

Tobacco Displays

Tell Us What You Think!



The Government wants to help non-smokers (including children and young people) and ex-smokers to avoid smoking. It wants to stop people thinking that smoking and buying cigarettes is a normal part of everyday life. Some ways that the Government does this are:

- promoting 'no smoking' education campaigns
- stopping people from smoking inside at work
- stopping people smoking in restaurants, bars and cafes
- helping people who want to stop smoking, by providing services that can support their efforts, like Quitline.

Now the Government is thinking about changing the laws around how tobacco products can be displayed in shops – and it wants your input.

Why should young people write a submission?

The Ministry of Health is conducting this review, and we want to make sure that everyone's voice gets heard – that includes yours.

A big concern about tobacco displays relates to their impact on young people. Young people's voices are also not often heard in Government reviews like this. It's important that we listen to young people's thoughts (along with everyone else's) on what should happen with tobacco displays

How do I make a submission?

Just give us your answers to the questions in the section at the end of this document. You can either fill in the form online and email us with your answers, or you can print out a copy of the form and send your handwritten answers to us in the post.

The closing date for written submissions is 15 February 2008.

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You can also find the submission form and other information about tobacco displays online at:
<http://www.youthvoices.govt.nz>

If you have any questions, please email them to: courtenay_mackie@moh.govt.nz

What is the decision-making process?

After all the submissions have come in to us, we'll look at what everyone has said, and then we'll write a report to the Government that offers advice on the subject. The Government will read the report and then decide what to do about tobacco displays. Depending on what the Government decides, this could mean a law change.

Updated information about the youth submission process and where things are at with the decision-making about tobacco displays will be posted at:
<http://www.myd.govt.nz/ayv/haveyoursay/speakout>

Tobacco displays – what are they?

We estimate that there are over 10,000 retail outlets selling tobacco products in New Zealand. Retail stores like supermarkets, dairies and service stations have displays of tobacco products (mainly cigarettes). These displays are often large, shelving units, normally found behind the sales counters, that show what types of cigarettes etc are for sale in that store. These displays are sometimes called 'power walls'.

The Smoke-free Environments Act 1990 is the law that limits the size and placement of tobacco displays, for example, a single point of sale (such as one checkout at a supermarket) can display a maximum of 100 packets of cigarettes and 40 cartons. However, retailers sometimes put power walls side by side to create a larger display that has a greater visual impact.

Because tobacco displays are usually found right by sales counters, they are highly visible to all customers – including children, young people, ex-smokers and people who are trying to quit smoking.

Current situation

There are a number of restrictions on how tobacco products can be displayed. As we mentioned above, one is that each tobacco display can show a maximum of 100 cigarette packets and 40 cartons. Another is that tobacco products have to be stored more than 1 metre away from 'children's products', such as lollies, ice cream and soft drinks.

What happens in other countries?

Lots of countries have restrictions that really limit or ban tobacco displays. Three countries (Iceland, Ireland and Thailand) already have laws that ban all tobacco displays. Canada is looking at banning tobacco displays in any place that people under 18 years of age can see them. Australia and the United Kingdom have laws that are similar to the laws we have in New Zealand.

Why do some people think tobacco displays are a problem?

There are several reasons why people think that there are problems with displaying tobacco products. Some of these reasons are discussed below.

1. Tobacco displays influence young people and children

Children and young people see displays of tobacco products every time they enter stores like supermarkets and dairies. The current law says that tobacco products can't be displayed within 1 metre of children's products, but tobacco displays are often in the same sightline as lollies and other products that are aimed at children.

Tobacco displays can give the impression, especially to children, that smoking is more common than it actually is, and research has shown that if young people overestimate the use

of tobacco products and think that smoking is generally tolerated, they are more likely to start smoking themselves.

Some studies have shown that children and young people who are exposed to tobacco advertising are more likely to take up smoking.

