

Submission and Media Toolkit
In preparation for
The Smoke-free Environments
(Tobacco Plain Packaging)
Amendment Bill

Submissions due
March 28th

The tobacco industry will invest heavily in this
battle,

but we too can understand plain packaging in
terms of investment.

While our enemy invests for economic gain,
New Zealand invests for greater public health.

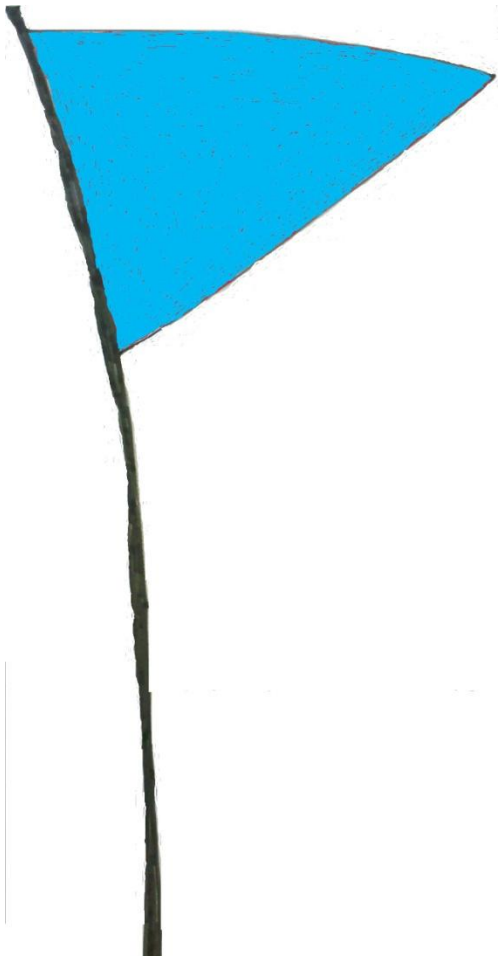
**In any court of law, this greater good
trumps all.**



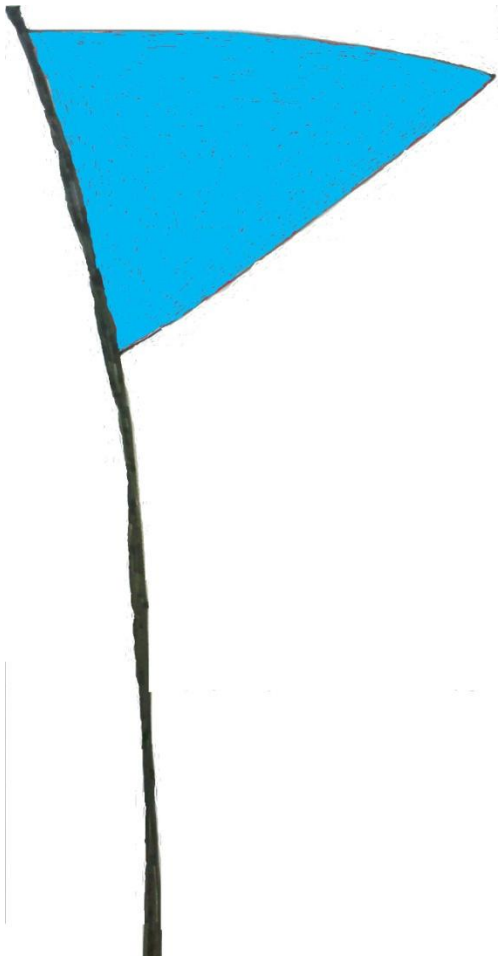
Note that nothing in the explanatory note is said about smoking prevalence.

The specific objectives of the new legislation are to:

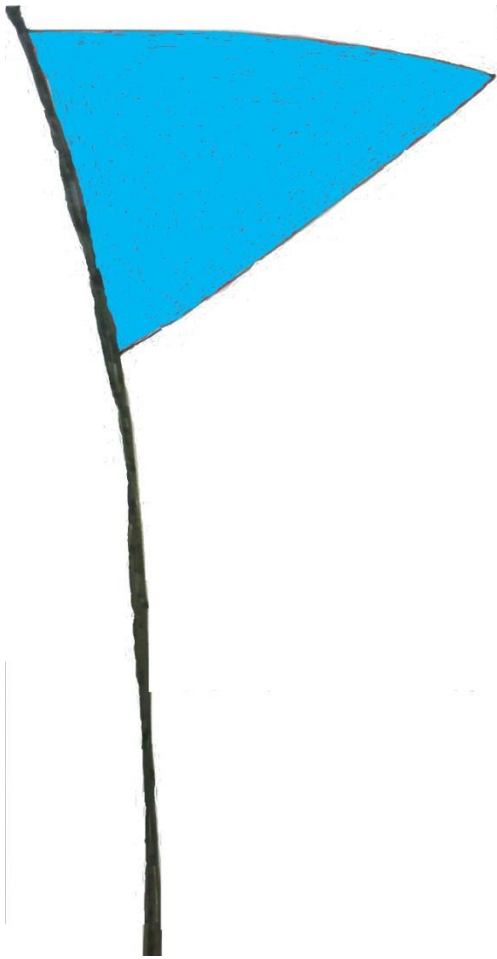
- reduce the appeal of tobacco products and smoking, particularly for young people
- further reduce any wider social acceptance and approval of smoking and tobacco products
- increase the noticeability and effectiveness of mandated health warning messages and images
- reduce the likelihood that consumers might acquire false perceptions about the harms caused by tobacco products.



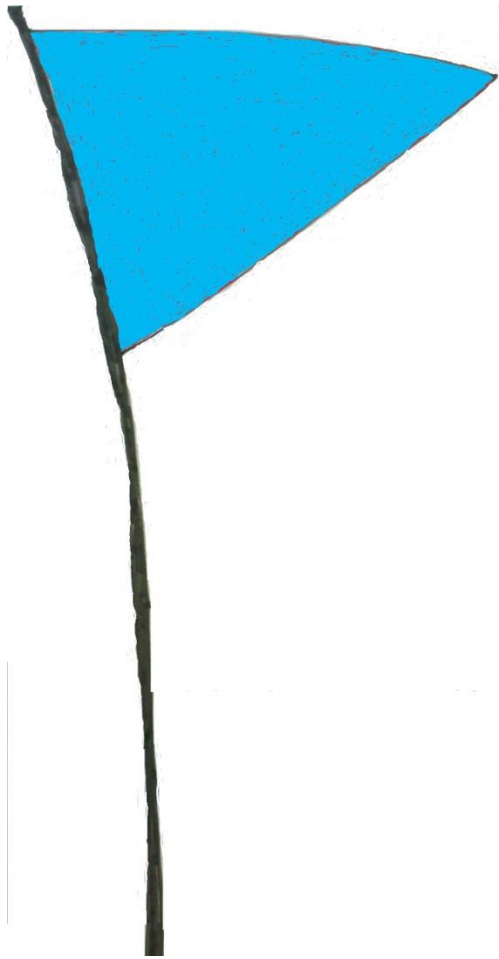
- Packaging is a marketing vehicle, aimed at a target market: our kids



- Plain packs will impact upon the perception of the product inside



- The tobacco industry wants us to wait forever, the longer we do, the better for them and NOT for New Zealand



- It's working in Australia!

Tools inside the Toolkit:

- Template submissions
- Template media releases
- Template letter to the editor
- Answers to the tricky questions
- Lead agents of the campaign contact info
- Media contact list
- Parliamentary contact list
- Links to one-pagers and further data sources

Please pass forward:

<http://www.sfc.org.nz/pubsresources.php>