responses which amount to continuing the deception by new means.

B King, R Borland

VicHealth Centre for Tobacco Control, The Cancer Council Victoria, Australia

Correspondence to: Bill King; bill.king@cancervic.org.au

doi: 10.1136/tc.2005.011692

REFERENCES

- 1 **Borland R**, Yong H-H, King B, *et al*. Use of and beliefs about light cigarettes in four countries: Findings from the International Tobacco Control Policy Evaluation Survey. *Nicotine Tob Res* 2004;6(supp 3).
- 2 **King W**, Carter SM, Borland R, *et al*. The Australian tar derby: the origins and fate of a low tar harm reduction programme. *Tobacco Control* 2003;12:61-70.
- 3 **King B**, Borland R. The "low-tar" strategy and the changing construction of Australian cigarettes. *Nicotine Tob Res* 2004;6:85-94.
- 4 **Kozlowski LT**, O'Connor RJ. Cigarette filter ventilation is a defective design because of misleading taste, bigger puffs and blocked vents. *Tobacco Control* March, 2002;11(suppl 1):i51-61.
- 5 **Anon**. The dawn of a new look horizon [advert] *The Australian Retail Tobacconist* Dec 2004/Jan 2005.
- 6 **Anon**. New Light Blue Winfield Special Mild 6. *The Australian Retail Tobacconist* Jun/Jul, 2003:3.

BOOK REVIEW

Smoke-free: how one city successfully banned smoking in all indoor public places

Edited by Barbara McLintock. Published by Granville Island Publishing (www.granville-islandpublishing.com), 2004, pp 216. ISBN 1-894694-31-7.

Banning smoking in public places

This book is simultaneously depressing and reassuring for people involved in the battle to remove environmental tobacco smoke from public places. The tactics used to oppose a bylaw requiring all public places, including bars, to be smoke-free in Greater Victoria in Canada in the late 1990s are depressingly familiar to those currently fighting for smoke-free bars in Australia. On the other hand, it is reassuring that the opposition does not seem to have developed any new strategies, their moves becoming increasingly predictable.

For that reason, this is an excellent tool for people trying to bring about tobacco control through legislation and public policy and will provide a good insight for people working in other areas of public health. While the players in this story are very specific to Greater Victoria, Canada, the logistics of the campaign strategy are almost universally applicable. The tactics used to oppose tobacco control are global and the lessons learned from this campaign are worth sharing with the international tobacco control community.

Smoke-free has been written by a journalist, Barbara McLintock, so it is a comfortable, easy to read story. Those who want more academic details of the campaign, with statistics, evaluation, and analysis, can find that in journal articles published elsewhere. The value of this book is the insight into the power struggles and spheres of influence which are the hidden drivers of legislative change.

It also puts a human face on the battle and reinforces the need to support staff given the unenviable job of enforcing tobacco control policies among people who do not want them. I have to admit that I found the description of the aggressive hostility against the Capital Health Region staff, orchestrated by some of the bar owners, confronting and wondered what provision has been made in

Australia to deal with the possibility of such tactics.

But it is those details which make the book a very powerful blueprint for what is needed to bring about effective policy change. The growing acceptance of anti-smoking strategies by the general community has not removed all the heat from the issue and the battle does not end with the passing of legislation. The need for strong leadership and a commitment to resources to enforce the legislation once it is in place may well continue for a number of years.

W Oakes

The Cancer Council NSW, Australia;
wendyo@nswcc.org.au