

Smoking and Vaping: Not Our Future



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Disclosures

No Industry Funding or Interests to Declare

- Serve on several advisory groups
- NZ Govt, NGOs, Crown Entities
- International research collaborations with smokefree goals

Have received payment for expert testimony/ advice

- Pou vs British American Tobacco (New Zealand) Limited and W D & H O Wills (New Zealand) Limited
- Australian Govt Dept of Health and Aging Plain Packaging EAG
- Food Standards Australia and NZ SSEAG

Funding from Marsden, HRC, Cancer Society, Heart Foundation

Overview

- A brief reminder
- What we've achieved (and not achieved)
- A new future



Janice Pou

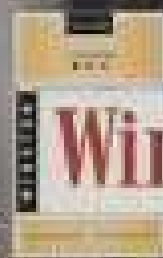


JURIED COUNTRY MARIANO. Sipping Smokey
You Don't Believe? Selects Hubs at Your Health.

"Yeah, I got a
tattoo.
And no, you can't see it."



No Additives.
No Bull.



Wills Lights is a
light cigarette.
It is not a low tar
cigarette.



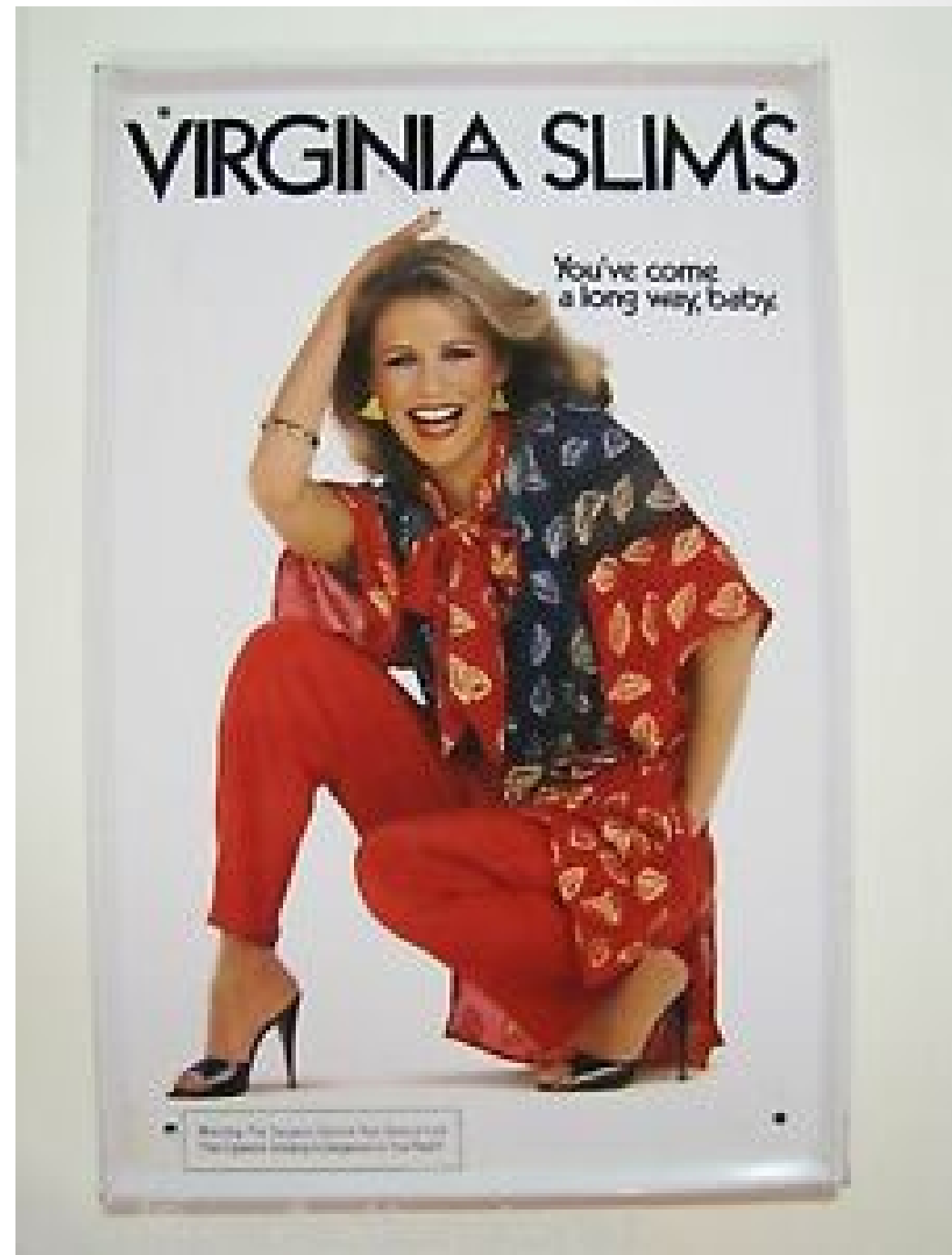
**Come to
where the
flavor is.**

Marlboro
100's
RED CLASSIC CIGARETTES

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 17 mg. "tar," 1.1 mg. nicotine—
100's: 18 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Apr. 75

The advertisement features a close-up of a man in a cowboy hat and a brown jacket, holding a lit cigarette and a lighter. The background is dark, making the man and the cigarette stand out. In the bottom right corner, there are two packs of Marlboro 100's cigarettes, one red and one gold.



VIRGINIA SLIMS

You've come
a long way, baby.

Warning: Quitting Now Greatly Reduces Serious Risks to Your Health.

