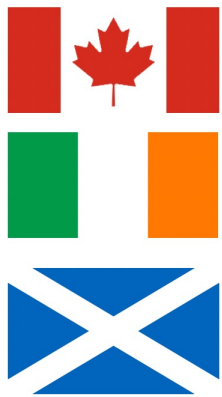


# Emerging lessons from countries with tobacco endgame goals.

## Findings from the INSPIRED (Network to Share Insights on Tobacco Endgames) project



**25<sup>th</sup> SRNT Annual Meeting**  
**February 20-23 2019, San Francisco**

**Louise Thornley, Richard Edwards,  
Robert Schwartz, Mervi Hara, Luke  
Clancy, Sheila Duffy, Hans Gilljam**

# Background

- Growth in ‘endgame’ ideas in tobacco control
- Features:
  - over-arching radical goal
  - time-limited
  - rejection of BAU for ‘endgame’ approaches
- 6 countries adopted Government endgame goals

‘Imagine things otherwise’



# INSPIRED aims

1. Document and disseminate nature, progress and status of endgame goals

2. Share experiences, ideas and best practice



# Methods

1. Select countries (Canada, Finland, Ireland, New Zealand, Scotland and Sweden) and recruit key informants
2. Design & distribute a template to gather info
3. Information gathered by in-country team using template and key documents
4. Drafted summary report of:
  - context/origins, current status and situation analysis of endgame goal in each country;
  - synthesised key learnings across countries

# Nature of endgame goals



- Nicotine-free goal: less than 5% daily prevalence by 2030 for tobacco smoking and nicotine use



- Goal for minimal smoking prevalence and tobacco availability by 2025



- Goal to achieve less than 5% smoking prevalence by 2025



- Goal to achieve 5% or less smoking prevalence by 2034



- Goal to achieve less than 5% smoking prevalence by 2025 (snus excluded)



- Goal to achieve less than 5% smoking prevalence by 2035

# Contexts

All (or most) countries have:

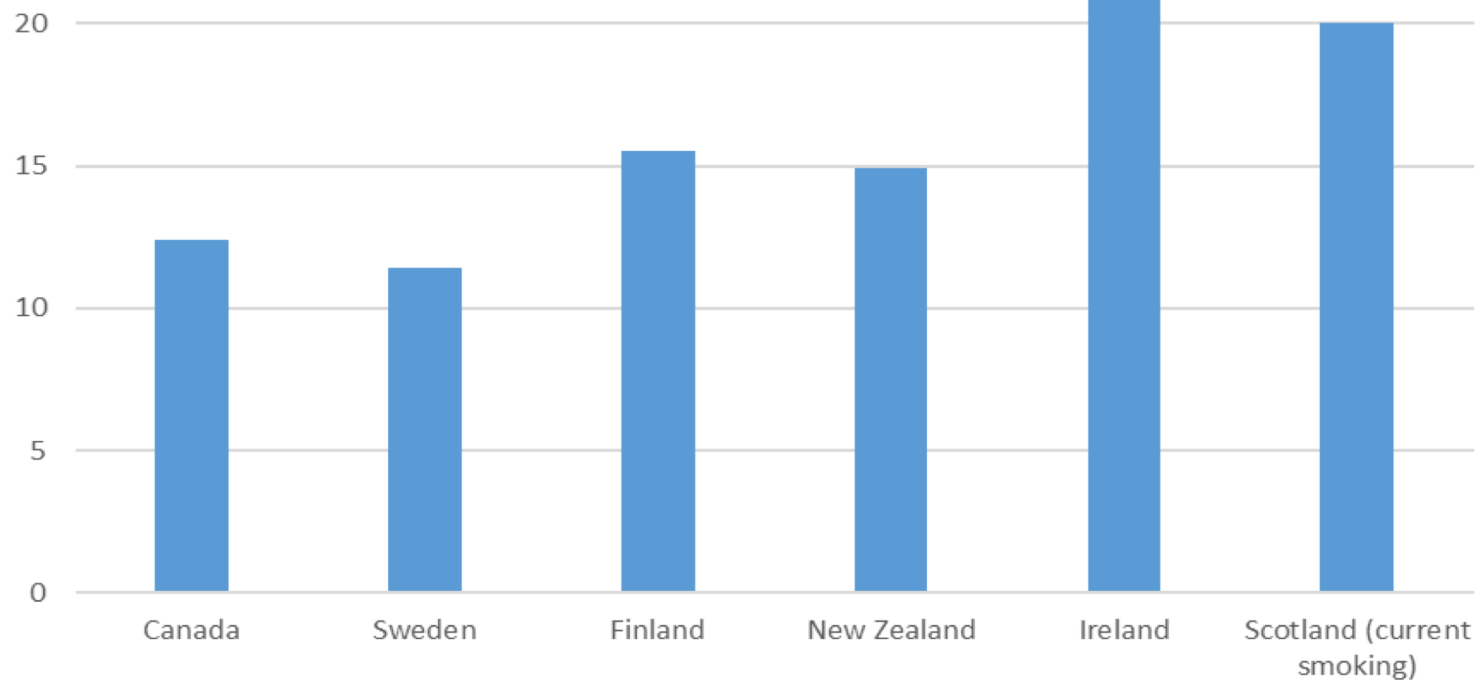
- relatively low, declining smoking prevalence
- history of strong TC policy implementation
- equity concerns as a key driver in endgame strategies
- public support for strong action on smoking
- advocacy from influential political ‘champions’
- strong NGO/civil society TC sector

