

Smokeless New Zealand

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23 Keven Rd
RD 4 Pukekohe 1800
Auckland region
New Zealand

Dr Murray Laugesen QSO ph 0274 884 375 Chair
ph +64 9 232 0332 fax +64 9 232 0336
Trish Fraser MPH Executive Trustee 021 435 240
Professor Julian Crane, Professor Sir John Scott, Trustees.

Smokers' Choices Bill: the new deal for smokers

The Smokers' Choices Bill will ensure smokers need not give up nicotine to quit smoking

Smokers' Choices Bill:

- Target date for this bill to go into the ballot as a private member's bill: 2006.
- Target date for enactment: 2010
- A bill to amend the Smoke-free Environments Act 1990

The Smokers' Choices Bill aims to make it easier for smokers to quit smoking, by breaking the virtual monopoly that cigarettes have in providing nicotine to those who are dependent on nicotine for their pleasure. Retailers will be able to offer alternative nicotine lifestyle products to smokers. Smokers will be able, if they wish, to give up smoking without giving up nicotine.

Justification

- In net terms the percentage of adults who smoke is decreasing by 1 percent (0.3 percentage points) annually.
- Current policies tell smokers to quit smoking, or keep smoking and die early.
- Smokers need other choices. 99% of their nicotine and tobacco is from cigarettes, the most dangerous tobacco product available.
- Cigarettes contain excess nicotine.

The Smokers' Choices Bill will:

1. Reduce addictive burden on smokers. Reduce the (excess) nicotine content of smoked tobaccos gradually, to 70% of current levels. www.smokeless.org.nz/nrt.htm at the rate of 10% a year for three years.
2. Rationalise tobacco tax rates to reflect the risk of the product, for example, highest tax on cigarettes, lower tax on other smoked tobaccos, minimal tax on oral tobacco, no tax on pure nicotine products. www.smokeless.org.nz/taxandrisk.htm
3. Require all those selling tobacco products to also offer nicotine products for sale, as condition of their business.
4. Require all those selling cigarettes, to also offer for sale at the same or lower price per gram, smokeless tobacco products in compliance with toxicity standards. (Figure 2)
www.smokeless.org.nz/snus.htm