The advertisement features a woman with blonde hair, wearing a red dress with a floral pattern and a blue shawl. She is sitting on the ground, smiling, with her hand on her head. The background is a plain, light color. At the top, the brand name "VIRGINIA SLIMS" is written in a large, bold, serif font. Below it, the slogan "You've come a long way, baby." is written in a smaller, sans-serif font. At the bottom, there is a small rectangular box containing a warning message.

I CHOOSE
AN AMERICAN ORIGINAL

LUCKIES
AN AMERICAN ORIGINAL
LUCKY STRIKE
FILTERS

This advertisement features a black and white photograph of two women kissing. The woman on the left has long dark hair and is wearing a dark jacket and a wide, ornate belt. The woman on the right has long blonde hair and is wearing a patterned top. In the bottom right corner, there is a pack of Lucky Strike Lights cigarettes. The text 'I CHOOSE' is written in large, bold, white letters, with 'AN AMERICAN ORIGINAL' in smaller white letters below it. The pack of cigarettes is labeled 'LUCKIES AN AMERICAN ORIGINAL' and 'LUCKY STRIKE FILTERS'.

PARLIAMENT
Menthol Lights

PERFECT BESS.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

This advertisement features a photograph of a man and a woman on a beach. The man is shirtless and wearing white shorts, holding a cigarette. The woman is wearing a white shirt and is kneeling in the shallow water, holding a large white dog. The background is a clear blue sky and turquoise ocean. In the top left corner, there is a pack of Parliament Menthol Lights cigarettes. The text 'PARLIAMENT' is in a bold, white, sans-serif font, and 'Menthol Lights' is in a white, cursive font. Below the pack, the text 'PERFECT BESS.' is written in a small, white, sans-serif font. At the bottom, there is a white box containing the text 'SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.' in a small, black, sans-serif font.