But also, unique contextual features shaping nature of the endgame goal and approach

# Progress towards endgame goals

## Daily adult smoking prevalence in 2015 - women

Source: Global Burden of Disease estimates, The Lancet, April 5, 2017, and the 2015 Scottish Health Survey



# Commonalities and differences in approach

## Commonalities

- MPOWER interventions mostly in place
- No cutting-edge novel endgame interventions
- Strategy/action plan in all countries **except NZ** – variable extent and detail
- Equity focus in all countries

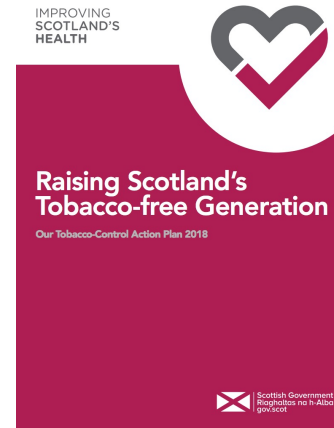
## Differences

- Context important -> heterogeneity
- Very strong civil society engagement and partnership approach in Sweden, Ireland, Finland and Scotland
- Varying approaches to harm reduction



# Government strategy/action plan

- Strategies in place in Scotland, Ireland, Canada, Sweden and Finland
- Mostly limited in specific measures and timelines, no bold measures
- Non-Government strategies only in New Zealand



Proposals for action by the working group  
Development of tobacco and nicotine policy

REPORTS AND MEMORANDUMS OF THE MINISTRY OF SOCIAL AFFAIRS AND HEALTH 46/2018



## 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. With tobacco use in 2016, a significant number of Canadians die from tobacco and cigarette smoking: 45,000 Canadians each year. This is the same as the number of deaths from 9,000 gun deaths. The Government of Canada has announced a target of halving the tobacco use by 2035 to reduce the ongoing health and disease burden of tobacco use. Reaching this target will save hundreds of lives and billions of dollars.

The Government of Canada will continue to legislate and regulate tobacco to prevent youth and non-smokers from becoming addicted to the most addictive substance "Spice" (Nicotine). As the first step towards this goal, the new Canada's Tobacco Strategy represents a bold, comprehensive and integrated approach to addressing tobacco use.



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

Today, about 16 million Canadians are regular smokers (18 million when including youth). Based on population projections, including the rate of tobacco use, by 2035 the number of smokers is expected to fall to 1.8 million Canadians, using tobacco.

**Continuation and Health Reduction**  
Nicotine Replacement Therapy (NRT) products, such as patches, gum, and inhalers, are currently available in Canada. Continued use of NRT is not recommended for long-term use. NRT is not a substitute for quitting. It is important to use NRT in combination with other cessation strategies, such as counseling, to increase the chances of quitting successfully. Nicotine replacement therapy (NRT) can be used in combination with other cessation strategies, such as counseling, to increase the chances of quitting successfully.



# Equity focus

- All the endgame countries have a stated focus on reducing disparities in smoking
- For example:
  - Scotland's and Ireland's strategies include a high priority on reducing socioeconomic/ethnic inequalities:
  - NZ includes ethnicity specific mid-term targets, strong Māori and Pacific leadership, Māori led national advocacy organization
- But – inadequate progress at reducing disparities often highlighted

# INSPIRED - Enablers

- Political support
- Government commitment with comprehensive strategy and timeframe
- Strong NGOs and NGO advocacy
- Cross-sector collaboration and structures
- Public support
- Interim targets, review mechanisms, evaluation and research

# Enablers – cross-sectoral activities and strong NGO sector

- Strong cross-sectoral activities in several countries
- NGO sector often described as key strength
- Specific mechanisms for coordination and Govt integration with NGO sector often present (not NZ)



# Challenges and threats

- Competing political priorities
- Challenge of maintaining momentum with long term goals
- Level of resources and capacity to support interventions for endgame goals
- Persisting disparities in smoking prevalence
- Lack of unity in tobacco control community
- Tobacco industry tactics and interference

# Conclusions

- Heterogeneity of contexts, goals and approaches (including Tobacco Harm Reduction)
- Marked similarities in enablers and challenges
- Ongoing disparities = key challenge
- ?? Need for intensification and consideration of bold endgame interventions
- Learning from INSPIRED countries important for evaluating effectiveness of approach and informing decision-making in other countries

# Acknowledgements

## **Additional contributors from the 6 INSPIRED countries:**

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)

## **Conflict of interest**

The project is funded out of internal sources. The authors have no conflicts of interest to declare.



A Smokefree Aotearoa by 2025

—let's do it for the kids



**ASPIRE**  
2025

**Kia ora  
Thank you**

[richard.edwards@otago.ac.nz](mailto:richard.edwards@otago.ac.nz)  
[louise.thornley@otago.ac.nz](mailto:louise.thornley@otago.ac.nz)

[www.aspire2025.org.nz](http://www.aspire2025.org.nz)

[@ASPIRE2025](https://twitter.com/ASPIRE2025)