



Preventing young people from taking up smoking

Key facts...

...on youth smoking

- 15,000 young people start to smoke each year in Scotland.¹
- Almost half of 13 year old smokers, and over 80% of 15 year olds bought their own cigarettes, particularly from newsagents and sweet shops.²
- A child who starts smoking at age 14 or younger is five times more likely to die of lung cancer than someone who starts smoking at age 24 or older, and fifteen times more likely to die of lung cancer than someone who never smokes.³
- Between a quarter and a third of shopkeepers, when subject to test purchase activity, sell tobacco to under-age customers.^{4 5 6}
- Between 2001 and 2007, there were only 17 successful prosecutions for sales of tobacco to under-age customers.⁷

...on ending the display of cigarettes in shops

- Saskatchewan, Canada banned point of sale displays of tobacco in 2002. In five years since then, the smoking rate among 15 to 19 year olds has dropped from 29% to 22%.⁸
- Iceland passed a similar law in 2001, and over the next five years the prevalence of smoking among Icelandic 16 year olds fell from 17% to 10%.⁹
- Saskatchewan's convenience store trade association, the WCSA, said in 2006: "Current carton shipments from wholesalers to retail are flat, so I would say the display ban has had little or no negative effect".¹⁰
- Reports from Manitoba in Canada, where retail displays were outlawed in 2005, indicate that retailers paid an average of C\$1700 (£850) to adapt their shops; this figure represents 0.06% - just over one-twentieth of one percent - of average annual turnover.¹¹
- Between 2001 and 2007, tobacco industry payments to Canadian retailers increased by 46%, with the average convenience store receiving C\$3,500 last year.¹²

...on tobacco retail licensing schemes

- Positive licensing has been successfully introduced in Singapore, many American states, several Canadian provinces (including Quebec and Newfoundland) and several Australian states and territories (including Western Australia, Northern Territory, South Australia, Tasmania and Australian Capital Territory).
- Licensing can provide an effective deterrent to under-age sales, if it is actively enforced and if enforcement agencies ensure retailers understand the law.
- A YouGov survey¹³ carried out in February 2008 found considerable public support for the requirement for a tobacco retailer to have a valid licence to sell tobacco:

How strongly, if at all, would you support or oppose the following measures...?	
Requiring businesses to have a valid licence to sell tobacco which can be removed if they are caught selling to underage smokers	All respondents (%)
Strongly support	65
Tend to support	24
Neither support nor oppose	7
Tend to oppose	2
Strongly oppose	2
Don't know	1

89% were in support; 4% were opposed.

For more detailed briefings on all of these subjects, please visit our website:

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- ⁴ Evening Times, *1-in-3 Glasgow shops are caught selling cigarettes to kids*, 19th September 2007. Available from: <http://www.eveningtimes.co.uk/news/display.var.1698606.0.0.php> [Accessed 18th December 2007]
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- ⁷ Information provided in answer to written parliamentary question S3W-3809, lodged by Christine Grahame MSP on the 30th August 2007 and answered by Kenny MacAskill MSP on the 11th September 2007. Online. Available at: <http://www.scottish.parliament.uk/Apps2/Business/PQA/default.aspx?pq=S3W-3809> [Accessed 2nd September 2008]
- ⁸ Health Canada, *Smoking Prevalence 1999-2007*. Online. Available at: http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/research-recherche/stat/_ctums-esutc_prevalence/prevalence-eng.php [Accessed 18th August 2008]
- ⁹ Personal communication from Vidar Jensson, Public Health Institute of Iceland, 18th July 2008
- ¹⁰ Your Convenience Manager (YCM Magazine). *Bloodied but unbowed: C-retailers balance display bans with tobacco profits*." 2006. Online. Available at: http://www.conveniencecentral.ca/images/tobacco_report_06.pdf [Accessed 20th August 2008]
- ¹¹ Corporate Research Associates Inc. *Manitoba Follow-up Survey on the Tobacco Retail Environment: 2006*, prepared for Health Canada, February 2007. Cited in *Arguments and Counter-arguments: Banning Point-of-Purchase Promotions*, Coalition Québécoise pour le Contrôle du Tabac, 2007.
- ¹² Macleans.ca. *Butts on the line: Cigarette companies and corner stores find creative ways to help each other survive*. July 2008. Online. Available at: http://www.macleans.ca/business/economy/article.jsp?content=20080723_24986_24986 [Accessed 18th August 2008]
- ¹³ All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,100 adults. Fieldwork was undertaken between 20th - 22nd February 2008. The survey was carried out online. The figures have been weighted and are representative of all Scottish adults (aged 18+).