

Tobacco use is the single most significant cause of preventable cancer and death.

Tobacco **FACTS** & Retail Displays

January 2006

THE FACTS:

- Tobacco retail displays encourage impulse purchases by teenagers, occasional smokers, and ex-smokers struggling to quit.
- 55% of New Brunswick smokers are trying to quit and tobacco retail displays discourage these attempts.
- Cigarettes should not be displayed as if they were hockey cards or bubble gum.
- Current laws prohibit retailers to sell tobacco products to minors, yet youth report retail stores as one of their primary sources.
- Tobacco displays in virtually every convenience store, gas station and grocery increase the perception that cigarettes are popular and socially acceptable.
- Smoking cessation products compete with tobacco at point-of-sale.
- 78% of high school students in New Brunswick believe smoking is more common than it actually is.

The tobacco industry displays rows of tobacco products in vast quantities – far more than is necessary to supply consumers.



OUT OF SIGHT – OUT OF MIND Cigarettes Kill. Stop Promoting Tobacco Industry Products.

Federal law currently bans self-service tobacco displays in Canada.

In 2002, **Saskatchewan** proclaimed precedent-setting legislation to ban tobacco displays.

In 2005, **Manitoba** passed legislation that bans the display of tobacco products in retail stores that are accessible to people 18 years of age or younger.

Nunavut's legislation bans the promotion and advertisement of tobacco products at premises accessed by young people.

Currently in **Ontario**, countertop displays are prohibited and in 2008, there will be a total ban on retail displays.

In 2008, **Quebec** will also ban visible retail displays with a few exceptions (specialist tobacconists).

In 2006, **PEI** will ban tobacco sales at all pharmacies and visible retail displays at all retail.

Source: The Tobacco Control Environment by Ontario Tobacco Research Unit, June 2005
www.otru.org



Canadian Cancer Society **Société canadienne du cancer**

Smokers know their brand – without displays