

Office of Research and Surveillance Seminar

Smokefree Aotearoa: what are the lessons for achieving endgames for the smoking epidemic

Richard Edwards, University of Otago, Wellington

ASPIRE2025 | Research for a
tobacco-free Aotearoa



Outline

- NZ context
- The tobacco endgame
- Smokefree Aotearoa – the context
- Smokefree Aotearoa – how are we doing?
 - Progress review
 - Good things and bad things
- What next for Smokefree Aotearoa?
 - Interventions and strategies
 - The impact of vaping
- Conclusions

New Zealand's location



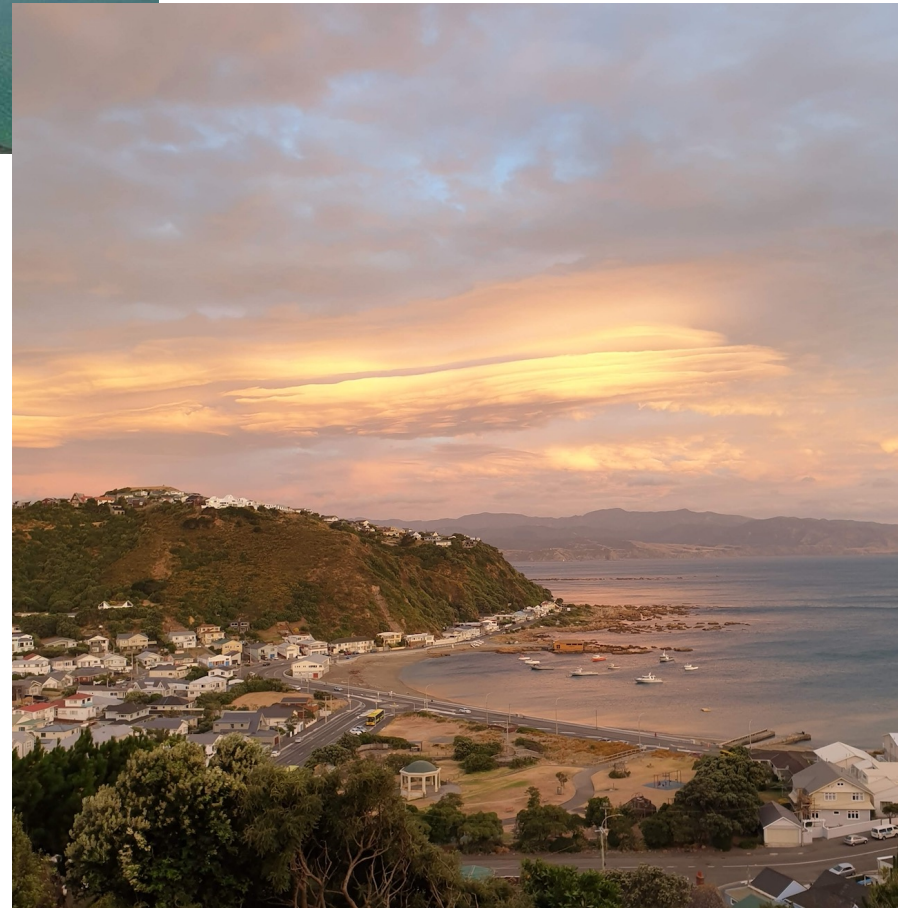
Canada



Things New Zealand is known for



Wellington



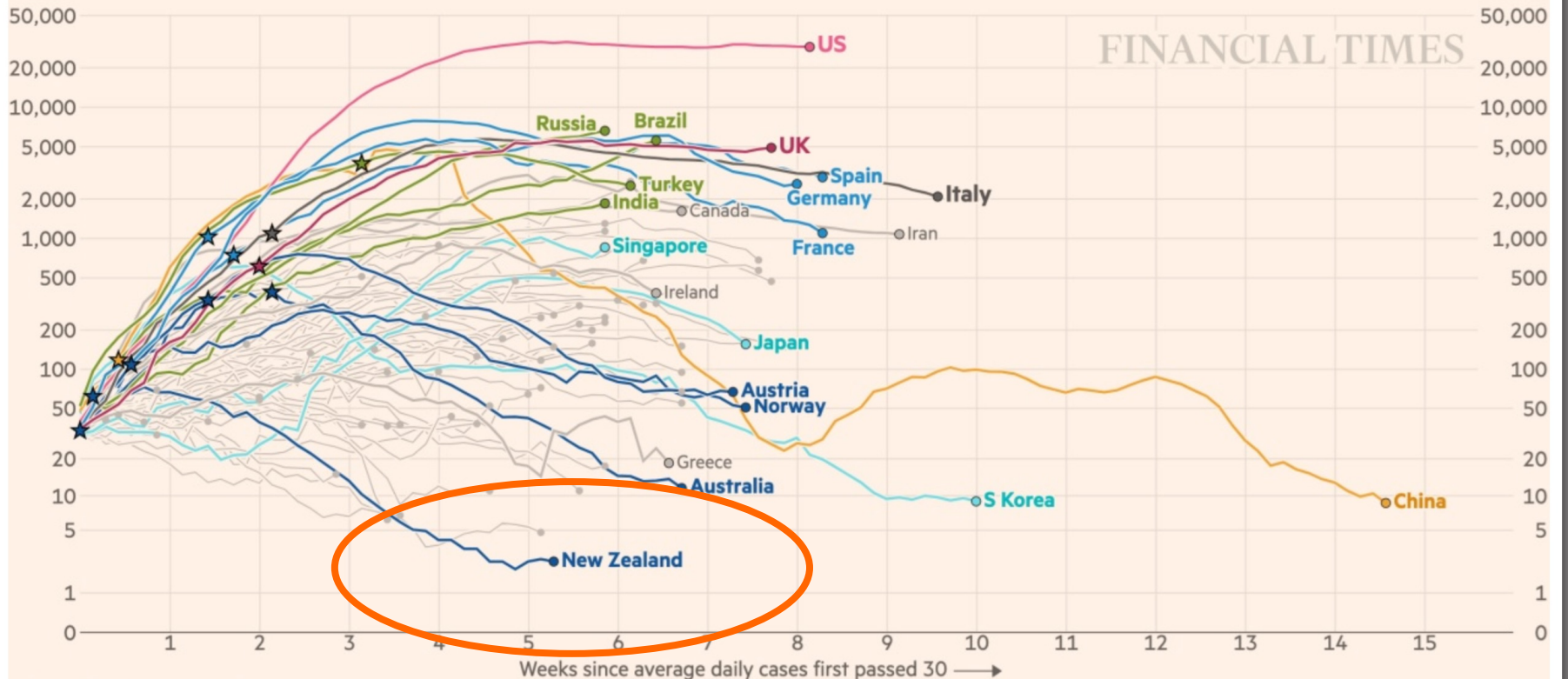


Asia & Pacific

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

Several countries have turned the corner, with numbers of new cases now in decline

Daily confirmed cases (7-day rolling average), by number of weeks since 30 daily cases first recorded
Stars represent national lockdowns ★



FT graphic: John Burn-Murdoch / @burnmurdoch
Source: FT analysis of European Centre for Disease Prevention and Control; FT research. Data updated May 02, 22:01 BST
© FT

POLI

Ne

Lea

Jacinda
count

URI FRIE

—



Ayesha Verrall liked



JessStayHome!

@JessALittleLess



For anyone who needs to hear this:

Jacinda does not need to take over Australia, the US, or the world.

You all can't move to NZ and you don't really want to.

There are Jacindas in every country.

Friggin elect them.



Endgame thinking

- Ongoing and unacceptable tobacco-related pandemic
Growth in 'Endgame' ideas, features:
 - reject status quo incrementalism -> overarching radical goal
 - reject business-as-usual -> game changer interventions



'Imagine things
otherwise'

Nature of endgame goals



Minimal smoking prevalence and tobacco availability by 2025



< 5% smoking prevalence by 2025



< 5% smoking prevalence by 2025 (excl snus)



< 5% smoking prevalence and nicotine use by 2030



≤ 5% smoking prevalence by 2034



< 5% smoking prevalence by 2035

Smokefree Aotearoa – the context

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



Origins

- 2006 Aukati Kaipapa conference: Hone Harawira - vision of NZ as a tobacco free nation
- 2006 Smokefree Symposium: Shane Bradbrook Director of Te Reo Marama presents a vision of **'Tupeka Kore'**
 - Māori worldview of the removal of tobacco from the community, determined by Māori

Harawira Declares War On Big Tobacco

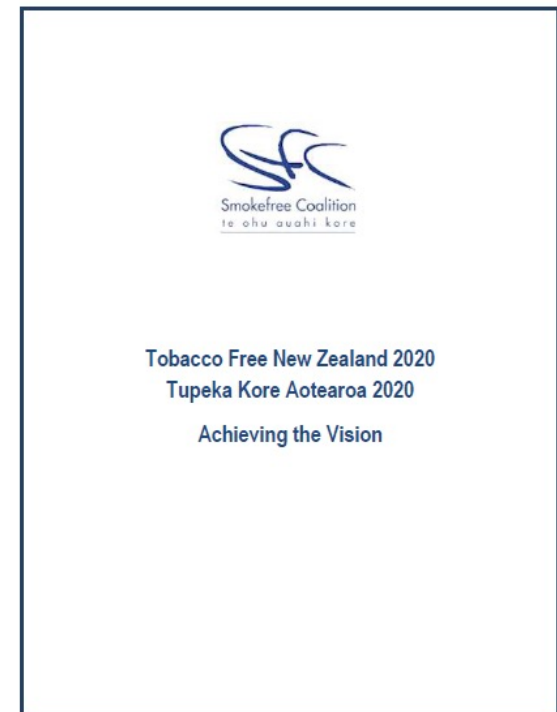
Wednesday, 31 May 2006, 12:04 am

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



Māori Affairs Select Committee, 2010

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

“We recommend to the Government that it aim for tobacco consumption and smoking prevalence to be halved by 2015 across all demographics, followed by a longer-term goal of making New Zealand a smoke-free nation by 2025.”

Government response to Māori Affairs Select Committee report, 2011



“The Committee’s report is clear that “the term ‘smoke-free’ is intended to communicate an **aspirational goal** and not a commitment to the banning of smoking altogether by 2025” (p.10). On that basis, **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 NZ Government, 2011.*

Smokefree
Aotearoa –
how are we
doing?



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.



Shane Kawenata Bradbrook
– director of Te Reo Mārama
in New Zealand

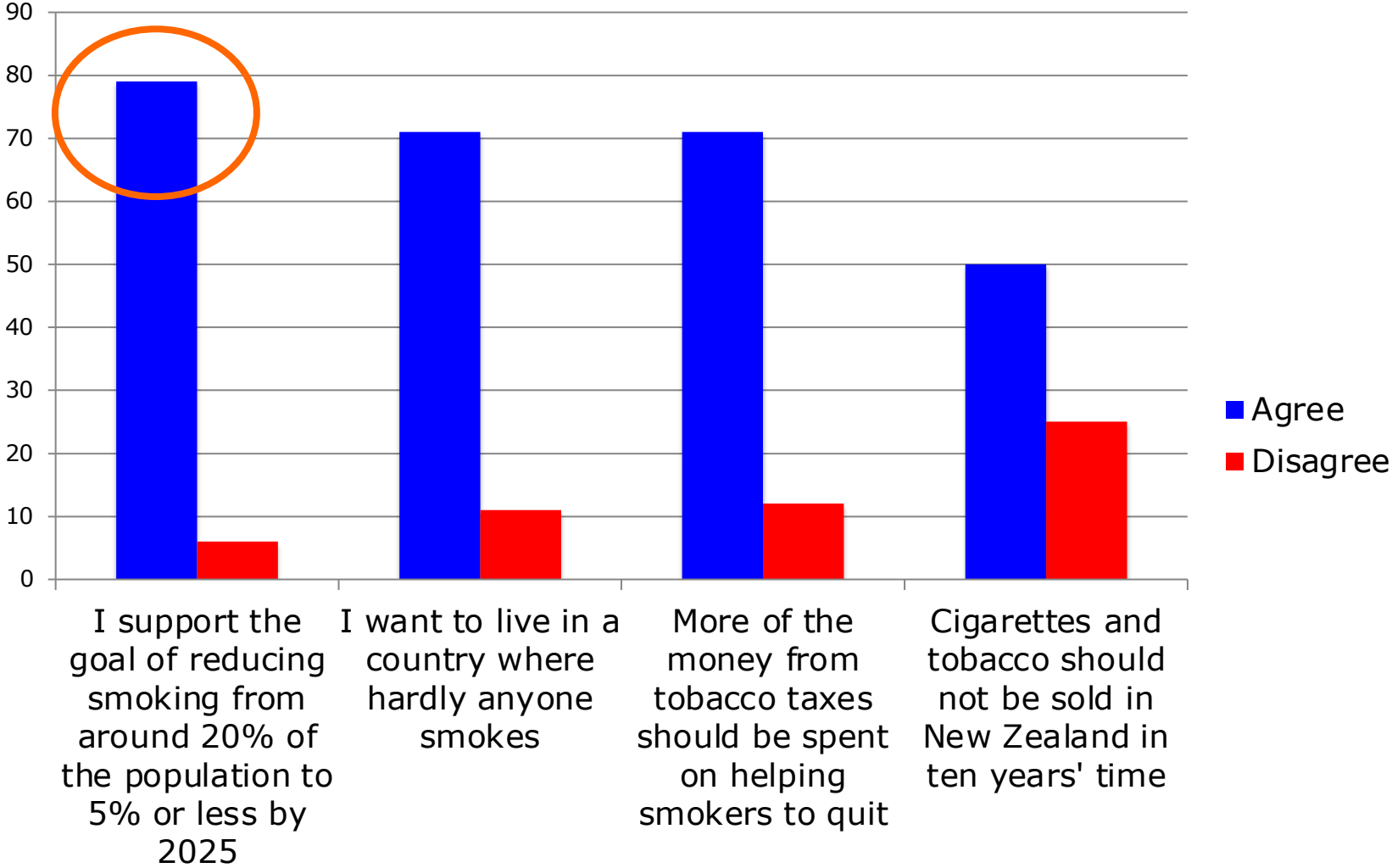


Recognition of equity as key issue: e.g. mid term targets

To reduce the prevalence of daily smoking in New Zealand (from 18.4% in 2011-12) to 10% and **halve smoking rates among Māori (to 19%) and Pacific peoples (to 12%) by 2018**

