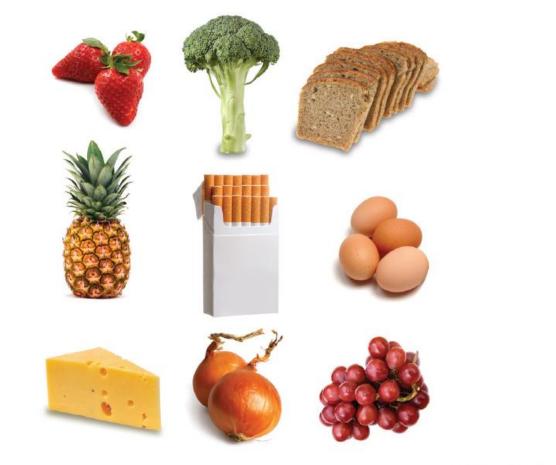
Tobacco-free Retailer Tool Kit WHICH ITEM DOESN'T BELONG?









Background

- *"Out of Sight, Out of Mind"* campaign to ban retail displays
 - Since 2008 Northland has acknowledged tobacco-free retailers
- Media early 2014
 - ⁻ 3 retailers went tobacco-free
 - Smokefree community excited, discussions on SF2025 listserve
- Formalised Northland's existing process
 - Develop resources for communities to advocate locally
 - Discussed with national bodies, further developed
- Shared nationally
- www.smokefreeshops.co.nz





Why a Tool Kit?

"Future generations of New Zealand children will be free from exposure to tobacco and will enjoy tobacco free lives". SF2025 Vision

- Reduce the supply of tobacco as normal consumer product
- Protect our children from marketing and promotion of tobacco products
- Resourcing health promoters and communities to advocate locally
- Reducing access to tobacco products helps support people making quit attempts
- Building healthy public policy and supportive environments through community action Ottawa Charter

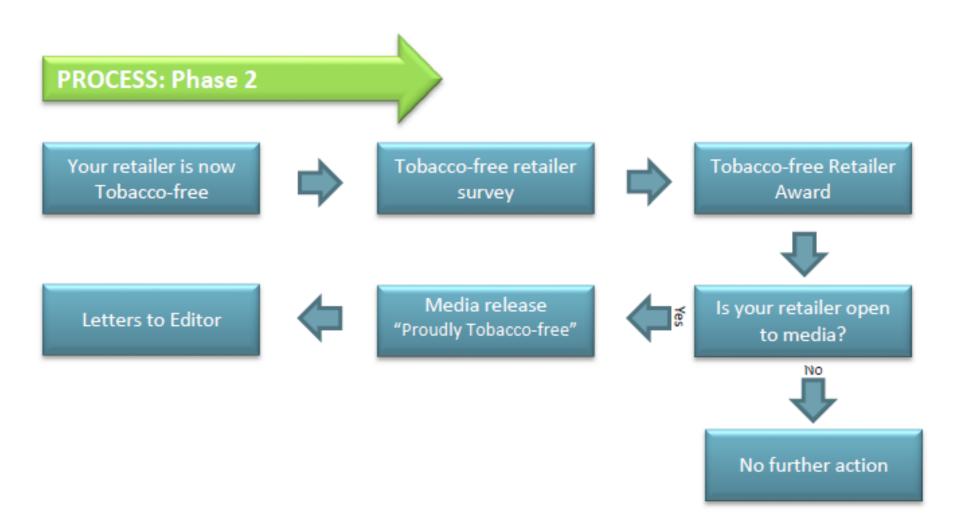
How to Use the Tool Kit



Tobacco-free Retailer Tool Kit

www.smokefreeshops.co.nz

How to Use the Tool Kit



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Survey

- If a retailer goes tobacco-free in your area complete the Tobacco-free Retailer Survey with the retailer.
- The information in this survey will form part of a national database.
- A centralised database will provide robust evidence for future research.
- ⁻ Complete online or download a hardcopy







Acknowledging your Retailer



Tobacco-free Retailer



Owner

Your Organisation

Date Your

Organisations Logo





Tobacco-free Retailer Tool Kit

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Key Learnings

- Choose the tobacco retailer carefully
- You won't always be successful
- Tobacco-free Retailers happy to share experiences
- Media creates momentum







"Giving up is easy. It's the day after, and the day after that, that's the hard part. What I need is simply not to have cigarettes available at the places I go to fill up my car, buy my groceries or last-minute stuff at the dairy. Whether I can see the smokes or not, I know they're there, and I know I can get them."

Whangarei District councillor Brian McLachlan is calling for a total ban on the sale of cigarettes and tobacco products.





