ASPIRE 2025

University of Otago
Te Whare Wānanga o Otāgo
New Zealand

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

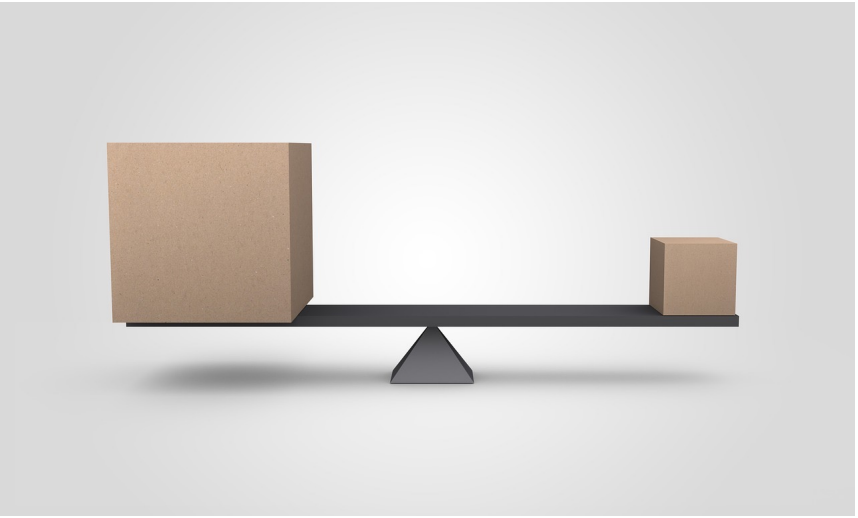
Differences

- 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

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

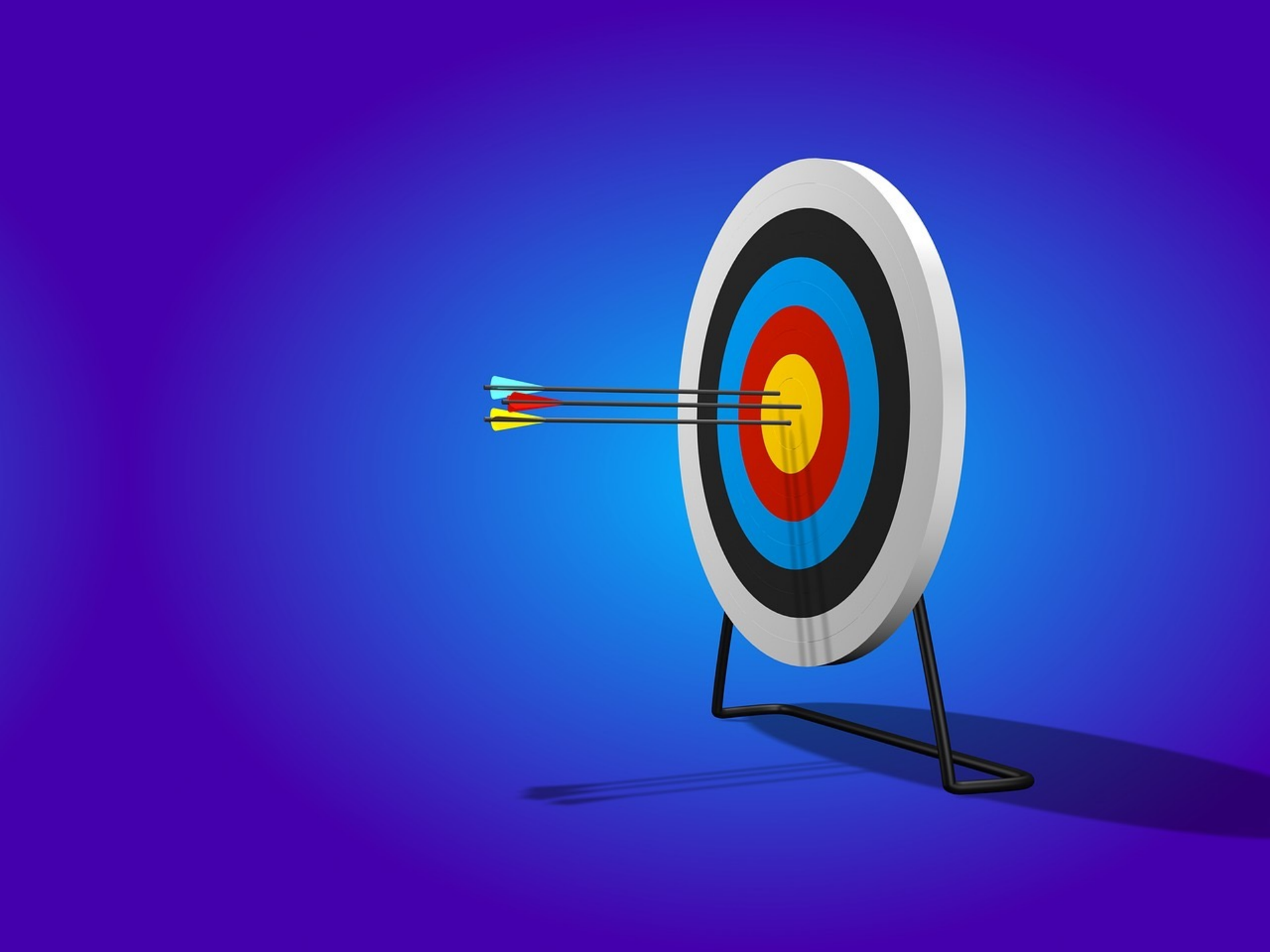
Acknowledgements

Rob Cunningham (Canada)

Meri Paavola, Heikki Hilamo and Otto Ruokolainen (Finland)

David Evans, Fenton Howell (Ireland)

Andrew Waa, George Thomson and Jane Chambers (New Zealand)

Morris Fraser and Amanda Amos (Scotland)

Göran Boethius (Sweden)