



Smokefree environments: tobacco supply control in a local government context

## **The place of tobacco supply control in the context of broader tobacco control measures**

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**ASPIRE2025**

[www.aspire2025.org.nz](http://www.aspire2025.org.nz)

# Overview

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- Use of supply side measures in NZ
- Why retail measures could be important
- Options in the retail setting
- What works?
- Public and retailer support
- Who will contest it?
- The example of party pills
- Opportunities for action
- Summing up

# Current position

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Supply measures largely – reduced access for children

- Minimum age of purchase

- Retailer education and enforcement

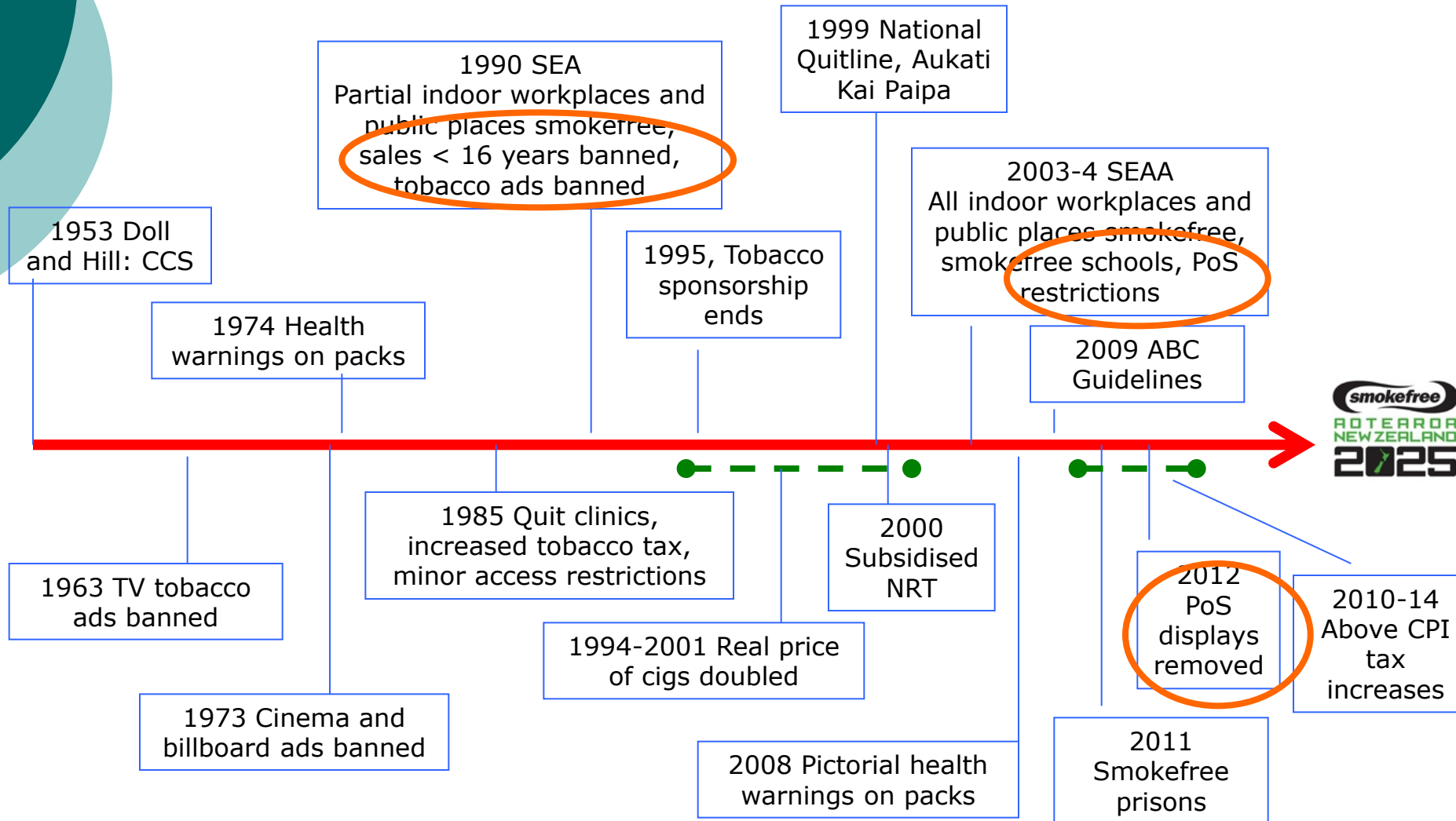
- Point of sale display ban (2012)

