

An Evaluation of the Removal of Tobacco Retail Displays in New Zealand



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Overview



- Why remove tobacco products from open display in stores?
 - Retailing as a promotional medium
- Outline of new policy implementation in New Zealand
 - Process and outcome
- Support for policy post-implementation
 - Implications for other countries

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Tobacco Retailing



- Marketing focusses on two key principles:
 - Visibility and accessibility
- Retailing puts these principles into practice



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History of retailing in NZ



- Few legal limits on:
 - *where* tobacco is sold
 - *who* can sell tobacco
- Display of tobacco products unregulated until 1990:
 - Prohibited the display of tobacco products within a shop if this could be seen from outside
 - 1997 saw limits on the types of notices within shops about the sale of tobacco products


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Merchandising amok!



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History of retailing in NZ



- Smoke-free Environments Amendment Act 2003
 - Originally proposed banning POS displays
 - Watered down to restrict number of brand facings (two per brand allowed)
 - Displays could contain up to 100 packs per cash register
 - Industry responded by proliferating brand variants and pack sizes
 - Created large visual brand blocks – “powerwalls”

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Work continued



- Strong advocacy campaign by Cancer Society
 - Focused on providing protection to children
 - Resonated strongly with NZ public



Out of Sight
Out of Mind
Protect our children from tobacco marketing

Cancer Society

www.ProtectOurChildren.org.nz

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Work continued!



- 2007 Cancer Society petition calling on government to require removal of tobacco from open display



- Beginning of a long and initially unsuccessful process
 - Public consultation – strong support for POS ban
- Change in government
 - Insufficient evidence!

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Māori Affairs Select Committee Inquiry



- 2011 report offered several recommendations

We recommend to the Government that all retail displays of tobacco products be prohibited

- Further round of consultation
 - Research evidence now sufficient!
- 2011 Smoke free Environments (Controls and Enforcement) Amendment Act

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New Law



- Much wailing and gnashing of teeth among retail front groups
 - Came into effect in late July 2012



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Current Study



- Investigated responses to the policy removing tobacco from open display
 - Explored:
 - Support for new policy
 - Perceived benefits
- On-line survey of 364 smokers and 402 non-smokers
 - Quotas by age, gender and smoking status

