

Commercial Tobacco Endgame Strategies: Perspectives on How to Successfully End the Tobacco Epidemic



Achieving a Smokefree Aotearoa

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Outline

New Zealand context

Smokefree Aotearoa 2025 goal

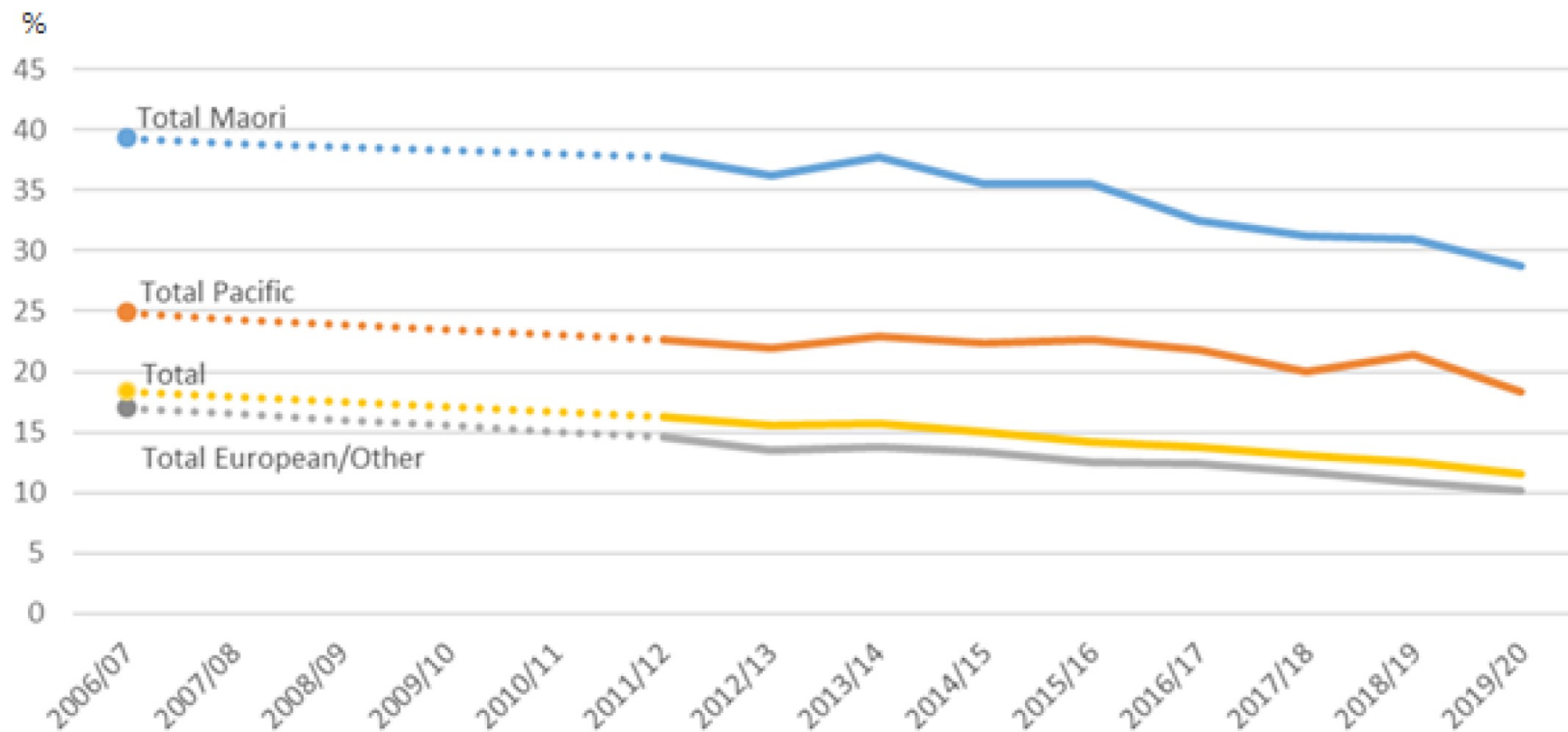
Proposed Smokefree Aotearoa 2025
Action Plan

