

TOBACCO RETAILER 2025



AUTUMN 2015

Welcome to Regional Public Health's Tobacco Retailer 2025 newsletter for retailers and shop-owners.

This newsletter is published quarterly to give you up to date information and news.

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**Smokefree New Zealand.
Our children are worth it.**



'Smokefree Aotearoa 2025' is the vision for New Zealanders to enjoy tobacco-free lives.

May 31 is World Smokefree Day. This year's focus is on encouraging and supporting friends, families and whānau everywhere to quit, creating environments where children are free from exposure to tobacco.

You have an important role to play in supporting New Zealanders to stop smoking. Show your support for World Smokefree Day by becoming a tobacco-free retailer during May. Regional Public Health is able to support you with resources and information – and provide you with coverage in the local media to show your positive role modelling in the community.

Make a decision now for the good of the community. People will still buy their bread, milk and other items from you – plus you'll attract more customers once they know you're tobacco-free!

Latest Controlled Purchase Operation results

Region	Number of sales	Number of NO sales	Total number of visits
Wellington (Johnsonville, Miramar, Newtown)	4	13	17
Porirua	1	6	7
Lower Hutt	1	12	13

Supplying tobacco to a minor

Scenario

A 15-year-old enters your store and asks to purchase cigarettes. You ask the young person for ID and you see that they are only 15 years old. You refuse to sell the cigarettes and the young person begins to leave the store. As they leave the store another customer offers to buy the young person cigarettes for them.

Is this okay?

No! The Smokefree Environments Act 1990 ('the Act') states you **cannot supply tobacco to a person under the age of 18 years, in a public place**. Your store would be considered a public place.

Who has committed an offence?

The customer who purchased the tobacco has committed an offence. In addition, if you knew that the tobacco was going to be supplied to a person under the age of 18 years (a minor) then you have also committed an offence under the Act.

Data from the 2014 Action on Smoking and Health New Zealand (ASH) Year 10 Survey, a survey which is one of the largest youth smoking surveys in the world, capturing around 30,000 students on their smoking behavior and attitudes, shows that the social supply (give, provide or make available to someone) of cigarettes to people under the age of 18 years, is a big problem.

Source of cigarettes	Frequency	Percentage
Given or supplied by friends/peers	1427	41%
Bought from friends/peers	436	12%
Took from parents/caregivers without their knowledge	287	8%
Given or supplied by older sibling	198	6%
Given by parents/caregivers	194	6%
Bought from a vending machine	20	1%
Other	706	20%

What can you do?

- Educate and train your staff on the Smokefree Environments Act 1990 and ensure they are aware of the offences relating to the **social supply of tobacco products**.
- If you become aware of customers buying cigarettes for minors, **keep a log book** and note down the day and time it occurs. This will help protect you, your staff and your store.

For more information contact Regional Public Health on 04 570 9002 and ask to speak to a Smokefree Enforcement Officer