



Cancer Society of  
New Zealand Inc.

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Tobacco Control Programme  
**Health Canada**  
P.L. 3507A1  
Ottawa , Canada  
K1A 0K9

Dear Sir /Madam

**Subject: Submission on 'A Proposal to Regulate the Display and Promotion of Tobacco and Tobacco-Related Products at Retail'**

The Cancer Society of New Zealand congratulates Health Canada for again providing international leadership in tobacco control by progressing work to ban cigarette displays.

A complete ban on cigarette displays is a vitally important way of reducing youth exposure to tobacco. Current cigarette displays make cigarettes appear like a normal consumer product which undermines messages around the addictive nature of nicotine and the health impact of smoking.

In addition a ban on cigarette displays is likely to support people who have managed to quit smoking to stay quit, thus reducing relapse.

Finally we believe that a ban on cigarette displays will contribute to the impact of other measures such as smoke-free workplaces and mass media campaigns, to create a supportive environment in which to quit smoking.

We urge you not to go down the route of reducing the size of displays since it is clear from past experience that tobacco companies will take advantage of any opportunity given to them. In addition merely tinkering with the size of displays creates difficulties in enforcement since it becomes difficult to know if a retailer is compliant or not. A total ban is clear and easy to regulate.

From an international perspective, Canadian leadership in this area has a vital flow-on effect and will greatly aid out efforts to ban cigarette displays in New Zealand.

Sincerely

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