- Tobacco sold without a license in almost every dairy, supermarket, garage and convenience store.

- Also sold duty free and where alcohol sold.

*“We’ve stopped smoking in a pub, we’ve stopped smoking on a bus, but **we still let cigarettes be retailed in just about every shop in New Zealand. That ... seems a paradox.**” [NZ smoker]*

# NZ Tobacco Control landmarks



# Ubiquity of tobacco outlets

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## 1. Pearce et al

- Investigate association between geographical accessibility to tobacco retailers and individual smoking behaviour
- Assessed travel time (car) from population weighted centroid of neighbourhoods meshblock
- 75% < 3.9 mins from tobacco retailer, 25% < 1 min

Pearce et al. JECH 2009; 63: 69-77

## 2. Marsh et al

- Mapped tobacco retailers in NZ at 19/20 DHBs
- Identified 5008 retailers
- 13% of retailers within 500m of a school, 53% within 1000m

Marsh et al. Health and Place 2013; 23: 165-17

## Why might reducing access be important?

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- Easy access/proximity could promote uptake and consumption, and undermine cessation (relapse)
- High density of retailers promotes price competition
- Impact of associated PoS and other marketing (when allowed)
- Ubiquity and visibility -> normalising effect
- Complementarity to measures aiming to reduce demand

# Supply of tobacco: possible retail interventions

## Sales to minors

- Sales staff > 18 years
- > 18 years only customers
- Mandatory training of staff



## Accessibility

- Restrict outlet density and proximity to schools
- Restrict opening hours
- Restrict type of venue/retailers
  - Not sold where alcohol available or underage people present
  - Only in special tobacco shops
- Ban/restrict duty free sales



# Possible retail interventions - licensing

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## Licensing

### Register/passive/active licenses +/-

- Fees/auctions for licenses (or incentives not to stock tobacco)
- Community control
- Restrictions on numbers/density/moratorium on new licenses
- Compulsory release of sales data

## Advantages

- Facilitates monitoring of activity and sales, communication with retailers
- Provides regulatory mechanism
- Opportunity for local decision-making, community participation
- Symbolic/denormalising:
  - Tobacco not a normal consumer product
  - Selling tobacco products is a privilege not a right



# Retail and tobacco use - lines of evidence

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Marketing theory - 'place' (4 P's), 'convenience to buy' (4 C's)

- Outlet distribution studies
- Smoking behaviour and outlet proximity/distribution studies
- Descriptive studies - smoker self-reports
- Smoking behaviour / intervention studies

# Retail and tobacco use

## lines of evidence: smoker self-reports

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- NSW smokers survey

- 28% would quit or cut down if no outlet in walking distance
- 20% report buying on impulse  $\geq 1$  per week
- 40% smoked more in licensed premises if sold cigs

