INWAT supports the Tobacco Free Generation

The International Network of Women Against Tobacco (INWAT) [www.inwat.org](http://www.inwat.org/)  is a network of female experts across the globe working to:

* Reduce tobacco use amongst women and girls and
* Promote women’s leadership in tobacco control

Although the rates for male smoking have peaked and are now in slow decline, the rates for girls and women are still rising rapidly. Researchers predict that while 12% of the female population currently smokes, this number will rise to 20% by 2025. The tobacco industry have been quoted in their internal marketing documents as seeing women as *a market with untapped potential.*

 INWAT strongly supports the Tobacco Free Generation proposal. We believe it is a very effective and simple way to grow a generation of young women (and men) for whom smoking is not a part of their world. Peer influence and association of smoking with being young, hip and rebellious are ideas that the tobacco industry have exploited in trying to hook young women.  One of the key elements that will make this proposal successful is inverting that marketing. It will associate being young with a smoke free lifestyle.

 We urge you to support this initiative and take the chance to make history…let’s take the opportunity for Tasmania to lead the world and protect and promote the health and wellbeing of its future citizens.

**Marion Hale**

**President**

**INWAT**

**September 2017**