



## Non-compliance issues

### Pictorial warnings issued

If you sell Juicy Blunt Wraps or Shisha water pipe smoking products these products are manufactured from tobacco and are therefore required by the Smoke-free Environments Act to carry a New Zealand Graphic Warning Label and are prohibited from display. Please contact your importer/supplier.



### Rizla+ signage

As a result of a recent prosecution the Rizla+ sign that may be on your tobacco cabinet is now deemed as tobacco product advertising and therefore should be removed.



## Are you helping or hindering our youth?

If you are near a secondary school or in an area with many youth, those students may be more at risk of smoking than if you did not sell tobacco. Research<sup>1,2</sup> shows that the density of tobacco retailers is higher in areas with larger proportions of youth under the age of 18 years old. Ten percent of cigarettes accessed by 14-15 year olds are directly purchased from a tobacco retailer. The median density of tobacco retailers near schools is 2 with 1000m of a school and 1 within 500m of a school. If there is a higher density of tobacco retailers around a school then:

- Non-smoking students are more likely to be susceptible to smoking
- Current smokers are more likely to attempt to purchase cigarettes from a tobacco retailer

### What can you do?

More convenience stores are seeing the benefits of voluntarily ceasing to trade in tobacco products. This is especially important if you have lots of high school students in the area. A tobacco free store would mean non-smoking students are less susceptible to smoking uptake and current young smokers are less able to buy cigarettes.

If no retailers sold cigarettes directly to underage youth we would have 10% less underage youth accessing cigarettes.

<sup>1</sup>Marsh, L., Ajmal, A., McGee, R., Robertson, L., Cameron, C. & Doscher, C., 2015. Tobacco retail outlet density and risk of youth smoking in New Zealand.

<sup>2</sup>Marsh, L., Doscher, C. & Robertson, L., 2013. Characteristics of tobacco retailers in New Zealand.