

Plain packaging consultation
Tobacco Control Programme
Ministry of Health
PO Box 5013
Wellington 6145

To the Ministry of Health

I support implementing plain packaging legislation as a measure to reduce the impact tobacco has on the health of New Zealanders.

Tobacco is an addictive and extremely harmful substance and should therefore be treated as such within the law. Every year about 4500-5000ⁱⁱ New Zealanders die from a tobacco related illness. Meanwhile another 4000 New Zealand children start smoking, on average at 14.6 years of ageⁱⁱⁱ. Smoking is also a major contributing factor to the health inequalities between Maori and non-Maori^{iv}.

Plain packaging is effective in preventing smoking uptake and relapses as it reduces the appeal of packaging or product; it increases the effectiveness of health warnings and takes away the misperceptions around how harmful and strong a product is that people determine from colours and words used on packaging^v ^{vi}.

Yours Sincerely

Name: _____

Address: _____

Email: _____

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ⁱ Richard Edwards. 2009.
ⁱⁱ The Quit Group and the Ministry of Health. 2009. Maori smoking and Tobacco Use 2009. Wellington: Ministry of Health.
ⁱⁱⁱ Paynter J. (2008). National Year 10 ASH Snapshot Survey, 1999-2008: Trends in tobacco use by students aged 14-15 years.
^{iv} Ministry of Health. 2005. Tobacco Facts 2005. Wellington: Ministry of Health.
^v World Health Organization. Guidelines for Implementation of Article 11 of the WHO Framework Convention on Tobacco Control (Packaging and labelling of tobacco products), 2008.