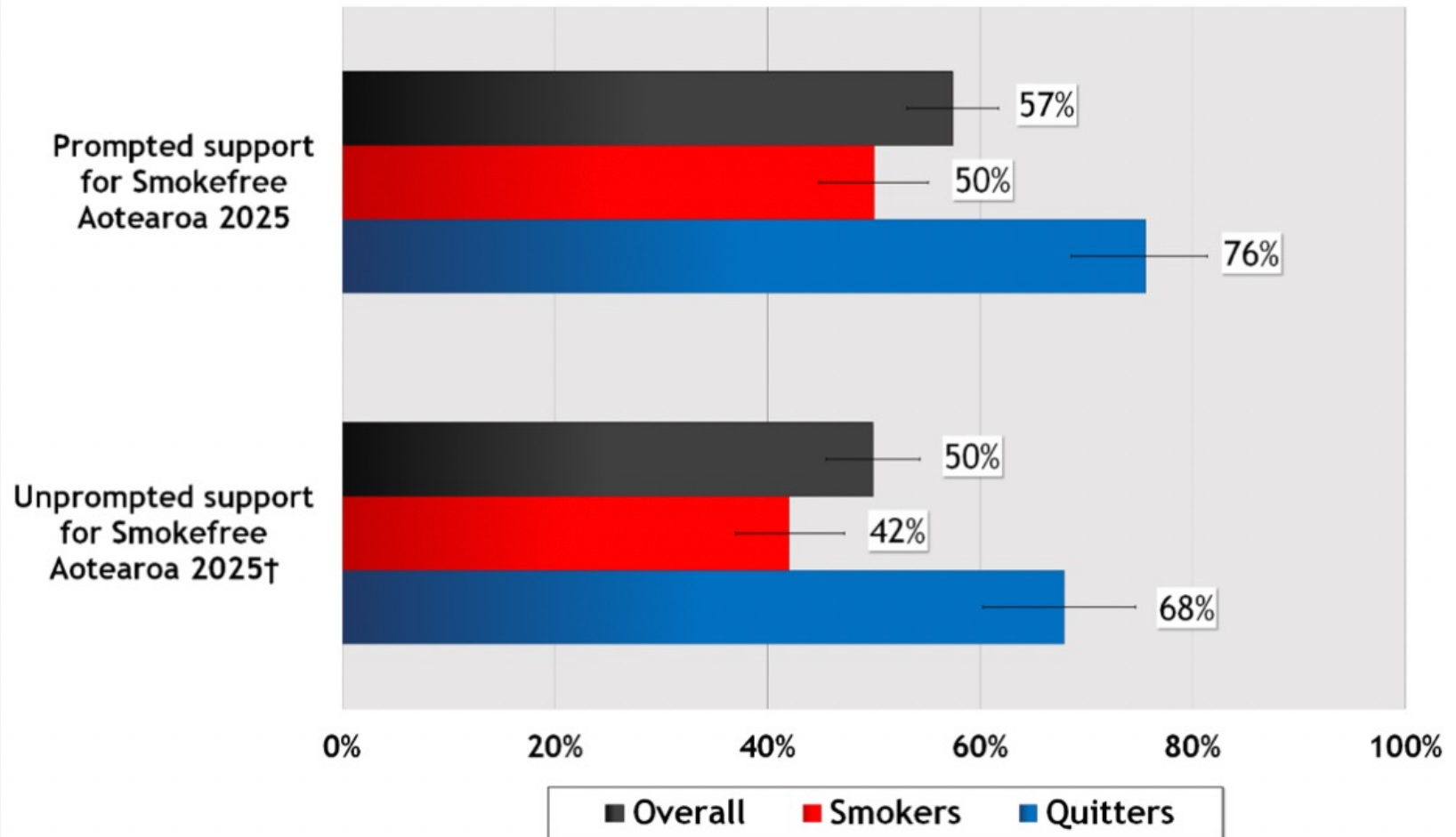


Public support for SF 2025



Gendall P et al. Public Support for More Action on Smoking. NZMJ 2013; 126:1375.

Figure 1. Percentage of smokers and quitters who "support" or "strongly support" the Smokefree 2025 goal at Wave 2 (2018)



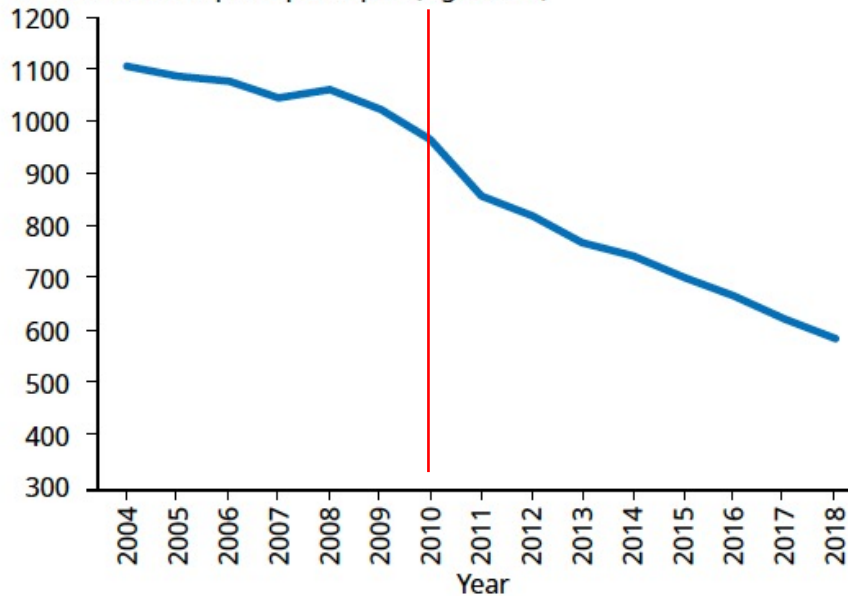
† This question was asked only to respondents who said they had heard of the smokefree goal

Source: NZ ITC Project Wave 2 data (2018)

Annual 10% above inflation tax increases 2011-2020

Tobacco consumption trends, 2004-2018

Tobacco consumption per capita (cigarettes)

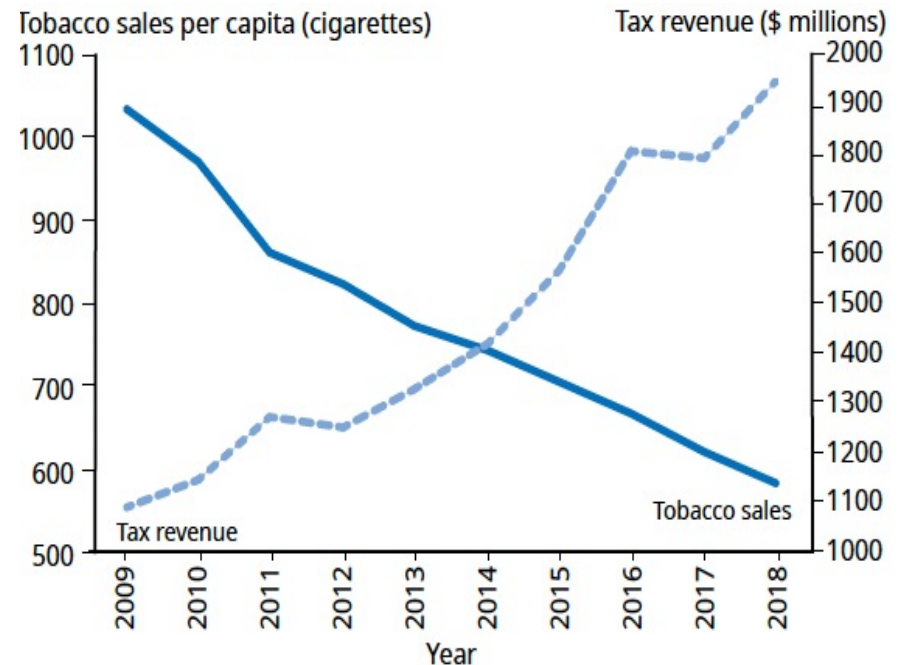


Tobacco consumption per capita*
decreased 39.2% between 2010 and 2018
and, in particular, **decreased 6%** between
2017 and 2018.

*population over 15 years of age

In 2018 the **tax revenue** from both domestic and imported tobacco was **\$1.93 billion** (up from \$1.77 billion in 2017).

Overall **tax revenue** has **increased** by **76.4%**, between 2009 and 2018.



Smoke free prisons, 2011



Point of sale displays removed 2012



Out of Sight
Out of Mind
Protect our children from
tobacco marketing



www.ProtectOurChildren.org.nz



Displays go up in puff of smoke



Duty free allowances reduced, 2014

TOBACCO **DUTY FREE** **LIMITS HAVE** **REDUCED**

DECLARE IT & PAY FOR IT
... OR LOSE IT!

New Zealand Government



MAPPING NEW ZEALAND COUNCILS

SMOKEFREE OUTDOOR POLICIES AND SPACES



Playgrounds



Parks



Additional Areas



Sport Grounds



Beaches



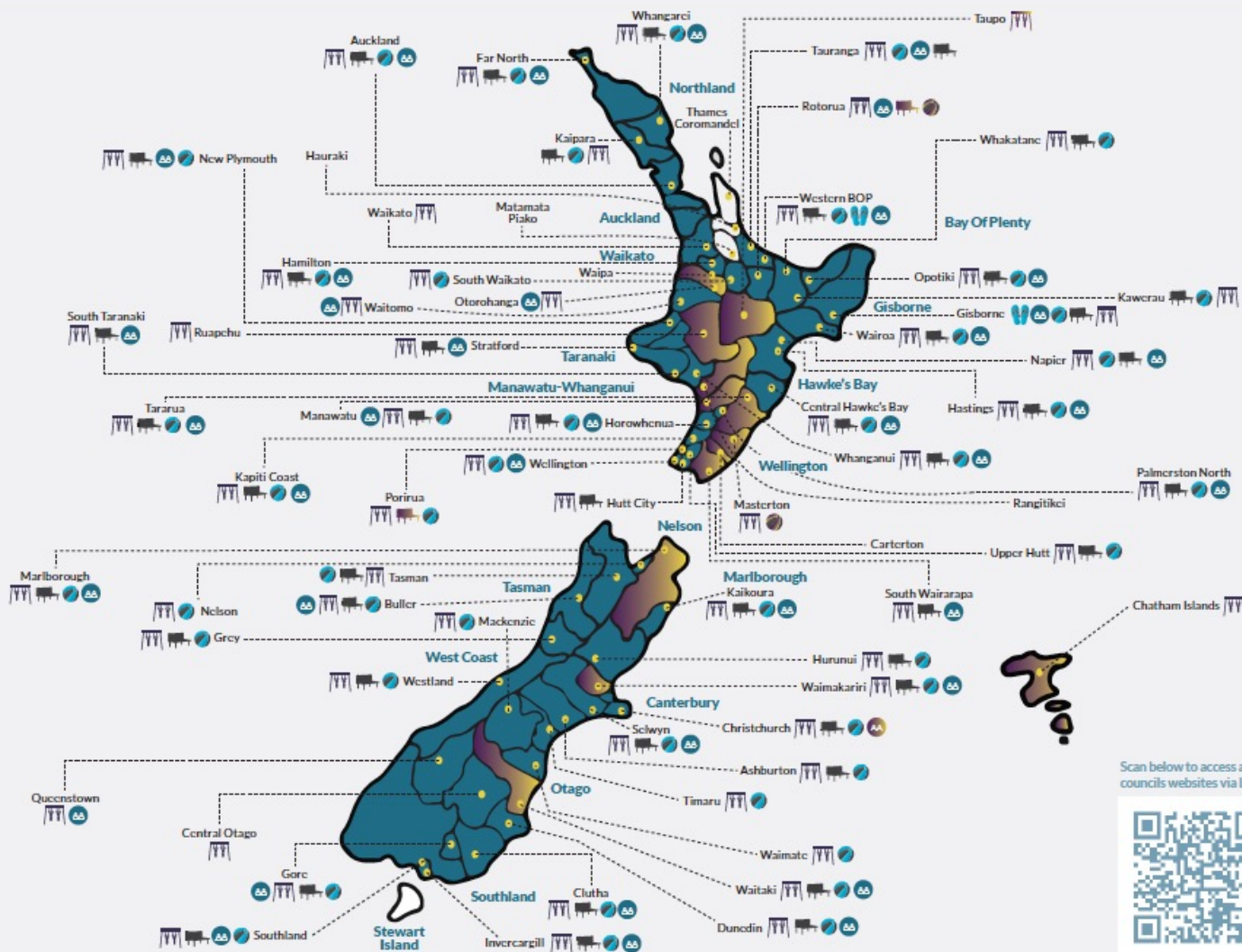
Partly Adopted



Adopted



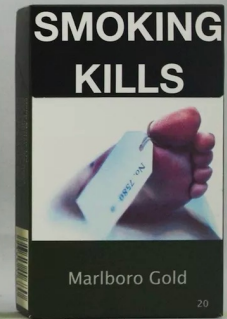
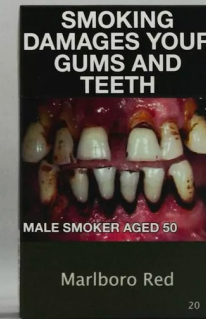
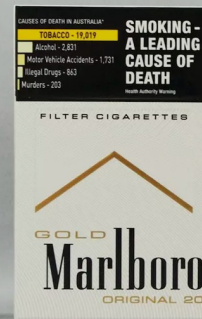
No Policy (see database for further information)



Scan below to access all councils websites via LGNZ.



Standardised packs and enhanced health warnings: March 14 2018



Local action and engagement



Auckland Plan includes Smokefree by 2025

Wednesday, 11 April 2012, 3:55 pm
Press Release: Cancer Society

Auckland Plan includes Smokefree by 2025

Cancer Society Auckland commends Auckland Council on the included Auckland Plan.

The Auckland Plan includes a clear Smokefree goal of reducing smoking by 2025. The Plan states that 'by 2025 all parks, reserves, children's playgrounds will be Smokefree', and is in-line with the Government's goal of a Smokefree New Zealand by 2025.

Tobacco-free Retailer Tool Kit

WHICH ITEM DOESN'T BELONG?

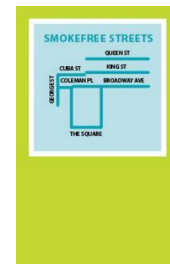


More Wellington Parks Go Smoke-Free

7 June 2012

All Wellington City sports parks and playgrounds are to become smoke-free areas as the Council moves to support the Government's goal of making New Zealand smoke-free by 2025.

SMOKEFREE PLACES



LET'S MAKE PALMY SMOKEFREE

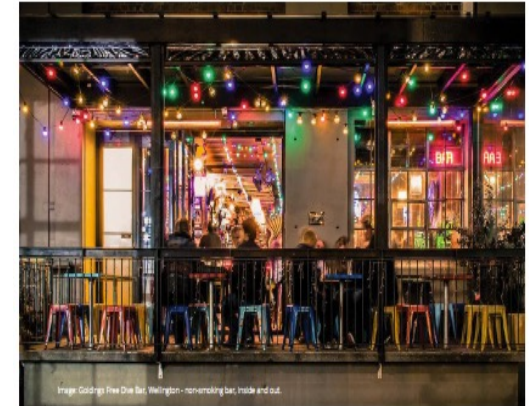
OUR AIM IS FOR: Smokefree streets in the City centre | Smokefree cafes and retailers | Smokefree events | Smokefree parks and playgrounds

Like Follow Share

Send Message

Research and evaluation

- Strong tobacco control research sector
- Provides evidence for key policies and interventions
- **Weak Govt commitment to policy evaluation**



A banner with a dark blue background on the left and a white background on the right. The left side features the text 'Results of the ASCEND-2 Trial' in large, bold, yellow font. Below this, in a smaller white font, is the text 'E-cigarettes combined with Nicotine Replacement Therapy for Smoking Cessation'. The right side features three logos: the NIHI logo (The National Institute for Health Innovation) with a stylized lightbulb icon, the University of Auckland logo, and the University of Otago logo.

