



**Cancer Society New Zealand
Te Kāhui Matepukupuku o Aotearoa**

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MEDIA RELEASE

“Get tobacco out of our face” say local Hawkes Bay youth

A survey of Hawkes Bay teenagers shows overwhelming support for a ban on tobacco displays in shops.

Cancer Society Smokefree Youth Ambassador Sarah Pulford, who conducted the survey, says three quarters of 14 and 15 year old Hawkes Bay teenagers surveyed said that they supported getting tobacco out of sight in shops.

“The results are exciting. They show that young people are even more supportive of getting tobacco out of sight in shops than adults,” said Sarah.

Two thirds of New Zealand adults support a ban on tobacco displays.

Sarah says youth support for a ban on tobacco displays is important because “we are the main target of tobacco displays.”

“Even though young people are the target of the advertising, and this survey shows that we support a ban on tobacco displays, we can’t vote and we can’t make laws. Adults have to do that for us, so we hope they listen!”

National research shows the more often young people go to shops displaying and selling tobacco the more likely they are to smoke. Young people are three times more sensitive to tobacco advertising than adultsⁱ and tobacco displays are no exception.

Sarah said she was motivated to do the survey by local MP Craig Foss who said he wanted to know what local teenagers thought of the campaign to get tobacco out of sight.

“I’ve given him a copy of the results and I’ll be asking him to consider putting forward a private members bill banning tobacco displays,” said Sarah.

“A Rotorua MP championed the law that made restaurants and bars smokefree, so it’d be awesome if a Hawkes Bay MP could champion getting rid of retail displays.”

The new government has to respond by the end of February to a Health Select Committee report recommending banning tobacco displays in shops.

Sarah says she’ll be watching what they say closely.

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NOTES

Youth Support for a Ban on Tobacco Displays in Shops in the Hawkes Bay

Sarah Pulford

Cancer Society Smokefree Youth Ambassador

To find out how young people feel about the idea of a ban on tobacco displays in shops, we surveyed the junior students (years nine and ten) of a local Hawkes Bay school. Questions asked included whether the individual had smoked before; if they regularly smoked; if they did, had they tried quitting; and they were asked if they supported a ban on tobacco displays.

Out of all the students, who were of mixed ethnicity, 37.5% of them had tried smoking. Out of all gender and year level groups, year ten girls had the highest rate of people who had tried smoking, with 32 out of 52 students (61.5%) having tried smoking. The year nine boys had the lowest percentage, with only 22.9% of students who had tried smoking.

There was a low percentage of students who were regular smokers, overall only 8.1% of the students surveyed classed themselves as regular smokers. Again, year ten girls had the highest rate, with 11.5% classing themselves as regular smokers, and year nine boys had the lowest rate. This was with just 4.3% of the boys stating they were smokers. Out of these students, 66%, roughly two thirds, have tried to quit smoking.

When asked if they supported a ban on tobacco displays, 76% of the students stated they were in favour of it. 80% of year nine girls said they would support it, which was the highest percent of supporters in any of the groups. The year ten girls were the least supportive of the ban, but still a large 73% were in favour of it.

We consider the results of this survey quite successful as so many of the people surveyed were in support of a ban on the display of tobacco products. We believe by surveying more students we will get a broader view as to how the youth of New Zealand feel about tobacco products.

ⁱ Evans N, Farkas A, Gilpin E, Berry C, Pierce JP. Influence of tobacco marketing and exposure to smokers on adolescent susceptibility to smoking. *J Natl Cancer Inst.* 1995; 87(20):1538-1545.