

THE NEW ZEALAND SMOKEFREE 2025 ACTION PLAN:

SUPPORT FOR AND ANTICIPATED BEHAVIOURAL RESPONSES TO KEY MEASURES AMONG SMOKERS IN THE ITC NEW ZEALAND (EASE) 2018 AND 2020 SURVEYS

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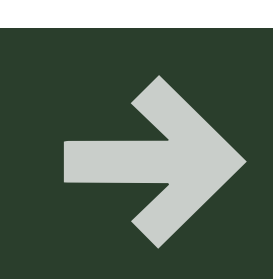
KEY FINDINGS

1. Strong support among smokers and recent quitters for key measures in the NZ Smokefree 2025 Action Plan, including endgame policies.
2. Almost half of smokers anticipated quitting, cutting down on smoking or switching to e-cigarettes if two endgame policies (mandated very low nicotine cigarettes [VLNCs] and substantial reductions in retail availability) were implemented



OBJECTIVE

To investigate support and perceived impact of measures included in NZ's Smokefree Action Plan.



BACKGROUND

The New Zealand (NZ) Government's Smokefree 2025 Action Plan proposes a comprehensive strategy including implementing innovative endgame measures: large reductions in retail availability, mandated VLNCs, and a smoke-free generation proposal in which the legal age of purchase increases by one year annually.¹



METHODS

- Data from people who smoked or who had recently quit smoking in Wave 2 (W2, Jun-Dec 2018, 1010 respondents, CATI interviews) and Wave 3 (W3, Nov 2020-Feb 2021, 1230 respondents, online survey) of the ITC NZ (EASE) Surveys.
- Respondents recruited from a national health survey (W2); and from an online survey panel, social media advertising and community networks (W3).
- Māori and Pacific peoples and young adults (18-25 years) over-sampled.
- Cross-sectional analyses presented weighted so that estimates reflect the NZ population of smokers and recent quitters.



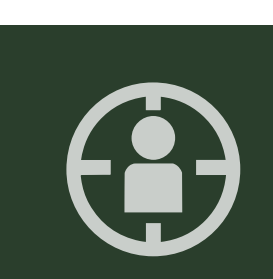
RESULTS

- Strong support for mandated VLNCs, the smoke-free generation proposals, and increased spending on mass media campaigns.
- Support for large reductions in retailer numbers less strong (Figure 1).
- Support similar among Māori, Pacific, and non-Māori non-Pacific (NMNP) respondents (data not shown).



REFERENCES

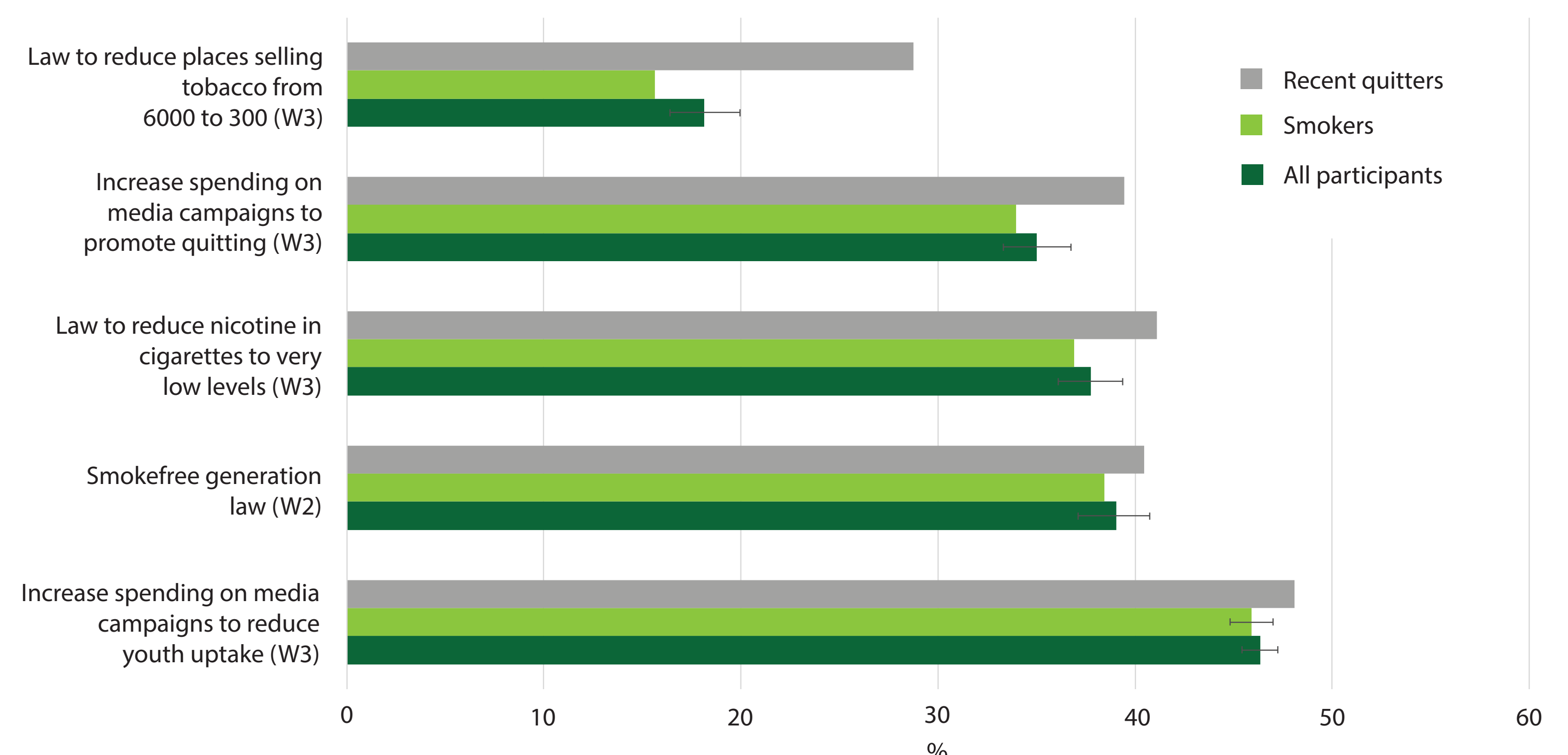
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CONTACTS