PoS displays impact; experimented with smoking by frequency of store visits (ASH Year 10)

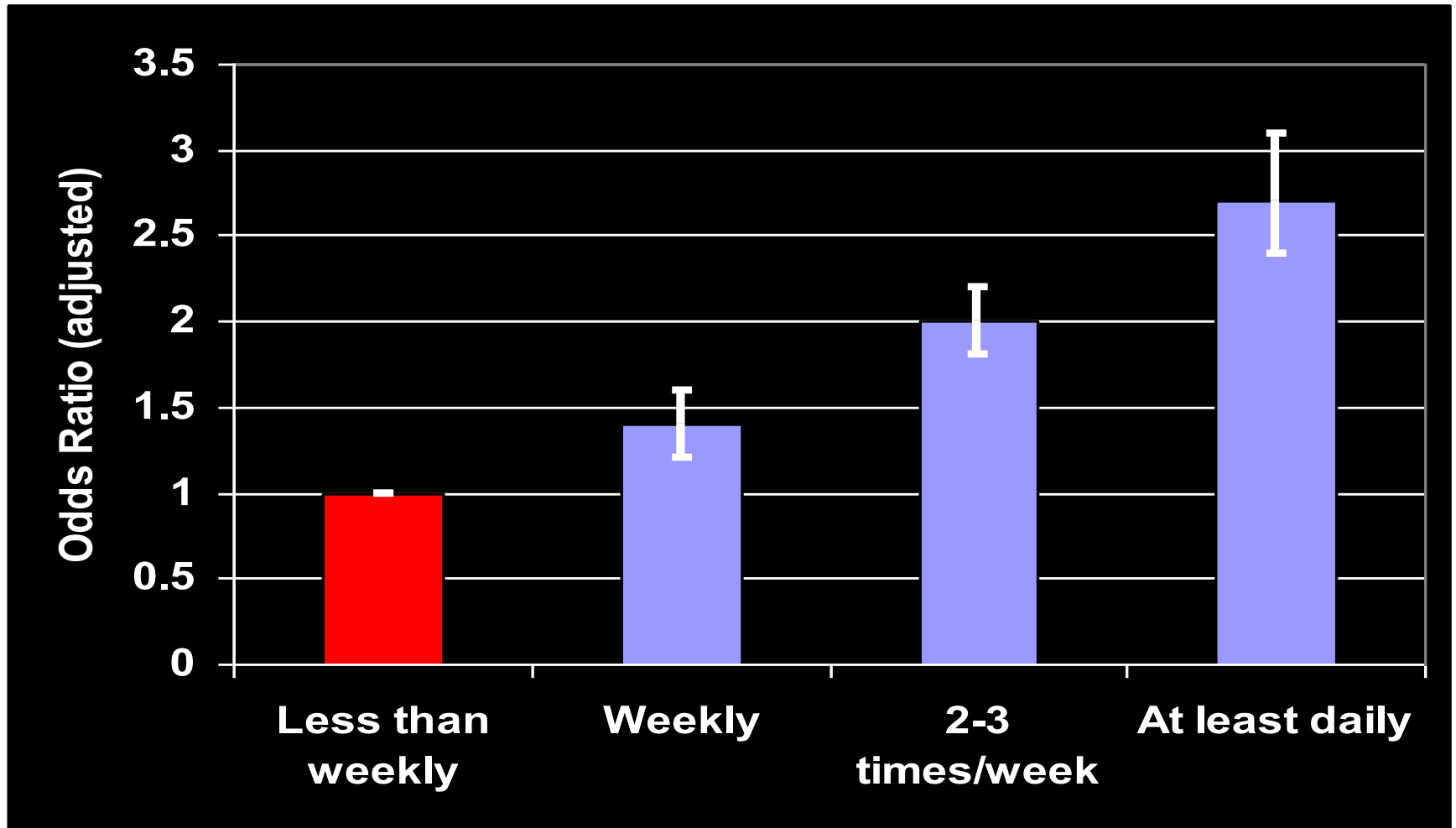
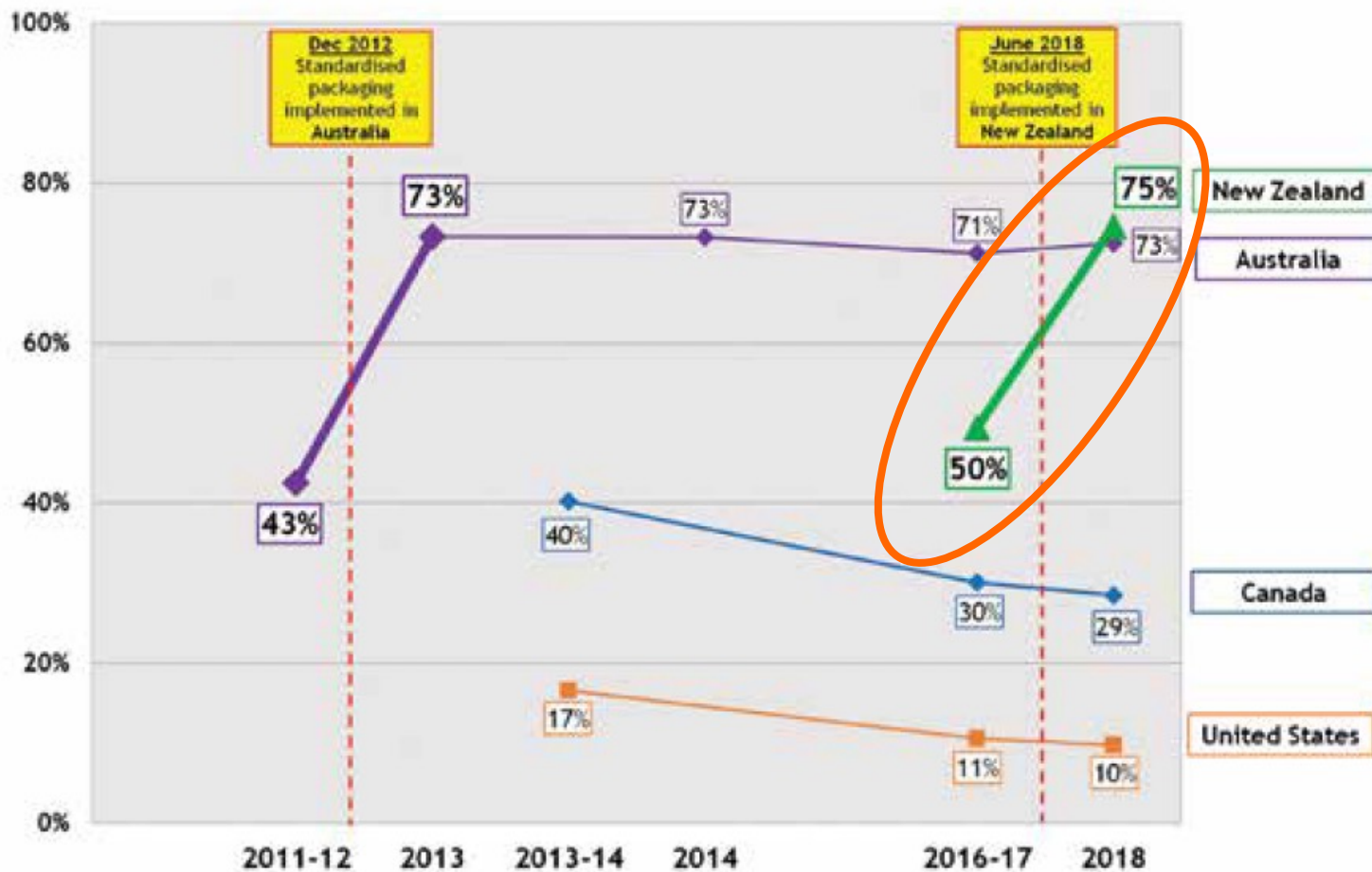


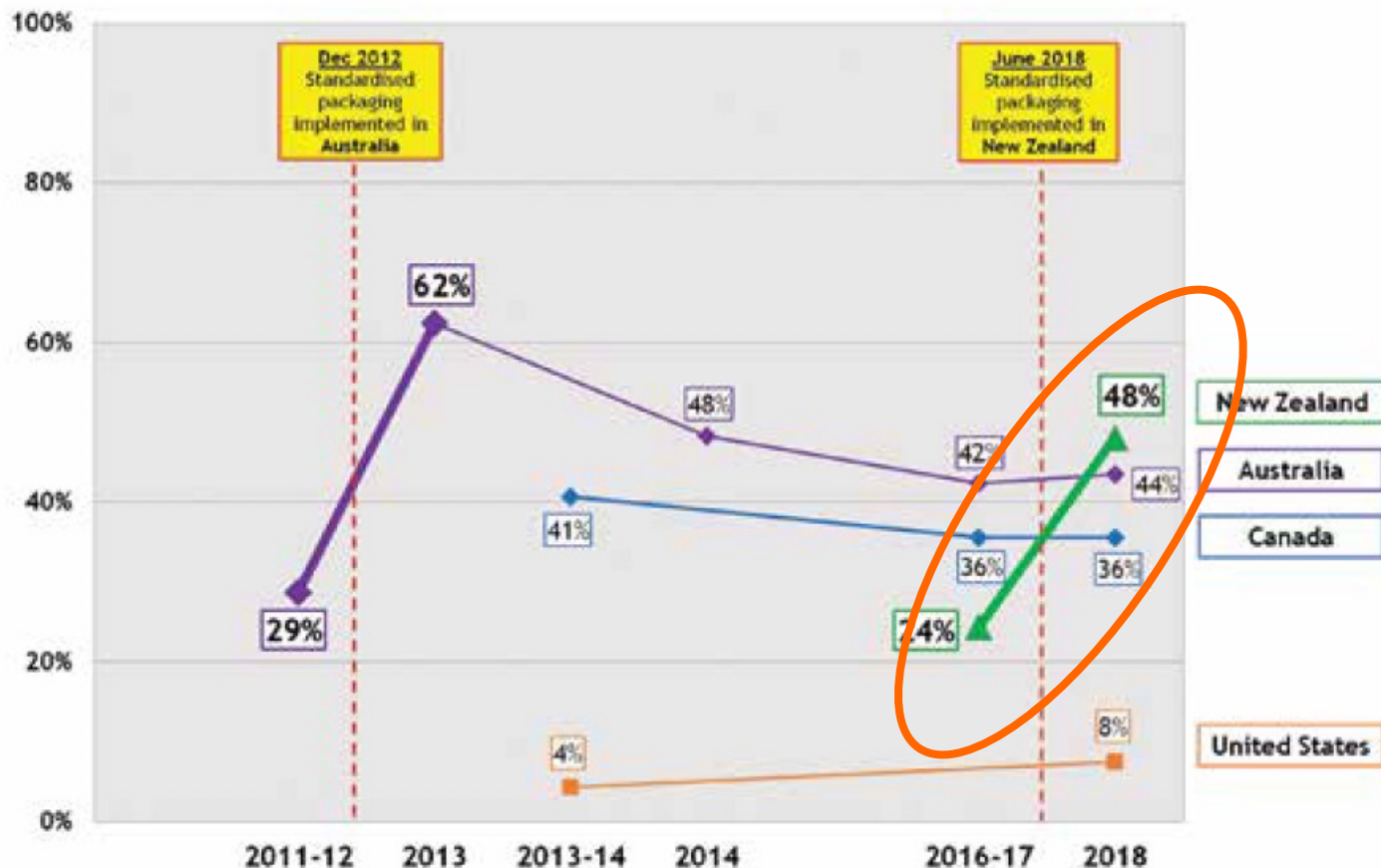
Figure 3. Percentage of smokers who don't like the look of their pack "at all", among those who have a regular brand of cigarettes (2011-12 to 2018), by ITC country and year



Note: results are aligned as close as possible to the years the survey was conducted in each country, with a couple of minor differences: 1) the survey years for the data point of 17% in the US were from 2013-15; 2) the New Zealand Wave 1 survey was done in 2016-17, but the corresponding data points for the other three countries were from 2016.

Source: ITC Project. Standardised packaging for tobacco products in New Zealand: evidence of policy impact from the International Tobacco Control Evaluation Project. University of Otago, Wellington, February 2020. Available at: <https://www.otago.ac.nz/wellington/departments/publichealth/research/otago682211.html>

Figure 6. Percentage of smokers who said they notice warning labels first when they look at a cigarette pack (vs. other aspects of the pack such as branding) (2011-12 to 2018), by ITC country and year



Note: results are aligned as close as possible to the years the survey was conducted in each country, with a couple of minor differences: 1) the survey years for the data point of 4% in the US were from 2013-15; 2) the New Zealand Wave 1 survey was done in 2016-17, but the corresponding data points for the other three countries were from 2016. This question was not asked in the US in the 2016 survey.

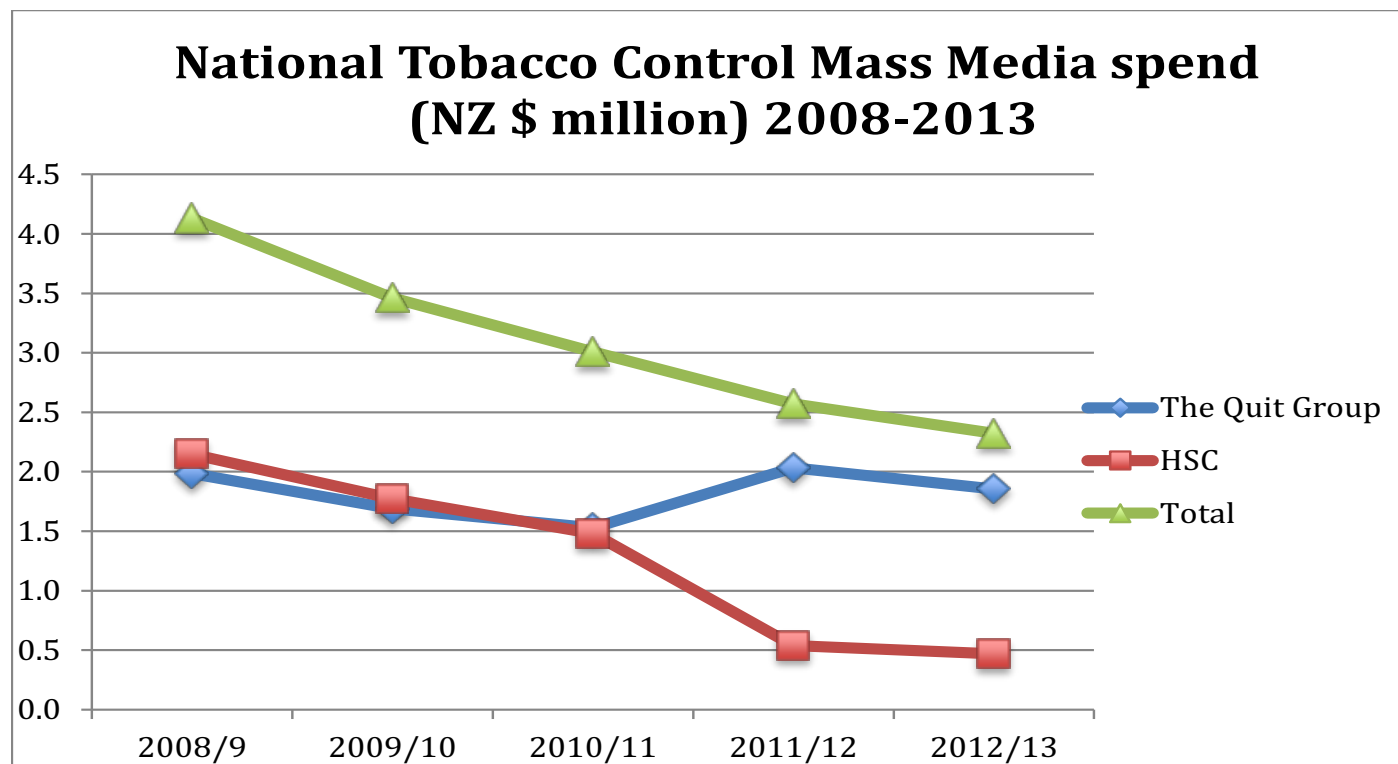
Source: ITC Project. Standardised packaging for tobacco products in New Zealand: evidence of policy impact from the International Tobacco Control Evaluation Project. University of Otago, Wellington, February 2020. Available at: <https://www.otago.ac.nz/wellington/departments/publichealth/research/otago682211.html>

Smokefree
Aotearoa –
how are we
doing?



Mass media - Expenditure

Figure 1: National Tobacco Control Mass Media Spend (NZ \$ million) 2008-2013



Source: Expenditure information is for television and other mass media placement costs from The Quit Group and the Health Sponsorship Council. Data exclude development and production costs as these fluctuate greatly year on year.

