



# Tobacco-free Retailers Tool Kit

A guide for local health promoters and  
community members

ā TĀTOU tamariki, ō TĀTOU hapori  
It's about OUR kids and OUR communities

[www.smokefreesshops.co.nz](http://www.smokefreesshops.co.nz)

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## INTRODUCTION

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*Tobacco-free Retailers Tool Kit: A guide for local health promoters and community members* has been developed as a guide to support health promoters and community groups to advocate for their local tobacco retailers to become tobacco-free.

It draws on the experiences of groups who have already approached local tobacco retailers requesting that they no longer sell or stock tobacco products. Some local tobacco retailers have already become tobacco-free. Key learnings have been noted and summarised so that communities have tools to give them the best possible chance of success.

In the Tool Kit you will find information and templates to assist you and your communities to engage with your local tobacco retailer to become tobacco-free. By tobacco retailer we are referring to local dairies or independent tobacco retailers, rather than large supermarket chains that have national policies. There are number of tobacco-free retailers leading the way in our communities. We need to encourage more retailers to build on this momentum.

The successful introduction of tobacco-free retailers requires a commitment from the community. Helping people quit smoking is one of the most cost-effective means of improving our nation's health. Reducing access to tobacco products helps support people making quit attempts. If we can reduce the amount of smoking children and young people see around them, we will increase the likelihood they will remain Smokefree.<sup>i</sup>

It's about OUR kids and OUR communities – ā TĀTOU tamariki, ō TĀTOU hapori

## Background and Rationale

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Tobacco use is the leading cause of **preventable** death and disease in New Zealand, accounting for around 4,300 to 4,700 deaths per year.<sup>ii iii</sup> When the deaths caused from exposure to second-hand smoke are included, this estimate increases to around 5,000 deaths per year.<sup>iv v</sup>

Tobacco is the only legal consumer product that when used as the manufacturer intends kills half its users.<sup>vi</sup>

Tobacco outlet density increases the likelihood of smoking among minors and adults, and living in close proximity to tobacco outlets makes quitting more difficult. The ease of access to tobacco may suggest to the public that warnings about how harmful it is may be exaggerated. Particular population groups appear to be more likely to be exposed to tobacco retailers, with research noting a heavy concentration of tobacco retailers near schools and in economically and socially deprived neighbourhoods.<sup>vii</sup>

National statistics show that there is one tobacco retailer per 129 smokers, and 46% of secondary schools have a retailer within 500m and 76% within 1,000m.<sup>viii</sup>

Reducing the number of retailers that sell tobacco in our communities may be an effective means of reducing tobacco uptake and use among the most vulnerable.<sup>ix</sup>

## Ngā Manukura, Waiora, Toiora

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### Community Leadership, Environmental Protection, Healthy Lifestyles

Tobacco is not a Māori tradition – before the arrival of Pakeha, the Māori world was tupeka kore (tobacco-free). These early deaths from tobacco use mean a significant loss of cultural

knowledge and language. Smoking threatens the continuation of whakapapa, leadership and intergenerational transfer of Māori culture.<sup>x</sup>

Nationally, 45.4% of Māori adults identify as being current smokers – more than double the smoking rate of non-Māori. Tobacco smoking is a leading cause of preventable death for Māori in New Zealand, with approximately 800 Māori dying every year from smoking-related diseases.<sup>xi</sup> A third of Māori deaths each year are attributed to tobacco-related disease and illness. One study showed the life expectancy for Māori men to be 69 years, compared to 73 years for non-Māori. For Māori women life expectancy was 74 years, compared to 77 years for non-Māori.<sup>xii</sup>

Smoking is responsible for around 10% of the gap in health disparities between Māori and non-Māori.<sup>xiii</sup>

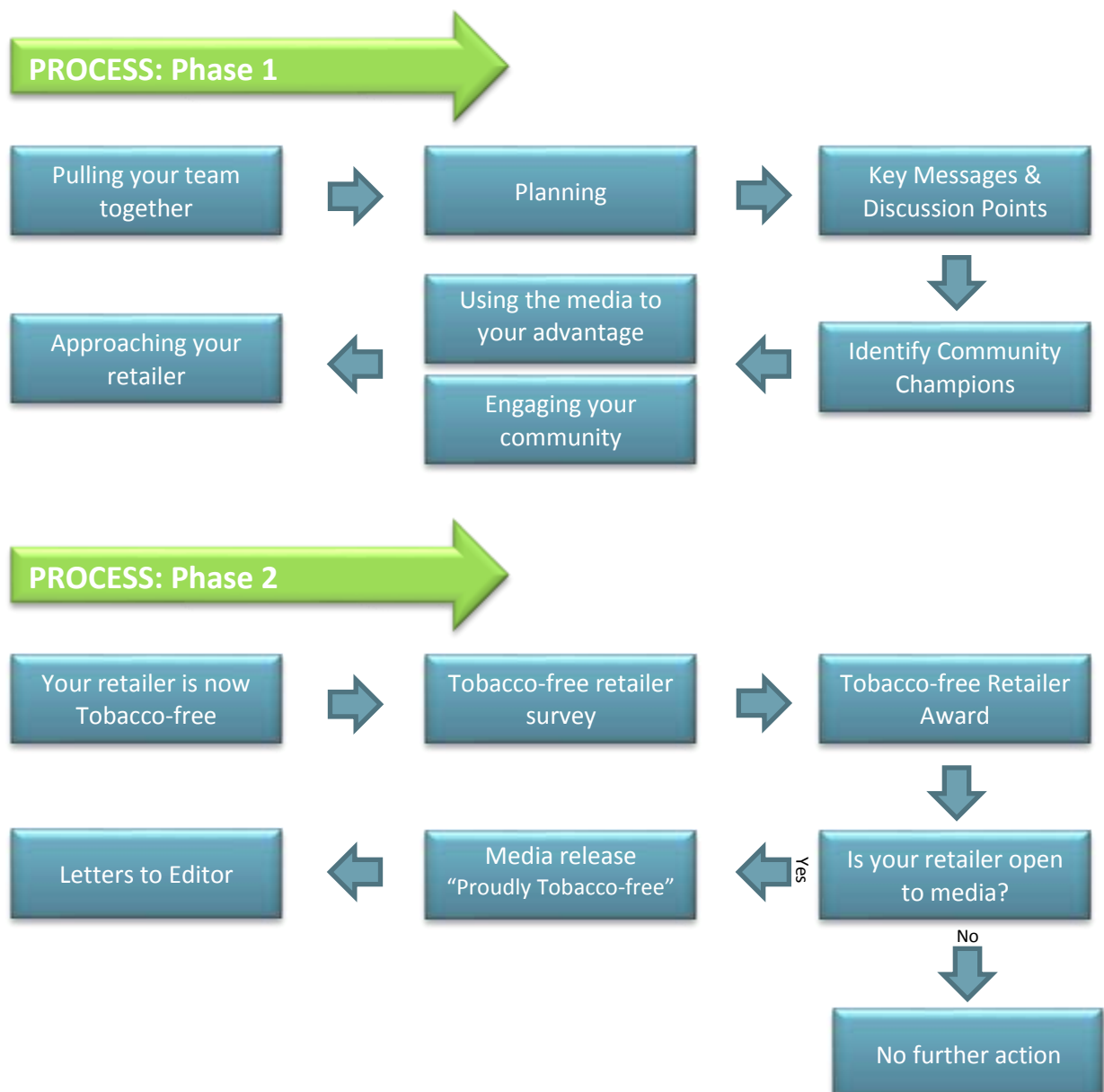
Less tobacco harm would bring health, economic and cultural benefits for Māori communities. This will be a positive contributor to the aspirations of Māori.

## PROCESS: Phase 1

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This section provides some suggestions for working with your community to engage your local tobacco retailer(s) to become tobacco-free. This Tool Kit contains some activities that have been effective in other communities and more information can be found by reading the case studies.

The diagram below summarises the suggested process.



## Pulling your Team Together

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While it only takes one person to approach a local tobacco retailer with a request that they consider becoming tobacco-free, taking a team approach has several advantages.

