

TOBACCO RETAILER

2025

SUMMER 2018

Welcome to Regional Public Health's Tobacco Retailer 2025 newsletter for retailers and shopowners.

This newsletter will be published biannually to give you up to date information and news.

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Plain standardised packaging

The tobacco standardised packaging regime comes into force on 14 March 2018; in addition an extra six weeks is allowed for old stock to be distributed and a further six weeks for that old stock to be sold. So after 6 June 2018 only standardised packs will be able to be sold.

New Zealand tobacco packets will be the same standard dark brown/green background colour as Australia, United Kingdom, Ireland and France.

New pictures and health warnings will be enlarged to cover at least 75% of the front of tobacco packs, and all tobacco company marketing imagery will be removed.

Tobacco manufacturers will be allowed to print a brand name and variant on their tobacco products, but the regulations standardise how these look, including where they must be on the pack, what type face and font size and colour must be used.

Cigarettes will only be sold in packs of either 20 or 25 sticks, in standard cardboard packs and loose tobacco in pouches of 30 or 50 grams in standard rectangular soft plastic pouches. The regime is similar to that in place in Australia.

For more information visit http://www.health.govt.nz/our-work/preventative-health-wellness/tobacco-control/plain-packaging





Non-regulation price list

We are still seeing a number of nonregulation **Imperial Tobacco** product/price list. Please ask your tobacco company to provide you with a product/price list in Smoke-free Environments Act Regulation template.





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^{1,2} 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.

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

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