Early milestones in NZ tobacco control

- 1963. TV & radio advertising banned
- 1974 First health warnings
- 1985 First substantial tax increases
- 1990 Most indoor workplaces smokefree,
<16 years sales banned, advertising banned
- 1995 Tobacco sponsorship ended
- 1995 Quitline launched
- 1999 First subsidised NRT
- 2004 Bars & restaurants smokefree
- 2008 Pictorial health warnings



Figure 1: Daily smoking prevalence by ethnicity, 2006/07–2019/20



Source: NZHS

Māori leadership and engagement with Smokefree Aotearoa 2025

It emerged out of new thinking on tobacco control by Māori leaders appalled by the unnecessary and wholly preventable loss of life and illness that afflicted Māori due to tobacco smoking.

L10A



Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori

Report of the Māori Affairs Committee

Forty-ninth Parliament
(Hon Tau Henare, Chairperson)
November 2010

Presented to the House of Representatives

Harawira Declares War On Big Tobacco

Wednesday, 31 May 2006, 12:04 am
Article: [Kevin List](#)

Scoop Audio: Harawira Declares War On Big Tobacco



Maori Party MP Hone Harawira outlines his plan to make NZ smokefree by 2010



Maori Murder

Have you heard how the tobacco industry kills Maori ?

R.I.P.

It's legal genocide.

Te Reo Marama
Māori Smokefree Coalition

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Shane Kawenata Bradbrook
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in New Zealand



The Smokefree 2025 Goal

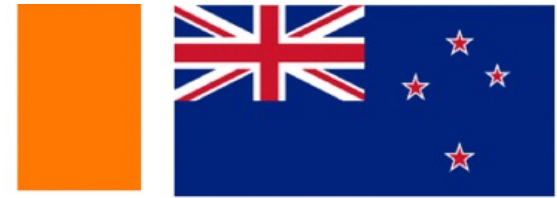


“..... the Government agrees with a longer term goal of **reducing smoking prevalence and tobacco availability to minimal levels, thereby making New Zealand essentially a **smoke-free nation by 2025.**”**

Government Response to the Report of the Māori Affairs Committee on its Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori Wellington: New Zealand (NZ) Parliament, 2011.

Endgame goals

2025 – Ireland, New Zealand, Sweden



2030 – Finland
(nicotine-free goal)