- A wide range of your local community working together
- Shared idea's and networks
- A clear indication to the retailer that going tobacco-free is well supported by the local community

Before approaching your local tobacco retailer, contact others who may be interested in getting involved.

Consider your local District Health Board health promoter, your local Cancer Society office, Primary Health Organisation, Iwi Health Provider, Aukati Kai Paipa service and other local quit smoking services. They may already be part of a wider group working on local smokefree initiatives.

Non-health groups can also be important allies, e.g. Schools, Plunket, Fire Service, Marae and Māori groups and others.

For a list of tobacco-free retailers in your area go to <https://www.smokefreeshops.org.nz/tobacco-free-retailers-map/>. Only those retailers who have consented to be contacted at a later date are listed.

## Planning

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At the start of the project it is important to plan your approach. This will act as a 'road map' for the tasks that need to be carried out to convince your retailer to become tobacco-free.

The plan should include:

- background to the project
- team members' details
- aim
- rationale
- key messages
- risks
- media opportunities
- a timeline that includes who does what by when

See Appendix 1: Project Plan Template

Download Project Plan Template: <https://www.smokefreeshops.org.nz/tobacco-free-retailers-kit/>

## Key Messages

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Key messages should raise awareness, increase knowledge and promote positive behaviour change. They should be repeated often in written material and spoken comments.

- It's about OUR kids and OUR communities – ā TĀTOU tamariki, ō TĀTOU hapori
- If we can reduce the amount of smoking children and young people see around them, we will decrease the likelihood they will start to smoke<sup>xiv</sup>
- The setup costs associated with the sale of tobacco are expensive, as everything has to be paid for up front, and the profit margins for selling tobacco are minimal

- Locals will still come to buy staples like bread, milk and other convenience items as it is often easier than going to the supermarket
- Reducing access to tobacco products is a means of supporting those making quit attempts

## Commonly Asked Questions and Discussion Points

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While many people will be supportive of Tobacco-free retailers there will be some questions that should be anticipated and addressed. In particular, there may be questions about whether Tobacco-free retailers will be effective and what's in it for the retailer.

The following discussion points provide evidence-based responses to these and other issues. You may wish to pick and choose which ones you use or publish, depending on your audience.

### **What is a tobacco-free retailer?**

Tobacco-free is defined as not selling or stocking tobacco products. Some retailers may still choose to sell tobacco paraphernalia (rolling papers, filters and tobacco tins etc).

### **Tobacco is a legal product, so why should I stop selling it?**

While tobacco is a legal product, it is extremely harmful. It is the only consumer product that when used as the manufacturer intends kills half its users.<sup>vi</sup> If tobacco were to be introduced to the market today it would not make it past the rigorous safety standards and regulations required for consumer goods and would not be allowed for sale.

We understand that tobacco is a legal product and that retailers are entitled to sell it, however, we are suggesting that retailers might choose not to sell tobacco.

### **What's in it for the retailer?**

- The on-going costs associated with the sale of tobacco are expensive, as everything has to be paid for up front, and the profit margins for selling tobacco are low
- Retailers can invest in selling other products, replacing tobacco that have greater a profit margin
- Reduced insurance premiums for retailers who do not sell tobacco.
- Less of a target for crime
- Locals will still come to buy staples like bread, milk and other convenience items associated with these types of retailers, as it is often easier than going to the supermarket
- Retailers who have chosen to become tobacco-free have reported widespread public support and attracted new customers because they are tobacco-free
- Retailers have reported positive reactions to their decision to end tobacco sales. There were some complaints from smokers but these paled in comparison to the compliments
- Tobacco-free retailers do not have to worry about the Smoke-free Environments Act and any future changes to this legislation
- Resolves a troubling contradiction of being a responsible employer/business and the multiple ways that tobacco causes harm and profiting from its sale <sup>vii</sup>

### **What have other retailers in New Zealand done?**

To see if you have any tobacco-free retailers in your area go to [www.smokefreeshops.co.nz](http://www.smokefreeshops.co.nz)

There is current research being undertaken with a number of local retailers that have gone tobacco-free, looking at the investment retailers have made into other products to replace tobacco, that have a greater profit margins, for example spices, freshly made coffees, take-away food or other niche products.



As a progressive step a small number of tobacco retailers have wanted to reduce how much tobacco they sell. To do this they have reduced the amount, number of brands and variations they stock.

### **Are there more tobacco retailers in socially disadvantaged areas because people in those areas smoke more?**

National research has found higher tobacco retailer outlet density in the more socially disadvantaged areas of New Zealand.<sup>xv,xvi</sup> 61% of retailers are located in highly socially disadvantaged areas, 37% in areas of medium deprivation, and only 2% in more affluent areas. A number of studies have found that although there are more tobacco retailers in socially disadvantaged communities, even after taking into account higher smoking rates, this indicates that higher retail outlet density is not simply due to higher demand and that oversupply could actually be creating demand.

### **With the tobacco display ban and the proposed plain packaging, haven't tobacco retailers had to do enough already?**

There is indisputable evidence that tobacco is a dangerous product. Even tobacco companies agree that measures to discourage smoking in adults and youth are appropriate.

The New Zealand Government has set the goal of achieving a smokefree nation by 2025. Reducing the supply of tobacco products is one of the strategies that will help us achieve this goal. It's about OUR kids and OUR communities – ā TĀTOU tamariki, ā TĀTOU hāpori.

### **What does the tobacco retail environment have to do with smoking rates? How will tobacco-free retailers make a difference?**

Reducing the number and density of tobacco retailers is likely to reduce the risk of children and young adults starting to smoke, help smokers to quit and stay quit, and reduce the availability and visibility of smoking and tobacco products in society.

Being able to buy tobacco 'anywhere, anytime' contributes to high smoking rates and makes it harder for people trying to quit. Even though tobacco in stores must now be out of sight, the widespread availability of tobacco is itself a form of promotion. For some smokers, just the sight of a retail outlet prompts thoughts about smoking or buying cigarettes.<sup>xvii</sup>

Research has shown that tobacco outlet density tends to be higher in socially disadvantaged communities, which is a contributor to the problem because socially disadvantaged people are more likely to smoke and find it harder to quit.<sup>xv, xvi</sup>

Research has also shown that tobacco retailers near schools increase the likelihood of smoking among adolescents. National statistics show that 46% of secondary schools have a retailer within 500m and 76% within 1000m.<sup>xviii</sup>

The ease of access to tobacco may suggest to the public that warnings about how harmful it is may be exaggerated.

### **Tobacco availability undermines and discourages quit attempts**

Some research suggesting that people making quit attempts are likely to relapse if they live close to retailers selling tobacco. A Texas study found people attempting to quit and living less than 500 metres from the nearest tobacco retailer were less likely to remain abstinent during the six month period after a quit attempt. The effect was even stronger for those less than 250 metres away.<sup>vii</sup>

A similar study in Finland, with a long follow-up period, found living close to a store selling tobacco and having one or more stores within 500 metres were associated with lower quitting success among men who were moderate or heavy smokers.<sup>xix</sup>

## Alcohol is also a legal product

Tobacco is the only consumer product that when used as directed by the manufacturer kills half its users. There is no safe level of tobacco use.

## Why not ban tobacco altogether?

Tobacco is still a legal product and at the moment a ban is not feasible while 15% of the adult population smoke.

