Selling Smokes:
Attitudes toward tobacco retail policies amongst Smokefree Enforcement Officers and tobacco retailers

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Structure of Presentation

1. SEOs’ preferred policy options
2. Retailers’ views on policies
3. Other retail-related issues for advocacy
4. Ideas on framing tobacco retail policies
5. Conclusions
1. SEOs’ preferred policy options

- Registration
- Licensing
- Requiring retailers to demonstrate knowledge of SFEA
- Requiring tobacco retailers to stock NRT/promote cessation
- Restricting tobacco sales around schools e.g. 500m
- Maximum density of outlets per district
- Banning sale of tobacco where alcohol is sold
- Banning sale of tobacco at certain outlet types e.g. dairies
- Tobacco to be only available at specialist outlets e.g. R18
2. Retailers’ views on policies

Smokefree Aotearoa 2025:

“I think, ah, we are going in the right direction... If we can say if all of the country is smokefree, that is good. On a human ground it’s very good.”

“The government should stop supplying cigarettes to the country. Just make a law. Smokefree country.”
Point-of-Sale display ban:

“...the small kids, maybe one year, two year, five year or ...ten year even they haven’t seen... any displays of the cigarettes, they won’t be knowing about the product and ‘what is this’? So they won’t be asking for that ‘can I have this one?’ So because it is hidden...I support that. It is something good.”
Licensing:

“As long as it’s not money gathering... yeah, so long as there’s good reason for doing it, I don’t really have an issue.... as long as ...there’s good intention, reason behind it.”

Restricting tobacco sales around schools:

“Yeah I’d be happy with that... ‘cos I think the government should be focusing on new smokers, not existing. That would be a good idea.”
Policy options suggested by retailers:

“...there is a lot of varieties of cigarettes coming,... and new names changing and improving, some shiny packets and ... a lot of things. I think ... those kind of things should be stopped or maybe there could be fewer variety but dearer.”

“.. anyone seems to be able to sell tobacco and I seem to think that ... if they limited it to... perhaps some convenience stores,... for some convenience stores, tobacco um, makes up a large amount of their turnover... some of them do a big trade in tobacco. Um, for us it’s – literally, it’s quite small.”
Retailers’ views vs Retailer Associations’ views

Retailers Disappointed with Committee Report
12:35 August 6, 2014 Comments Off
Press Release – NZ Association of Convenience Stores

Retailers Put Views To Government
Saturday, 22 May 2010, 12:41 pm
Press Release: Association of Community Retailers
Retailers Put Views To Government
[Association of Community Retailers]
3. Other retail-related issues for advocacy

- **Importance of price to industry**
- **Industry ‘grooming’ of retailers**
- **Rebate agreements & planograms**
4. Ideas on framing retail policies

- Be clear about purpose of policy (vs ‘government money-making’)
- Emphasise aims of denormalising tobacco use & preventing youth smoking
- Frame intended impacts as long-term
- Highlight potential advantages of not selling tobacco
Conclusions

• Licensing of tobacco retailers has strong support by SEOs

• Restricting tobacco sales around schools is well supported by SEOs and tobacco retailers

• Retailers views are diverse & not consistent with industry lobby groups

• We may gain more support from retailers if we can emphasise long-term benefits of policies for youth
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