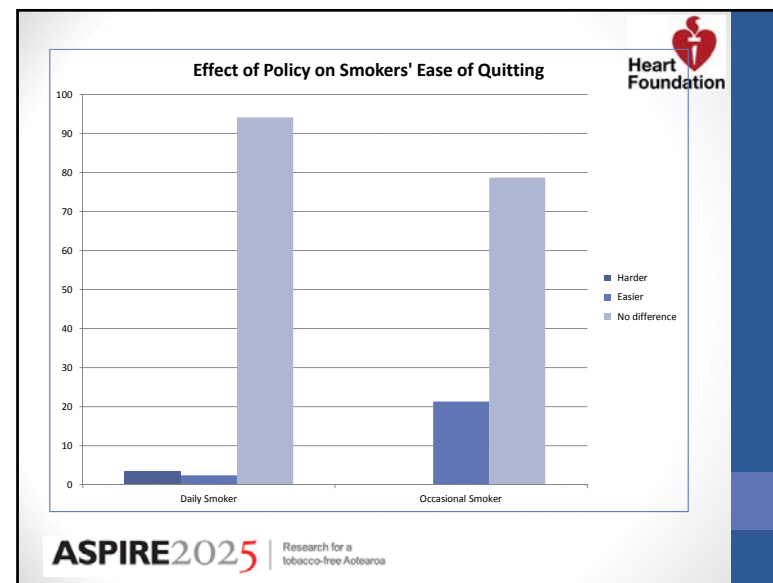
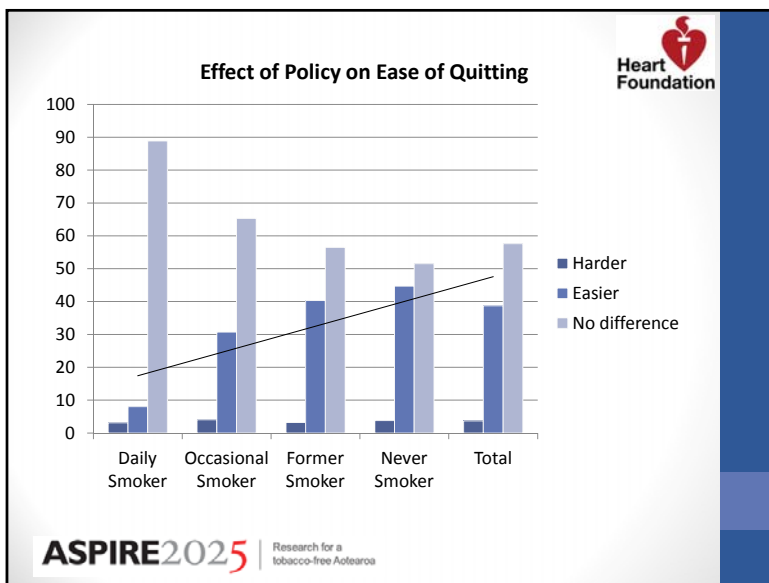
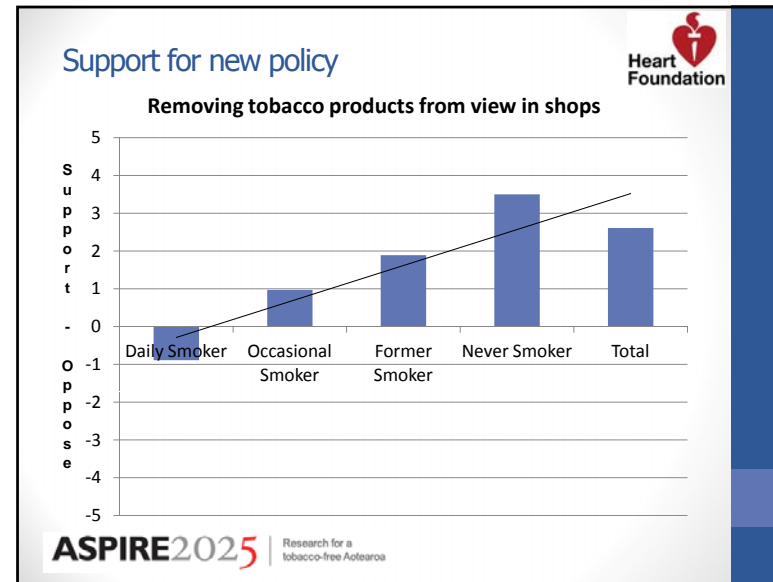
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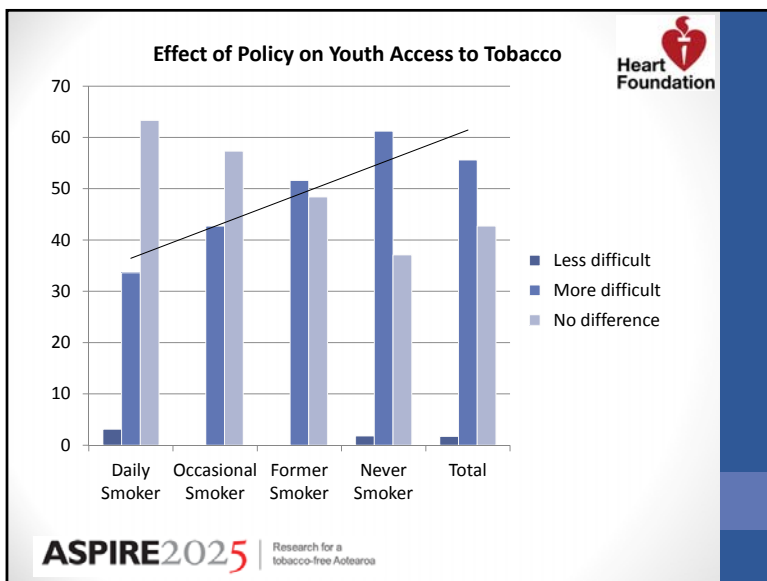
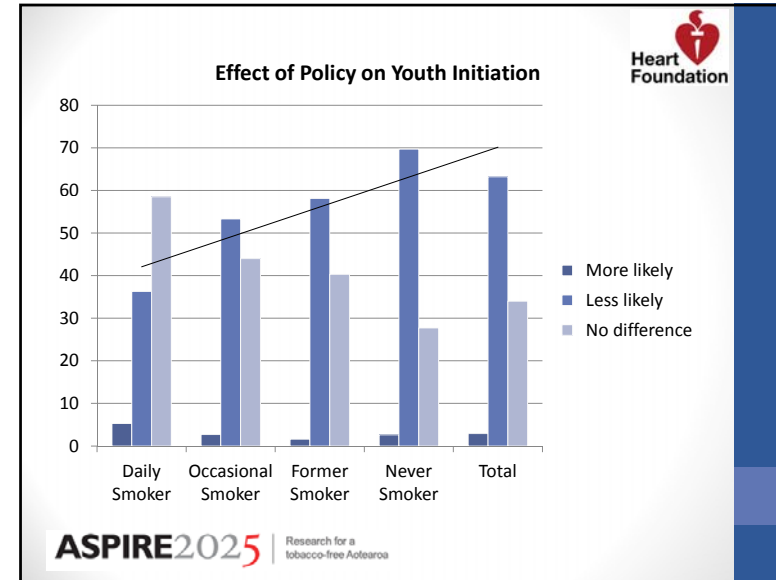
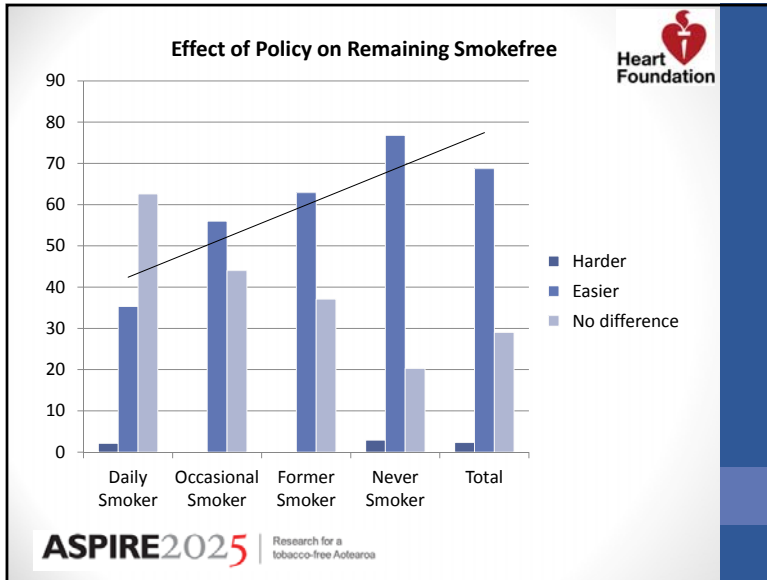
Sample smoking prevalence



