

The Smoke-Free Ontario Act protects the health of all Ontarians. The Act:

- bans smoking in workplaces and public places.
- makes it even harder to sell tobacco to people under 19 years old.
- restricts the display of tobacco products in retail stores.



The Act is part of the Ontario government's tobacco control plan to:

- keep young people from starting to smoke
- help people who want to quit smoking
- protect everyone from second-hand smoke.



For more information on the Smoke-Free Ontario Act, quitting smoking, tobacco use prevention and protecting people from exposure to second-hand smoke call Durham Health Connection Line at 905-666-6241 or 1-800-841-2729 or visit www.region.durham.on.ca

**Keeping Tobacco
Out of Sight
Out of Mind**

**Smoke-Free Ontario Act
Tobacco Retail Display Ban
May 31, 2008**

The Smoke-Free Ontario Act bans all displays of tobacco products in retail stores as of May 31, 2008.

What is the problem with displaying tobacco products?

- Displays of tobacco products are an important way for tobacco companies to advertise.
- In 2005, tobacco companies paid over \$100 million to retailers for these displays.
- Tobacco companies rely on retail displays to advertise their products, since other types of tobacco advertising are restricted.
- Tobacco displays can be seen by all, including children, non-smokers and recent ex-smokers.
- They are a very effective way to advertise.
- They reach everyone, especially children and youth who are the tobacco companies' future customers.

How do tobacco displays affect children?

- Tobacco displays make children think that smoking is normal.
- Tobacco displays in almost every convenience store, supermarket and gas station can make children think that everyone smokes.
- Children are more likely to try smoking, if they think that a lot of people smoke.

How do tobacco displays affect people who are trying to quit smoking?

- Big displays of tobacco can tempt someone who has decided to quit smoking.
- They make it easier for people to buy tobacco, especially on impulse.
- Just one cigarette can turn an ex-smoker back into a smoker.

What changes will you see in stores as of May 31, 2008?

Customers will not be able to see any tobacco products at any time before buying them.

Customers will not be allowed to handle cigarettes or other tobacco products before they purchase them.

Tobacco products include:

- cigarettes
- cigars
- cigarillos
- chewing tobacco
- pipe tobacco
- snus
- snuff
- other specialty tobacco products