Smoking prevalence is reducing rapidly and most of the remaining smokers want to quit and regret starting. Nationally there is a variety Smokefree initiative to support people to quit and increase Smokefree environments. Our aim is to reducing smoking prevalence to less than 5% by 2025. For further information <http://blogs.otago.ac.nz/pubhealthexpert/>

Download Key Messages and Commonly Asked Questions & Discussion Points: <https://www.smokefreeshops.org.nz/tobacco-free-retailers-kit/>

## Supporting Research

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Further evidence in support of tobacco-free retailers:

Whyte G., Hoek J., Gendall P. (2013) Advancing the retail endgame: public perceptions of retail policy interventions. *Tobacco Control, advance online*. doi:10.1136/tobaccocontrol-2013-051065 (Published first 10 July 2013). <http://aspire2025.org.nz/2013/07/11/article-advancing-the-retail-endgame-public-perceptions-of-retail-policy-interventions/>

Hoek, J., Vaudrey, R., Gendall, P., Edwards, R., & Thomson, G. (2011). Tobacco retail displays: A comparison of industry arguments and retailers' experiences. *Tobacco Control*. TC Online First, published on August 17, 2011, doi:10.1136/tc.2011.043687 <http://aspire2025.org.nz/2011/09/13/article-tobacco-retail-displays/>

Tobacco retailers' attitudes and knowledge of the Smokefree Environments Amendment Act 2011 and other tobacco control measures: A report for Regional Public Health. A Report for Regional Public Health, Wellington. Richard Jaine University of Otago (June 2012). <http://aspire2025.org.nz/?s=Tobacco+retailers+attitudes+and+knowledge>

"People over Profits": Retailers Who Voluntarily Ended Tobacco Sales, Patricia A. McDaniel\*, Ruth E. Malone Department of Social and Behavioral Sciences, School of Nursing, University of California San Francisco, San Francisco, California, United States of America. <http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0085751>

Jaine, R., Russell, M., Edwards, R., Thomson, G. (2014). New Zealand tobacco retailers' attitudes to selling tobacco, point-of-sale display bans and other tobacco control measures: a qualitative analysis. *New Zealand Medical Journal*, 127(1396). <http://aspire2025.org.nz/2014/06/25/article-new-zealand-tobacco-retailers-attitudes-to-selling-tobacco-point-of-sale-display-bans-and-other-tobacco-control-measures-a-qualitative-analysis/>.

Bowie, Chris. (Sept 2012). Environmental Health Indicators for New Zealand. Indicator: Retail tobacco outlets and neighbourhood smoking behaviour, 2006. <http://www.ehinz.ac.nz/assets/Report-Cards/Tobacco-Outlets.pdf>

Amber L Pearson, Frederieke S van der Deen, Nick Wilson, Linda Cobiac, Tony Blakely. (2014). Theoretical impacts of a range of major tobacco retail outlet reduction interventions: modelling results in a country with a smoke-free nation goal. *Tob Control tobaccocontrol-2013-051362* Published Online First: 18 July 2014. <http://tobaccocontrol.bmj.com/content/early/2014/07/18/tobaccocontrol-2013-051362.full.pdf>

For the latest research: <https://www.smokefreeshops.org.nz/research/>

## Identifying Community Champions

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Identify local community champions who support retailers becoming tobacco-free. People with a profile within the community can be invaluable in encouraging a tobacco retailer to consider becoming tobacco-free. Community champions could include a well-known sportsperson who lives locally, a church leader, rangatahi, local GP, Kaumatua, Kuia or local Marae komiti.

If you have a tobacco-free retailer in your region they too can become a community champion.

## Use the Media to Your Advantage

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Working with the media can have its risks and challenges but, when managed well, a strong relationship with local media can be an incredibly valuable tool when it comes to raising awareness and informing the public. By developing relationships with local reporters and supplying them with factual information about tobacco-free retailers you can make the media coverage of the issue positive, to raise awareness and create greater public support.

Reporters are always after news – anything novel or different, local stories, data and statistics, new events and issues, slice of life human interest stories etc. If you can help them see the news angle in an issue they'll generally be interested in covering it.

Contact your local media and tell them about your story/event. Tell them **what** you're trying to achieve, and **why** it's important and/or topical and a good idea to cover your event/story. Be succinct and accurate; make it worthwhile and easy for them. Follow up the call by sending information about your event or details about your story.

Before you contact the media check your organisation's policy on media releases and their process for approval/distribution. Use your organisation's letterhead for a release and use yourself as the contact. If your organisation is unable to say something in the media, one of your local champions or another organisation might be able to.

See Appendix 5: Media: Tips, Advice and Templates

Download Media Tips & Templates: <https://www.smokefreeshops.org.nz/tobacco-free-retailers-kit/>

## Engaging your Community

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Engaging your community to advocate to your local tobacco retailer(s) demonstrates a broad level of support. This Tool Kit contains sample letters, media release templates and other resources that the community could use as a starting point.

Utilise the community links of your team members and champions to engage with wider community.

### *Sample Letters*

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Talk to your local community to see if people are able to write supportive letters to their local tobacco retailer.

See Appendix 2: Sample Letter Templates

Download Sample Letters: <https://www.smokefreeshops.org.nz/tobacco-free-retailers-kit/>

## Resources

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The following resources have been developed to assist you to engage with your local community and encourage public support.

**Poster** - You can use the poster in a number of places in your community to raise awareness. This may include:

- shop windows
- community noticeboards
- advertisements in your local newspapers
- newsletters
- Facebook/websites
- mail outs/flyers

Download a high resolution copy of the Tobacco-free Retailer Poster:

[https://static1.squarespace.com/static/58e57f0086e6c007e41bbfaf/t/59caffc0cd39c3f3149a3372/1506475979566/2\\_Poster\\_-\\_A3\\_Tobacco\\_Free.PDF](https://static1.squarespace.com/static/58e57f0086e6c007e41bbfaf/t/59caffc0cd39c3f3149a3372/1506475979566/2_Poster_-_A3_Tobacco_Free.PDF)

**Post Card** - The postcard can be used by your community to show their support for their local retailer to go tobacco-free. This may include:

- mail campaign
- drop box at local events or Expos

Download a high resolution copy of the Tobacco-free Retailer Postcard:

[https://static1.squarespace.com/static/58e57f0086e6c007e41bbfaf/t/59caffaa12abd9d55c3f79ff/1506475950170/3\\_Postcard\\_-\\_Tobacco\\_Free.PDF](https://static1.squarespace.com/static/58e57f0086e6c007e41bbfaf/t/59caffaa12abd9d55c3f79ff/1506475950170/3_Postcard_-_Tobacco_Free.PDF)

## *Working with Schools*

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Your local school/kohanga/kura can be a powerful voice for change in your community.

Schools are more than just 'classrooms and lessons' as other components of the school and wider community contribute significantly to making a school what it is.

Advocating to your local tobacco retailer to become tobacco-free is an activity that the whole school can participate in and fits well with the New Zealand school curriculum.

Identify your local Health Promoting Schools Advisor. The Health Promoting Schools process means that schools have structures in place to address health issues across the whole school community in a sustainable way.

To contact your local Health Promoting Schools Advisor go to your local District Health Board.

This Tool Kit contains some suggested activities and ideas for projects that have links to the New Zealand curriculum. They can be further developed by teachers to meet the needs of their schools.

We encourage students and staff to write their own letters to their local tobacco retailer capturing their personal stories and opinions. We have, however, provided sample letters. These provide some key messages that may be useful as a starting point for their own letters.

Schools may not be able to accommodate this issue. However, they can use the sample letters as a means of adding their school's support.

See Appendix 3: Working with Schools

Download Working with Schools: <https://www.smokefreeshops.org.nz/tobacco-free-retailers-kit/>

## **Approaching Your Tobacco Retailer**

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In seeking to get your message across effectively you need to think about what you want to say, as well as what you may need to say to persuade your retailer to become tobacco-free.

Identify who the best person is within your team/partners to approach the tobacco retailer?

Be prepared and utilise the key messages and examples of other retailers who have become tobacco-free. Be friendly and engage the retailer in a conversation, you don't want them to feel like you are telling them what to do.

If you don't have the answer to any questions take a note of this and let them know you will get back to them with more information.

Acknowledge any concerns they may have and see if you can help with any solutions to alleviate their concerns.

If you think there will be on going engagement with the retailer ask them how they prefer to be contacted.

**RESPECT THEM** if they aren't interested in becoming tobacco-free at this time.

## PROCESS: Phase 2

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Congratulations! Your local retailer has now become a tobacco-free retailer.

Let's celebrate this milestone.

### Tobacco-free Retailer Survey and Database

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If a retailer goes tobacco-free in your area we would appreciate it if you could complete the *Tobacco-free Retailer Survey* with the retailer. The information in this survey will form part of a national database that will help provide robust evidence for future research.

Having a centralised database of all tobacco-free retailers will provide an overview of the number and type of tobacco-free retailers throughout the country and their reasons for making this decision.