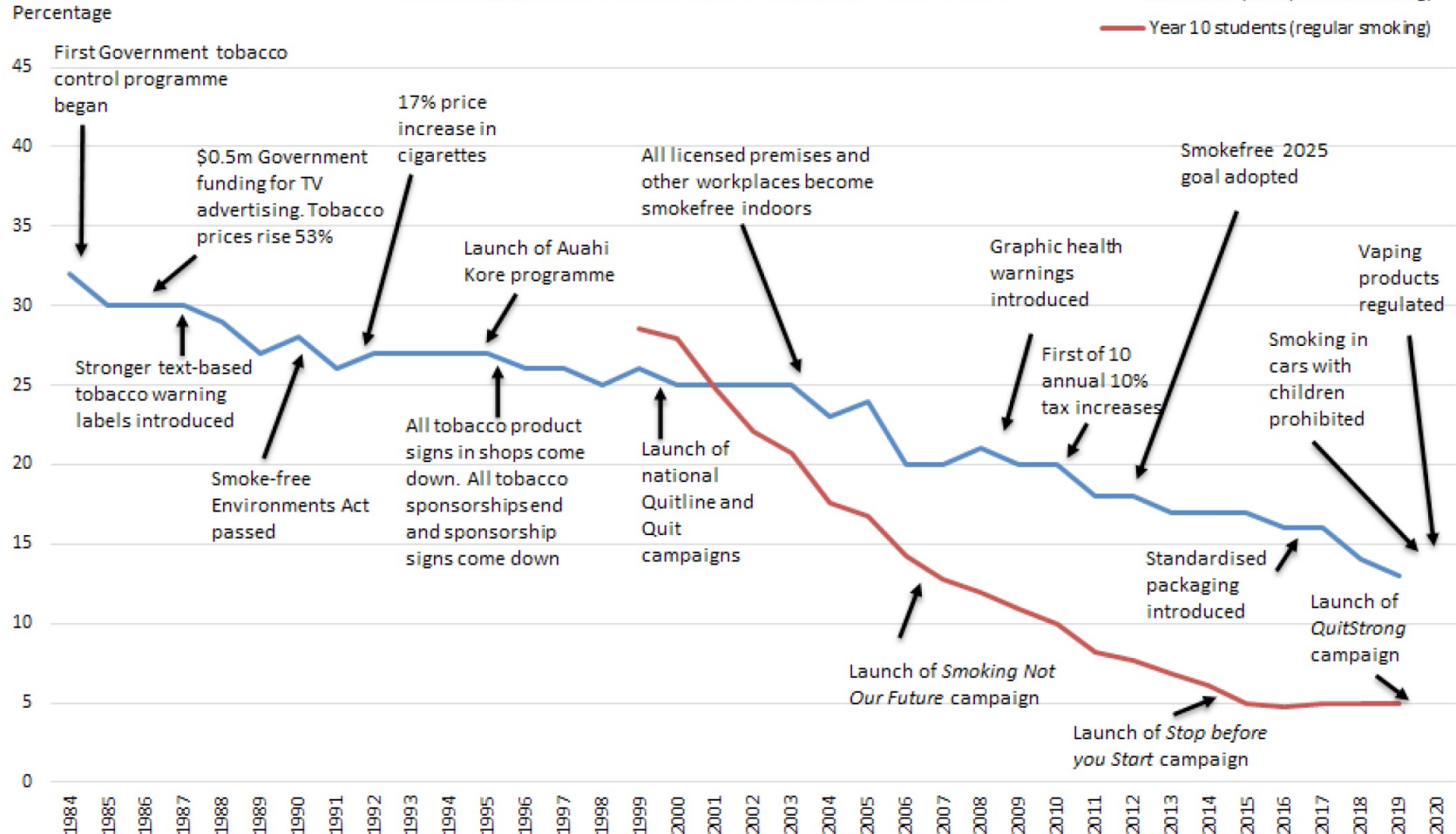
2034 – Scotland



2035 – Canada



Smoking prevalence in New Zealand, 1983–2020



Source: Health Promotion Agency, Ministry of Health

Govt strategies/action plans

- Strategies in place in 5 of the 6 countries (not NZ)
- In NZ, only non-govt strategy



IMPROVING SCOTLAND'S HEALTH



Raising Scotland's Tobacco-free Generation
Our Tobacco-Control Action Plan 2018




A comprehensive strategy for alcohol, narcotics, doping and tobacco policy 2016–2020



