

Recent research on population level cessation help

This presentation argues that **quitting is largely driven** by population level policies

Chapman, MacKenzie. 2010; Edwards, Bondy et al 2014, Soulakova, Crockett. 2017

George Thomson

University of Otago, Wellington, New Zealand

george.thomson@otago.ac.nz

November 9th 2018

Background

Tobacco Control Scale (TCS) Joossens & Raw 2006

Priority weighting of policy scoring:

- Price 30%
- **Smokefree public places 22%**
- **Public information campaign spending 15%**
- Advertising bans 13%
- Health warnings 10%
- Individual treatment 10%

Luk Joossens



Evidence for comprehensive policies

- *Europe*: Strong association between **TCS scores** and decreased smoking prevalence in EU27 from 2006 to 2014 (**p=0.03**) *Feliu et al 2018*
- *Across world*:
 - Increases in **MPower scores** 2007-2014 associated with prevalence decrease (**p=0.023** adjusted for income & region) *Gravelly et al 2017*
 - One-unit increase in **MPower score**, 2007-2014, reduced prevalence by 0.2 percentage points (**p < 0.05**) *Ngo et al 2017*
- *Inequalities*: Higher **TCS scores** more likely to **help disadvantaged most** *Allen et al 2016*



What policies may help Aotearoa?

- NZ policy study 2017

Participants saw ‘**Social marketing campaigns and extending smoke-free regulations to include outdoor areas of cafés and bars**’ as politically feasible, likely to narrow ethnic disparities and be effective. *Ball et al 2017*

- Canada: No smoking in outside areas of bars or restaurants associated with **higher success in quit attempts** *Chaiton et al 2016*



the
FRESH
AIR
Project