Those tobacco-free retailers that have consented to be contacted will be listed on an interactive map available at [www.smokefreeshops.co.nz](http://www.smokefreeshops.co.nz).

Health promoters can use this information when advocating with local retailers to go tobacco-free.

The survey can also help you gather information to support possible media opportunities.

Download and print a copy of the *Tobacco-free Retailer Survey*. When you have completed the survey please scan and email to [smokefree@akcansoc.org.nz](mailto:smokefree@akcansoc.org.nz) or enter the details directly into survey form on the <https://www.smokefreeshops.org.nz/retailers-survey>

See Appendix 6: Tobacco-free Retailer Survey

Download the Tobacco-free Retailer Survey: <https://www.smokefreeshops.org.nz/retailers-survey/>

### Tobacco-free Retailer Award

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To recognise their tobacco-free status you could present your retailer with a *Letter of Acknowledgment* from your organisation and an *Award Certificate* that can be proudly displayed in store. Remember, not all retailers who have gone tobacco-free may want to be acknowledged.

See Appendix 4: Tobacco Retailer Award

Download Tobacco-free Retailer Award: <https://www.smokefreeshops.org.nz/award/>

Offer support to the retailer on how they can inform their customers:

- signs
- information
- what they could say to customers

However, if your retailer is open to being acknowledged this is a great opportunity to get everyone together that worked, and advocated, for the retailer to go tobacco-free to show their support and appreciation.

Invite your local newspaper reporter to attend the celebrations. It's a great opportunity for a photo and news story to be printed. Reporters are always after news.

Think of photo opportunities. You are more likely to get near the front page of your newspaper if a photo backs up your story. Think about how your story/event will be interesting in terms of photo opportunities. Call the local newspaper and invite their photographer to attend or offer to send a photo and a media release if they can't make it.

See Appendix 5: Media: Tips, Advice and Templates

Stay in touch with the retailer to see how they are going this could provide some useful information:

- what is going well
- any challenges
- customer feedback

Download Tobacco-free Retailer Award: <https://www.smokefreesshops.org.nz/award/>



## APPENDIX 1. PROJECT PLAN TEMPLATE

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### PROJECT PLAN Tobacco-free Retailers

#### Background

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In March 2011 the New Zealand Government committed to a goal of New Zealand becoming smokefree by 2025. This will mean:

- our children and grandchildren will be free from tobacco and enjoy tobacco-free lives
- almost no-one will smoke (less than 5% of the population will be current smokers)
- it will be very difficult to sell or supply tobacco

What are the health issues specific to this project?

- Define the current situation by providing national/local data and relevant evidence including ethnicity data, (baseline data eg. statistics, research, surveys...)
- What issues have the community identified or prioritised?

#### Aim/Vision

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- What is the purpose/focus of this project?
- What do you hope to achieve?

#### Audience

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- Who is your priority group/population?
- What region/locality/age group will you work with?

#### Objectives

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1. What does this project aim to achieve?
2. When writing these objectives consider what direct benefits/improvements may occur
3. Also consider how you will measure these changes

#### Key Messages

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Tobacco-free is defined as not selling or stocking tobacco products. Some retailers may still choose to sell tobacco paraphernalia (rolling papers, filters and tobacco tins etc).

- It's about OUR kids and OUR communities
  - If we can reduce the amount of smoking children and young people see around them, we will decrease the likelihood they will start to smoke<sup>xx</sup>
  - The setup costs associated with the sale of tobacco are expensive, as everything has to be paid for up front, and the profit margins for selling tobacco are minimal
  - Locals will still come to buy staples like bread, milk and other convenience items as it is often easier than going to the supermarket
  - Reducing access to tobacco products is a means of supporting those making quit attempts
-



## Potential Risks

What may impact negatively on this project and its outcomes?

1. Retailers will continue to sell tobacco
2. Some tobacco-free retailers may encounter customer abuse
3. If the store changes ownership new owners may re-introduce tobacco

What you can do to mitigate risk:

1. Approach again at a later date as they may change their mind
2. Provide retailers with some basic facts/responses so messages are consistent
3. Approach new owners and discuss why previous owner went tobacco-free and encourage them to remain tobacco-free

## Implementation

Write a brief overview about how you are going to achieve your objectives/measures and how it should reduce inequalities. Tasks/activities are to be included in a Work Action Plan.

- Describe the proposed programme and how it will benefit Māori and the community
- Are your health promotion activities culturally appropriate?
- Who have you consulted with?
- How you will engage Māori communities?
- How will you encourage the community to take ownership of the project?
- Who you are working with (PHU/DHB, project partners, other organisations, community leaders, schools etc)
- What is the project going to do?
- How will you encourage change?
- How long will the project take?
- How does your health promotion activity consider impact on the environment?
- What will you do to make sure your project reduces/eliminates inequalities?

## Media

Provide a brief overview of any intended media.

- Are your media activities appropriate for your intended audience?
- A separate Media/Communications Plan may be necessary
- Check your organisation's policy on media releases and their approval/distribution

## Methods of Evaluation

An evaluation asks "Have my objectives been met? What has changed as a direct result of this project and what would I do differently next time?"

- Provide a brief overview of what you will do to measure the project's objectives (statistics, research, surveys, interviews, focus groups)
- How will you measure the benefits/improvements on the community?
- How will you celebrate the successes with the community?
- How will you know if inequalities have been reduced/eliminated?

## APPENDIX 2. SAMPLE LETTER TEMPLATES

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### 2.1. Sample Letter from a Person Trying to Quit Smoking

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[name of business]

[address]

[date]

Dear [local tobacco retailer]

I quit smoking [insert time] ago. I am confident that I will not smoke again. That's it, that's all. Smoking is just not an option any longer. I do not want to be one of the thousands of New Zealanders that tobacco kills each year.

Yes, I have the unexpected craves that sneak up on me - out of nowhere. I could be minding my own business, just as happy as can be and all of a sudden, I could do something as simple as walking into a dairy to buy milk and BAM I'm there again. All of a sudden, I'm thrown back into thinking about smoking.

I would urge you to consider becoming a tobacco-free retailer by not selling tobacco products at all and helping me and others, like me, remain quit.

Thank you for your support!

[Insert name]

### 2.2. Sample Letter from an Adult

---

[name of business]

[address]

[date]

Dear [local tobacco retailer]

I wish to ask for your support in moving us further towards a becoming a Smokefree [insert community name].

The nearly 5,000 New Zealanders who die each year from smoking related illnesses have partners, siblings, children and friends who see their suffering.

In March 2011 the New Zealand Government committed to a goal of New Zealand becoming Smokefree by 2025 (smoking prevalence will be 5% or less).

Tobacco is sold as if it is a normal product. However, they are the only product that kills when used as the manufacturer intended and, nicotine makes them a highly addictive product.

[Insert your reasons why this would be a good idea]

We urge you to think about not stocking and selling tobacco products to ensure a Smokefree future for my children and family.

It is important that decisions like this are made for the good of the community and not in the interest of tobacco companies.

Yours sincerely

[insert name]

## 2.3. Sample Letter from a Medical Professional (Dr/Nurse/GP)

---

[name of business]

[address]

[date]

Dear [local tobacco retailer]

I would like your support in moving us further towards a becoming a Smokefree [insert community name].

As a [doctor/nurse] I am constantly seeing the effects of smoking on the health of people in our community.

Tobacco use is the leading cause of preventable death and disease in New Zealand, accounting for around 4,300 to 4,700 deaths per year.<sup>xxi xxii xxiii</sup> When the deaths caused from exposure to second-hand smoke are included, this estimate increases to around 5,000 deaths per year.<sup>xxiv xxv</sup>

In March 2011 the New Zealand Government committed to a goal of New Zealand becoming Smokefree by 2025 (smoking prevalence will be 5% or less).

Smoking is a major drain on health sector resources, with significantly increased use of health services by smokers. Helping Kiwis quit smoking is one of the most cost-effective means of improving our nation's health. 80% of New Zealand smokers wish they had never started and two-thirds of them want to quit.

[Insert your reasons why this would be a good idea]

Tobacco does not discriminate - it kills around half its users, no matter what their age, gender or ethnicity.<sup>xxvi</sup>

I would strongly encourage you to consider becoming a tobacco-free retailer and not stock or sell tobacco products at all to ensure a Smokefree future for our community.

