



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

National Office
Level 2, Red Cross House
69 Molesworth Street, Thorndon
PO Box 12700
Wellington 6011

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

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

MEDIA RELEASE

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Great first step - now let's protect our children

The Government's announcement of a substantial increase in the taxation of tobacco products is the first step towards a Smokefree Aotearoa by 2020, says the Cancer Society.

"We are delighted," said Dr Jan Pearson, Health Promotion Manager. "We see the next step as a ban on tobacco displays, something we have been advocating for a long time that will work towards preventing young people from taking up smoking. The tobacco industry relies on young people to start smoking as their customers die off at the rate of 5,000 a year, and it is not older people who take up smoking.

"As far as we are concerned the power walls of tobacco products one can see in shops and service stations are nothing short of advertising and should be illegal. Research tells us that tobacco displays normalise the smoking habit for young people."

The Cancer Society is looking forward to the outcome of the Ministry of Health's call for submissions on options for removing tobacco products from public display in retail outlets as it believes this could be the forerunner of another Government initiative to really reduce smoking uptake in younger people.

"Let's protect our children."

Media enquiries:

Lynne St.Clair-Chapman

National Communications Manager

Tel 04 494 7195 Mob 027 444 4150