

# Learning from countries with endgame goals

**INSPIRED project findings**



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# Endgame thinking

- Tobacco use crisis
- ‘Endgame’ ideas
- Features:
  - overarching radical goal
  - time limited
  - reject business-as-usual



**‘Imagine things otherwise’**

# INSPIRED project

**Canada**

**Finland**

**Ireland**

**New Zealand**

**Scotland**

**Sweden**

Six countries with govt  
endgame goals:

1. Document &  
disseminate nature,  
progress and status of  
endgame goals
2. Share experiences, and  
learning

# Methods

1. Select countries;  
recruit key informants
2. Design & distribute  
template
3. Info gathered by in-  
country team
4. Report to synthesise  
each country's  
experience and overall  
learning



# Nature of endgame goals

**2025** – Ireland  
New Zealand  
Sweden



**2030** – Finland  
(nicotine-free goal)



**2034** – Scotland



**2035** – Canada



# Comparing approaches

## Similarities

- MPOWER measures mostly in place
- No cutting-edge novel endgame interventions (except additives)
- Strategy/action plan in almost all countries – variable extent and detail
- Stated equity focus

## Differences

- Context important -> diverse
- Strong civil society engagement & partnership approach in Sweden, Ireland, Finland, Scotland
- Varying approaches to harm reduction

# Govt strategy/action plan

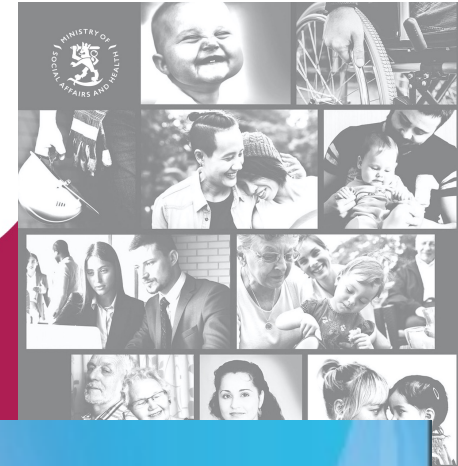
- Strategies in place in 5 of the 6 countries
- In NZ, only non-govt strategies



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**



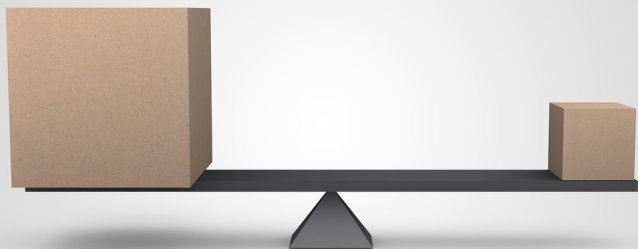
## Reaching Less Than 5% Use by 2035

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

# Equity focus



All six countries have a stated focus on reducing disparities e.g:

- Scotland's strategy has a high priority on reducing socioeconomic inequalities
- NZ goal includes mid-term targets by ethnicity, strong Māori and Pacific leadership, Māori-led national advocacy organisation with a strong focus on reducing indigenous inequity

**But – inadequate progress at reducing disparities often highlighted**



# INSPIRED - Enablers

Political support

Public support

Strong  
NGOs and  
NGO  
advocacy



Govt  
commitment,  
strategy and  
timeframe

Cross-sector  
collaboration and  
structures

Interim targets, review  
mechanisms, evaluation and  
research

# Cross-sector work and strong NGOs

- Strong cross-sectoral activities in several countries
- NGO sector often described as key strength
- Mechanisms to coordinate integrated work btwn govt and NGO sector often present (NZ exception)



# Challenges and threats

- Competing political priorities
- Persisting disparities in smoking
- Patchy application of proven measures
- Resources & capacity
- Lack of unity in tobacco control community
- Tobacco industry tactics



# Implications



- Diverse goals and approaches
- **Ongoing disparities = key challenge**
- Need to intensify and consider bold endgame interventions
- This learning can help to inform decision-making in other countries

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