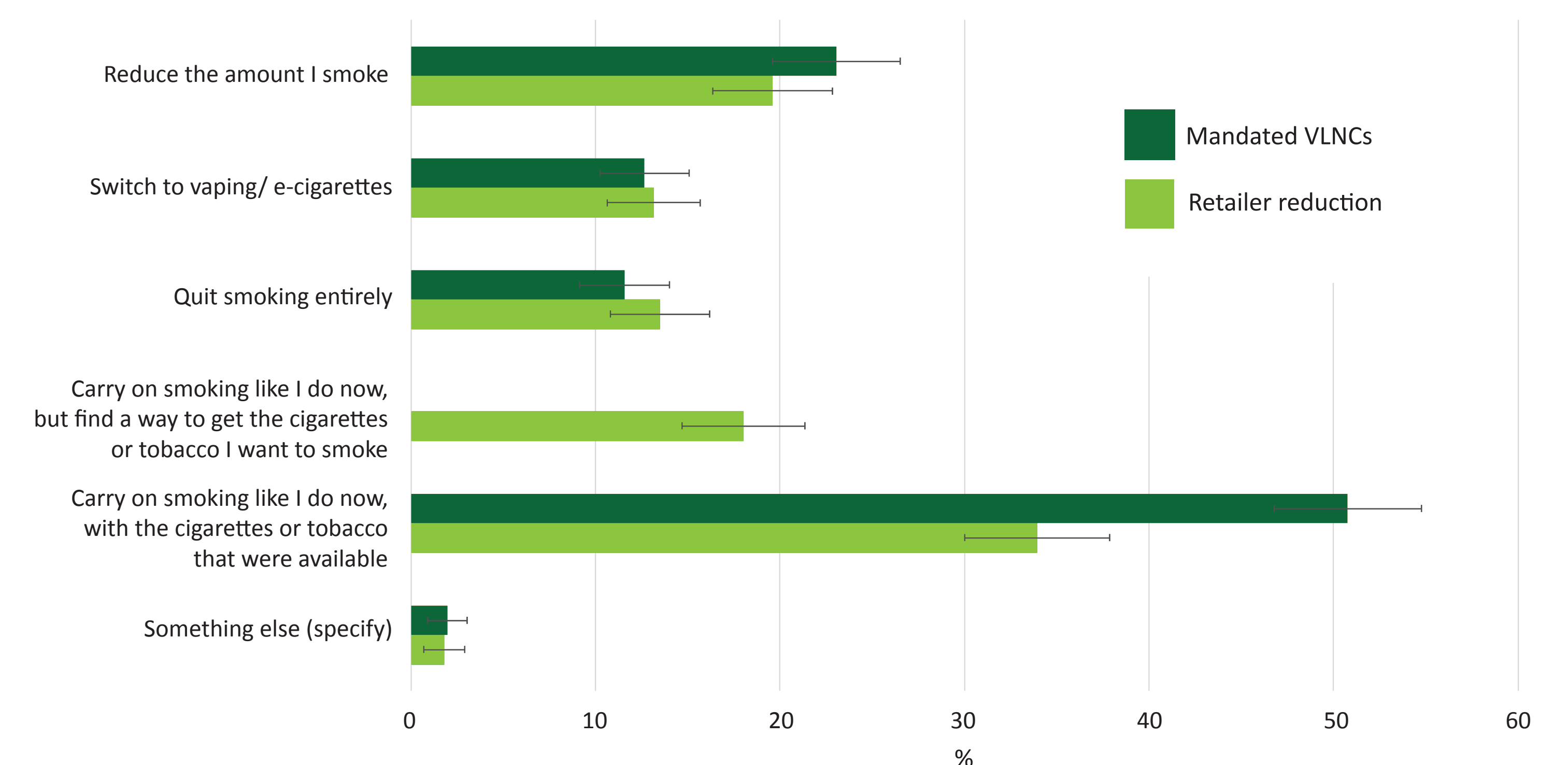
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Figure 1. Support for Smokefree Aotearoa 2025 Action Plan proposals (W2 + W3)



- High proportion of smokers stated that they would quit smoking, switch to e-cigarettes, or cut down on smoking if mandated VLNCs or large retailer reductions were introduced (Figure 2)
- Similar findings among Māori, Pacific, and NMNP respondents (data not shown).

Figure 2: Perceived response to implementation of two endgame policies among smokers (W3)



CONCLUSIONS

Strong support for key measures in the NZ Smokefree 2025 Action Plan and substantial anticipated impact of key endgame policies suggest that the Plan could greatly reduce smoking prevalence, including among Māori and Pacific peoples who currently have the highest smoking rates.

CONFLICT OF INTEREST STATEMENT

GTF has served as an expert witness on behalf of governments in litigation involving the tobacco industry and has served as paid expert consultant to the Ministry of Health of Singapore in reviewing the evidence of plain/standardized packaging. All other authors have no conflicts of interest to declare.

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