

Smokefree Aotearoa 2025 Action Plan

Focus Area 5



Make smoked tobacco products harder to buy

Our vision

Our vision is to eliminate the harm that smoked tobacco products cause in our communities by transforming Aotearoa New Zealand to a smokefree nation by 2025.

Our goal

Our goal is that, by 2025, daily smoking prevalence will be less than 5 percent for all population groups in Aotearoa New Zealand.*

Focus areas

The Smokefree Aotearoa 2025 Action Plan has six key focus areas, each with actions that we will take during the next four years and beyond to achieve Smokefree Aotearoa 2025 and ultimately end the harm smoking causes.

Focus Area 5: We'll make smoked tobacco products harder to buy by reducing the number of shops that sell these products, especially in low-income communities where there are generally more smoked tobacco product retailers. We'll also create a smokefree generation by making it an offence to sell or supply smoked tobacco products to people born after a certain date. We will also require all retailers of vaping products to let us know if they are selling vapes.

Key actions for Focus Area 5

5.1 Introduce an amendment Bill to only allow smoked tobacco products to be sold by authorised retailers, to:

- significantly reduce the current number of retailers
- ensure retail supply is not concentrated in New Zealand's most deprived neighbourhoods.

Lead

Ministry of Health

Timeframe

2022

5.2 Introduce an amendment Bill to prohibit the sale, delivery and supply of smoked tobacco products to persons born after a certain date, to create a smokefree generation.

Lead

Ministry of Health

Timeframe

2022

* The prevalence goal is for smoking only and excludes vaping and the use of smokeless tobacco products.



Te Kāwanatanga o Aotearoa
New Zealand Government



5.3 Introduce an amendment Bill to require general retailers selling vaping products to advise the Director-General of Health before selling vaping products.

Lead

Ministry of Health

Timeframe

2022

We will know we are succeeding when we achieve our three main outcomes of:

1 Eliminating inequities in smoking rates and smoking-related illnesses

2 Creating a smokefree generation by increasing the number of children and young people who remain smokefree

3 Increasing the number of people who successfully quit smoking

For more information, visit the Smokefree webpage on the Ministry of Health website at: health.govt.nz/smokefree2025