NEW ZEALAND HAS A GOAL TO BE SMOKEFREE BY 2025 >>

New Zealand has set a goal for a Smokefree Aotearoa by 2025. A big part of that goal is to discourage young people from starting to smoke. But another part is helping people to stop smoking. If you'd like to stop, this brochure provides information on how Champix® can help you.



Scotland's Charter for a Tobacco Free Generation



The aim of Scotland's **Charter for a Tobacco-free Generation** is to:

- inspire organisations to take action to reduce the harm caused by tobacco;
- raise awareness of the goal of creating a tobacco-free generation of Scots by 2034 and;
- support organisations whose work impacts on children, young people and families to address tobacco issues.

380 organisations supporting
– March 2020

<https://www.ashscotland.org.uk/what-you-can-do/scotlands-charter-for-a-tobacco-free-generation/>

R

Robert Owen Memorial Primary School
Royal Environmental Health Institute of Scotland (REHIS)
Roy Castle Lung Foundation
Royal College of Nursing Scotland
Royal College of Paediatrics and Child Health Scotland
Royal College of Psychiatrists in Scotland
Royal College of Physicians Edinburgh
Royal High School

S


School of Education, University of Strathclyde
Scottish Borders Community Planning Partnership
Scottish Cancer Prevention Network
Scottish Cot Death Trust
Scottish Fire and Rescue: East Dunbartonshire Area
Scottish Sports Futures
Scottish Tobacco-free Alliance
Scottish Youth Parliament

Focus on smoking cessation (individual interventions)

» Home »

The Smokefree 2025 goal is in danger of receding – will the Ministry of Health’s ‘realignment’ get it back on track?

Posted on [May 18, 2015](#) by [Kate Sloane](#)

 Like 7 people like this. Be the first of your friends.

Professors Richard Edwards, Chris Cunningham, and Janet Hoek; Associate Professors George Thomson and Nick Wilson

The Ministry of Health proposes realigning tobacco control services to progress New Zealand’s Smokefree 2025 goal. However, will a ‘realignment’ of existing services ensure the goal is realised? In this blog, based on a recently published letter in the New Zealand Medical Journal (1) we suggest it may help. However, we argue more fundamental change is required and outline how the Government could do more and the priority actions that could catalyse achievement of this world-leading goal.

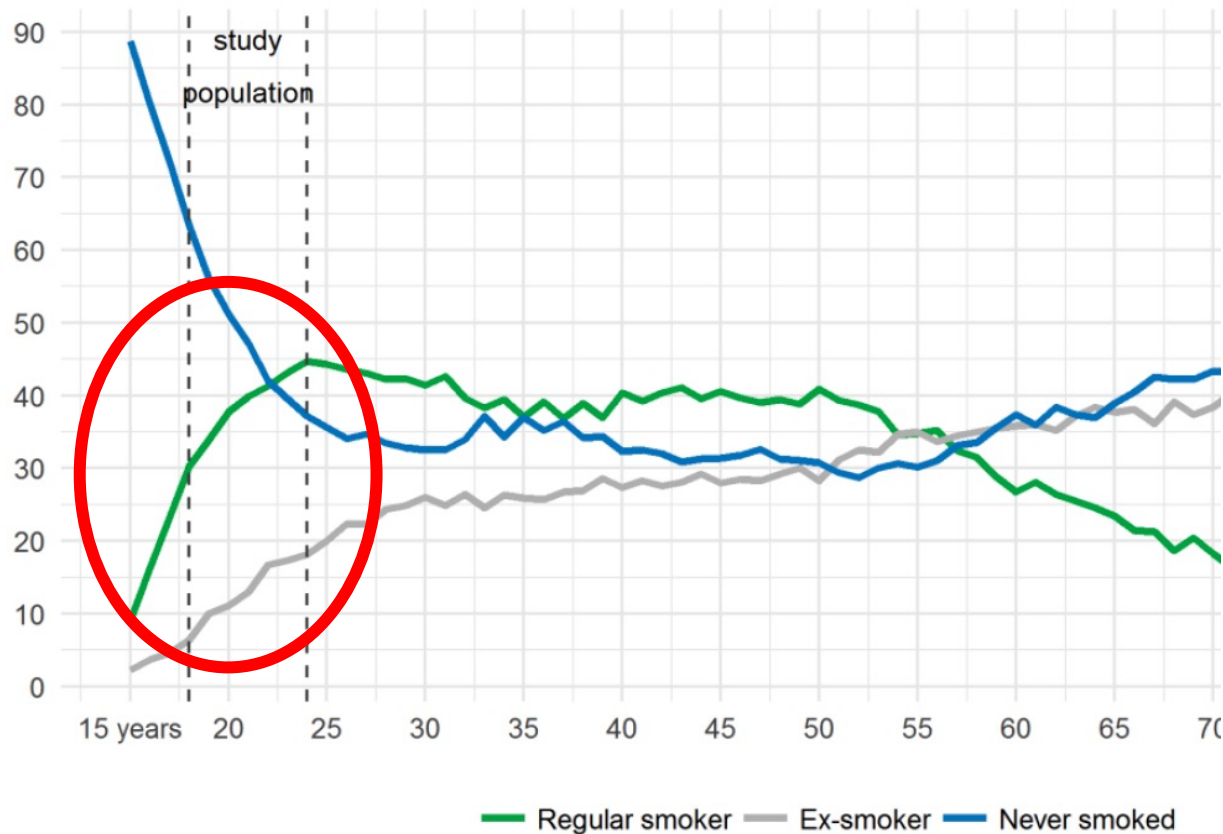


Solutions focus on individual cessation

Exploring why young Māori women smoke. Ministry of Health, 2017.

Aim = to generate ideas to reduce the number of young Māori women who smoke

Solutions focus on individual cessation



*“You’ve got your bottle in your hand, so you’re going to smoke. **Drink, smoke, drink, smoke.** It’s the way you do things.”*

*“We always go out for a quick smoke break when it’s quiet. **There is always someone to smoke with at work.**”*

*[Our] grandparents **smoked in the car** when we went on trips.*

**Exploring why young Māori women smoke.
Ministry of Health, 2017.**

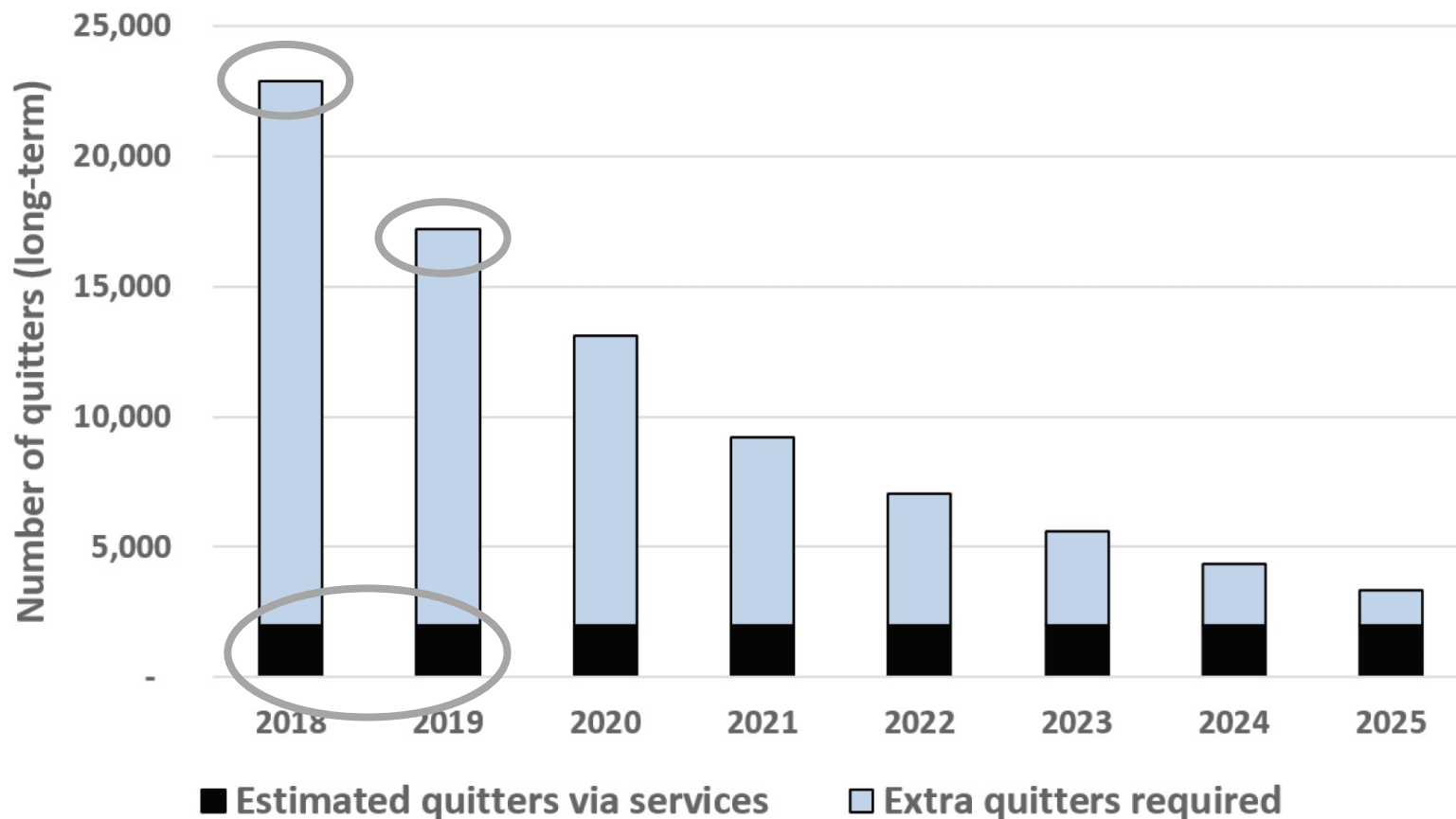
Solutions focus on individual cessation

Exploring why young Māori women smoke. Ministry of Health, 2017.

“This deeper understanding will allow the Ministry to take action to test and **evaluate new services and approaches** that directly relate to the lives and needs of those women, in **supporting them to stop smoking**.”

We are now moving to the second phase of this project, applying the insights gained to **co-design services** that **better match the lives and needs of young Māori women who smoke.**”

Figure 1: Projected annual number of Māori quitters required to achieve <5% adult daily smoking prevalence by 2025, including the estimated number of quitters achieved via current Ministry of Health funded smoking cessation services.



Intensified population-based interventions to boost unassisted quitting are essential

BAU approaches

- INSPIRED countries have generally implemented most M-POWER measures
- None of the countries have yet introduced radical endgame measures
- Additive/flavour restrictions in the EU, Finland and Canada proposed or underway



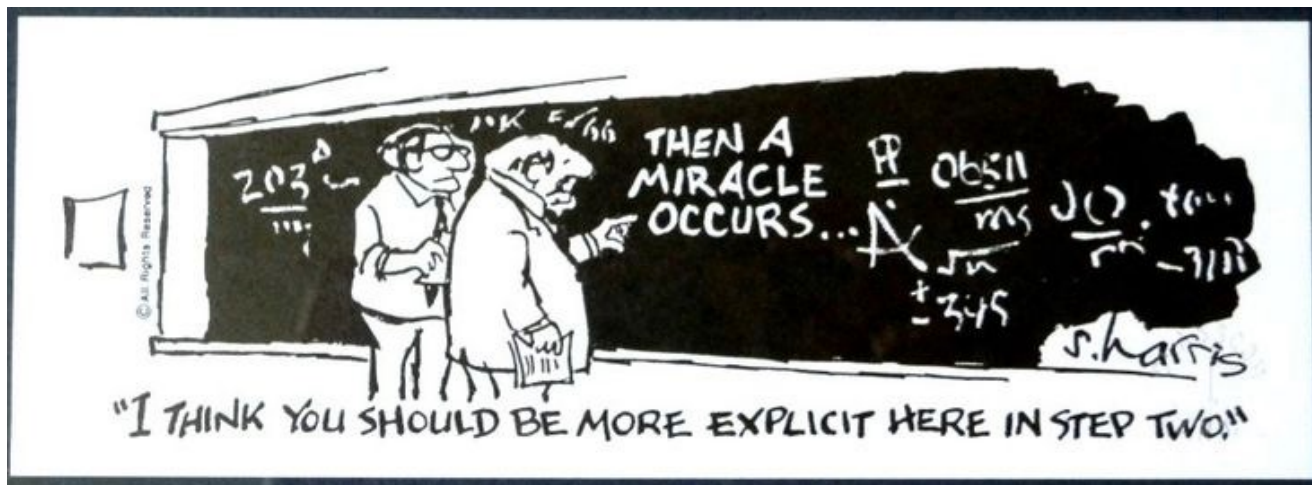
Achieving
Tobacco-Free Generations
for Tasmania

NZ - Lack of Government plan to achieve Smokefree 2025

"We have made extraordinary progress on reducing the rates of smoking, but tobacco remains the biggest preventable cause of death. It requires an approach commensurate with the magnitude of the problem.

*As a result **the Government is developing a separate tobacco control plan** which will sit alongside the National Drug Policy."*

Peter Dunne - Speech for the release of the
2015-2020 National Drug Policy, August 25 2015



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



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

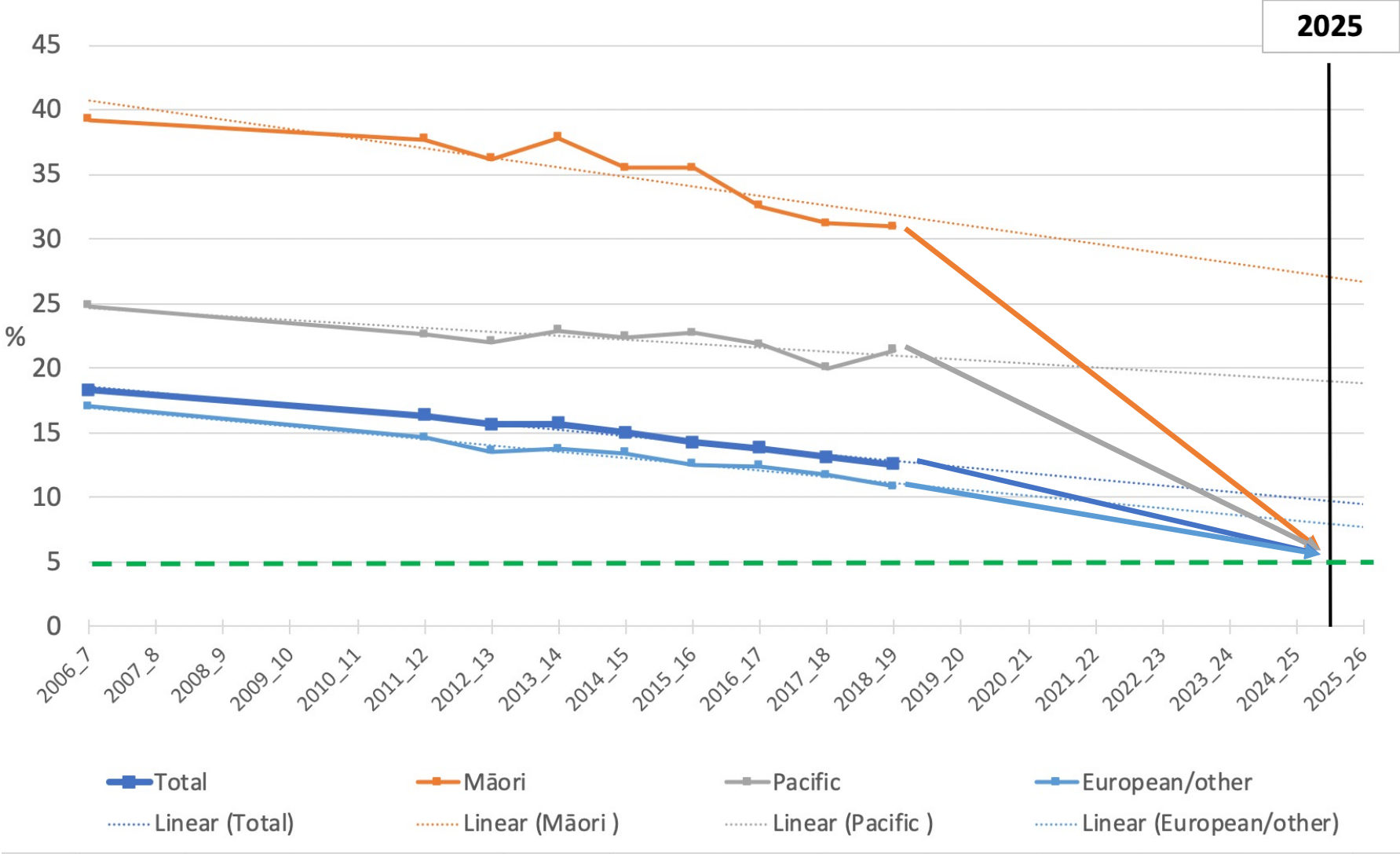
Today, there are approximately 4.6 million Canadians