It is important that decisions like this are made for the good of the community and not in the interest of tobacco companies.

Yours sincerely

[insert name]

[position - medical practice]

## 2.4. Sample Letter from from Kaumatua/Kuia

---

Tena koe [insert name]

I have lived in this area for over [number of years] and I am part of the local iwi called [name of iwi]. During my many years living in this area I have seen the loss of many of my family members from smoking cigarettes. I have heard people say that it is their choice to smoke, but I do not support this fully. I feel that we all should support our shops to stop selling cigarettes in the first place, so that our future generation – our grandchildren are not tempted by something sold in our neighbourhood that will hurt them.

In the news lately I have noticed that there are a number of shops that have already decided to stop selling cigarettes around Aotearoa New Zealand. They have seen what it is doing to the people in their community.

In my life time I would like to see you, our local shop providing things that are good for my grandchildren and that won't hurt them. I would like to ask if you could take a stand

for my iwi, for my grandchildren and stop selling smokes. We lose too many of our future leaders, our future parents and kaumatua (elders) to illnesses caused by cigarettes.

When I am in the shop next I would like to talk to you about my letter, and to also provide you with more information about our iwi.

Nāku Noa

Yours sincerely

[insert name]

## 2.5. Sample Letter to Marae Komiti from Iwi Member

---

Tena koe [insert name]

[Your Pepeha]

I am a proud member of our iwi, and my whānau and I are writing to ask you as our Marae Committee [Trust Board] to consider working with our local shop to ask them to stop selling tobacco. There are number of shops that have already decided to stop selling cigarettes around Aotearoa New Zealand. They have seen what it is doing to the people in their community. Smoking as you know is killing our people.

If the Marae Committee could write to our local shop to provide them with encouragement to stop selling a product that is hurting our whānau, hapu and iwi they would be doing all our whanau a great service. The Marae Committee is in a perfect position to offer shops support in way of promotion of their business as the iwi “preferred local dairy” at all our meetings, in our notices and in any other promotional materials to encourage all our whānau to make their shop the one we become loyal customers to.

The government has officially announced that they are in support of a Smokefree Aotearoa New Zealand by 2025. We want to ensure that our whānau, our tamariki, rangatahi, kaumatua and mātua are set up to successfully reach this goal with all other New Zealanders. Tobacco kills up to 800 Māori a year. The Tobacco Industry should not be allowed to sell such a deadly product to our people.

Reducing smoking opportunities including purchasing opportunities and exposure to smoking behaviours for our tamariki and rangatahi in the environment around our Marae, we believe would be a very worthy focus.

I know that the Marae Committee are committed to the growth of our future generations, by addressing the selling of tobacco we feel you would be demonstrating great leadership for the ongoing health and wellbeing of our whānau.

I would like to korero more with the komiti about this kaupapa.

Me te whakaaro nui

With kinds thoughts

[insert name]

*Hapaitia te ara tika pumau ai te rangatiratanga mo nga uri whakatipu.  
Foster the pathway of knowledge to strength, independence and growth for future generations*

## 2.6. Sample Letter to Marae Komiti from Iwi member - Te Reo Māori

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Tena koe [ingoa]

(Tō Pepeha)

He tangata tūturu a hau nō tōku iwi, me tōku whānau ā kei te tuhi au tēnei reta ki te tono atu ki a koutou te komiti o te Marae (Te Poari) ki te mahi tahi me ō tātou toa hokohoko ki te tono atu ki a rātou ki a mutu te hoko Tūpeka. He rahi tonu ngā toa hokohoko kua whakae ki te aukati te hokohoko hikareti puta noa o Aotearoa nei te Motu whānui o Niu Tirenei. Kua kite e rātou e tūkinō nei ngā tāngata kei roto ngā hāpori. Kei te mōhio koe kei te mate o tātou whānau i te momi Tūpeka.

Pēnā ka tāea te komiti o te marae ki te tuhi atu tahi reta ki te toa hokohoko ki te arahi ia rātou ki te whaka mutu ki te hoko ēnei hua kei te whara ke o tātou whānau, hapū me te iwi ka kitea e rātou e awahina nui tēnei ki o tātou whānau. Ka tāea te komiti o te Marae ki te awahina ngā toa hokohoko me o rātou kaipakihī ta te mea ka kitea koianeī ngā “toa hokohoko hei tautoko” ki roto nga huihuīnga, ki roto nga whakaaturanga me te tino tautoko o tātou whānau katoa ki te tautoko kaha te toa hokohoko.

Kua tuku te kōrero āte Kawana ki te paaho atu kei te tautoko atu rātou te kaupapa Auahi Kore Aotearoa, Niu Tirenei mai te 2025. Kei te hiahia mātou ki a pūmau o tātou whānau, o tātou tamariki, rangatahi, kaumātua me te mātua ki a tāea ki te whakatutuki tēnei kaupapa Auahi Kore Aotearoa, Niu Tirenei. E waru rau ngā Māori ka mate ia te tau. Ki a kore te umanaga Tūpeka ki te hoko tēnei taru kino ki o tātou whānau.

Ki a whakaititia te kai paipa me te whakaiti o te hoko paipa me te whakapaoho nga āhuatanga me te āhua o te noho whanonga ki o tātou tamariki me nga rangatahi ki roto te taiao o te Marae, kei te whakaponō mātou he huarahi tōtika. Kei te mōhio a hau e ngakaunui ana te komiti o te Marae ki te whakatipu o tātou Rangatira mo āpōpō, nō reira ma te whakaaturanga o te tino rangatiratanga mo te Hauora me te mauri tau ā ō tātou whānau koianeī te taonga nui rawatu.

Ka hiahia a hau ki te korero ki te komiti ki runga tēnei kaupapa.

Me te whakaaro nui

[ingoa]

*Hāpaitia te ara tika pūmau ai te rangatiratanga mo ngā uri whakatipu.*

## 2.7. Sample Letter from Marae Komiti to Retailer

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Tena koe [insert name]

E nga mana, e nga reo, e nga maunga, e nga awaawa, e nga pataka o nga Taonga tuku iho, tena koutou.

We the Marae Committee for [insert name of Marae] are writing to you to ask you to consider not selling tobacco in your shop. There are number of shops that have already decided to stop selling cigarettes around Aotearoa New Zealand. They have seen what it is doing to the people in their community. Smoking is killing our people.

If you were to decide to stop selling a product that is hurting us we would fully support you by promoting your shop to all our iwi (extended kinship group, tribe) [or own definition] at our meetings, in our notices and other promotional material to encourage all our whānau (family) to make your shop the one they become loyal customers to.

The government has officially announced that they are in support of a Smokefree Aotearoa New Zealand by 2025. We want to ensure that our iwi –whānau (family), tamariki (children), rangatahi (youth) kaumatua (elders), mātua (parents) are all set up to successfully reach this goal with all other New Zealanders. Tobacco kills up to 800 Māori a year in New Zealand.

Having a Smokefree Marae which is our symbolic or physical home for our kin-based group, and our place of cultural and ancestral expression is helping us to reach our Smokefree goal, also having the environment outside of our Marae free of tobacco would also be of great benefit.

Reducing smoking opportunities including purchasing opportunities and exposure to smoking behaviours by tamariki and rangatahi in and around our community we feel will greatly benefit the health status of all. We are committed to a Smokefree iwi and we see you as key players in helping us to achieve this goal. We hope you do too.

We look forward to talking to you further about this kaupapa.

Me te whakaaro nui

With kinds thoughts

[insert Marae Committee name]

*Hapaitia te ara tika pumau ai te rangatiratanga mo nga uri whakatipu.  
Foster the pathway of knowledge to strength, independence and growth for future generations*

## APPENDIX 3. WORKING WITH SCHOOLS

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The following can be provided to teachers as suggested activities and ideas for projects, with links to the New Zealand curriculum.

