

## Register of tobacco retailers mooted by Smokefree Coalition

**Smokefree Coalition media release 3 February 2011**

**Embargoed until 11am 3 February 2011**

Hearings before the Health Select Committee begin today on amendments to the Smoke-free Environments Act to remove tobacco products from retail displays.

The Smokefree Coalition will be among the first to present to the Select Committee at 11am.

Smokefree Coalition Director Dr Prudence Stone says she will be appealing to the Select Committee, not only to introduce legislation to remove tobacco displays from retail point-of-sale, but also to introduce a register of tobacco retailers.

“A register of tobacco retailers would help the Ministry of Health monitor compliance with new laws surrounding displays, but it would also be a great way to forge better relationships with retailers and improve communication lines,” she said.

“Currently, tobacco retailers have a better relationship with the tobacco industry, and the regular reps who always tell them that retail display bans are bad news, than they do with the Ministry.

“Retailers should also be hearing regularly from the Ministry about the very important role they play in shaping a healthier society, where the next generation of children are free from the shackles of tobacco addiction.”

She said there was very good research and evidence supporting the effectiveness of display bans, and that elsewhere in the world retailers have not been disadvantaged by them.

“Communicating with tobacco retailers through a nationwide register would help everyone involved see the bigger picture, and the long-term benefits of tobacco display bans.”

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