

Table 2 below sets out some of the ways in which individuals and families, communities, health services, industry and governments can work together on these priorities to achieve change in tobacco control.

PRIORITIES	ACTIONS	BENEFITS	Individuals and families	Communities schools & workplaces	Health services	Industry	Cwith, States & Local Government
Ensure that cigarettes become significantly more expensive	Increase duty and prevent evasion of duty in order to increase the cost of tobacco products	A crucial component of the tobacco control program. As price increases, individuals buy fewer tobacco products, are more likely to quit smoking and save money. Fewer children take up smoking	■				■
Further regulate supply of tobacco products and exposure to tobacco smoke	Eliminate all remaining forms of promotion of tobacco including by banning displays at point of sale and ensuring plain packaging	"Out of sight -out of mind" approach supports individuals, especially young people and people who want to quit, in avoiding purchase					■
		Packaging is an important promotional mechanism. All smokers and potential smokers are protected	■	■			
	States and territories tighten and enforce legislation to protect against exposure to second-hand smoking (particularly in workplaces, youth events, cars, and outdoor areas where movement is restricted)	Families are better able to protect their children from second hand smoke	■				
		Employers/workplaces, event managers, sports clubs (supported by local government) can protect staff and patrons from exposure to second-hand smoke	■	■			■
	States and territories tighten and enforce legislation to eliminate sales to minors.	People who own or work in milk bars, corner stores, convenience stores, service stations, supermarkets and tobacconists never sell cigarettes to anyone under 18 years			■		■
		Families are supported in preventing young people from taking up smoking	■				■
States and territories licence retailers, with no license available for sales through vending machines, internet, at hospitality and other social venues;	Local Government concentrates effort on educating retailers and ensuring compliance with legislation			■		■	
	Young people realise that tobacco is not an ordinary consumer item						