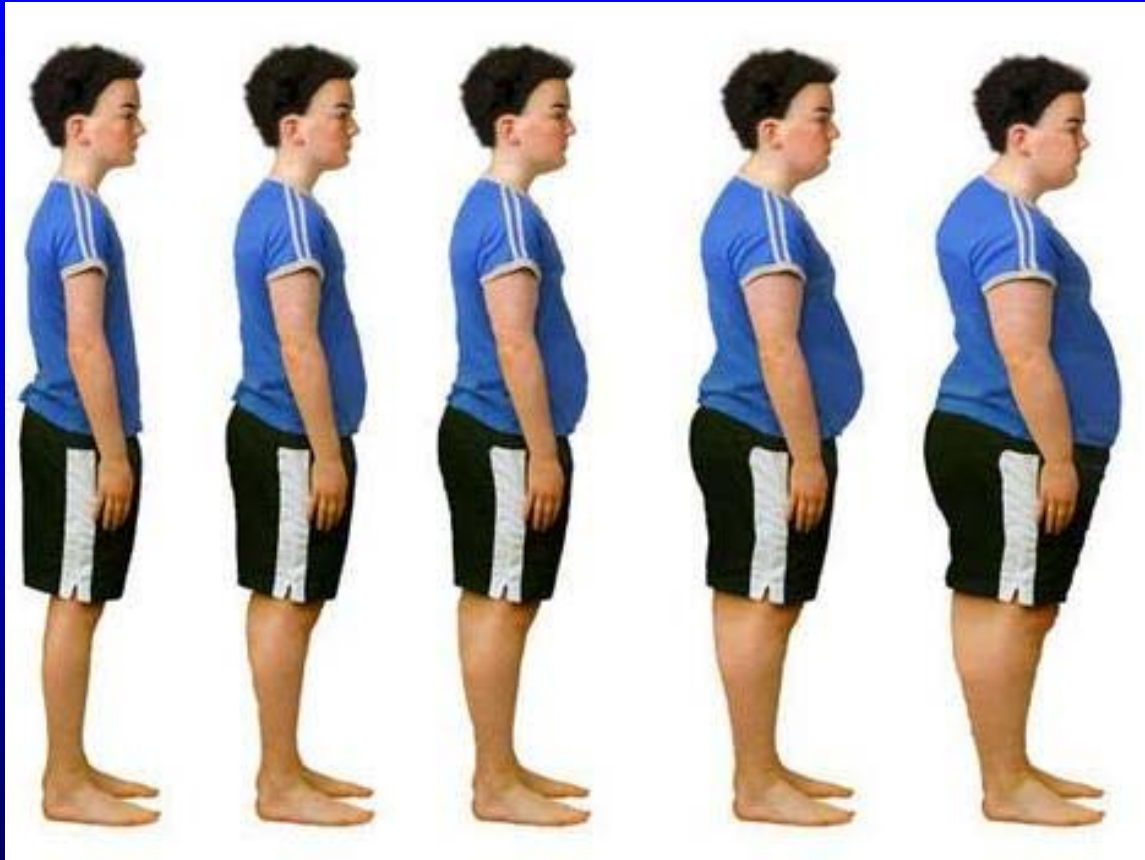


Trends in death rates for coronary heart disease in Australia, 1940 to 2003



Note: Rates are age-standardised to the 2001 Australian population.

Source: AIHW National Mortality Database.



Trends in Diabetes Prevalence (%): Australia 1981 - 2000



What the Government is doing



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FRUIT VEG

Healthy Active Ambassadors



Changing lifestyles



Lift for Life for Diabetes



Private Health Insurance Act 2007

An opportunity



Encouraging Active Ageing



A united effort against obesity

