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PRESS RELEASE

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NCWNZ Backs Campaign to ban Tobacco Displays

The National Council of Women of New Zealand (NCWNZ) is giving its total support to the open letter from the Cancer Society and Heart Foundation to the people of New Zealand – ‘Protect Our Children: Get tobacco out of sight and out of mind’.

Research shows that tobacco displays help sell and promote smoking, and are certainly a temptation for children because of where are placed. Although most forms of tobacco advertising were banned nearly 20 years ago, these kinds of displays are still allowed in retail outlets.

“Medical evidence proves that tobacco smoking is detrimental to people’s health. To safeguard the health and well being of future generations, a total ban on tobacco displays would be a big step in the right direction”, says NCWNZ National President, Christine Low.

NCWNZ is concerned that tactics being used in Australia by a tobacco company may be used in New Zealand. The tactics, aimed at the retailer of tobacco products, should be seen for what they are, scaremongering.

ENDS

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"Women Influencing Policy"