

Tobacco-free Retailer Tool Kit

WHICH ITEM DOESN'T BELONG?



Background

- “*Out of Sight, Out of Mind*” campaign to ban retail displays
 - Since 2008 Northland has acknowledged tobacco-free retailers
- Media early 2014
 - 3 retailers went tobacco-free
 - Smokefree community excited, discussions on SF2025 listserve
- Formalised Northland’s existing process
 - Develop resources for communities to advocate locally
 - Discussed with national bodies, further developed
- Shared nationally
- www.smokefreesshops.co.nz



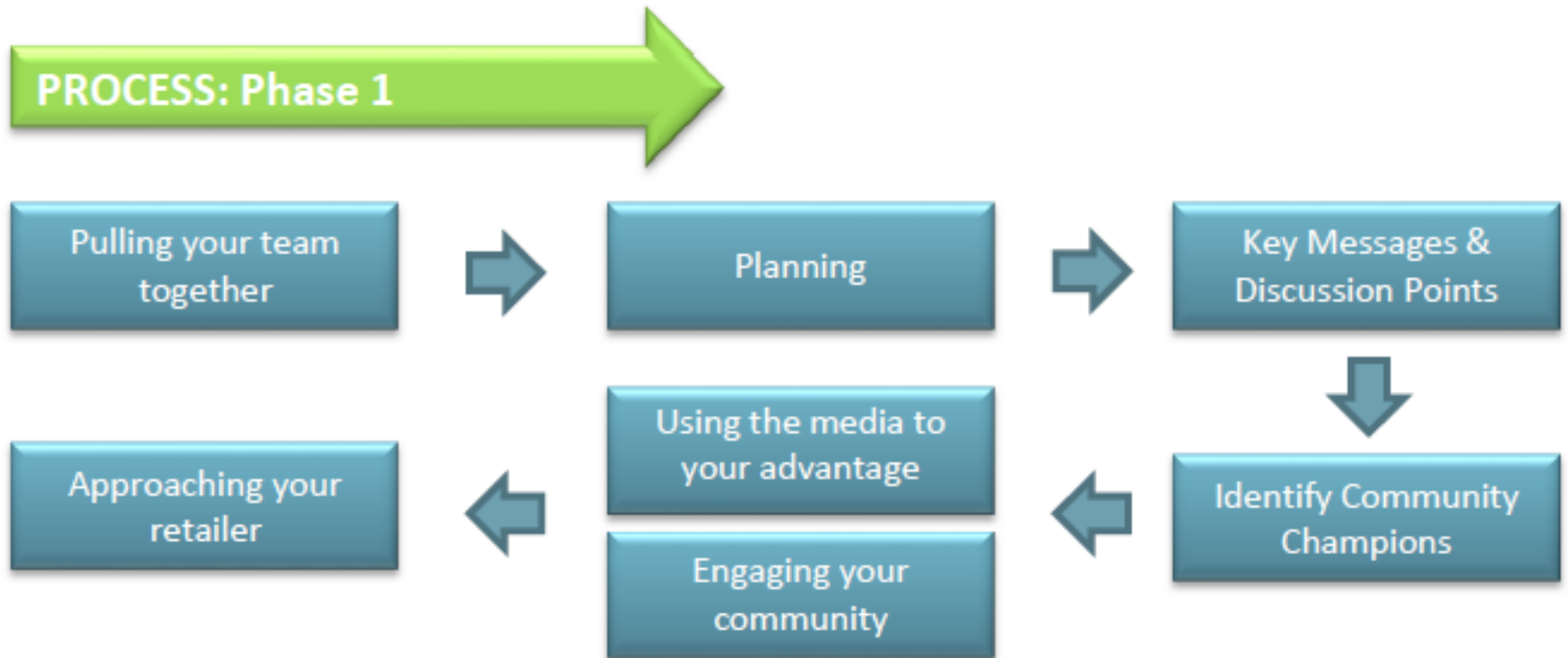
Why a Tool Kit?

“Future generations of New Zealand children will be free from exposure to tobacco and will enjoy tobacco free lives”.

SF2025 Vision

- Reduce the supply of tobacco as normal consumer product
- Protect our children from marketing and promotion of tobacco products
- Resourcing health promoters and communities to advocate locally
- Reducing access to tobacco products helps support people making quit attempts
- Building healthy public policy and supportive environments through community action - Ottawa Charter

How to Use the Tool Kit



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Acknowledging your Retailer



Survey

- If a retailer goes tobacco-free in your area complete the *Tobacco-free Retailer Survey* with the retailer.
- The information in this survey will form part of a national database.
- A centralised database will provide robust evidence for future research.
- Complete online or download a hardcopy



Key Learnings

- Choose the tobacco retailer carefully
- You won't always be successful
- Tobacco-free Retailers happy to share experiences
- Media creates momentum



"Giving up is easy. It's the day after, and the day after that, that's the hard part. What I need is simply not to have cigarettes available at the places I go to fill up my car, buy my groceries or last-minute stuff at the dairy. Whether I can see the smokes or not, I know they're there, and I know I can get them."

Whangarei District councillor Brian McLachlan is calling for a total ban on the sale of cigarettes and tobacco products.



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