

Media Release – 5 September 2007

ASH NZ, Smokefree Coalition and Te Reo Marama

Phase out cigarette sales in 10 years

Aotearoa/New Zealand campaign groups are declaring the end game for cigarettes with plans to phase out their sale within ten years. This is the first step in creating a tobacco free Aotearoa/New Zealand.

At the Oceania Tobacco Control Conference being held in Auckland, campaign groups led by ASH NZ, the Smokefree Coalition and Te Reo Marama are announcing the ten year countdown to end smoking in New Zealand.

Public health policies that are proposed include:

- The complete removal of tobacco retail displays
- Plain packaging of cigarettes
- The staged removal of cigarettes from sale
- Tobacco tax increases which will double the cost of smoking over the next ten years, with the revenue being used to support smokers who want to quit
- Increased support for smokers who want to quit, particularly improved cessation services
- More alternative and safer forms of nicotine to cigarettes
- Culturally appropriate action toward tupeka kore (tobacco free).

Ben Youdan, Director of ASH NZ says, "Smoking continues to kill 5,000 people a year in New Zealand, and there is no sign of this abating. After years of slow progress it's time for a more radical approach to dealing to this killer. Health organisations have committed to a ten year countdown towards getting rid of smoked tobacco, and we are calling on politicians to sign up to ending this tragic epidemic."

Mark Peck, Director of the Smokefree Coalition says, "New Zealand has banned tobacco advertising, declared indoor places smokefree, and committed tens of millions of dollars towards helping smokers quit. The stage is set for the final curtain. This is about developing a timed phase-out of smoked tobacco in a way that is open and transparent, and supports the two-thirds of New Zealand smokers who want to quit."

Shane Bradbrook, Director of Te Reo Marama, (the Maori smokefree coalition) says, "We are putting the tobacco industry on notice. Maori had no history of tobacco use, and we are determined to drive this colonial scourge from Marae."

Media are welcome to attend the announcement.

Date: Wednesday, 5 September 2007

Where: Aotea Centre, Queen Street, Auckland CBD.

When: 12.50pm to 1.20pm

-Ends-

For interviews, please contact:

Ben Youdan, Director, ASH NZ: 021 733 444

Mark Peck, Director, Smokefree Coalition: 027 4461 650

Shane Bradbrook, Director, Te Reo Marama (Maori Smokefree Coalition): 0274 728 448

NOTE TO EDITORS:

Tobacco Free New Zealand is a vision created by ASH New Zealand, Auckland Tobacco Control Research Centre, AUT, Cancer Society NZ, Heart Foundation NZ, Global Public Health, The Otago School of Medicine, Pacific Island Heart Beat, Smokefree Coalition, Smokeless New Zealand, Te Reo Marama, Te Hotu Manawa Maori and others.

Tobacco deaths in New Zealand 2000 - 2003

Year	Tobacco Deaths in NZ
2000	4439
2001	4686
2002	4770
2003	4556

Source: New Zealand Health Information survey (NZHIS)

Smoking rates in New Zealand from 1990 to 2005 are:

Year	Maori	All	Pacific	European
1990	51	28	32	25
1991	50	26	30	24
1992	52	27	33	24
1993	54	27	33	24
1994	52	27	34	24
1995	51	27	34	24
1996	49	26	32	23
1997	51	26	34	23
1998	49	25	33	22
1999	51	26	30	22
2000	49	25	34	22
2001	51	25	31	21
2002	49	25	35	21
2003	52	25	33	20
2004	47	23	29	20
2005	50.9	23.5	33.1	19.3

Source: NZ Tobacco Use Survey 2006