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MEDIA RELEASE

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Government asked to be the international leader on Tobacco Control

The Cancer Society congratulates members of the Māori Affairs Select Committee for their excellent hard-hitting recommendation following the Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori. The report includes many of the measures that the tobacco control community and the New Zealand public know will move New Zealand towards becoming a smoke free nation.

“When the recommendations are adopted it will return New Zealand to the forefront of tobacco control in the world,” said Health Promotion Manager, Dr Jan Pearson. “Hundreds of people from all over the country have put an enormous amount of time and effort into this process. The select committee’s report proves that their efforts have been acknowledged and that there is a strong will to control tobacco in Aotearoa. Media, cancer control agencies and governments all over the world are watching to see how New Zealand moves.”

The Society believes that now it is the Government’s turn to take the committee’s recommendations on board and take this opportunity to demonstrate international leadership. “The current National-led government has already strongly supported effective quit services. We believe acceptance of the recommendations will prove that the Government is committed to the health and wellbeing of all our citizens, especially vulnerable groups who suffer the most harm from tobacco and smoking.

We would like to thank all Cancer Society supporters and partners who have given us their valuable feedback and support and encourage us to continue our tobacco control efforts for the benefit of all New Zealanders.”

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