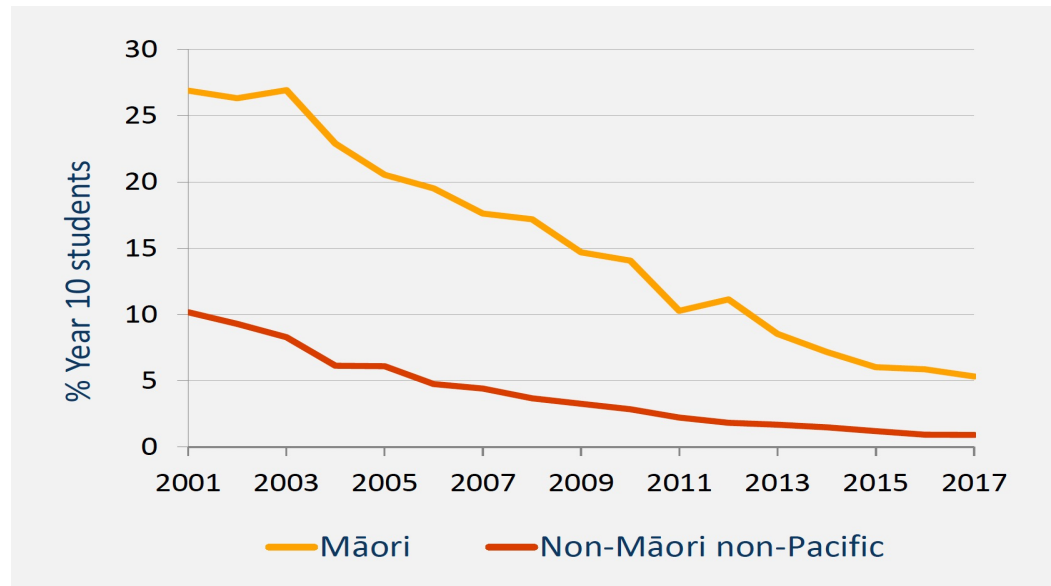
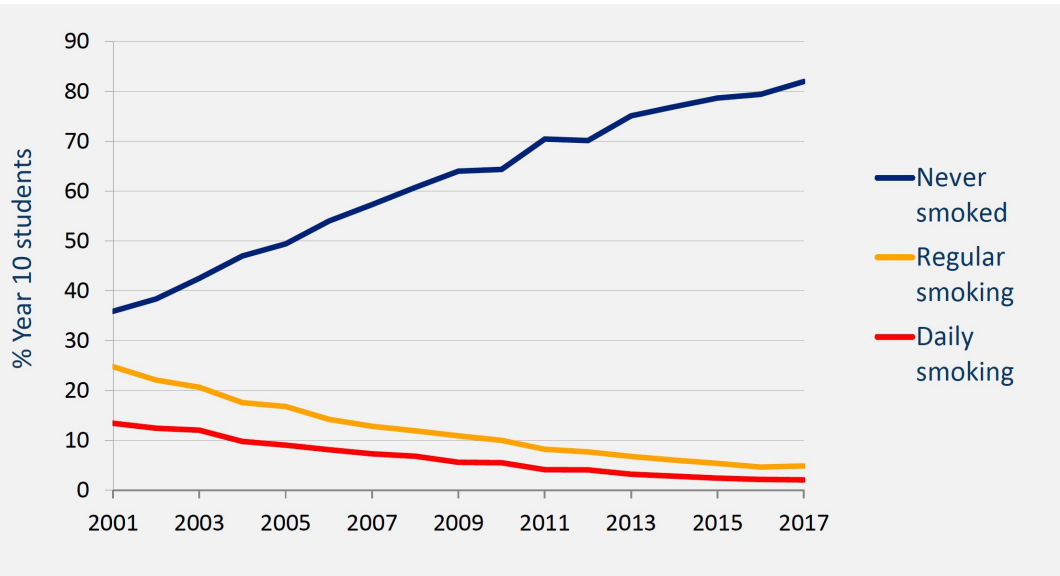
Reaching Less Than 5% Use by 2035

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.

Trends in adult daily smoking (NZHS)

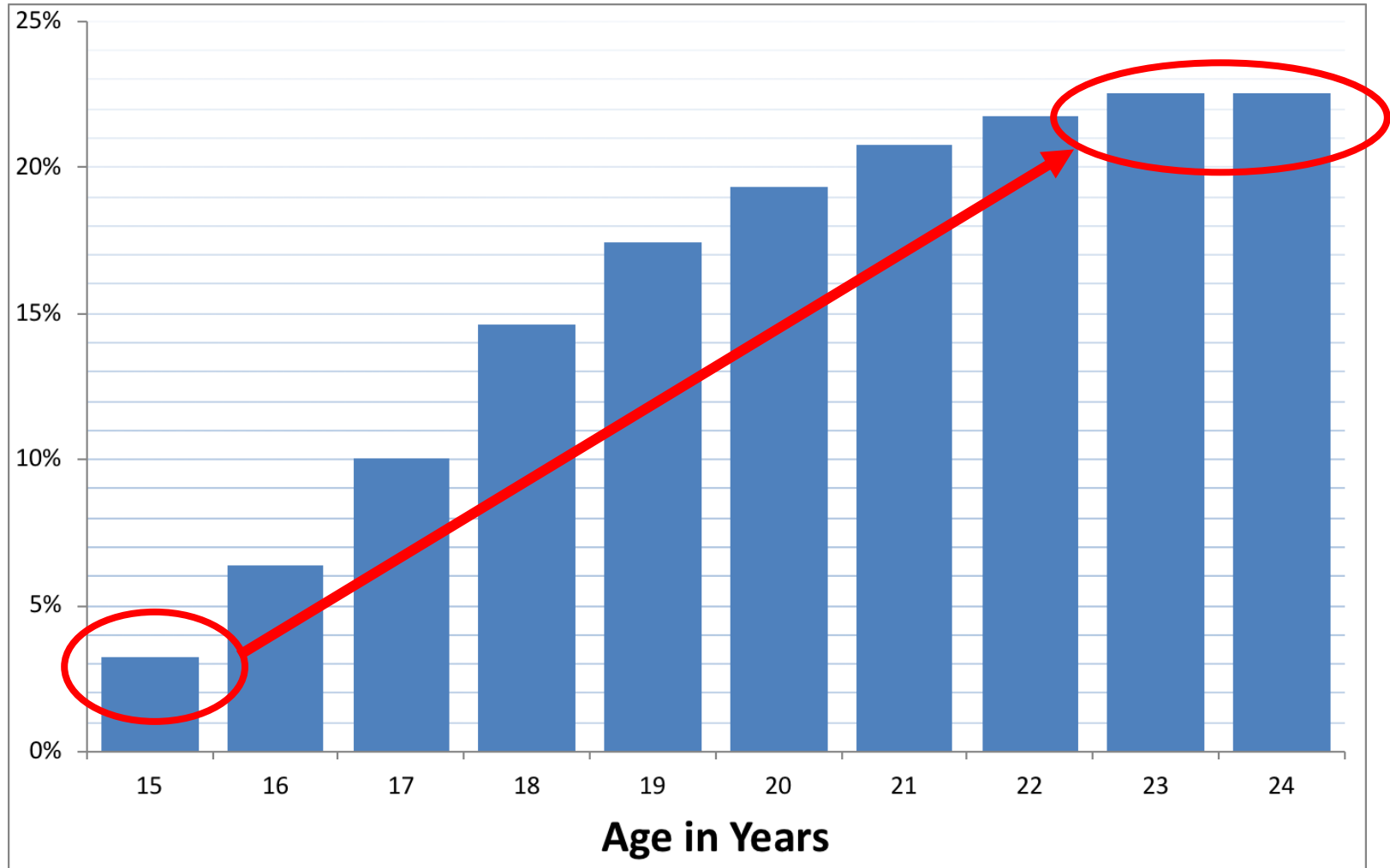


ASH Year 10 snapshot – daily smoking prevalence trends

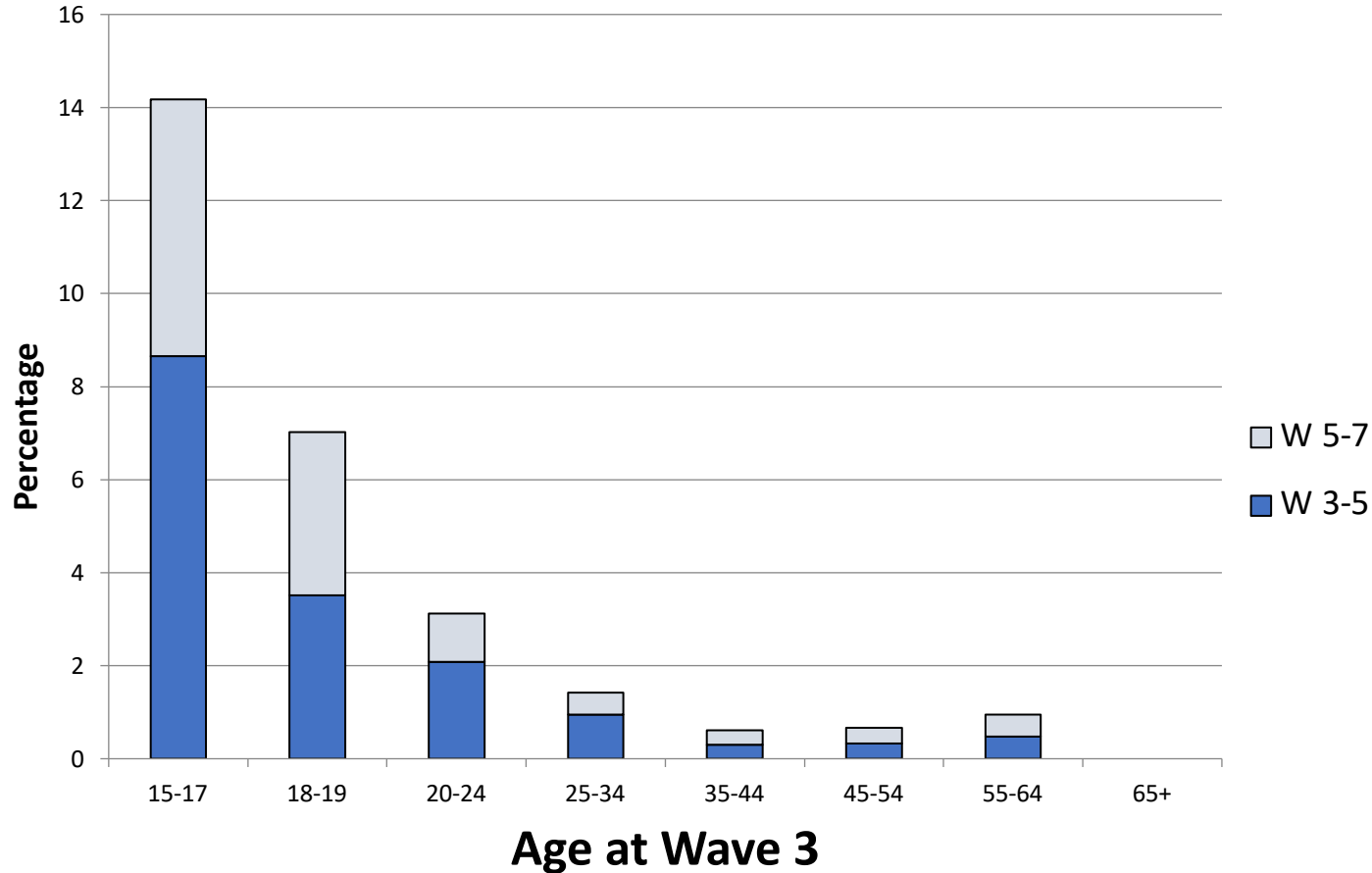


2. Ongoing uptake among youth and young adults

Regular smoking prevalence in young adults (2013 Census)



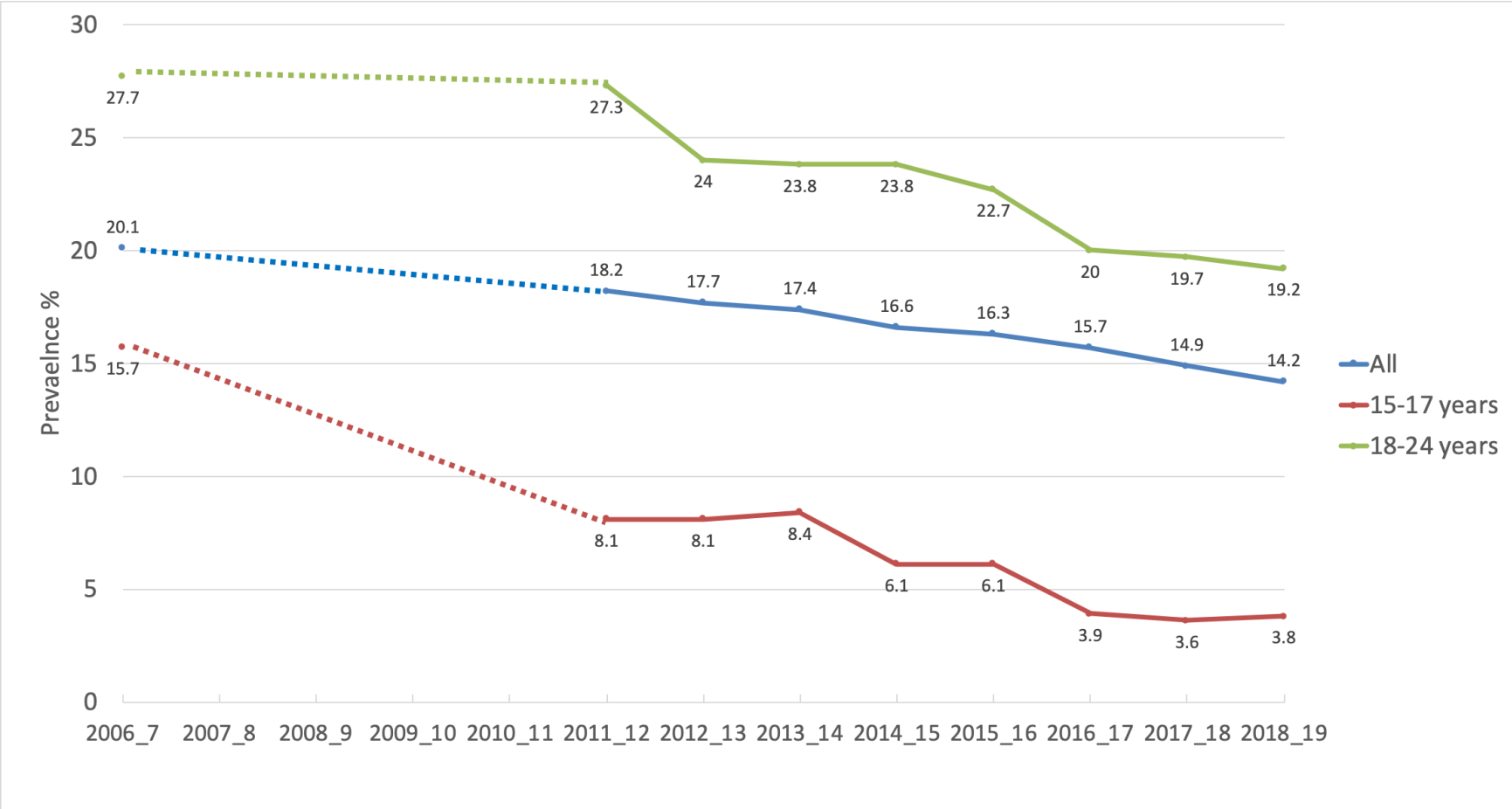
Smoking Initiation



Source:
Edwards et al.
ANZJPH 2013;
37 (6): 516-
519.