### 3.1. Learning Outcomes for the Classroom

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#### Background

Tobacco use is the leading cause of **preventable** death and disease in New Zealand, accounting for around 4,300 to 4,700 deaths per year.<sup>xxvii xxviii xxix</sup> When the deaths caused from exposure to second-hand smoke are included, this estimate increases to around 5,000 deaths per year.<sup>xxx xxxi</sup>

Smoking is a major drain on health sector resources, with significantly increased use of health services by smokers. Every year children as young as 11-years old<sup>xxxii</sup> take their first puff on a cigarette. 7.7% of students nationally smoke regularly.<sup>xxxiii xxxiv</sup>

Nicotine makes tobacco products highly addictive, and young smokers can show signs of addiction after only one cigarette.

Tobacco does not discriminate - it kills around half its users no matter what their age, gender or ethnicity.<sup>xxxv</sup>

#### Links to the Curriculum

There are a variety of projects and learning options available about tobacco and health. Potentially the most beneficial to both students and the community are those focused for projects focused on learning the background issues around the impact of tobacco on the community and developing an action plan to advocate to local retailers who sell tobacco to become tobacco-free and to be aware of the reasons we are asking them voluntarily to do this in order to protect the health and well-being of the local community.

#### Health and Physical Education

- Healthy Communities and Environments
- Relationships with other people

Development, implementation and evaluation of a plan of action to enhance hauora/well-being in relation to an aspect of the school or community environment

#### Key Competencies

- Relating to others (initiating dialogue with local tobacco retailers, what are their perspectives, sharing students' perspectives, negotiating an appropriate compromise)
- Using language, symbols, and texts (principles of advertising and marketing using tobacco as examples)
- Participating and contributing (if local retailers were to voluntarily remove tobacco it would have positive health benefits for the whole community)

#### Tentative Links (depending on project undertaken)

- Social sciences – understanding how groups make and implement rules and laws (History of tobacco legislation, including tobacco advertising. Impact that members of the public have had on making tobacco control legislation and what may happen in the future)

- English – writing; (composing letters and formulating reasons/argument for why tobacco should be removed, presenting these to retailers)

### **Possible Projects**

- Investigate the impact tobacco has had on individuals and the community
- Write letters to local retailers outlining this impact, asking them to voluntarily become tobacco-free
- Meet with and interview local retailers who sell tobacco, to assess their perspectives on the issue
- Initiate dialogue with retailers. From the two perspectives of retailer and health agency - what is the problem, what are potential solutions, what can be done?
- Design and conduct survey of students in relation to frequency of visits to local retailers who sell tobacco, what is the purpose of visiting, is the tobacco purchased, etc?
- Write letters to MPs about tobacco issues in support of Government's goal of a Smokefree New Zealand by 2025
- Alert the local community to the issues surrounding tobacco and encourage calls to action to combat this
- Possible topics for classroom teaching sessions could include: background of tobacco, impact of tobacco on the community, impact of social policies and legislation, advertising of tobacco (product placement e.g. in movies), health promotion principles and tobacco

### **What support is available for teachers?**

- Information on accessing smokefree information/resources – written and web based
- Smokefree Schools [www.smokefreeschools.org.nz](http://www.smokefreeschools.org.nz)
- Smokefree [www.smokefree.org.nz](http://www.smokefree.org.nz)
- Ministry of Health [www.moh.govt.nz/tobacco](http://www.moh.govt.nz/tobacco)



### 3.2. Sample Letter from a Student

---

[name of business]

[address]

[date]

Dear [local tobacco retailer]

I am writing to ask your support to move us further towards a becoming a Smokefree [insert community name].

Cigarettes kill thousands of New Zealanders each year and, yet, they are sold as if they are a normal product.

To me this sends the wrong message and makes young people think that cigarettes are not that dangerous. But half the people who smoke die from smoking related diseases.

I would like to encourage you to think about not stocking and selling tobacco products to ensure a Smokefree future for me and my friends.

[Insert your reasons why this would be a good idea]

It is important that decisions like this are made for the good of the community and not in the interest of tobacco companies.

Thank you for your support!

[insert name]

### 3.3. Sample Letter from a Parent

---

[name of business]

[address]

[date]

Dear [local tobacco retailer]

I urge you to consider becoming tobacco-free.

As a parent I can only do so much to protect my children. We must provide a supportive environment for our young people so that they don't start to smoke and I am asking your support to keep the children in our community Smokefree.

Your store is a valued part of our community and provides many of our daily necessities and will continue to do so. A decision not to sell tobacco would be a great decision for the good of our community and our children.

I would like to encourage you to support a tobacco-free future for my child and the children in our community.

Yours sincerely

[Insert name, address]

### 3.4. Sample Letter from a School Principal or Board of Trustees

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[name of business]

[address]

[date]

Dear [local tobacco retailer]

I am writing to ask you to support our school's efforts to promote Smokefree environments and educate our students about the serious health risks associated with smoking.

Cigarettes are sold as if they are a normal product. Selling tobacco sends the wrong message and makes our young people think that tobacco is not that dangerous when in fact, it is highly addictive and kills half the people that use it.

The nearly 5,000 New Zealanders who die each year from smoking related illnesses have partners, siblings, children and friends who see their suffering.

In March 2011 the New Zealand Government committed to a goal of New Zealand becoming Smokefree by 2025 (smoking prevalence will be 5% or less).

We urge you to consider becoming a tobacco-free retailer by not selling tobacco products at all.

It is important that decisions like this are made for the good of the community and not in the interest of tobacco companies. We encourage you to support a tobacco-free future for our wider community.

Yours sincerely

[insert name]

[role]

[name of school]

## APPENDIX 4. TOBACCO-FREE RETAILER AWARD

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### 4.1. Tobacco-free Retailer Letter of Acknowledgement Template

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[name of business]

[address]

[date]

[Insert name of your organisation] was delighted to hear of [insert business name]'s socially responsible decision to not sell tobacco products. We appreciate your support in moving us further towards a Smokefree New Zealand.

In March 2011 the New Zealand Government committed to a goal of New Zealand becoming Smokefree by 2025 (smoking prevalence will be 5% or less).

Nicotine makes tobacco products highly addictive, and young smokers can show signs of addiction after only one cigarette. Research shows that every year children as young as 11-years old<sup>xxxvi</sup> take their first puff on a cigarette.

Tobacco does not discriminate; it kills around half its users no matter what age, gender or ethnicity.<sup>xxxvii</sup>

Your stand supports all New Zealanders to make healthy lifestyle choices and supports those trying to quit smoking.

We commend your courageous decision and the example you have set by encouraging the Smokefree Kaupapa in [insert your region].

[insert name]

[Position – Organisation]

## APPENDIX 5. MEDIA: TIPS, ADVICE AND TEMPLATES

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### 5.1. Tips and Advice

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#### GETTING ORGANISED

**Planning** - Plan when and how you want to engage the media. You can create much greater momentum through regular planned activity rather than just hoping for the best from sporadic, one-off approaches.

**Sign-off** - Ensure the relevant leadership/management of your organisation is aware of your media activity and any spokespeople have permission to speak on behalf of their organisation. Ensure they are well versed in the key messages you want to convey. Consider whether there are other organisations/ partners/ stakeholders that you should alert to your release.

**Build relationships** – Introduce yourself to the designated health reporter in your area. Ask if there are any particular areas of interest or focus they have and, wherever appropriate, invite them to key events and make photo opportunities available.

#### GETTING STARTED

**Think Creatively** –You could take your story and messages and turn them into a news release and send it out to the newspaper or radio outlets. Or you could turn it into a letter and send it in as a *Letter to the Editor* (widely read and published). Alternately, invite reporters to come out and cover the story in person.

Before writing a release or making contact brainstorm any potentially difficult questions and prepare responses for these.

**Contacting the media** –You've got your key messages, you've got an exciting news angle and you can tell anyone the purpose of the story in two sentences. What next?

Contact your local media and tell them about your story/event. Tell them **what** you're trying to achieve, **why** it's important and/or topical and a good idea to cover your event/story. Make it worthwhile and easy for them. Follow up the call by sending information about your event.

**Photo opportunities** - You're more likely to get near the front page of your newspaper if a photo backs up your story. Think about how your story/event will be interesting in terms of photo opportunities and call the local newspaper and invite their photographer to attend or offer to send a photo and a media release if they can't make it.

