

Channel 4 FactCheck: tobacco ban evidence?



Channel 4's FactCheck has assessed the government's claim that banning cigarette displays in shops will stop young people smoking and rated it: **1**

How ratings work

Every time a FactCheck article is published we'll give it a rating from zero to five. The lower end of the scale indicates that the claim in question largely checks out, while the upper end of the scale suggests misrepresentation, exaggeration, a massaging of statistics and/or language.

The claim

"What other countries have found when they've banned point of sale [tobacco] displays is they reduced the number of young people taking up smoking, and that's the primary concern we have here."

Alan Johnson, health secretary, Today, Radio 4, 9 December 2008

The background

The government announced plans yesterday to ban the display of tobacco products in shops and supermarkets by 2013 - so no more colourful rows of cigarette packets lined up behind the newsagents' counter.

Since tobacco advertising was banned in 2002, these point-of-sale displays are the most prominent place in which cigarettes are visible to potential customers. [More](#)