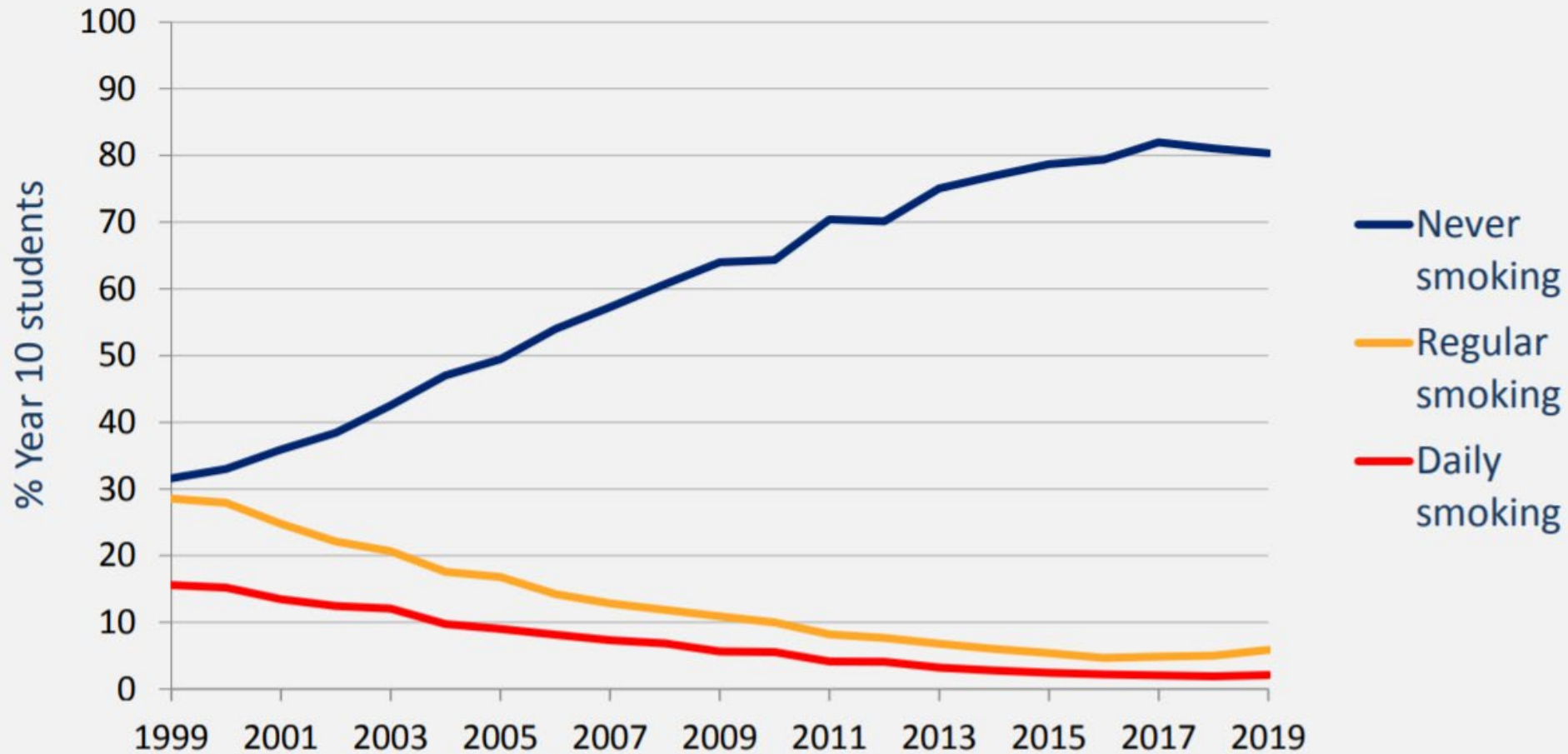
"No words are strong enough [to describe] a mixture of fear and sadness. It makes me feel sick at heart when I think of all the events, weddings, birthdays, Christmases and the arrival of more grandchildren that I'll miss ... I love life."

(Janice Pou, died of lung cancer aged 51)

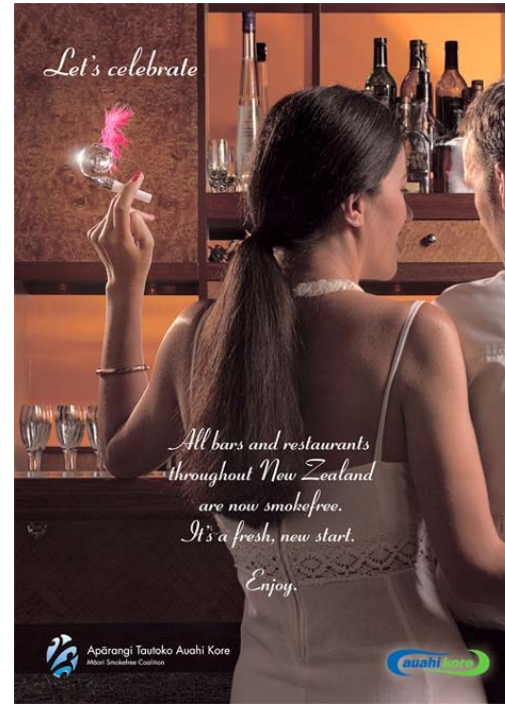
Regular smoking (ASH Y10 data)



