

Ending Tobacco Displays in England – Your Questions Answered

Why can't I see cigarettes or tobacco in this shop anymore?

You can still buy cigarettes and tobacco in the usual way but, in England, from 6 April 2012 the law is changing so that:

- supermarkets and other large shops will no longer have cigarettes and other tobacco products on display, except when staff are serving customers and carrying out tasks such as restocking.
- you may be asked your age before being served because staff will no longer be allowed to show cigarettes or tobacco to customers under 18 years of age (as well as not being able to sell them to anyone under 18 years).
- tobacco price lists will also look different because they will have to be in a plain format with no tobacco branding.

Why is the new law being introduced?

Over 80,000 people die from smoking related illnesses in England every year and more people die from smoking than any other preventable cause. Each year in England alone around 320,000 children under 16 first try smoking.

The displays of tobacco in shops can encourage children and young people to try smoking. They can also tempt adults who are trying to quit to buy cigarettes.

Removing tobacco displays is one initiative among many to help to reduce smoking uptake by young people and to support adult smokers who want to quit. The Government's plans are set out in *Healthy Lives, Healthy People: A Tobacco Control Plan for England*. For more information visit the Department of Health website www.dh.gov.uk.

Why can I still see cigarettes in my local corner shop?

All shops will have to change but smaller shops will not have to cover up their cigarettes and tobacco products until 6 April 2015. This is because the Government is trying to help small businesses by having a three-year freeze on new regulations for them.

Where can I find out more information about the new law?

Full guidance about ending tobacco displays is available at www.businesslink.gov.uk

Where can I find out more about quitting smoking?

To find out more about quitting smoking visit www.nhs.uk/smokefree