Ministry of Health and Social Affairs

Tobacco Free Ireland



Canada's Tobacco Strategy

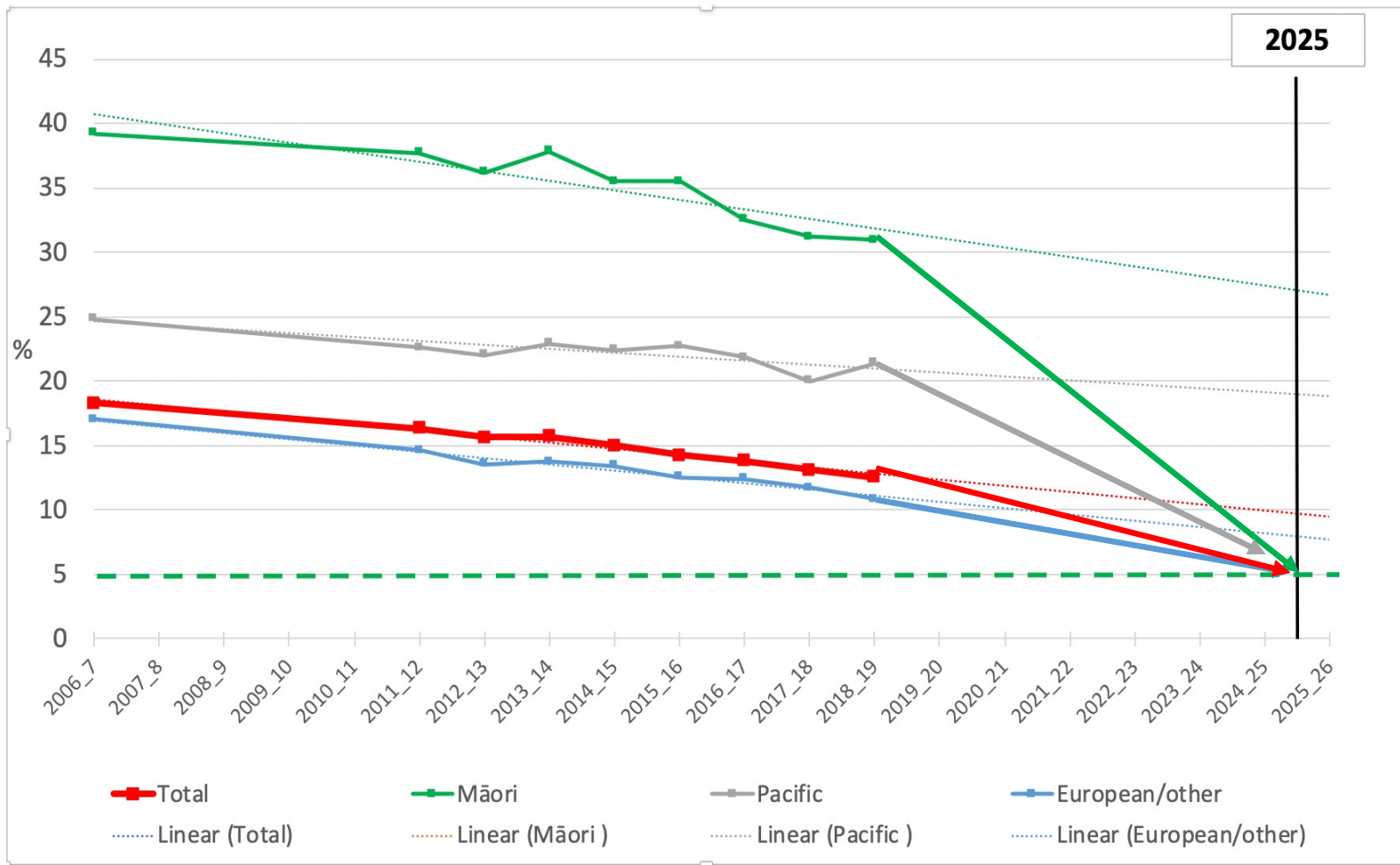
Reaching Less Than 5% Use by 2035

Tobacco use continues to be the leading preventable cause of premature death in Canada. While tobacco use has decreased, a significant number of Canadians still use tobacco and cigarette smoking kills **45,000 Canadians each year**. The total costs of tobacco use are more than \$16B per year. The Government of Canada has announced a target of less than 5% tobacco use by 2035 to reduce the staggering death and disease burden of tobacco use. Reaching this target will save millions of lives and billions of dollars.

What does "Less than 5% by 2035" mean?

Today, there are approximately 4.6 million Canadians

Trends in adult daily smoking (NZHS)



New Zealand vaping products regulatory context

Pre 2017

- Very restricted availability of nicotine-containing vaping products

March 2017 – February 2020

- Progressively greater availability of nicotine-containing vaping products + marketing

Feb 2020 - Smokefree Environments & Regulated Products (Vaping) Amendment Bill

- Sale of devices/e-liquids etc allowed in R18 specialist vape stores + other retailers
- New regulatory controls introduced e.g.
 - Full range of e-liquid flavours available only at specialist vaping retailers
 - No sales <18 years
 - No advertising and sponsorship for ECs etc
 - No use of ECs in legislated smokefree areas (allowed in specialist vape stores)
 - Product notification with early warning system/recall, safety standards
 - Packaging/labelling, nicotine content regulation to be developed (? based on UK regulations)

