



**Cancer Society of New
Zealand
National Office**

**Te Rōpū Mate
Pukupuku o Aotearoa**

Level 2
Red Cross House
69 Molesworth St.
PO Box 12700
Wellington

Telephone: 64 4 494-7270
Facsimile: 64 4 494-7271

Websites: www.cancernz.org.nz
Email: admin@cancer.org.nz

29th Jan 2010

Committee Secretariat

Māori Affairs

Parliament Buildings

Wellington

Phone: +64 4 817 9047

Fax: +64 4 499 0486

The Cancer Society of New Zealand; including all of its divisions and centres; congratulates the Māori Affairs Committee on launching such an important inquiry into the tobacco industry in Aotearoa; and the consequences of tobacco use for Māori. Tobacco has affected the lives of hundreds of thousands of New Zealanders and is continuing to do so. Among all New Zealanders, Māori have been the group most highly affected by tobacco smoking. Smoking not only has caused great pain, suffering and death among Māori but has also impacted negatively on economic, developmental and social aspirations of many Māori over the past century and beyond.

We acknowledge the progress which has been made in the past decade in relation to the reduction in smoking prevalence in New Zealand and legislation, including creation of smoke-free public places and the introduction of graphic health warnings; however, a disproportionately significant number of Māori in New Zealand continue to smoke. The Cancer Society believes that

in order to make headway into reducing Maori smoking uptake and smoking rates, there must be a significant tightening of the current environment for the retail of tobacco as well as policies to address the demand and supply of tobacco products.

As such the Cancer Society of New Zealand is recommending the following:

Recommendation 1: *That the Inquiry recommends that the NZ Parliament passes a law to require all tobacco companies operating in New Zealand to supply copies of all their marketing-related documentation (including plans and strategies), at six monthly intervals into the future (including all such materials produced since January 1960). This could be modelled on existing Canadian regulations.*

Recommendation 2: *That the Inquiry recommends that the NZ Parliament upgrades the out-of-date Fair Trading Act 1986 and strengthens the powers of the Commerce Commission, so that the very sub-optimal response by NZ agencies to misleading tobacco product descriptors (e.g., “light and mild” descriptors) is properly addressed and never repeated for other tobacco-related investigations or other hazardous products.*

Recommendation 3: *That the Inquiry recommend that the NZ Parliament legislates to ban all point-of-sale displays of tobacco, require plain packaging of tobacco products, require warnings be increased to at least 90 percent of all pack surfaces, and require a rigorous monitoring regime be established to identify any new methods of tobacco product marketing.*

Recommendation 4: *That sale to minors is strictly enforced with particular emphasis placed in areas with educational facilities – Primary/Secondary Schools.*

Recommendation 5: *A sustainable industry denormalisation programme and counter marketing campaign communicating the smoke free Aoteroa 2020 messages to the public is developed and implemented in 2010.*

Recommendation 6: *That the Inquiry request that the Ministry of Health provide more detailed costing information on the health, social, economic and cultural impact tobacco use in Aotearoa, to better inform the deliberations of this Inquiry.*

Recommendation 7: *That a dedicated tax, from the existing tobacco taxation revenue (over \$1B), be established in 2010. The tax to be used to fund services/programmes ranging from health promotion programmes, enforcement, cessation/quit services, research and advocacy services. A substantive budget increase that truly reflects the disproportionate negative impact tobacco use has on Māori is required.*

Recommendation 8: *Increase tobacco tax substantially each year, from 2010 as recommended by the World Bank and the World Health Organization (WHO) along with the current annual CPI adjusted increases.*

Recommendation 9: *Harmonize tax on loose tobacco with manufactured cigarettes in 2010.*

Recommendation 10: *That a self-funding Tobacco Retailer Licensing Scheme (TLRS) which requires retailers to attend annual training be implemented. Breaches in relevant regulation should result in the loss of licenses and therein the ability to sell tobacco products.*

Recommendation 11: *That the Inquiry actively question people making oral submissions to the Inquiry on tobacco endgame solutions, and foster a public debate on “the time being right to have a clear endgame strategy to end tobacco sales in Aotearoa by 2020”.*

We have attached a submission outlining our reasons for taking this position. Auckland branch of Cancer Society of New Zealand is also submitting on the inquiry.

We would appreciate the opportunity to make an oral submission and to provide additional material and references in support of the issues we have raised in this submission.

Yours Sincerely

Dalton Kelly
Chief Executive
Cancer Society of New Zealand
Zealand

Navid Foroutan
Tobacco Control Advisor
Cancer Society of New