Overall daily smoking rates continue to be very low



Source: ASH Y10 data

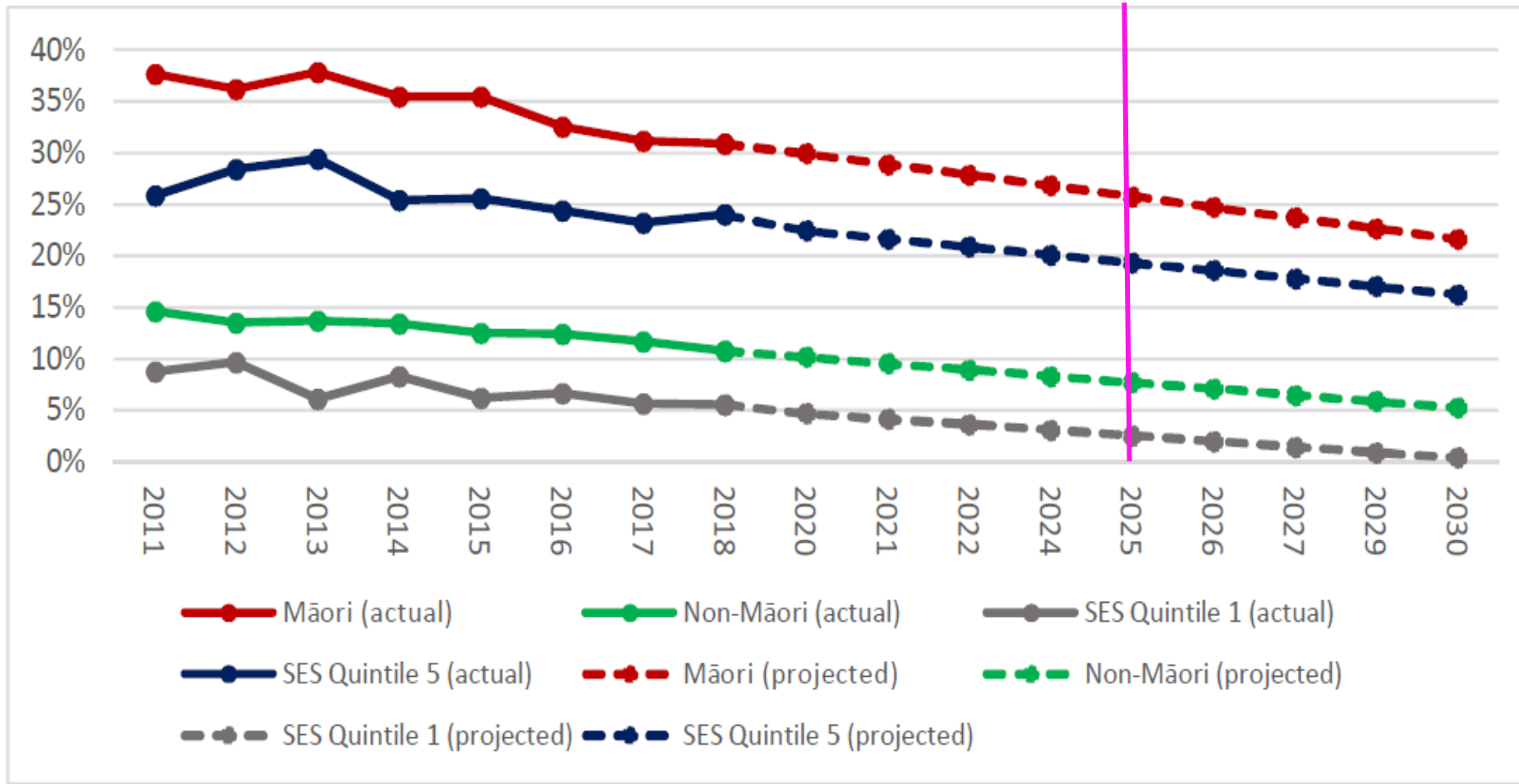


(L) A typical tobacco product display. (R) A tobacco display following the implementation of the ban in Australia (www.tobaccoinaustralia.org.au).