Vaping Facts website



<https://vapingfacts.health.nz/>

Quit Strong campaign

QUIT STRONG GET A FREE QUIT COACH SWITCH TO VAPING STAY QUIT ▾

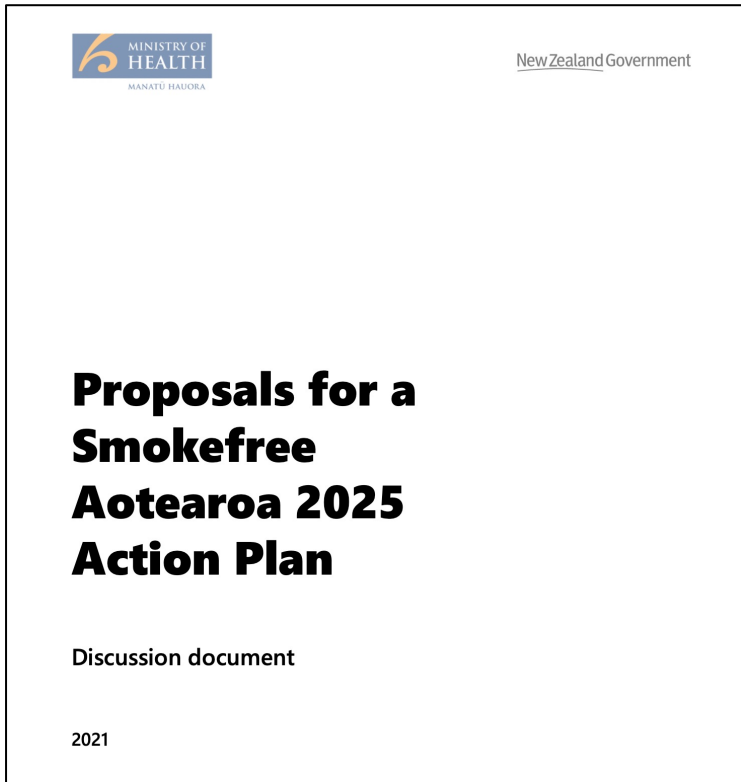
Switch to vaping

Vaping is a lot less harmful than smoking, and a lot cheaper! Switching to vaping makes quitting easier and can still be social.

ON THIS PAGE...

- What is vaping?
- Vaping to Quit

<https://www.quitstrong.nz/switch-vaping>



Availability

- Greatly reduce supply by limiting number of retail outlets + store types
- Retailer licensing

Availability

- Smokefree generation policy

Addictiveness and appeal

- Mandated VLNCs
- Prohibit filters
- Prohibit design interventions

Affordability

- Minimum price

Strengthen tobacco control system

- Māori governance
- Community action for SF2025
- Research, evaluation and monitoring
- Compliance and monitoring

Intensify current initiatives

- Enhanced cessation support (priority populations)
- Increased mass media campaigns

Key features

- Comprehensive and multi-faceted
- Strong disparities/equity focus
- Acknowledgement of need to help people who smoke to quit and prevent young people starting
- Acknowledgement of broader social and environmental determinants of quitting and uptake
- Evidence and expert informed
- Inclusion of bold 'endgame approaches' including in areas of supply and product design and attributes
- Risk-proportionate regulation and possible synergies through availability of alternative products for people who smoke

To accelerate progress towards Smokefree 2025, we must change how we tackle smoking. **We will not achieve it with a business-as-usual approach.**

We are committed to achieving health equity in Aotearoa New Zealand and I will support this commitment by developing an action plan that **seeks to eliminate inequities in smoking rates and smoking-related illnesses.**



...we must take **measures that alter the broader environment in which people live**, to make it easy for young people to remain smokefree and for smokers to quit, rather than only focus on measures that have an influence at an individual level.