2. Tobacco displays are unhelpful for people who are trying to quit and for ex-smokers

Tobacco displays can trigger impulse purchases in people who have just quit smoking. For people who are struggling to quit, seeing packets of cigarettes is an added temptation. Having tobacco displays at sales counters means that people who are trying to quit can't avoid seeing cigarettes when they go to pay for something.

3. Tobacco displays undermine and confuse the health message

It can be confusing when you are told that smoking is harmful and that you shouldn't do it and then see cigarettes on display, just like any other product, every time you go into a store.

Many aspects of the tobacco control programme, such as having smoke-free environments and promoting smoke-free homes and cars, aim to make smoking seem less normal and acceptable, particularly smoking around children.

This message is undermined when people go into their local dairies and supermarkets and are confronted with large, highly visible displays of tobacco products, which make smoking seem normal and part of everyday life.

What could be done about it?

There are basically three options being considered to deal with the problem of tobacco displays:

1. Keep the same laws as now but provide better education for retailers (about what they have to do) and enforce the laws more strictly (make people stick to the laws about displays).
2. Change and strengthen the laws (for example, make it so that retailers have to include health-warning posters in any tobacco display or allow only a single tobacco display in each store).
3. Ban displays (this wouldn't mean banning sales; cigarettes would still be for sale, they would just be kept out of sight) – either banning tobacco displays in all places or banning them in all places that under-18-year-olds can go.

Each option has pluses and minuses:

Option	What that means	Pluses +	Minuses –
1. Same laws	Same laws as now but with better education and enforcement.	Wouldn't cost much more than now.	Wouldn't deal with all the problems. People would still see tobacco products all the time.
2. Change and strengthen the laws	Could be things like, health-warning posters or only allowing one tobacco display in each store.	A health-warning poster would make people more aware of the dangers of smoking. Could reduce the number of displays that people see.	Wouldn't deal with all the problems. People would still see tobacco products all the time. In 2008, by law, all cigarette packets will need to include a graphic health warning anyway.
3. Ban tobacco displays	Two options: either ban tobacco displays in all places or ban them in all places that people who are under the age of 18 can go.	Young people wouldn't see tobacco products. This would help stop people who have quit smoking from being tempted.	There are very few R18 places that sell tobacco so it wouldn't be much different from a total ban. People won't know where they can buy cigarettes or what cigarettes are available.

Need more information?

If you would like to know more about tobacco product displays in New Zealand before you make your submission, you can find a more detailed version of this document online at <http://www.moh.govt.nz>

Citation: Ministry of Health. *Tobacco Displays: Tell us what you think!* Wellington: Ministry of Health.

Published in December 2007 by the Ministry of Health, PO Box 5013, Wellington, New Zealand

ISBN 978-0-478-31256-0 (online)



MINISTRY OF
HEALTH

MANATŪ HAUORA

Questions

Have a think about the following questions and let us know what you think about them.

If you are filling out a hard copy of this questionnaire and you run out of room, continue on a new piece of paper or write your extra comments on the back of the sheet.

Remember that you can also write your submission answers online at <http://www.youthvoices.govt.nz>

If you're typing your submission answers online, take up as much room as you like – it doesn't matter if your answers go onto another screen.

1. Do you think option 1, 2 or 3 is the way to go? Why?

2. What do you think is good and bad about each of the options?

Tell us a bit about yourself

We want to make sure that we hear the views of young people who come from lots of different backgrounds, so please help us by filling in this information about yourself

Gender

Male

Female

Ethnic group (you can tick more than one)

Pākehā/NZ European

Māori

Asian or Indian

Pacific

Other

Age

13 or younger

14–15

16–17

18–20

20–24

25 or older

If you're filling this in on behalf of a group of young people

- 1. Who wrote down the information from the group?** (This could be, a youth worker, group leader, group member)
- 2. How many people are in the group?**
- 3. How old are all the people in the group?**
- 4. What region do you live in?**