



Proposal of Ministry of Health to ban tobacco retail displays in New Zealand

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Submission to:

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This submission is on behalf of the College of Nurses, Aotearoa (NZ) Inc. The College is a professional body of New Zealand nurses from all regions and specialities. It provides a voice for the nursing profession and professional commentary on issues which affect nurses, and also the health of the whole community. Its aim is to support excellence in clinical practice, research and education and to work with consumers to influence health policy. The College is committed to the Treaty of Waitangi and the improvement of Maori health. This commitment is reflected in the bicultural structure of the organisation.

The College of Nurses Aotearoa is delighted that the Hon Tariana Turia has invited submissions on a proposal to ban the display of tobacco products in all retail outlets.

We submitted on the future of tobacco displays previously (Feb 2008). We are glad this submission will be included in the current consultation. We wish to emphasise the importance of the issue to the College. In brief **we continue to support a complete ban on tobacco retail displays.**

We strongly recommend that recent New Zealand evidence that associates retail displays with youth smoking uptake is taken into account. In addition we suggest that there has never been a better time to act. Over two-thirds (68 percent) of the public supports a ban on tobacco retail displays. The tobacco tax increase is prompting smokers to quit. The Maori Select Committee is investigating the tobacco industry and the consequences of tobacco use to Maori. The scene is set for a complete ban on tobacco retail displays to protect children for starting to smoke and reduce impulse buying by smokers who are trying to quit and ex-smokers who wish to stay quit.

References:

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