The addition of vaping products to the market provides decision-makers with an opportunity to adjust the regulatory settings in the Smokefree Environments and Regulated Products Act 1990 towards **a more risk-proportionate framework**. This framework would **make smoked tobacco much less accessible and less desirable than vaping products and smokeless tobacco.**



Availability

Greatly reduce supply by limiting number of retail outlets



Availability

Increase legal age of sale of tobacco products or tobacco free generation policy



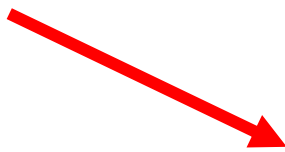
Addictiveness and appeal

- Mandated VLNCs
- Ban design innovations
- Ban additives



Intensify current BAU approaches e.g.

- Enhanced cessation support
- Increased mass media campaigns



Affordability

Reinstate annual tobacco tax increases + minimum price



» Home >

Five Strategic Approaches to Achieving the Smokefree Aotearoa 2025 Goal

Posted on [January 28, 2021](#) by [tedla55p](#)

Richard Edwards, Nick Wilson, Janet Hoek, Anaru Waa, George Thomson, Tony Blakely

The new NZ Government is to be congratulated for working on an Action Plan towards achieving the Smokefree Aotearoa 2025 Goal. To inform this process, we briefly set out five potential strategies for achieving this important health and equity goal and discuss their implementation.

Availability

[Post 2025] – ‘Sinking Lid’ on imports of tobacco products



Reactions

BMJ Journals

Tobacco Control

Impossible until implemented: New Zealand shows the way

Mike Daube ¹, Raglan Maddox ²

“Minister Verrall and the New Zealand Government deserve great praise for their excellent, world-leading plan. Their exemplar role can be crucial in saving thousands of lives in their own country and millions of lives around the world.”

Reactions

Revealed: Big Tobacco behind dairy owners' postcard protest at Parliament

22 Jun, 2021 11:10 AM

🕒 4 minutes to read



Act deputy leader Brooke van Velden after receiving the petition of postcards from dairy owners at Parliament.

Photo / Mark Mitchell



By: **Derek Cheng**

Derek Cheng is deputy political editor for the New Zealand Herald

derek.cheng@nzme.co.nz



We Should Be Thanking Smokers. Instead, We're Making Them Miserable



Tuesday, 25 May 2021, 8:50 am

Opinion: **Taxpayers' Union**

Auckland black market tobacco: Dairies selling illegal smokes for organised crime groups

George Block · 05:00, Jun 02 2021



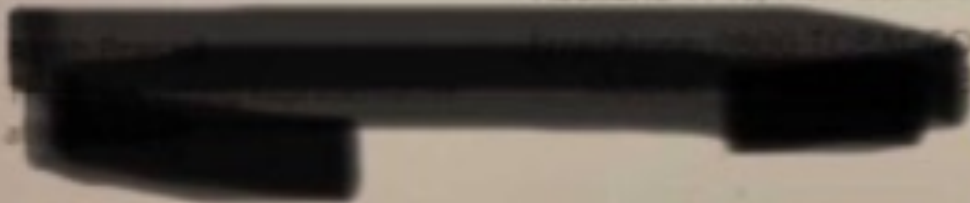
British America Tobacco said: “...there is a very real risk that many of its proposals in this action plan will directly drive more demand and more sales of illegal tobacco.... It simply generates more cash for criminals.”

<https://www.rnz.co.nz/news/national/440560/smoke-free-group-says-cigarette-purchase-age-would-not-affect-smoking-rates>



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Free Aotearoa 2

Store: _____

Phone: _____

... (Business), Minister Verrall (Health

... e. It is unfair and will create

...

... understand the wishes to get people off cigarettes, but if I lose tobacco, not only c
... completely and all the sales of milk, bread and the other items they buy together.

If nicotine is slashed, filters banned and price goes up, many people will go to the b
-> **these will badly hurt my business, increase risk of robbery to personal safe**

Please allow me to continue selling tobacco and all vaping flavours, so I can continue
unfairly punishing my small family business.