So, there are reasons to feel pleased



Current Smoking Prevalence 2011 → by ethnicity and SES



Proposals for a Smokefree Aotearoa 2025 Action Plan

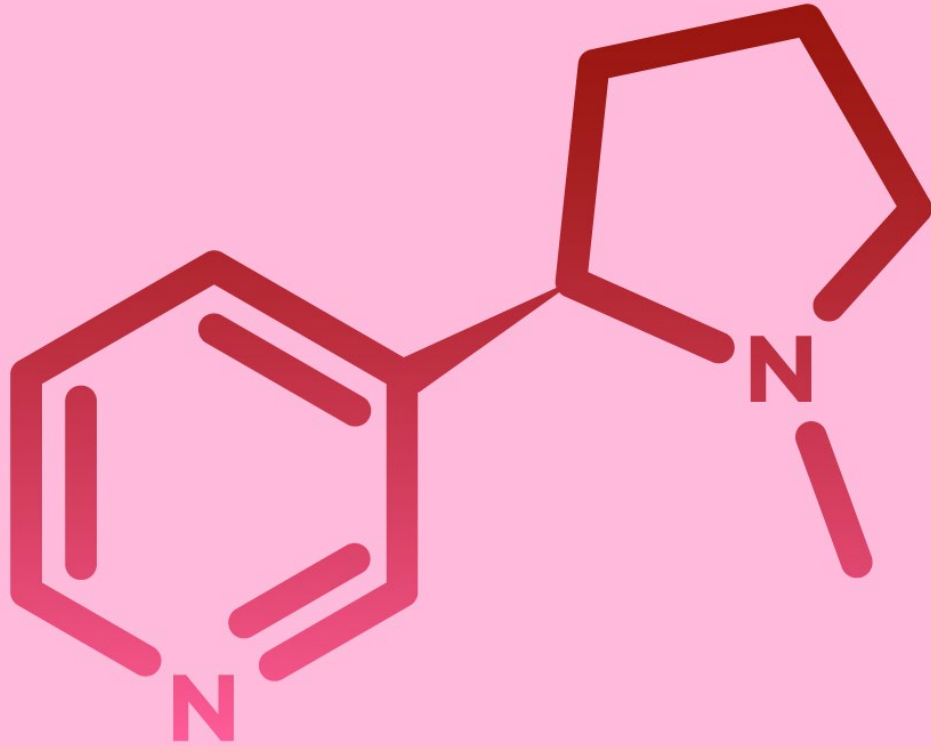
Discussion document

2021

Proposals for a Smokefree Aotearoa 2025 Action Plan

Submissions close 5.00 pm, Monday 31 May 2021.

Published online: 15 April 2021



Nicotine
(Tobacco)