Initiation rates between waves 3 (2004/5), 5 (2006/7) 7
(2008/9) by age group

Trends in youth and young adult daily smoking (NZHS)



What next for Smokefree Aotearoa?

Need for more policy advances and greater political priority/political will

- No strategy/action plan
- Lack of action to address key MASC recommendations:
 - Reducing supply/availability of tobacco products
 - Product modification (e.g. additives, nicotine levels, filters)
- No increase in mass media etc resources (despite tax revenues)
- 2017 Govt:
 - Lack of new policy initiatives other than SF cars and e-cigarette policy changes
 - Tobacco tax increases under threat

A comprehensive action plan for Smokefree Aotearoa?

GOVT COMMITS TO PLAN

At Tuesday's event, Associate Health Minister Jenny Salesa committed to developing an action plan to achieve the target. "We want to build on the achievements of tobacco control and I am committed to developing a plan," she said.

Stuff report March 27 2018



ROSA WOODS/STUFF

Associate Health Minister Jenny Salesa has committed to developing a plan for achieving a smokefree New Zealand by 2025.

<https://www.stuff.co.nz/national/102608415/no-room-for-complacency-if-were-to-reach-kick-smoking-by-2025-helen-clark-says>

How can we get to a Smokefree Aotearoa?

Make smoked tobacco products:

- Less affordable
- Less available
- Less addictive and less appealing/palatable

Intensify what we currently do

Greater availability of alternatives to smoked tobacco products



<https://aspire2025.org.nz/hot-topics/smokefree-action-plan/>

Need for more policy advances

SMOKEFREE AOTEAROA 2025 PLAN

1. Make tobacco products less affordable:

- Raise tobacco tax by 20%
- Introduce a minimum retail price for all tobacco products

2. Make tobacco products less available:

- Support retailers to move away from selling tobacco in the next 3 years, and then cap the number of retailers
- End tobacco sales in bars and pubs
- Introduce a cut-off birth date for legal purchase of tobacco, to create future 'tobacco-free' generations

3. Make tobacco products less appealing and less addictive:

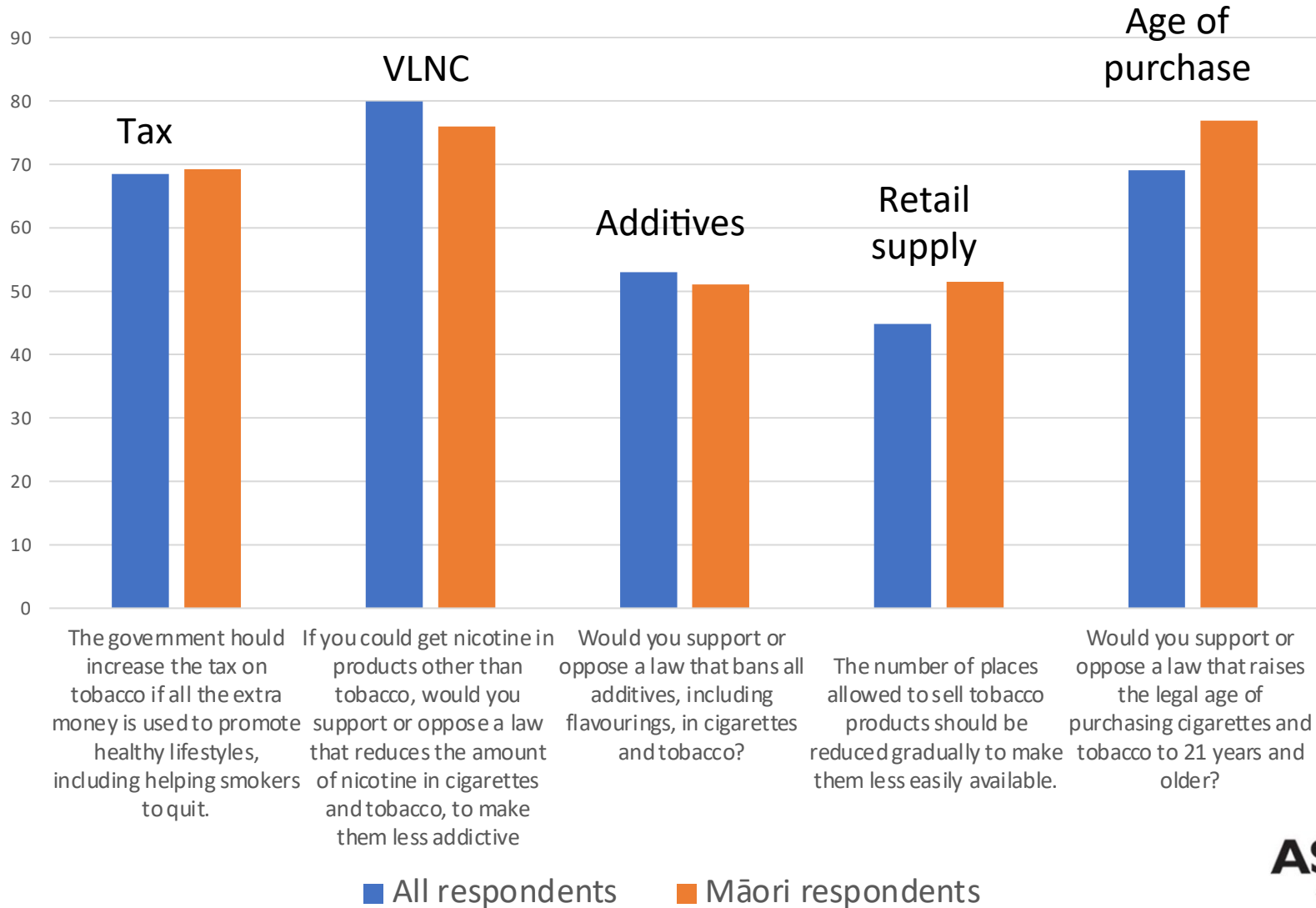
- Remove additives and flavours that enhance taste or appeal (e.g. menthol, sugar)
- Reduce nicotine content to very low levels so they are no longer addictive

4. Do more of what we already do

Such as:
enhanced targeted smoking cessation, mass media campaigns and moving to greater availability of e-cigarettes



NZ-ITC, Smoker and Recent Quitter Support for key ASAP measures



New Zealand vaping products regulatory context

Pre 2017

- ECs prohibited for sale but could be bought online and imported for personal use
- Specialist vape stores sell non-nicotine containing ECs and e-liquids

March 2017

- National Government announced intent to relax policy
- Retail availability of ECs progressively increased
- Vape shops not prosecuted for selling ECs

March 2018 Court ruling (MoH vs PMI)

- Legal to sell ECs (inc HTPs but not oral tobacco products)
- No effective regulation from this date
- Progressive increasing availability including sales from convenience stores, supermarkets and gas stations
- Increasing marketing of ECs (including TV) – not tobacco containing
- No regulation of product standards, flavours, packaging, nicotine content etc
- Calls for regulation (all sides) + debate about form it should take

NEW ZEALAND / HEALTH

Vaping ads rocket ahead of proposed regulation

9:13 am on 28 August 2019

Share this 

Matthew Theunissen, Reporter
✉ matthew.theunissen@rnz.co.nz



New Zealand vaping products regulatory context (cont)

November 2018

- Labour led Govt Cabinet Paper sets out proposals for regulations of ECs
- Legislation to be introduced in 2019

February 2020

- Draft legislation published:
 - Sale of devices and refills allowed, full range of flavours available only at registered R18 specialist vaping retailers (mint, menthol, tobacco only in other stores)
 - 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 etc – product safety standards, nicotine content to be consulted on
 - Packaging/labelling to be developed (based on UK regulations)

Possible positive and negative impacts for vaping in reaching Smokefree Aotearoa

Direct positive impacts

- Enhanced quitting smoking among smokers
- Reduced smoking uptake among youth (displacement)

Null effect

- Smokers quit with ECs instead of through other means

Direct negative impacts

- Reduced smoking cessation
- Health impacts among non-smokers who use ECs
- Gateway effects to smoking

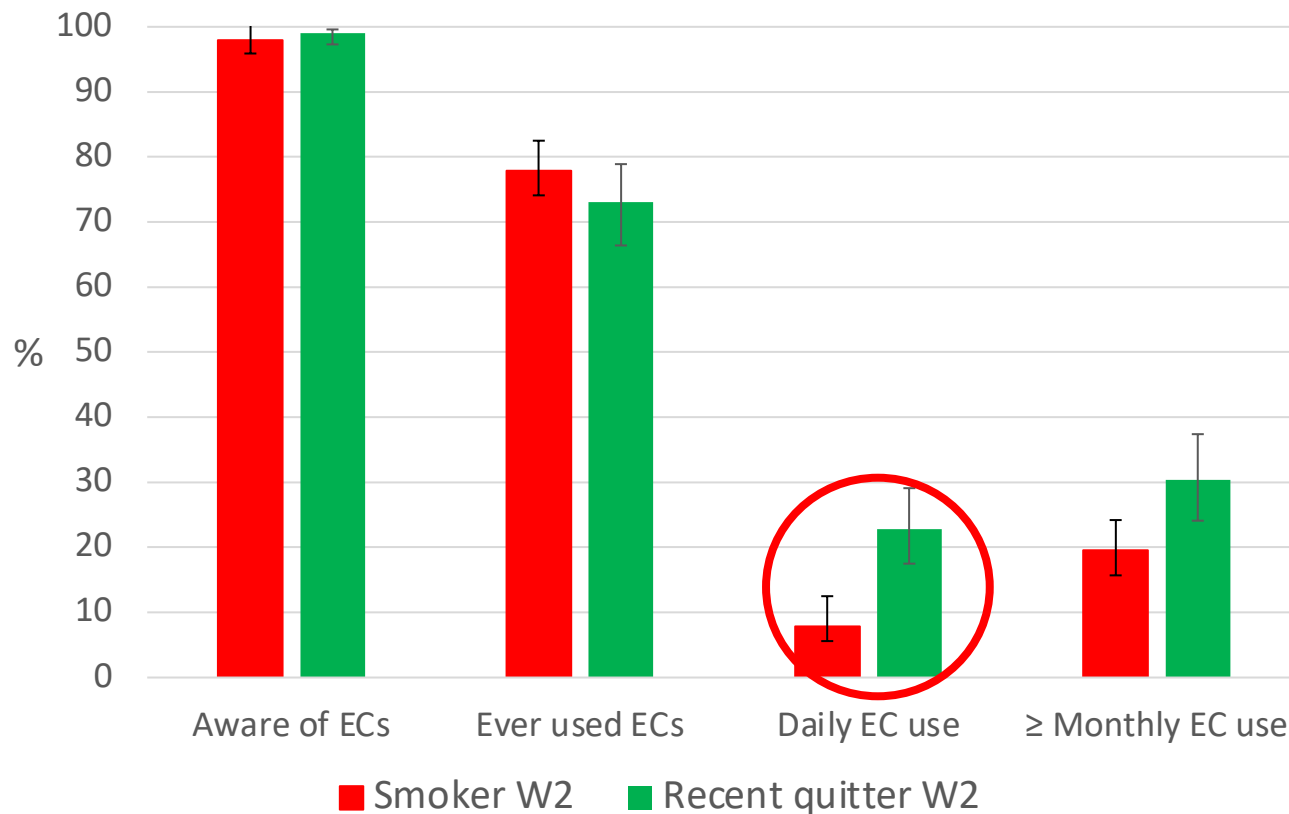
Indirect positive impacts

- Synergistic impact of interventions
- Facilitate implementation of smoked tobacco control measures
- Disrupt (positively) the smoked tobacco market

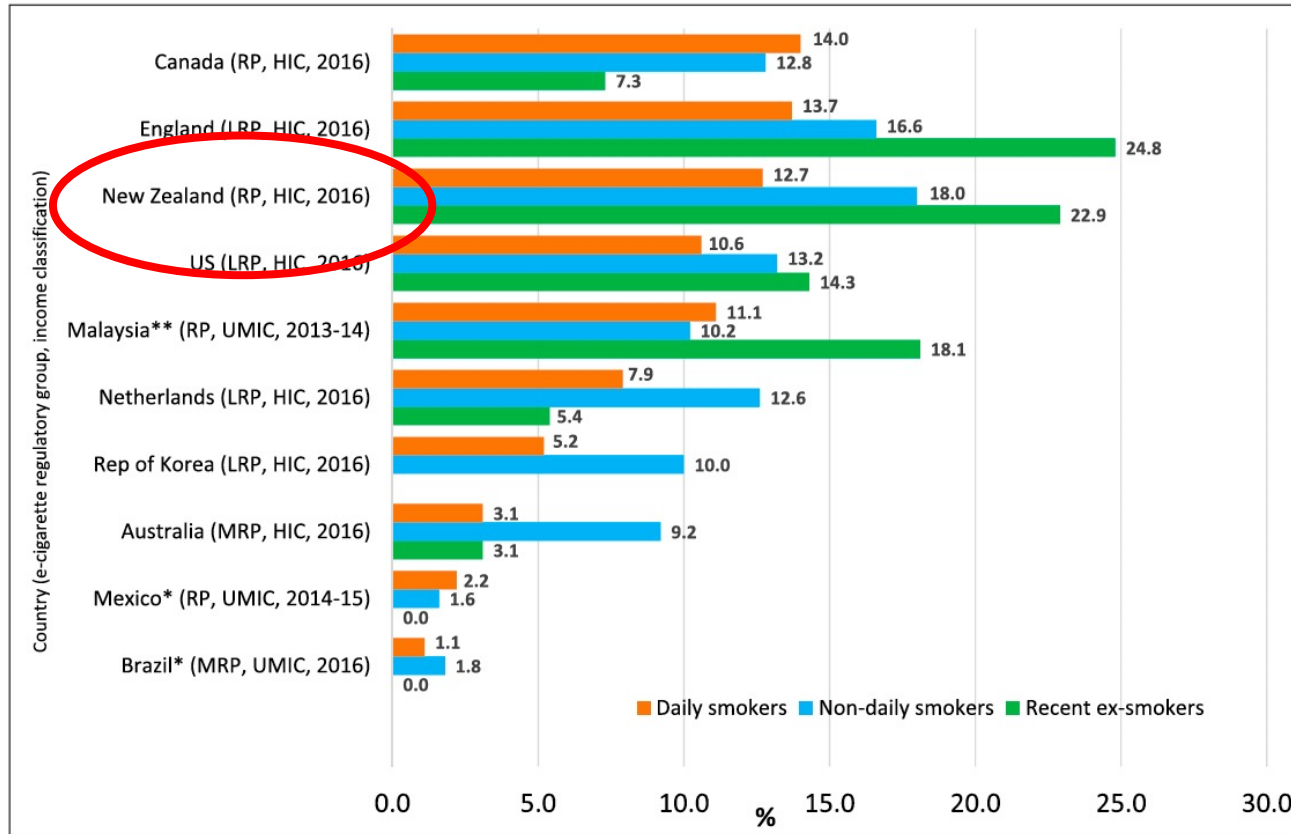
Indirect negative impacts

- Distraction from advocating for and implementing other effective measures
- Undermining of other effective measures (fostering disunity of smokefree sector)