If you are going to provide a photograph to the newspaper be sure it is of a high resolution. Photographs taken on a mobile/smart phone or iPad are often not of a high enough resolution.

#### LOCAL MEDIA

**Print media** - These can be as big as a daily newspaper or as small as the free weekly community papers

**Broadcast media** - Includes regional television and radio, Iwi, community and student radio stations. Ensure your audience is consuming the media channel; there's no point in putting all your effort and/or budget into publicising or advertising with a particular station/publication if it's not going to be seen/heard.

**Community notice boards and newsletters** - Send a short paragraph covering the *who, what, when, where, why and how* of your story to your newspaper, internet and

radio community diaries/notice boards. Ask about the maximum word length and stick to it. Staff, school or worksite newsletters can also be great vehicles for messages.

**Who else may be interested** - Not only the health reporter may be interested. If you are doing a specific event, remember the general news reporter might be keen to cover it as a feature story. Always send your release to the chief reporter as well.

## 10 TIPS FOR SUCCESS

**Key Message/s** - Stick to your key messages (3 to 4 is enough) and repeat them. Remember, an event itself isn't the 'reason' for a story. What is the purpose and/or message behind the event – use the event to highlight that issue.

**Be succinct** - Before drafting a release or doing an interview, see if you can convey your key messages in two sentences. If you can do that, you're ready. Give the media phrases they can pick up and use straight away (short, snappy quotes in everyday language, metaphors and humour where appropriate) – they'll be less likely to rewrite your words.

**Accuracy** - Check all communications for spelling and grammar errors. Be careful to write abbreviations out in full, for example, write World Smokefree Day, not 'WSFD'.

**Use data** - Figures and stats help put a story in context and give people a sense of the scale of an issue. News media love them. Make sure they are relevant and correct though.

**Say what you know** - If you're asked about something you don't know, just say so and offer to find out.

**Plain English** - Use plain English only, do not use jargon.

**Keep cool** - Remain professional and keep coming back to your key messages. This doesn't mean you can't disagree or correct statements, but do so firmly and clearly.

**Be helpful** - It is almost always better to comment than to say nothing. If you can't, say so and offer suggestions for who can.

**Be responsive** - If the media respond, get back to them fast because they work to tight deadlines. Ensure there is a second contact person if you aren't always around to take calls

**Be reliable** - Always provide contact details of a spokesperson and ensure the details are correct and that they are the right person to speak on the topic or on behalf of an organisation. Ensure they are prepared and available for media calls.

## DRAFTING A MEDIA RELEASE

Make sure your key points are at the top beginning of your media release!

**Heading** – Find a catchy angle that matches the story.

**Short, punchy intro** – Convey the key facts and the point of the story in one paragraph. Then develop it over the following quotes and paragraphs.

**Quotes** – Put quotes from key people early in the release. This keeps the story feeling active, and alive.

**Supporting information** - After the initial quote/s add one or two paragraphs of supporting information to provide background people need to know.

**Further quotes** – Adding another punchy quote here can help keep the reporter engaged with your whole release and use more of your story.

**Close** with any last details – i.e. if the story is about an event, list where and when etc. This is the place to direct people to sources for more information etc.

## 5.2. Media Release Templates

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### **A Challenge to [insert region]’s Tobacco Retailers**

[Insert organisation] has welcomed the leadership shown by some retailers who have decided to take a stand and scrap the sale of tobacco and is challenging other [insert region] retailers to do the same.

Retailers who have chosen to become tobacco-free have reported widespread public support, and attracted new customers because they are tobacco-free.

Many retailers are concerned about the impact of tobacco on the health of their community. They also mention good business reasons for deciding not to sell tobacco such as it being a big outlay to stock tobacco, everything has to be paid for up front, which can be hard on smaller retailers, and there is very little profit in selling tobacco.

People will still go to their local store to buy their bread, milk and other convenience items associated with these types of retailers, as it is often easier than going to the supermarket.

Retailers have reported positive reactions to their decision to end tobacco sale. There were typically some complaints from smokers but these paled in comparison to the compliments.

“It’s young people who are most affected by tobacco but it is adults that must act. We need our community to stand up and say ‘our children deserve a childhood free of the pressure of tobacco’. We need to get tobacco out of our community,” said [insert name].

-Ends-

For further information contact:

[Contact details]

### **[Retailer] Proudly Tobacco-free**

[Insert organisation] and other health organisations in [your region] have welcomed the leadership shown by [insert retailer] who has made the courageous decision not to sell tobacco products.

[Insert name of retailer] was acknowledged with the presentation of a Tobacco-free Retailer Award and a letter of acknowledgment for their decision.

This is an example of retailers putting the community first and getting rid of tobacco products completely.

[Insert name – organisation] says “These shops deserve reassurance that someone is noticing and applauding the stand they are taking. It’s about being responsible retailers - our children deserve a childhood free of the pressure of tobacco.”

[insert quote from your local retailer – why they decided to go tobacco-free and/or any positive benefits from this decision]

[Your organisation] is encouraging other retailers to become tobacco-free. “It is young people who are most affected by tobacco but it is adults that must act. We need our community to stand up and say ‘our children deserve a tobacco-free future’. We need to get tobacco out of our community.”

-Ends-

For further information contact:

[Contact details]

## 5.3. Letter to Editor Templates

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### **Letter to Editor – Person trying to Quit**

The Editor

I am trying to quit smoking and I still have unexpected craves that sneak up on me. Because of the decision of [insert name of local tobacco-free retailer] not to sell tobacco products I can now do something as simple as walking into my local dairy to buy milk and bread without being tempted by the availability of tobacco.

I would like to publically thank [insert name of local tobacco-free retailer] for supporting me to quit smoking and urge other dairies to become tobacco-free.

Yours sincerely

[Insert name, address]

### **Letter to Editor – Parent**

The Editor

I am writing as a parent to congratulate [insert name of local tobacco-free retailer].

As a parent I can only do so much to protect my children. We must provide a supportive environment for our young people so that they don't start to smoke.

The decision not to sell tobacco is done for the good of our community and our children and not in the interest of tobacco companies profit.

I wish to thank [insert name of local tobacco-free retailer] for supporting my child to stay Smokefree.

Yours sincerely

[Insert name, address]

### **Letter to Editor – Medical Practitioner**

The Editor

Congratulations to [insert name of local tobacco-free retailer] for moving us further to becoming a Smokefree community.

In March 2011 the New Zealand Government committed to a goal of New Zealand becoming Smokefree by 2025 (smoking prevalence will be 5% or less).

I have been a practitioner in this community for [insert number of years] as a [doctor/nurse]. All too often I see the effects of smoking on the health of people in our community. Smoking is a major drain on health sector resources, with significantly increased use of health services by smokers. Helping Kiwis quit smoking is one of the most cost effective means of improving our nation's health.

The stand of [insert name of local tobacco-free retailer] supports our community in making healthy lifestyle choices and help those trying to quit. I would encourage other retailers to make a similar stand.

Yours faithfully

[Insert name, address]

## 5.4. Media Clippings

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Glasgow Street Dairy, Whanganui (2014)

[http://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=11188364](http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=11188364)

Merv 'n' Kips Dairy, Sante Fe Dairy and Munchies on Marsden, Greymouth (2014)

[http://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=11182630](http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=11182630)

Omapere GAS Station Stubs out Smokes (2016)

[https://www.nzherald.co.nz/northern-advocate/news/article.cfm?c\\_id=1503450&objectid=11772203](https://www.nzherald.co.nz/northern-advocate/news/article.cfm?c_id=1503450&objectid=11772203)

Auckland Dairy goes Smokefree (2014)

[http://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=11247883](http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=11247883)

For the latest Tobacco-free Retailer News <https://www.smokefreeshops.org.nz/news/>



## APPENDIX 6. TOBACCO-FREE RETAILER SURVEY

If a retailer goes tobacco-free in your area we would appreciate it if you could complete the *Tobacco-free Retailer Survey* with the retailer. The information in this survey will form part of a national database that will help provide robust evidence for future research.

Having a centralised database of all tobacco-free retailers will provide an overview of the number and type of tobacco-free retailers throughout the country and their reasons for making this decision.