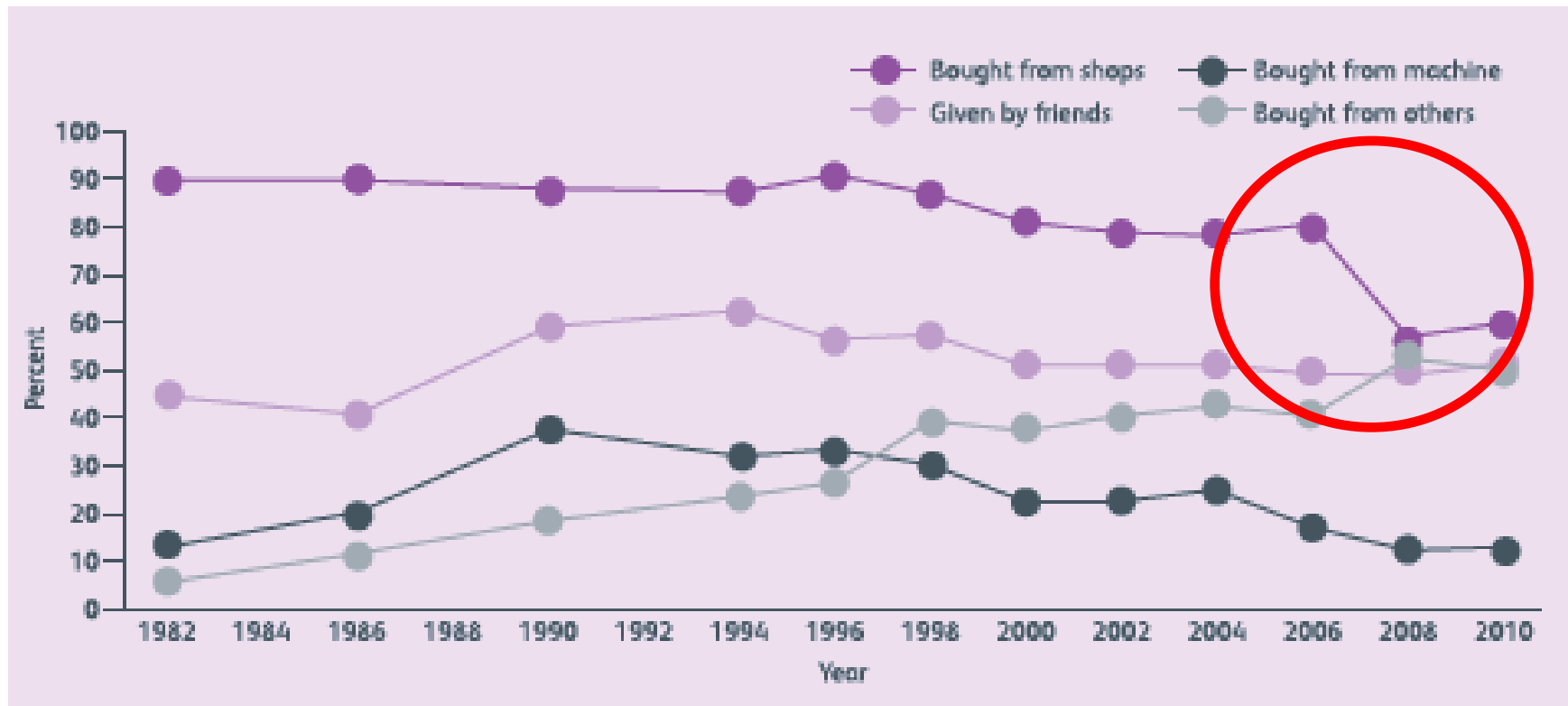
(Paul et al, 2010)

- NSW Light and heavy smoker diary study

- Light smokers buy preferentially in bars, clubs and convenience stores

(Burton et al, 2011)

# Impact of raising minimum age or purchase from 16 to 18 years



**Table 1** Usual sources of cigarettes: 1982–2010 Regular smokers. Source: Smoking, drinking and drug use among young people in England 2010.

# Strong public support for retail endgame



Whyte G, Gendall P, Hoek J. Advancing the retail endgame: public perceptions of retail policy interventions. Tobacco Control 2013

## *Smoker* support for retailer restrictions

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Agree or strongly agree that tobacco products should only be sold in special places where children are not allowed to go:

Maori - 67%; European/other - 59%

Edwards R, Wilson N, Thomson G, et al.. *N Z Med J* 2009;122: 1307.