E-cigarette awareness, trial and current use 2018 – by smoking status (NZL ITC - W2)



Vaping prevalence among smokers and recent quitters in 10 ITC cohorts



*Unadjusted weighted estimates; **not adjusted for sex, men only

Figure 6 Prevalence of current nicotine vaping products (NVPs) use by smoking status (weighted %)

Potential Country-level Health and Cost Impacts of Legalizing Domestic Sale of Vaporized Nicotine Products

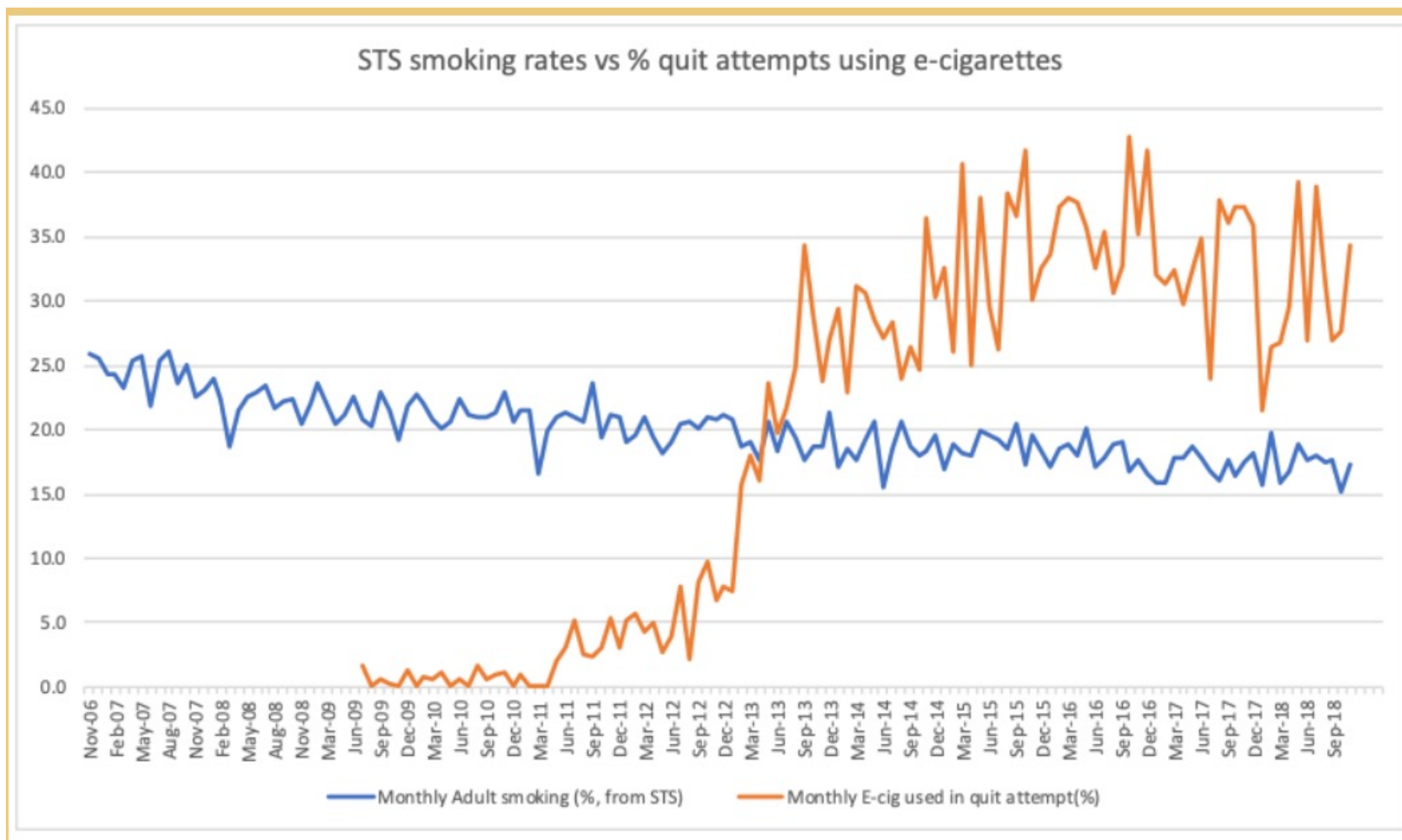
Frederieke S. Petrović-van der Deen,^a Nick Wilson,^a Anna Crothers,^b Christine L. Cleghorn,^a Coral Gartner,^c and Tony Blakely^{a,d}

- Substantial potential health benefits and health system cost savings from liberalized sales of ECs
- Sensitive to assumptions about:
 - Impact of ECs on population cessation rates
 - Relative health effects of ECs (cf smoking)
 - Impact of ECs on smoking initiation among youth

Lifetime health gains and health system cost savings for 2011 NZ population (base scenario vs BAU, 0% discounting)

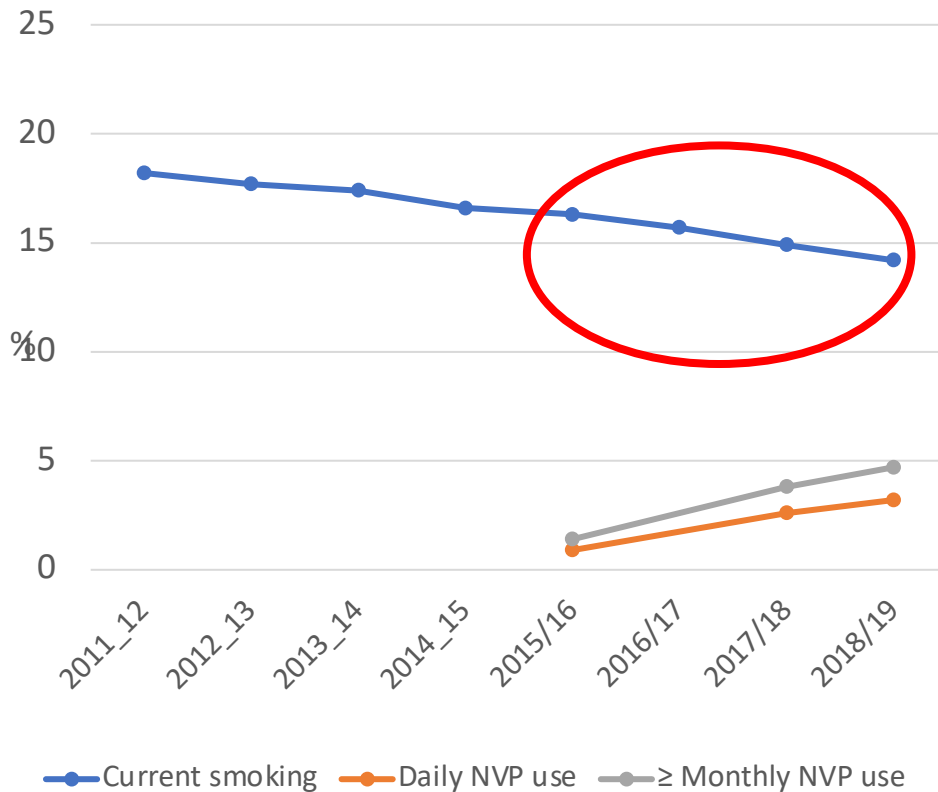
Age Group (at Baseline)	Remaining Lifetime (with 95% UIs)	
	QALYs Gained	Net Cost Savings (NZ\$ million for Year 2011)
0–14 years	68,100 (–23,900 to 188,000)	\$1,010 (–\$530 to \$2,930)
15–24 years	59,100 (13,000 to 117,000)	\$930 (\$218 to \$1,910)
25–44 years	72,000 (13,200 to 126,000)	\$1,070 (\$257 to \$1,910)
45–64 years	35,000 (–1,200 to 61,200)	\$400 (\$11 to \$712)
65+ years	1,690 (–4,020 to 3,950)	\$11 (–\$24 to \$26)
All age groups combined	236,000 (27,000 to 457,000)	\$3,420 (\$370 to \$7,050) ^d

Smoking and use of ECs for quitting in England (Smoking Toolkit Study)

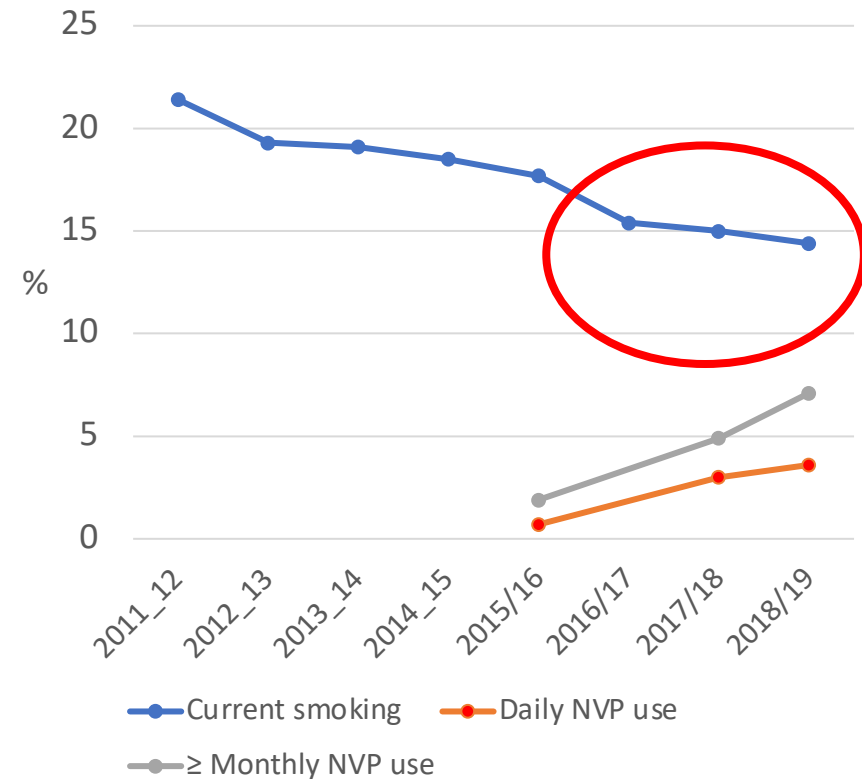


Trends in current smoking and vaping (NZHS)

