

**Senate Community Affairs Committee**

**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**

**HEALTH PORTFOLIO**

**Budget Estimates 2014 - 2015, 2/3 June 2014**

**Ref No:** SQ14-000762

**OUTCOME:** 1 - Population Health

**Topic:** Tobacco Social Marketing Campaign

**Type of Question:** Written Question on Notice

**Senator:** McLucas, Jan

**Question:**

What does the 'new' tobacco social marketing campaign include? Please outline how much funding has been allocated and for what activities

**Answer:**

In the 2014-15 Budget, \$1.5 million (GST exclusive) was allocated to develop online social marketing activities to support smoking cessation.