



Cancer Society of New Zealand
National Office

Te Rōpū Mate
Pukupuku o Aotearoa

Level 6
Wakefield House
90 The Terrace
PO Box 10847
Wellington

Telephone: 64 4 494-7270
Facsimile: 64 4 494-7271

Websites: www.cancernz.org.nz
www.daffodilday.org.nz
Email: admin@cancer.org.nz

Minister to Receive Smoking Ban Petition

Friday, 15 June 2007

A petition supporting a ban on cigarette displays in retail outlets will be presented to Associate Minister of Health, Damien O'Connor by The Cancer Society, ASH and The National Heart Foundation on Thursday, 21st June at 11.30am.

Supporters of the petition, including health promotion agencies and youth advocates will present the petition to the Minister in the grounds of Parliament.

The petition, which received huge public interest on the World Smoke Free Day (31st May) now totals nearly 20,000 signatures from concerned members of the public.

Termed 'the powerwall', cigarette displays in retail outlets such as dairies and petrol stations take pride of place behind the counter and are frequently placed next to the candy displays aimed at children.

Cigarette displays are a particular issue for adolescents - known as 'learner smokers' in the tobacco industry. Research shows that these displays 'normalise' cigarettes for this group and can also trigger impulse purchases for those who are trying to quit smoking.

Public health groups say that retail cigarette displays have become a major focus of tobacco marketing since more traditional forms of advertising were banned in New Zealand in 1990 and nothing short of a total ban on the display of tobacco would be acceptable.

A survey carried out for the Cancer Society last year found that over 60% of tobacco displays in the retail outlets surveyed did not comply with the current regulations.

Tobacco smoking is estimated to kill nearly 5,000 people a year in New Zealand. Smokers also quadruple their risk of developing coronary heart disease and die an average fourteen years earlier than non-smokers.

ENDS

For more information or to arrange an interview contact:
Robin Field

Communications Manager
The National Heart Foundation of New Zealand
T: 0274 859 059

Major Public Health charities supporting the campaign to ban cigarette displays include:

- Cancer Society of New Zealand
- The National Heart Foundation
- Action on Smoking and Health (ASH)
- Stoke Foundation
- Asthma and Respiratory Foundation
- Public Health Association of New Zealand
- New Zealand Drug Foundation
- The Quit Group
- The New Zealand Medical Association
- Te Reo Marama (Maori Smokefree Coalition)
- Te Hotu Manawa Maori (Maori Heart Foundation)
- The Paediatric Society of New Zealand
- The Royal New Zealand College of GPs
- Barnardos