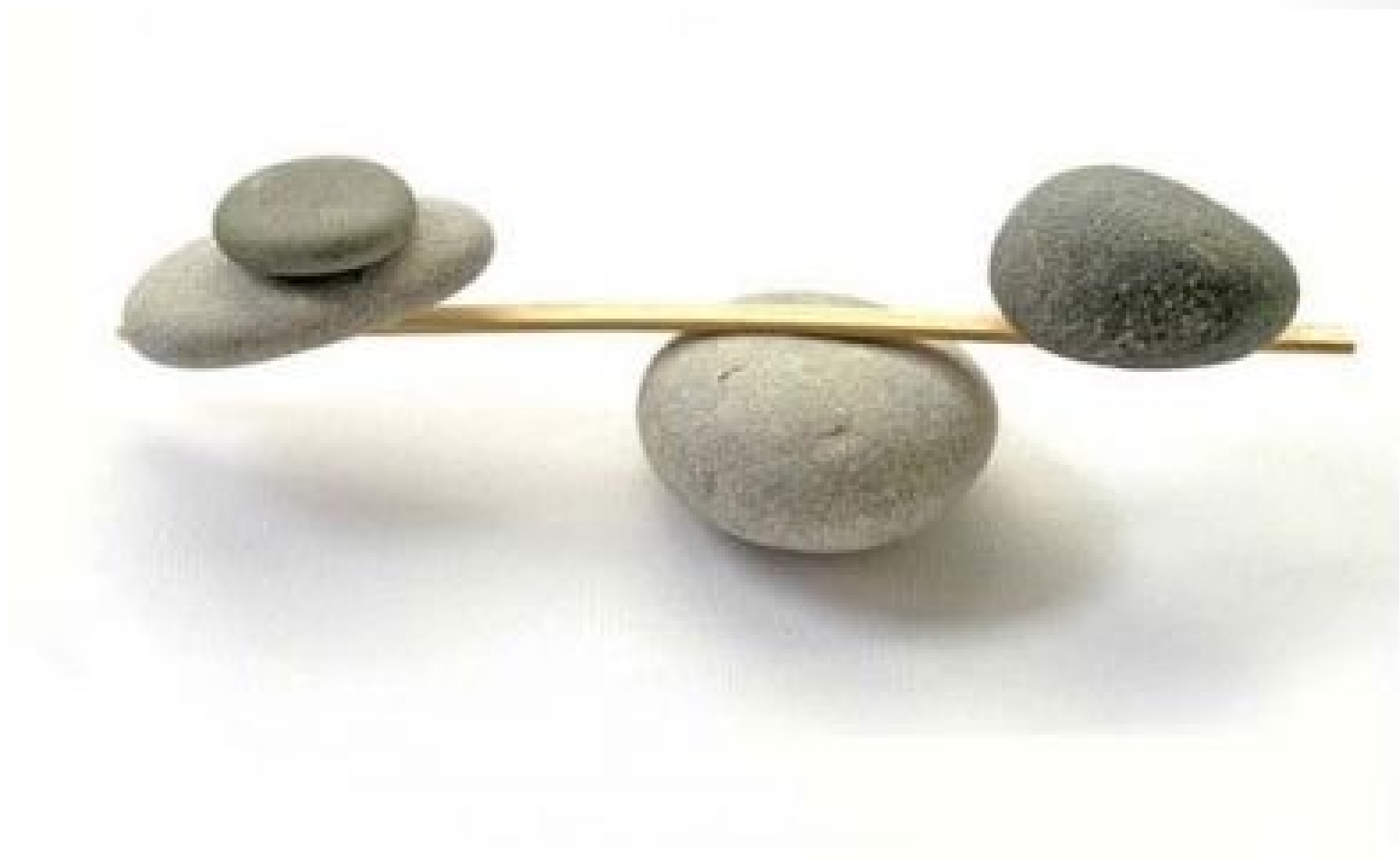
Marsh et al., *Health & Place*, 2013.



