



**Cancer Society of New
Zealand
National Office**

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NEWS RELEASE

28th November 2007

Cancer Society welcomes Ministers launch of tobacco displays consultation document

The Cancer Society warmly welcomed the release of a consultation document on the future of tobacco displays in retail outlets by Associate Health Minister Damien O'Connor today.

"This is an important step by the Minister, and reflects strong public support (68%) for a total ban on tobacco displays," said Belinda Hughes, Cancer Society tobacco control spokesperson.

The consultation document comes on the back of new evidence that provides further evidence that tobacco displays encourage young people to start smoking and make it harder for smokers to quit.

The new Australian research has shown that 38 percent of smokers who had tried to quit in the last 12 months had an urge to buy cigarettes as a result of retail displays. The impact of retail displays was most significant for younger smokers with 44% of those under 30 reporting an urge to purchase cigarettes as a result of seeing a retail display.¹

"Every year 4,700 people die in New Zealand as a result of smoking, yet it's still promoted behind the counter of convenience stores, petrol stations, dairies and supermarkets throughout New Zealand. The Cancer Society wants to see an end

¹ http://www.cancervic.org.au/media/media-releases/archived_media_releases/2007_media_releases/november_2007/world_first_study_dis-mantles_vital_tobacco_industry_myth.html

to this aggressive marketing and put cigarettes out of sight and out of mind,” said Belinda Hughes, Cancer Society tobacco control spokesperson.

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Key facts

- New Zealanders want a ban on tobacco displays - A Cancer Society commissioned survey found that over two-thirds (68%) of New Zealanders support a total ban on tobacco displays, including 44% of smokers.
- Smokers want to quit - Over the last 12 months 46% of NZ smokers have made a serious attempt to quit smoking.
- Tobacco displays make it harder for smokers to quit – A Cancer Society commissioned survey found that 45% of NZ smokers said tobacco displays make it harder to quit.
- For further information see the Cancer Society's campaign website at: <http://www.BanCigaretteDisplays.org.nz/>