Next steps/timeline

- Review of submissions and advice to Minister (2021)
- Final action plan and Cabinet consideration (2021)
- Implementation and legislation (2022 ->)

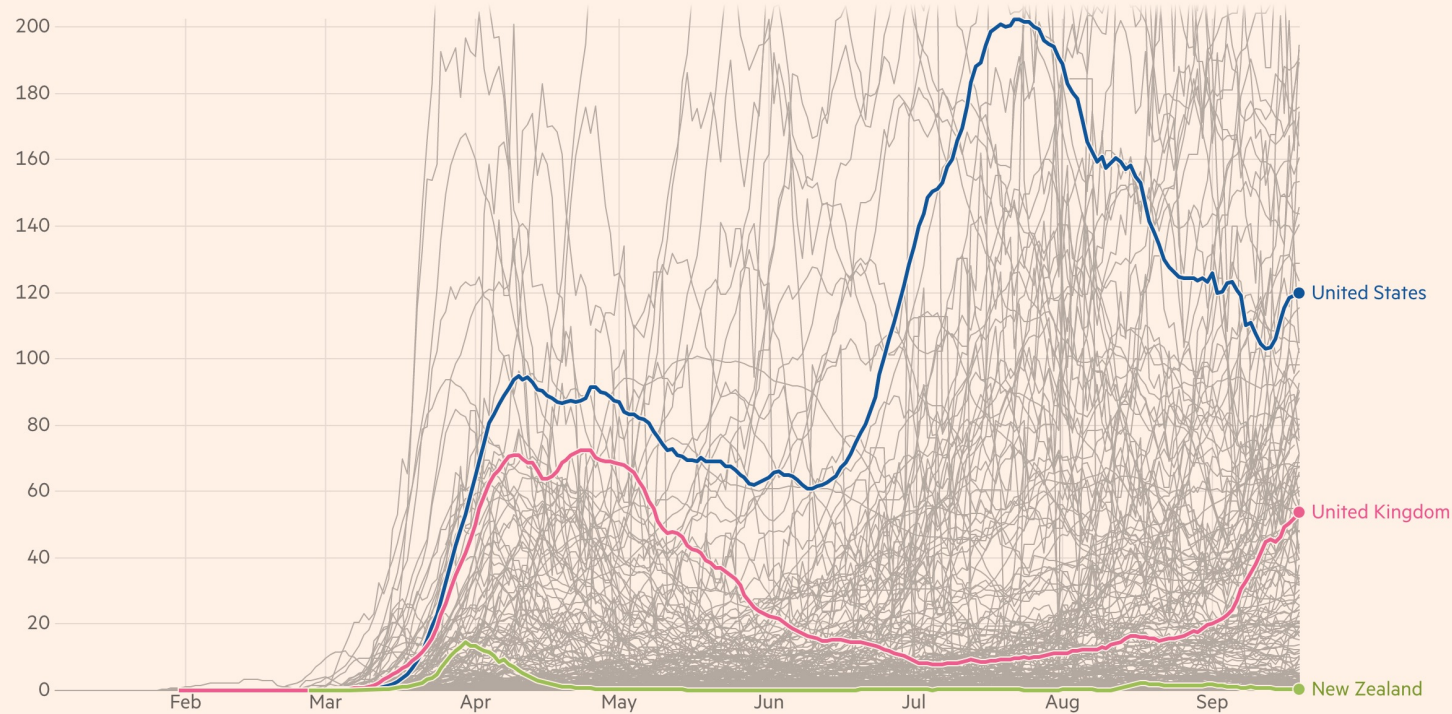
Tobacco industry response
Advocacy and debate!

Asia & Pacific

New Zealand isn't just flattening the curve. It's squashing it.

New confirmed cases of Covid-19 in United States, United Kingdom and New Zealand

Seven-day rolling average of new cases (per million)



Source: Financial Times analysis of data from the European Centre for Disease Prevention and Control, the Covid Tracking Project, the UK Dept of Health & Social Care and the Spanish Ministry of Health. Data updated September 20 2020 6.01pm BST. Interactive version: ft.com/covid19

Whaia te iti
kahuranga ki
te tuohu koe
me he
maunga
teitei

<https://aspire2025.org.nz/hot-topics/hot-topic-action-plan-for-smokefree-aotearoa-2025/>



A Smokefree Aotearoa by 2025

—let's do it for the kids