

# Media Release



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## Children protected from tobacco advertising

Queensland children and ex-smokers were given further protection and support by the new law passed last night in Parliament to ban the display of tobacco products in retail outlet, effective on the date of proclamation.

The Heart Foundation welcomes this initiative and congratulates the Parliament for bringing Queensland in line with other jurisdictions. Cigarette displays in our shops are the last bastion of lucrative advertising space used by the tobacco industry to promote smoking.

There are about 13,000 tobacco retailers in Queensland and each one has been able to display 1m<sup>2</sup> of cigarette packets in prime point of sale locations, in plain view at the checkout for every shopper – and their children – to see.

That 13,000m<sup>2</sup> of prime retail advertising space – the equivalent of more than 720 standard outdoor billboards being displayed permanently around the state – has given the tobacco industry a free ride to display their products.

Heart Foundation Chief Executive Officer, Cameron Prout says, “Research confirms that retail displays predispose children towards smoking, and make them more likely to experiment with tobacco products.

Most smokers start smoking as children and very few take up smoking after the age of 18. By the time they are old enough to make an adult choice, 80% of adult smokers want to quit but they are so strongly addicted they find it very hard to do so.

“Putting cigarettes out of sight will protect children from tobacco advertising and stop undermining the resolve of smokers who have quit. This legislation will save lives by reducing the exposure of tobacco products to children and by reducing the number of children who take it up. It will also reduce temptation for recent quitters to impulse buy.”

“Banning displays is an excellent public health initiative which will save lives, keep families together and reduce the cost and burden of people living with smoking caused chronic disease, including heart disease.”

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