



19 May 2010

John Stribling  
Ministry of Health  
PO Box 5013  
WELLINGTON 6145

Tēnā Koe

**Re: PROPOSAL TO BAN TOBACCO RETAILS DISPLAYS IN NEW ZEALAND**

The New Zealand Nurses Organisation (NZNO) welcomes the opportunity to submit on the proposal to ban tobacco retail displays in New Zealand. NZNO strongly supports the proposal and wishes to acknowledge the Associate Minister of Health, Hon Tariana Turia, for advocating for this review.

NZNO is the leading professional body of nurses and nursing union in Aotearoa New Zealand. We represent over 45, 000 nurses, midwives health care workers and kaimahi, and have the largest Māori health workforce in Aotearoa comprising almost 3000 members. As health professionals, our members deal first hand with the consequences of tobacco use in their every day practice, and its effects on our patients' physical and mental health, and the social, economic and cultural wellbeing of their whānau. NZNO strongly advocates legislation and strategies that aim to eliminate tobacco retail displays in Aotearoa New Zealand. We are well aware of the highly addictive nature of tobacco, that it causes more deaths in New Zealand than any other drug<sup>i</sup>, and that it is responsible for 5,000 New Zealanders deaths each year, (4,700 smokers and 300 from second-hand smoke), of which 600 are Māori<sup>ii</sup>.

We strongly support the Ministry's rationale for banning tobacco retail displays, and believe that this is a key component in assisting people to quit, as indicated in the recent New Zealand Tobacco use survey 2008 that 'two fifths of recent quit attempters surveyed agreed that tobacco displays in dairies, petrol stations, supermarkets and convenience stores made it more difficult for smokers to quit or stay quit'.<sup>iii</sup> International evidence also indicates that marketing tobacco products to younger people influences the uptake of smoking; therefore, removing tobacco products from sight in retail outlets in Aotearoa New Zealand will help protect children and young people from exposure to tobacco branding and subsequent uptake and addiction.

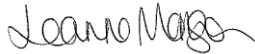
NZNO is proud to be associated with the Smokefree Coalition Tupeka Kore Campaign that aims to ensure that future generations of tamariki will be free from exposure to tobacco and will enjoy smoke free lives. We support the coalition's key points:

- tobacco has a catastrophic impact on the health of New Zealanders and urgent action is required to eliminate these effects;
- smoking is the single most important cause of premature and preventable deaths in Aotearoa New Zealand;
- eradicating smoking is the single most important and attainable policy action to reduce inequalities in mortality for Māori and Pacific peoples<sup>iv</sup>;
- a ban on the retail display of tobacco products is a key component of a legislative or regulatory response to protect children from tobacco marketing and promotion;
- because of the addictive component of tobacco, a supportive environment is necessary for smokers committed to quitting to help them through the period before a quit attempt becomes successful; and
- tobacco products are not normal consumer products and should not be treated as such.

We draw your attention to our previous submission support the banning of tobacco retail displays, and to our recent submission for the Māori Affairs Select Committee inquiry into Tobacco Industry in Aotearoa and the consequences of tobacco use for Māori, where we recommended attention be given to supporting Māori health workers, who have a high incidence of smoking, to quit.

NZNO welcomes the opportunity to be involved in any further discussions about banning of tobacco retail displays.

Nāku noa, nā



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#### **ABOUT NZNO**

*NZNO is the leading professional body of nurses and nursing union in Aotearoa New Zealand, representing over 45 000 nurses, midwives, students, kaimahi hauroa and health workers on a range of employment-related and professional issues. Te Runanga o Aotearoa is the arm through which our Te Tiriti o Waitangi partnership is articulated.*

*NZNO provides leadership, research and support for professional excellence in nursing, negotiates collective employment agreements on behalf of its members and collaborates with government and other agencies throughout the health sector. Nurses are the largest group of health professionals comprising half the health workforce.*

*The NZNO vision is “Freed to care, Proud to nurse”. Our members enhance the health and wellbeing of all people of Aotearoa New Zealand and are united in their professional and industrial aspirations to achieve a safe, sustainable and accessible system of public health care for all New Zealanders.*

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<sup>i</sup> The Drug Foundation website. 2009. *Tobacco Drug Information*. Wellington: The Drug Foundation.

<sup>ii</sup> Health Sponsorship Council website. 2009. *Tobacco Control Information*. Wellington: Health Sponsorship Council.

<sup>iii</sup> Ministry of Health. 2008. *New Zealand Tobacco Use Survey - Quitting Results*. Ministry of Health: Wellington.

<sup>iv</sup> Blakely, T. 2009. *Mortality Inequalities between Māori and non Māori seminar presentation* Māori Affairs Select Committee Inquiry submission seminar. University of Otago:Wellington.