

PRIORITIES	ACTIONS	BENEFITS	Individuals and families	Communities, schools & workplaces	Health services	Industry	Cwith, States & Local Government
	<p>Tobacco use becomes a 'classifiable element' in movies and video games</p> <p>Improve consumer information through larger warnings, prohibition of misleading labelling, brand names and product characteristics; establish a national system to more regularly warn smokers</p> <p>Legislate to ensure full reporting and governmental controls over all tobacco product constituents, additives, emissions, and other aspects of manufacture and design</p>	<p>Films where smoking is portrayed in a seductive manner reclassified to M or MA ratings. Young people have less frequently exposed to images of role models smoking in films and video games</p> <p>Public develop a greater appreciation of the range and consequences caused by smoking. Smokers are better informed about the contents of tobacco products and their effects</p> <p>Clear information about hazards of smoking, supports parents discourage their children from taking up smoking</p> <p>Information collected would contribute to better understanding of health effects and assist in developing and implementing appropriate policies on tobacco products. A regulatory body could serve this purpose</p>	<p>■</p> <p>■</p> <p>■</p> <p>■</p>	<p>■</p> <p>■</p> <p>■</p> <p>■</p>	<p>■</p> <p>■</p> <p>■</p> <p>■</p>	<p>■</p> <p>■</p> <p>■</p> <p>■</p>	<p>■</p> <p>■</p> <p>■</p> <p>■</p>
<p>Increase the frequency, reach and intensity of public education campaigns</p>	<p>Develop and fund effective media advertising and public education campaigns at levels of reach needed to reduce smoking</p>	<p>Extensive evidence on the impact of such campaigns when adequately funded, hard-hitting and sustained</p> <p>Communities reinforce campaign messages through funded innovative local activities</p> <p>Smokers better appreciate the impact on their lives and others around them of the diseases caused by smoking</p> <p>Parents' efforts to discourage children from smoking are reinforced and children from backgrounds where smoking is common are discouraged from taking up smoking</p>	<p>■</p> <p>■</p> <p>■</p> <p>■</p>	<p>■</p> <p>■</p> <p>■</p> <p>■</p>	<p>■</p> <p>■</p> <p>■</p> <p>■</p>	<p>■</p> <p>■</p> <p>■</p> <p>■</p>	<p>■</p> <p>■</p> <p>■</p> <p>■</p>