	Daily Smokers % (n=289)	Occasional smokers % (n=75)	Former Smokers % (n=62)	Non-Smokers % (n=340)
Gender				
Male (n=359)	34	13	7	46
Female (n=407)	41	7	9	43
Ethnicity				
NZ European/Other (n=658)	38	9.0	8.4	45
Māori & Pacific (n=51)	55	14	12	20
Asian (n=57)	18	16	2	65
Age Group				
15 to 24 (n=79)	23	22	2.5	53
25 to 44 (n=287)	37	14	8.7	41
45 to 64 (n=268)	44	5	9.7	41
65+ (n=132)	36	4	6.8	54
Total (n=766)	38	10	8	44

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Key findings

- **Strong support for new policy** and many perceived benefits including:
 - **Reduced initiation AND reduced access** among youth
 - **Occasional smokers** more likely to believe POS removal made it easier for them to quit [OR 3.10 (p<.1)]
 - **Quit intenders** more likely to believe POS removal made quitting easier [OR 12.97 (p<.05)]
 - **Easier for quitters** to remain smokefree

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Conclusions



Removing tobacco from open display in stores:

- Has strong public support
- Further denormalises tobacco and smoking
- Seen as very likely to reduce youth initiation and access
- Supports quitters

On-going evaluations required to assess effects on youth initiation and cessation success

- Early evidence suggests policy likely to reduce smoking initiation and increase successful quitting

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Research supported by



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