

Why supporting retail display bans is important in your local community:

On May 7, 1993, the Tobacco Sales Act came into effect in New Brunswick.

- Section 6 of this Act prohibits the display of tobacco products in a retail store by means of a counter-top display.
- Unfortunately, it does not include a ban on the display of cigarettes behind the counter – commonly known as “Powerwalls”.
- But, the Act does allow for some flexibility, as it states, “Every person who sells or offers for sale tobacco shall display signs in the manner, place, form and size prescribed by regulation.”
- If no regulations are proposed, then in principle, there will be a total retail display ban.
- This however, is not likely, as the tobacco industry will do everything in their power to ensure that a regulation is proposed to ensure that Powerwalls – their last advertising vehicle – remain in retail stores.
- This means, that local support for banning retail displays is more important now, than ever before.
- As other marketing avenues have been closed (e.g. advertising sponsorship), tobacco companies have increased their emphasis on retail displays. Product displays in retail settings are now far larger and more numerous than was previously the case.
- Children should not grow up in an environment where they see such promotions every time they go into a corner store, including stores next to schools.

YOU CAN EFFECT CHANGE!

Use this Report Card and Store Tracking Survey to show retailers how they are being used by the tobacco industry to advertise their deadly products to kids.

*Let them know that they too can be part of history, by voluntarily removing these displays and putting the tobacco products **Out of Sight** – therefore, **Out of Mind**...because **Cigarettes Kill**... and retailers need to **Stop Promoting Tobacco Industry Products**.*



In Canada, tobacco advertising and sponsorship has been banned since October 1, 2003. Nevertheless in 2003 the tobacco industry spent over \$88 million for “powerwall” displays and other point-of-purchase promotions.

The tobacco industry pays retailers to display their cigarette products.

- The tobacco companies often install a large “power wall” of cigarette packages, in quantities far larger than necessary to supply consumers.
- In part, tobacco companies pay for displays to make cigarettes appear more popular than they are.
- These displays are visible to the entire population, including children and ex-smokers. It is impossible for these displays to be consistent with the industry’s claim that their promotions only target adult smokers.

These retail promotions clutter stores and turn them into tools of the tobacco industry. In turn, the tobacco industry gets rich, and people get hooked.

What can you do?

The first step is to use the **Out of Sight – Out of Mind** report card in your local stores to:

- Educate people about the enormous amount of tobacco retail advertising and promotion, which influences youth, current smokers and former smokers.
- Publicize the results of your survey in your community to raise awareness of the problem in your area.
- Encourage and mobilize community members to take action against tobacco advertising and promotion in local communities.

Tobacco industry retail product displays – what to expect when you survey the store.

Tobacco product displays include all tobacco products displayed in retail stores. They include everything, from a simple display of packages on a counter, to huge displays reaching almost to the ceiling. Displays are typically located immediately behind the checkout counter, or on the counter-top.

REPORT CARD

Date & Time of Data Collection

Store name: _____
Store address: _____

City Prov Postal Code
Observer: _____

Type of Store (Check one)

- Chain Convenience Small Grocery Store
 Independent Convenience Supermarket
 Chain Gas Station Other (pls specify)
 Independent Gas Station _____

Store Survey (Check if yes)

Outside the store:

- Standing outside the store, is there any sign that
advertises that cigarettes are available.....
Is the cigarette price advertised on the sign.....
Are there any schools within 1 km of the store.....

Inside the store:

Overall Tobacco Placement:

- Any tobacco products at a child's eye level (3 feet)..
Any tobacco within 30cm (12") of candy & toys.....
Any tobacco within 30cm (12") of the cash register..
Any cigarette packages displayed on the wall
behind the counter.....
Any cigarette cartons displayed.....

Powerwalls:

- Any tobacco industry shelving used to display
cigarettes (versus already existing store shelving)...
Any illuminated tobacco industry shelving.....
Any functional objects (i.e. an electronic sign).....
Any tobacco industry colour branded shutters/
panels/columns.....
Any tobacco industry wall signs displaying cigarette
packs glued in an abstract design.....

Add up all the check marks for your total score.

A **B** **C** **D** **F**
(0-2) (3-5) (6-8) (9-11) (12-13)

How does this store score? _____

STORE TRACKING SURVEY

Powerwalls

How many brands are displayed _____

What brands are the most prominent _____

How many cigarette packages are displayed by the
most prominent brand _____

How many cigarette packages are displayed overall

Are there any other distinguishing features _____

Storage/Shelving Area Just Below The Powerwall

Are cigarette packages in view _____

Are cigarette cartons in view _____

Are other tobacco industry products visible _____

Are there any other distinguishing features _____

Please mail your completed Report Card to:

Canadian Cancer Society – New Brunswick Division
133 Prince William St., Box 2089
Saint John, NB E2L 3T5

Questions – please contact:

Phone – 506 634-6272
Toll-free – 800 455-9090
Website – www.cancer.ca



Canadian Cancer Society **Société canadienne du cancer**