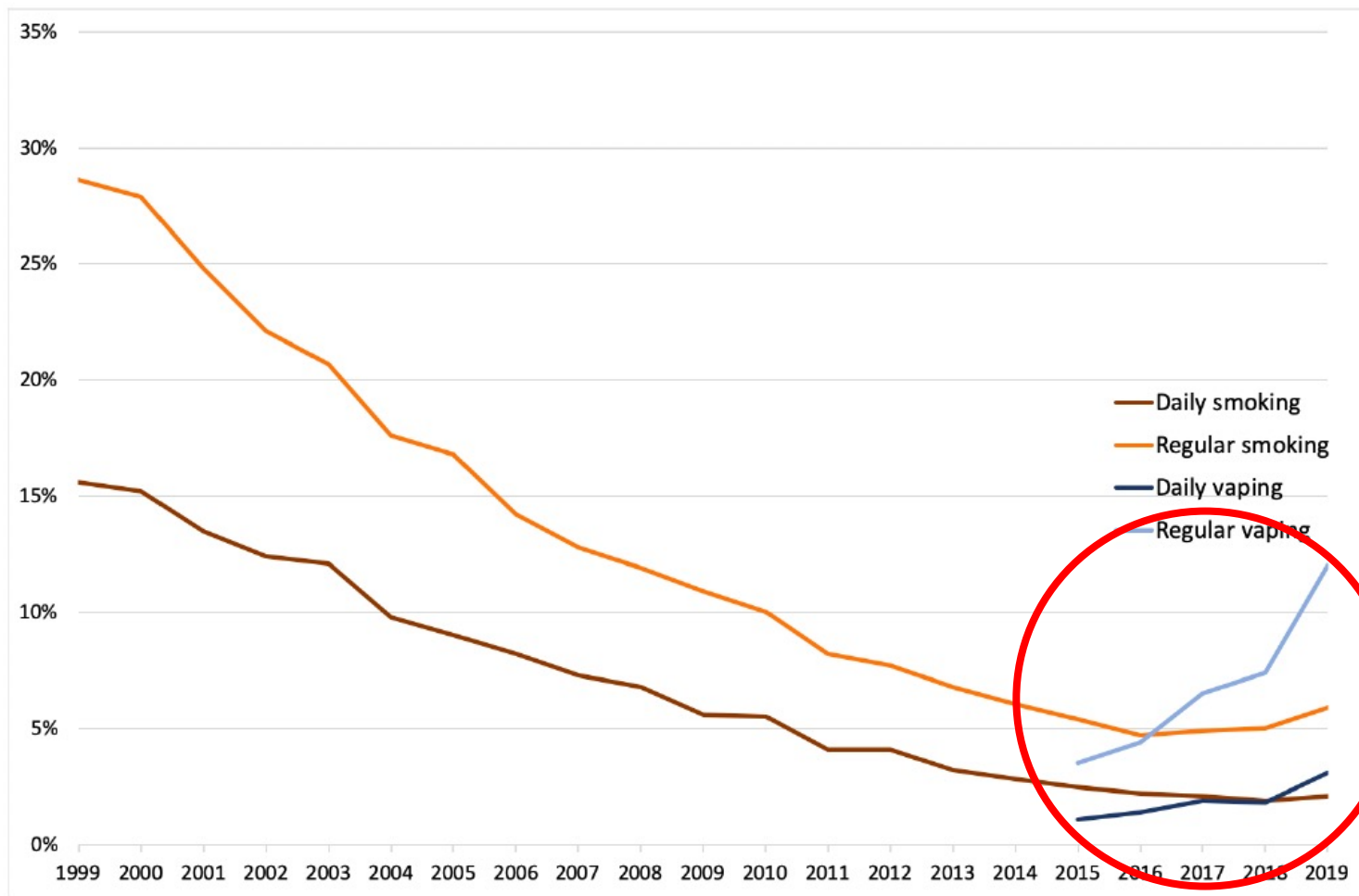
All ages



15-24 years

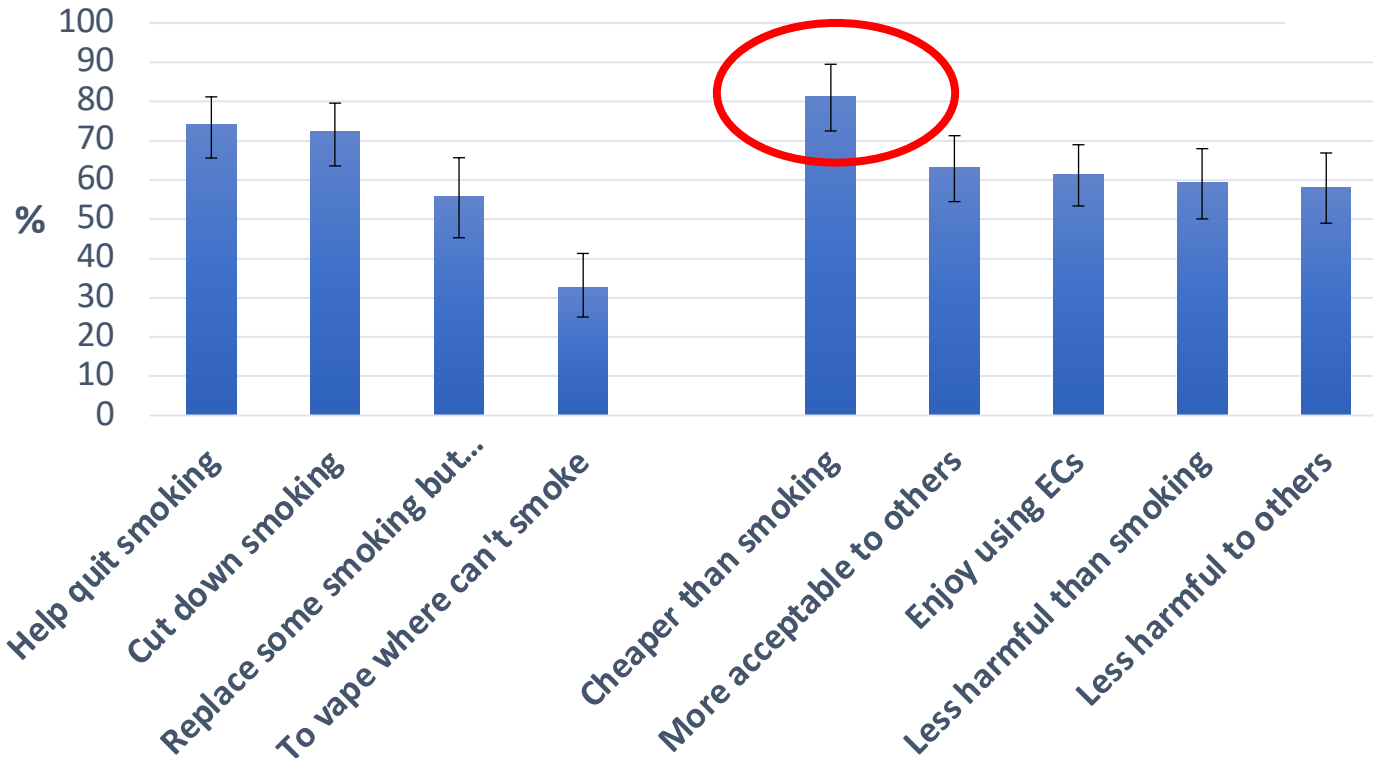


Trends in smoking and vaping among NZ Year 10 students (age 14-15 years)



Source: ASH Year 10 Snapshot survey

E-cigarette purposes and motivations for use ((NZL ITC - W2 ≥ monthly current EC users)



Vaping on the rise

2:22pm, Thursday 21 September 2017. By [Aroha Treacher](#)



After 13 years of smoking Clinton Evans made the switch, *"My main reason for vaping wasn't mainly cause of my health especially cause of my age, **it was mainly because of the price of cigarettes.** The price of where every six months they were going up and up and basically I just couldn't afford the habit that I created."*

“The positive impacts of e-cigarettes are likely to be much greater if e-cigarettes are more affordable, more available, and more appealing, *relative to* smoked tobacco products.”



Smoked tobacco products	E-cigarettes
Less affordable	More affordable
Less available	More available
Less appealing	More appealing

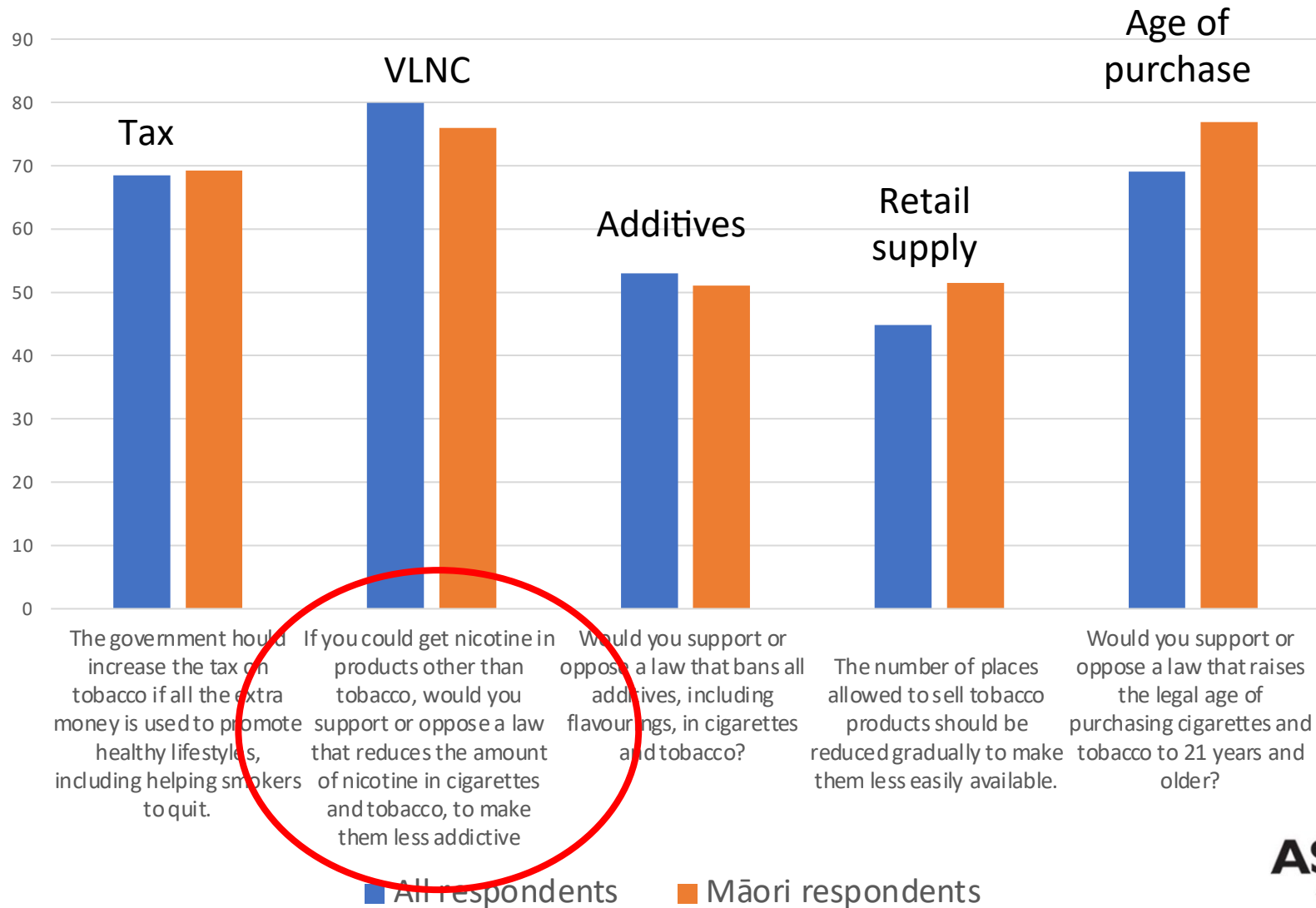
Public Health Expert Blog, October 2017

<https://blogs.otago.ac.nz/pubhealthexpert/2017/10/06/achieving-smokefree-aotearoa-by-2025-a-response-to-critiques>

“Combining a mandated VLNC cigarette policy with other interventions, particularly expanding access to alternative nicotine-delivery products such as e-cigarettes, is likely to **enhance the effectiveness of each of these measures**, and to **make a mandated VLNC policy more acceptable** by ensuring alternative nicotine-delivery products are available for those who can’t, or don’t want to, quit nicotine use.” – ASAP Report



NZ-ITC, Smoker and Recent Quitter Support for key ASAP measures



E-cigarettes as disruptive technology

Smoking prevalence and tobacco consumption

*In terms of the historical use of tobacco and the disease burden from smoking, the rise of the electronic cigarette seems to be a **game changer** with potentially huge implications for consumers, public health and industry.*

Stimson G et al. Disruptive innovations: The rise of the electronic cigarette. International Journal of Drug Policy 25 (2014) 653–655

nicotine

Distraction: A comprehensive action plan for Smokefree Aotearoa?

GOVT COMMITS TO PLAN

At Tuesday's event, Associate Health Minister Jenny Salesa committed to developing an action plan to achieve the target. "We want to build on the achievements of tobacco control and I am committed to developing a plan," she said.

Stuff report March 27 2018



ROSA WOODS/STUFF

Associate Health Minister Jenny Salesa has committed to developing a plan for achieving a smokefree New Zealand by 2025.

<https://www.stuff.co.nz/national/102608415/no-room-for-complacency-if-were-to-reach-kick-smoking-by-2025-helen-clark-says>

Distraction: Non-vaping related tobacco control policies/interventions introduced by 2017-2020 Labour-led Govt

- Standardised packs + enhanced health warnings (previous Govt)
- Report into tobacco tax policy (? Stop increases)
- Smokefree cars for children (nearly)

That's it

Smokefree 2025 is five years away

Undermining the tobacco control sector

Philip Morris's Project Sunrise: weakening tobacco control by working with it

P A McDaniel, E A Smith, R E Malone

Tobacco Control 2006;15:215-223. doi: 10.1136/tc.2005.014977

- PMI's 'divide and rule' strategy as laid out in internal documents

*A corporate affairs document explained that tobacco control organisations drew their strength from “their funding, their **credibility in public opinion, and ... their unity**. Our primary strategies focus on impacting each of [these] sources of strength”.*

“...[t]he rapid growth in resources, membership and successes has created a sense of invincibility within the ATI that may blind organizations to carefully orchestrated efforts by the tobacco industry and its allies to **accelerate turf wars and exacerbate philosophical schisms** (smoking and ETS, vs. youth and marketing).”

10 year Corporate Affairs Objectives and Strategies

This document outlines key objectives, strategies and actions for the PMI CA organization over the next 10 years, in support of our combustible and reduced risk (RRP) product businesses.

PMI 10 year strategy

- No 1 objective – ‘normalization’ of PMI – ‘position at the table’ (especially for RRP regulation)
- Oppose ‘extreme regulation’ vs smoked tobacco products e.g.
 - Tax increases above inflation, industry profit taxes, earmarking
 - Plain packs, PoS display bans, packaging format restrictions, GHWs>65%
 - Nicotine limits, ingredients bans, menthol bans, design restrictions (capsule, slims etc)
 - ‘Extreme’ retailer licensing, duty free ban or restrictions, >18 years age limits
 - Outdoor smokefree laws and smokefree cars
- Marginalise the policies and advocates of extreme measures as ‘prohibitionists’
- Amplify voices of ‘harm reduction’ supporters vs ‘prohibitionists’

Marewa Glover & David Sweanor: Vaping can make us smoke-free by 2025

3 Aug, 2017 5:00am

5 minutes to read



Vapers avoid the deadly inhalation of smoke that kills people addicted to cigarettes. Photo / 123RF

NZ Herald



By Marewa Glover & David Sweanor

AUGUST 4, 2017



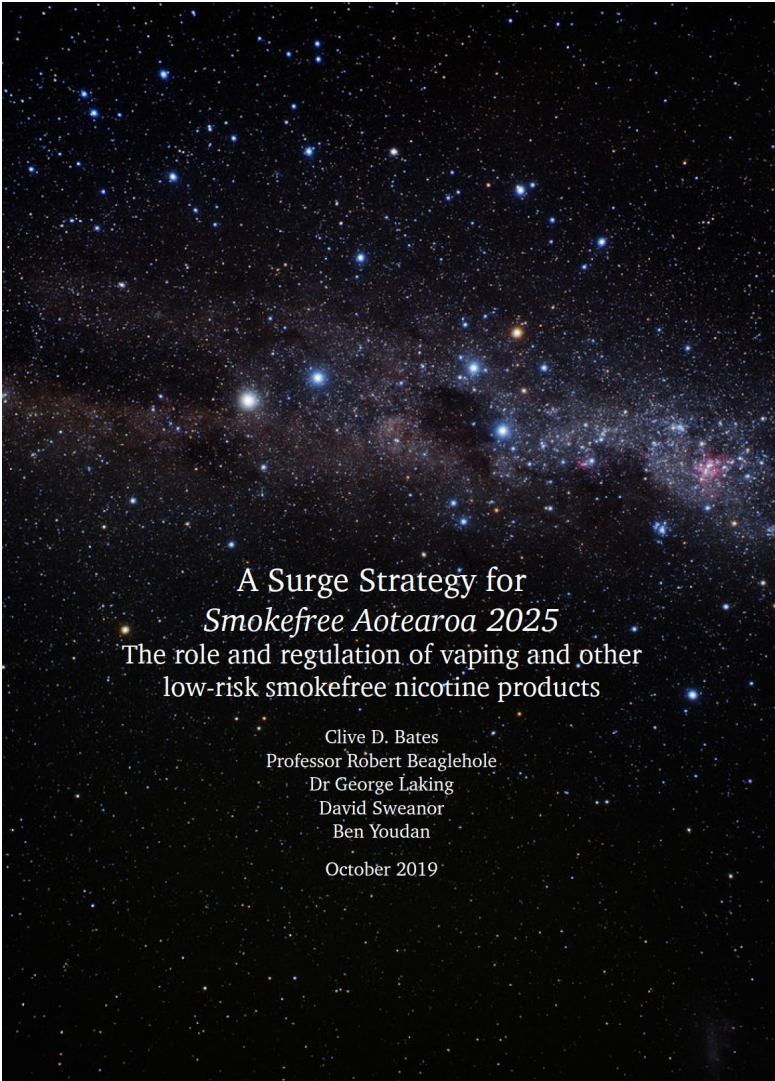
A CLOSE-UP VIEW OF CIGARETTES ON JUNE 10, 2015. (PHOTO BY MATT CARDY/GETTY IMAGES)

How to stop smoking (hint: it's not making cigarettes more expensive)



Marewa Glover and David Sweanor | Guest writers

New Zealand already has some of the highest tobacco taxes in the world, and now some campaigners are calling for them to be raised much further. But how effective would that be? Not very, say tobacco-control experts Marewa Glover and David Sweanor. What's needed are solutions that empower smokers, not punish them further.



A Surge Strategy for
Smokefree Aotearoa 2025
The role and regulation of vaping and other
low-risk smokefree nicotine products

Clive D. Bates
Professor Robert Beaglehole
Dr George Laking
David Sweanor
Ben Youdan

October 2019



VAPING: *degrees of harm*

E-cigarette and smokeless
tobacco products
A NARRATIVE REVIEW OF EVIDENCE



Cancer Society Auckland Northland
July 2019

Every time e-cigarettes are discussed, we should make explicit links with conventional combusted cigarettes, **linking any proposals for less stringent regulations of the former to proposals for more stringent regulation (or even phaseout of sales) of the latter.**

Gartner C, Malone RE: *Tob Control* 2014, **23**(5):369-370.

Conclusions

Achieving endgames for tobacco will require:

- Mobilisation and generation of political will
- A comprehensive strategy
 - No one size fits all
 - Population based measures vs smoked tobacco products (intensified BAU + game-changers)
 - Attention to uptake prevention and cessation
 - Regulatory structure to maximise positive impacts and minimize negative impacts of Ecs
 - Seek synergies
 - Strong focus on reducing disparities
- Robust monitoring and evaluation
- Being kind and respectful
- Keeping a close eye on the tobacco industry



Kia ora
Thank you

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z

www.aspire2025.org.nz



A Smokefree Aotearoa by 2025

—let's do it for the kids