

Youth ambassadors impress with arguments against cigarette advertising

By Pippa O'Rourke

The smokefree message is alive and well in New Zealand but one powerful form of cigarette marketing has avoided extinction – and the Cancer Society wants to see it banned.

Cigarette displays are a powerful marketing tool for tobacco companies and, with the help of some youth ambassadors, the society's

wish to see the displays banned is another step closer to being granted.

Jemimah Micah Guidot is a year 12 student at Glenfield College and one of six Cancer Society smokefree youth ambassadors sent to Wellington to present submissions on banning the display of tobacco products.

On October 24 the parliamentary health select committee heard Micah read a

statement about growing up with a father who has smoked for 31 years.

"Smoking affects everyone, not just the one person smoking. I just thought that I would write it from the heart and see how it goes," she says. Micah says she and the youth ambassadors discussed with the parliamentary committee the possibility of moving cigarettes in shops away from

eye level.

The Cancer Society says the committee was impressed with the ambassadors and described their submission as the "best they'd ever heard".

The society believes that the removal of cigarette displays would limit the number of young people taking up smoking.



Stop it: Jemimah Micah Guidot helped promote the Cancer Society's message against cigarette advertising.

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