When you have completed the *Tobacco-free Retailer Survey* please scan and email to [smokefree@akcansoc.org.nz](mailto:smokefree@akcansoc.org.nz) or enter detail directly into survey form on the <https://www.smokefreesshops.org.nz/retailers-survey/>

<b>Business Name:</b>			
<b>Proprietor's Name:</b>			
<b>Physical address:</b>			
<b>Mailing address:</b>			
<b>Telephone:</b>		<b>Email:</b>	

**Name and role of person completing survey** (proprietor, manager, staff member) .....

.....

**Date survey completed:** .....

### 1. Type of Retailer

- Dairy/Convenience store     
  Supermarket     
  Petrol station  
 Licensed premise     
  Other (please state) .....

### 2. How long has your premises been tobacco-free? (date, if possible)

Comments

### 3. What was the main reason(s) you decided to stop selling tobacco?

Comments

Were any of the following reasons why you decided to stop selling tobacco? (Prompts)

- Cost too much to stock tobacco.  
 For security reasons – target for thieves (I've been robbed ..... [insert number] of times).  
 Insurance issues e.g. insurance doesn't cover loss of tobacco stock.  
 Not enough profit in tobacco.

Continued over page

- I am concerned about the health and wellbeing of my community.
- Because I or someone in my family quit smoking.
- Because I or someone who works in the shop is trying to stop smoking.
- Because I or someone in my family got sick or died of cancer (or another smoking-related disease).
- In support of the national SF2025 goal.
- Didn't like the tobacco sales representative and/or company behaviour (please state) .....
- Other (please state) .....

**4. What was the reaction of your tobacco supplier(s) when you said you were thinking about or had decided to go tobacco-free?**

Comments:

**5. What has been the reaction of your customers/community to your shop going tobacco-free?**

Comments:

**6. To what extent do you agree with the following statement: "I would recommend other retailers to consider stopping selling tobacco"?**

- Strongly agree                       Agree                       Neither agree nor disagree  
 Disagree                                       Strongly disagree

**7. Do you agree to be contacted at a later date to discuss your experience of not selling tobacco?**                      Yes  No

**8. Would you be interested in joining an internet group for retailers who have stopped selling tobacco?** (if one was formed)                      Yes  No

**9. Do you agree to have your shop listed on the tobacco-free retailer website?** (business name and address)                      Yes  No

**10. Would you be willing for a photo of your shop to be taken for publicity purposes?**                      Yes  No

**11. Would you be open to media coverage?** (if any)                      Yes  No

## APPENDIX 7. CASE STUDIES

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These case studies describe the process some retailers have used to become tobacco-free and their key learnings.

### 7.1. Glasgow Street Dairy – Whanganui

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**Niki Gordon has been in business at the Glasgow St Dairy for the past 11 years. In January, after much thought, he made the major decision to become a tobacco-free retailer – and business has never been better he says.**



**Figure 1** Niki Gordon Glasgow Street Dairy  
[http://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=11188364](http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=11188364)

#### **Process:**

Niki was concerned about the impact of tobacco on the health of his community, and had been thinking about making this change for a couple of years.

He cites a number of other reasons for deciding not to sell tobacco; it is a big outlay to stock tobacco, as everything has to be paid for up front, which is hard on smaller retailers, and there is very little profit in selling tobacco.

Mr Gordon says that the tobacco representatives can be quite arrogant in their dealings with retailers, making them believe that they can't survive without selling tobacco. There was even a comment from the tobacco company that "it wouldn't last". He soon found that this wasn't so and, despite no longer selling tobacco, his turnover was better as grocery sales had gone up.

There has been huge support from his community. He posted signs in the shop front in January to tell people that the Glasgow St Dairy no longer stocked tobacco and people have been coming in on a regular basis to congratulate him. Some customers now choose come from outside the area simply because of his stand. You can hear the pride when Mr Gordon talks about the chap who drove in from out of town because he wanted to buy something from the shop. His wife had died from cancer and he wanted to show his support. He has been back three times since.

Three staff members have made successful quit attempts since the Glasgow St Dairy became smokefree and six couples in the area have told him that they are now making quit attempts because his decision has made it so much easier for them.

It was a massive decision but ultimately it was worth it he says. It has supported family members and staff to quit. Customers and community have voiced huge support for the decision, and it has inspired a number of the community to make quit attempts.

Niki says he hopes his decision and the positive outcomes that have come from it will inspire others to get rid of tobacco and go tobacco-free.

### **Key Learnings**

- On-going costs of stocking tobacco is hard on smaller retailers
- Very little profit in selling tobacco
- Huge pressure from tobacco company to continue to stock tobacco
- Good community support
- Posting signs to state no longer stocked tobacco is helpful to inform customers
- Makes Quit attempts easier
- Concerned about impact of tobacco on community

## **7.2. Maungamuka Bridge Dairy - Northland**

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**Maungamuka Bridge Dairy is a dairy and takeaway business situated in rural Northland. In December 2013 the owner decided to make the business tobacco-free.**

### **Process:**

The owners give a couple of reasons for their decision, one of which is in support of the Smokefree New Zealand 2025 goal made by the Government. They were fully supportive of what this goal meant for their community - that our children and grandchildren will be free from exposure to tobacco and tobacco use, that smoking will be less than 5% and tobacco will be difficult to sell and supply. The previous owners had been robbed and they felt that they didn't want to be a target for thieves and the stock is a huge investment for the small retailer.

The community reaction has been extremely positive and there has only been one negative reaction and this was not a local but, rather, someone passing through. The majority of customers have been very supportive with comments like "I don't smoke as much anymore", "thanks for helping me cut down".

Despite no longer selling tobacco the proprietor has found that turnover has dropped but profit has remained the same as they have been able to invest more in other grocery items.

Maungamuka Bridge Dairy would certainly recommend other retailers consider stopping selling tobacco products.

### **Key Learnings:**

- Profit has remained the same as more investment in grocery items
- Want to protect children and grandchildren in community
- Security reasons
- Good support from local community

## **7.3. Munchies on Marsden - Greymouth**

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**Munchies on Marsden is a dairy/convenience store with takeaway facilities situated on Marsden Rd, Greymouth. The current owners bought the premises in November 2013 and decided from the outset to make it tobacco-free. The previous owners had sold cigarettes so they felt it was a bit of a punt - but think it was the right decision now.**

**Process:**

The main reason the owners decided not to sell tobacco was a combination of commercial and ethical reasons. It costs more to stock tobacco than the entire stock of the rest of the store. It costs \$10K to 15K to stock a tobacco cabinet and the company wants the money as soon as it is sent. There seemed no point in tying up all that capital with just one product. The profit margins compared to the amount of money tied up in the tobacco products is very low. Plus tax rates on tobacco are very high and rising so demand is reducing. Tobacco can also be a target for theft.

The owners were concerned about the health and well-being of their community, the shop is across the road from a sports centre, a high school and a primary school, and they felt that having a shop selling tobacco products in the midst of this didn't seem to fit. They are also working with the high school to lift a long term ban on students coming to the shop for lunches etc. The school is committed to a smokefree environment and one of the levers they are keen to use is that the shop is smokefree.

When making the decision not to stock tobacco the owners felt they came under huge pressure from the tobacco people who almost threatened that they would lose customers left, right and centre if they didn't have cigarettes so it was a major decision for them to make.

Initially there was some resistance from smokers in the community commenting "You're a dairy, why aren't you selling smokes?" However, people quickly came around. There was a large group who from the start applauded the decision and were openly glad to see Munchies on Marsden tobacco-free. Increasingly, the proprietors find that people don't even ask if they sell smokes.

The owners of Munchies on Marsden would certainly recommend other retailers to consider stopping selling tobacco. It is a decision that they feel has been the right one for them but they do accept that, for some retailers, this could be a difficult decision.

**Key Learnings:**

- Commercial and ethical reasons for decision
- On-going costs of stocking tobacco is hard on smaller retailers
- No point in tying up all that capital with just one product
- Low profit margin in tobacco
- Demand for tobacco is reducing
- Working with the local high school that is committed to a smokefree environment
- Some initial resistance from smokers
- Pressure from tobacco company to continue to stock tobacco
- Majority of community supported decision

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