Opposed plain packaging on grounds of slippery slope, loss of IP and risk of counterfeiting



**NZACS**

New Zealand Association of Convenience Stores

NZACS Members



"Yet again we are seeing tobacco control activists out of Otago University lobbying the Government for another whack on New Zealand retailers," said Roger Bull, Chairman of the New Zealand Association of Convenience Stores.

"Saying that *"availability was like advertising"* and that *"the density of tobacco retailers in poor areas and near schools pointed to a strategy of targeting the most vulnerable and potential new customers"* is stretching the credibility of the researchers into the realm of conspiracy theories," said Mr Bull.

# Association of Community Retailers NZ

*Self-funding Organisation*



Home

The ACR is a self-funding organisation from members' subscriptions. Our goals and objectives are to support and promote the rights of New Zealand's independent retailers. Membership is voluntary and open to all retailers, FMCG enterprises and individuals. (<http://acr.org.nz>)



**ACR NZ**

@acrnz

The official Twitter page of the Association of Community Retailers.  
Keeping our retailer members informed on issues and proposals that  
affect their businesses.

Around New Zealand · <http://www.acr.org.nz>

# Association Of Community Retailers: Research Shows Tobacco Display Bans Not Working

Home > Business

Contributor:

## Retailers slam smoking crackdown call

Recommendations from Parliament's Maori affairs select committee for a robust crackdown on smoking are out of touch with economic reality and will turn the nation into fertile ground for organised crime, says a retailer lobby.

### Retailers' group denies tobacco industry backing

4:09 PM Tuesday, May 4, 2010

Tweet 0 Like 3 +1 0 Email Print

A lobby group of small retailers protesting the Government's tobacco price hike is receiving public relations support from Imperial Tobacco, the tobacco giant told a select committee last week.

The Association of Community Retailers (ACR), set up late last month, had earlier rejected suggestions it was backed by tobacco cash and said it was entirely funded from its members.

are questioning  
g of a new lobby  
small retailers -  
by big tobacco  
& companies.

entirely funded  
rejects any  
by tobacco cash.



Big tobacco fired up to fight

Tobacco giant in IRD

<http://www.stuff.co.nz/national/politics/3729009/Tobacco-giant-backs-retail-protest>

<http://publicaddress.net/onpoint/association-of-community-retailers-again/>



Retailers talking  
about selling

*“My personal view is **the sooner that we can stop selling tobacco then the better**, ... our company has been around for [many] years, and values are pretty important to us, ....we are ... doing a disservice to our consumers by advocating tobacco ... [and] selling it.”*  
*[Senior retailer]*

(Service station retailer)

# The Psychoactive Substances Act

## August 1<sup>st</sup> 2013

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### Approved products:

- Should pose no more than a “low risk” of harm to individuals using it.
- Retail restrictions
  - Cannot be sold from dairies, convenience stores, supermarkets, garages
  - Cannot be sold from temporary structures and any place alcohol is sold
  - Are banned for sale and supply to minors <18 .
  - Retailers are required to have a license
  - Sellers are to be over 18 yrs
  - Local authorities can restrict the location of retailers



**LITERATURE REVIEW –  
TOBACCO SUPPLY STRATEGIES IN A LOCAL GOVERNMENT CONTEXT**

## Possible opportunities for local government

### **145 General bylaw-making power for territorial authorities**

A territorial authority may make bylaws for its district for 1 or more of the following purposes:

- (a) protecting the public from nuisance:
- (b) protecting, promoting, and maintaining public health and safety:
- (c) minimising the potential for offensive behaviour in public places.



# Summary

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- Huge potential of retail tobacco control interventions to contribute to 2025 Smokefree goal
- Public support
- Retailers are potential allies, but expect organised resistance
- Opportunities for Local Government action

# Kia ora

## ASPIRE2025



**Research to Achieve the 2025 Goal**

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