



Subject: summary sheet – Review of Tobacco Displays in New Zealand

Dear Campaign Supporter,

Thanks for your ongoing support to banning tobacco retail displays.

The Ministry of Health has released the results of the public consultation process¹ which sought feedback on the future of tobacco displays in New Zealand. The options (Table 1) consulted on included retaining current restrictions with enhanced education and enforcement; further restricting the size or number of tobacco displays per outlet; banning tobacco displays in areas accessible to under-18s or banning tobacco displays in all retail outlets altogether. The consultation process closed on 15 February 2008.

In total the Ministry received 557 submissions from a wide range of groups and individuals, with a variety of interests and perspective (Table2). 335 used template submission forms which included those template developed by the Cancer Society and ASH.

The number of submissions was one of the largest for a Ministry consultation process and showed that tobacco retail displays are of concern to many New Zealanders. In contrast, for example, 252 submissions were made during the consultation process on the Review of Alcohol Advertising in 2007. Over 80% of submissions (453 out of 557) supported completely banning all tobacco displays and opposed retaining current restrictions. All the submissions made from medical professionals, researchers, Non-Governmental Organisations, District Health Boards, smoking cessation groups supported a complete ban. A majority of general public (33 out of 36) and youth submissions (47 out of 60) also supported a complete ban.

Less than 5% of submissions supported retaining current restrictions. Most of which were submitted by retailers and tobacco companies.

Submissions were largely divided into those who strongly supported retaining current restrictions. Options to introduce further restrictions received less comment and support. Banning tobacco displays in areas accessible to minors was almost universally not supported and was deemed as impractical.

Apart from the feedback on the proposed options, some additional themes were raised which included the establishment of a licensing scheme for tobacco retailers and the banning of vending machine as part of the legislation on tobacco retail displays.

Currently, the Associate Health Minister, Damien O'Connor is reviewing the results and will shortly take the discussion to cabinet. The Health Select Committee will consider the evidence it has heard and make a recommendation based upon its discussions.

Table 1:

Option 1: Current restrictions with enhanced education and enforcement	implemented through internal Ministry processes
Option 2: Further restrictions <ul style="list-style-type: none"> – Further limit the maximum size of tobacco displays – Limit the number of tobacco displays to one display per retail outlet – Require graphic health-warning posters to be displayed 	achieved through changes to regulations
Option 3: Ban on tobacco displays <ul style="list-style-type: none"> – Ban tobacco displays in areas accessible to under-18s – Completely ban all tobacco displays 	required an amendment to the Smokefree Environments Act.

Thanks for your support and we will keep you informed on the progress of banning tobacco retail displays. Please do not hesitate to contact us for further information.

Kind Regards,
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Table 2¹:

Submitter type	Total number	Preferred option		
		1	2	3
Medical group or organisation	23			23
Non-Government Organisations (NGOs)	30			30
Cessation support groups or providers	17			17
PHOs	11			11
District Health Board	12			12
Public health groups	8			8
General public	36	2	1	33
Researchers	6			6
Youth	60	6	7	47
Cancer Society template	48			48
Support of Cancer Society template	222			153
Aukati Kai Paipa template	65			64
Tobacco companies	5	5	1	
Retailers	14	12		1
Total	557	25	9	453

Note: the total number of preferred options does not necessarily add to the total number of submissions - some submitters identified more than one preferred option, and some did not identify any preferred option.

¹ Ministry of Health. 2008. Review of Tobacco Displays in New Zealand - Summary of results of the consultation process. Wellington: Ministry of Health.
([http://www.moh.govt.nz/moh.nsf/pagesmh/8073/\\$File/tobacco-displays-review-analysis-of-submissions-jun08.pdf](http://www.moh.govt.nz/moh.nsf/pagesmh/8073/$File/tobacco-displays-review-analysis-of-submissions-jun08.pdf)) (Accessed: 30 June 2008)