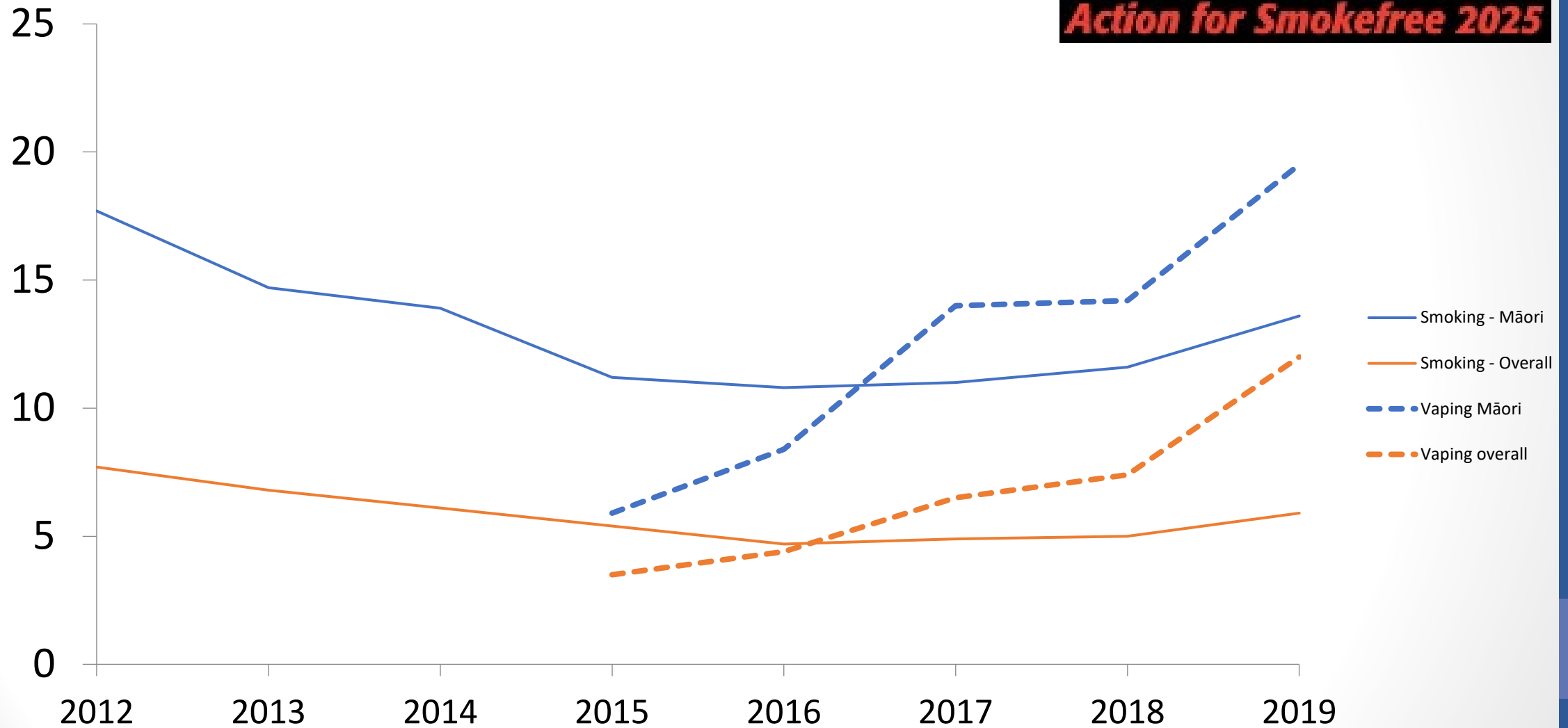
AOTEAROA
NEW ZEALAND

2025



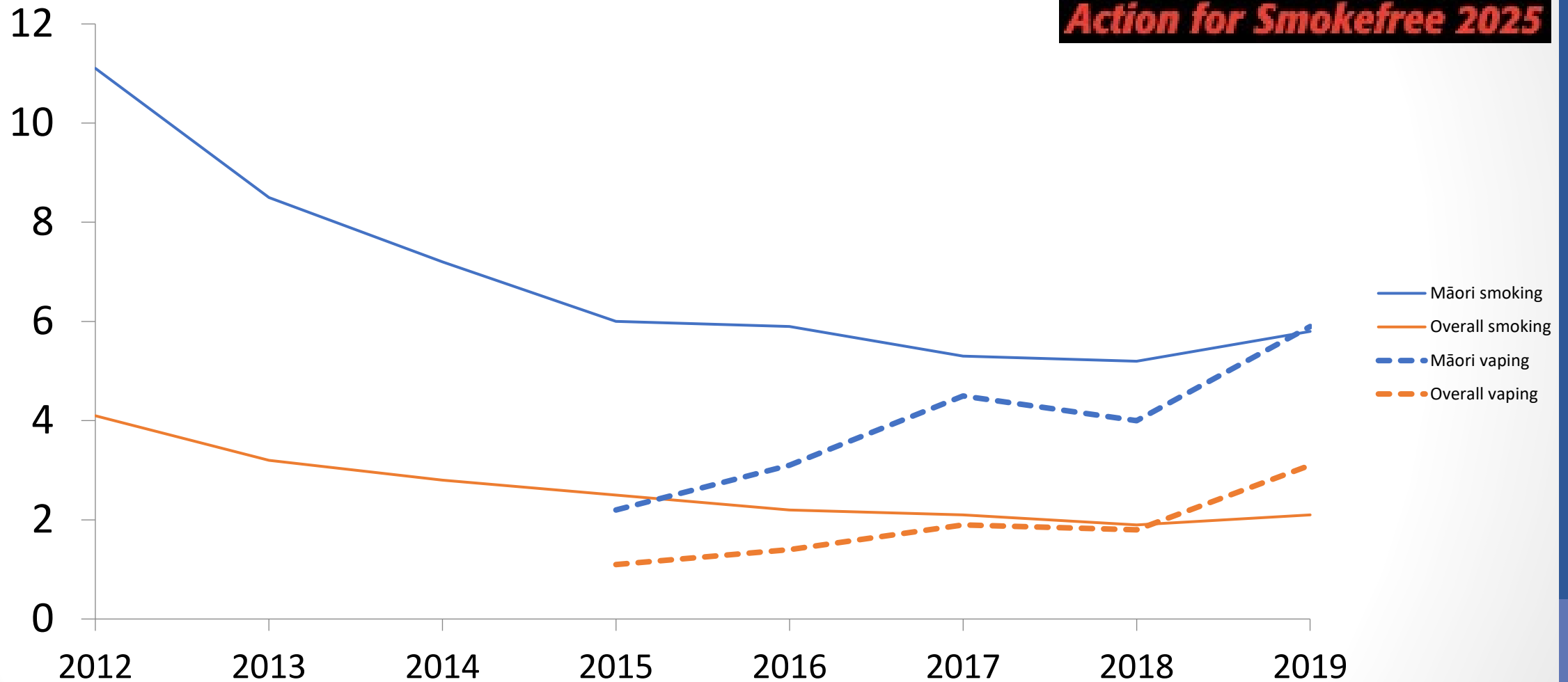


Year 10 (14-15 years) REGULAR smoking and vaping prevalence



Source: Dr Jude Ball, using ASH Y10 data

Year 10 (14-15 years) DAILY smoking and vaping prevalence



Source: Dr Jude Ball, using ASH Y10 data



SORRY BUT
YOUR HEALTH MAY
BE HAZARDOUS
TO OUR PROFITS!

COUGH!

COUGH,
COUGH!

**TOBACCO
INDUSTRY**

www.OTHERWORDS.ORG



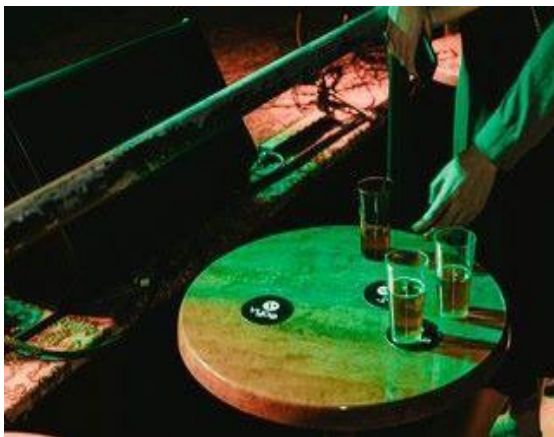
ninjamegz · Follow
Rhythm and Alps

ninjamegz I'll get my mams out for a tickets to @officialfatboyslim with @vypenz! #vypenz #bringit #lemmewin #mammammam #makemyday #rythmandalps

Irenlau 🙌
lorena_deville 🍷🍷🍷🍷🍷🍷
dj_kal33m make my day 🙌👑princess
yummymummypodcast Two tickets, one for each! 🙌❤️
ninjamegz @yummymummypodcast 🥰🥰
🥰 yassssss
yummymummypodcast @ninjamegz Happy New Year gorgeous!

👍🗨️📤🔖
48 likes

jamegz/





The less dangerous tobacco seems to teens, the more they use it.

THE TOBACCO
INDUSTRY HAS
A KIDS MENU.

FlavorsHookKids.org



Risks



Whose behaviour do we want to change?





Kia ora – thank you!

Questions??

www.aspire2025.org.nz

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<https://www.health.govt.nz/publication/proposals-smokefree-aotearoa-2025-action-plan>