

Submission to the Ministry of Health on the
Proposal to introduce plain packaging of tobacco products in New Zealand

To: Plain Pack Consultation

(tobacco@moh.govt.nz)

Tobacco Control Programme

Ministry of Health

PO Box 5013

Wellington

Date: 25th September 2012

I support the mandated plain packaging of tobacco products because:

- It will reduce the appeal of tobacco products to children, and discourage them from taking up smoking
- It will enhance the impact of graphic health warnings that prompt quit attempts
- Smoking kills 5000 New Zealanders every year and cigarettes should not be sold like any other normal consumer product, but treated as a dangerous drug
- The health of New Zealand is far more important than the right of tobacco companies to market their products
- It is an important step in New Zealand becoming smokefree by 2025.

Submitter details

You do not have to answer all the questions or provide personal information if you do not want to but you are asked to declare any direct or indirect links to the tobacco industry.

Do you have any direct or indirect links to the tobacco industry?

Yes

No

If Yes, please comment on the nature of these links.

This submission was completed by:

Address:

Email:

Organisation (if applicable):

Position (if applicable):

Are you submitting this as (*Tick one box only in this section*):

an individual

on behalf of a group or organisation(s)

Your submission may be requested under the Official Information Act 1982. If this happens, the Ministry of Health will release your submission to the person who requested it. However, if you are an individual as opposed to an organisation, the Ministry will remove your personal details from the submission if you check the following box:

I do not give permission for my personal details to be released under the Official Information Act 1982.

The public report on the consultation will seek to avoid prejudice to the commercial position of respondents who provide commercially sensitive information. Submitters are therefore asked to clearly indicate any information they wish to have treated as confidential commercially sensitive information.

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