



# The Smokefree 2025 Action Plan

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# Disclosures

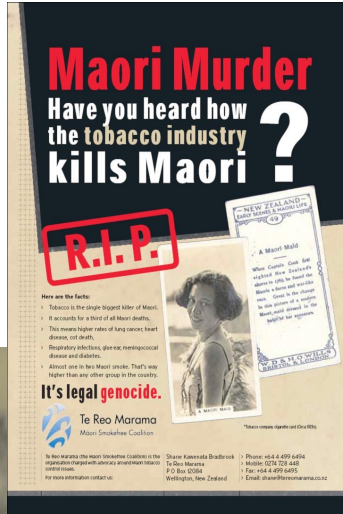
- No specific funding for this presentation
- No industry funding in last 5 years (or ever)
- Current or recent funding includes NZ Health Research Council, Cancer Society of New Zealand, Ministry of Health NZ, and University of Otago

# Outline

- Background and context
- Three key features
- Arguments against and counter-arguments
- Conclusions

# Māori leadership and origins of 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.



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



## 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



# Smokefree Aotearoa – a timeline

- 2006-2010: Sector mobilisation around endgames
- 2010: Māori Affairs Select Committee Inquiry
- 2011: Government commits to Smokefree 2025 goal

*...Government agreed with the goal of **reducing smoking prevalence and tobacco availability to minimal levels, thereby making New Zealand essentially a smokefree nation by 2025.** (Parliament response to MASC)*

- 2011-2021: No plan or strategy, largely business as usual measures, e.g.

Annual above CPI tax increases	POS display ban
Cessation services (inc prioritizing Māori)	Standardised packaging
Mass media (some Māori focused)	Enhanced health warnings (incl Māori)
Smokefree prisons	Vaping regulation
	Smokefree cars



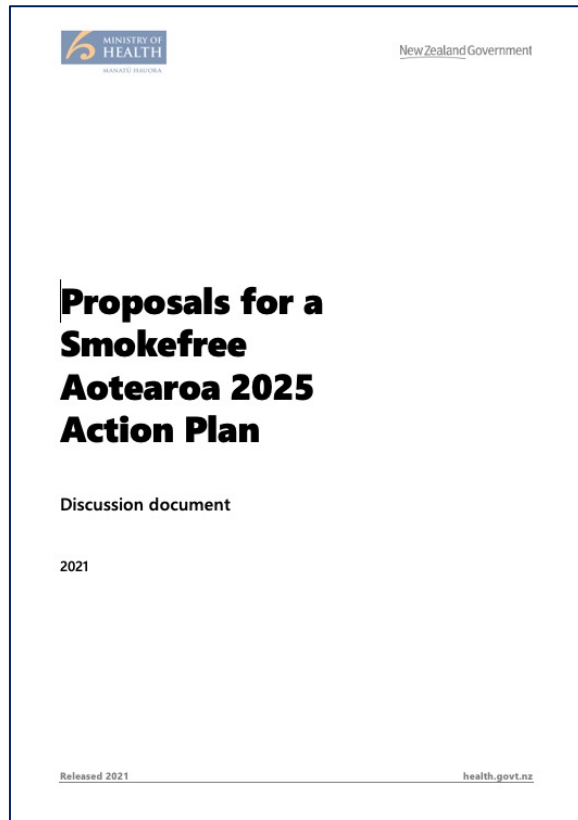
**Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori**

Report of the Māori Affairs Committee

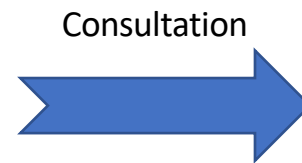
Forty-ninth Parliament  
(Hon Tau Henare, Chairperson)  
November 2010

Presented to the House of Representatives

# All change in 2021



April 2021



December 9 2021



## Our focus areas



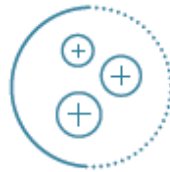
**1:**

Ensure Māori leadership and decision-making at all levels



**2:**

Increase health promotion and community mobilisation



**3:**

Increase evidence-based stop smoking services



**4:**

Reduce the addictiveness and appeal of smoked tobacco products



**5:**

Reduce the availability of smoked tobacco products



**6:**

Ensure manufacturers, importers and retailers meet their legal obligations

# Reactions to action plan in New Zealand

WHANGANUI CHRONICLE

PREMIUM



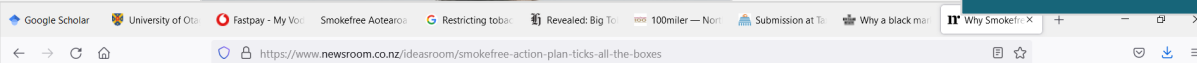
## Smokefree 2025: Whanganui medical professionals welcome Action Plan announcement

10 Dec, 2021 05:00 AM

3 minutes to read

### New SmokeFree Legislation Has Respiratory Specialists Dreaming Of A Brighter Future

"Every now and again a piece of legislation comes along that has the potential to really impact the future health of our people for the better. A piece of legislation that takes a stand. A piece of legislation that will be referred to for generations to come as our turning point. In our opinion, this is it,"



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FIRST PUBLISHED DEC 11, 2021  
Updated Dec 11, 2021



**Chris Bullen**

Professor Chris Bullen is from the School of Population Health, Faculty of Medical and Health Sciences, University of Auckland.

HEALTH & SCIENCE

### Why smokefree action plan ticks all the boxes

*If implemented as planned, the new smokefree action plan could be the single most significant approach we take as a nation to reducing preventable death and disease and reducing health inequities, writes Chris Bullen*

**Comment:** As a doctor, tobacco researcher and public health advocate for many years, I am excited to see at last we have a plan that will give us, within a / reducing the toll of premature death

THE SMOKEFREE ACTION PLAN

## Governments Smokefree Action Plan Announced - Bold Moves To End Tobacco Harm In Aotearoa Begins Now

Thursday, 15 April 2021, 9:41 am

Press Release: [Hapai Te Hauora](#)

Hāpai Te Hauora applauds the government and today's announcement by Associate Minister of Health, Dr. Ayesha Verrall on their proposals for a Smokefree Aotearoa 2025 Action Plan. The three key goals are to eliminate inequities in smoking rates and smoking related illness; increase the number of children and young people who remain Smokefree; and, increase the number of people who successfully quit smoking.



Health Coalition  
Aotearoa

## All DHBs sign open letter in support of Smokefree Aotearoa 2025 Action Plan



# Impossible until implemented: New Zealand shows the way

Mike Daube ,<sup>1</sup> Raglan Maddox <sup>2</sup>

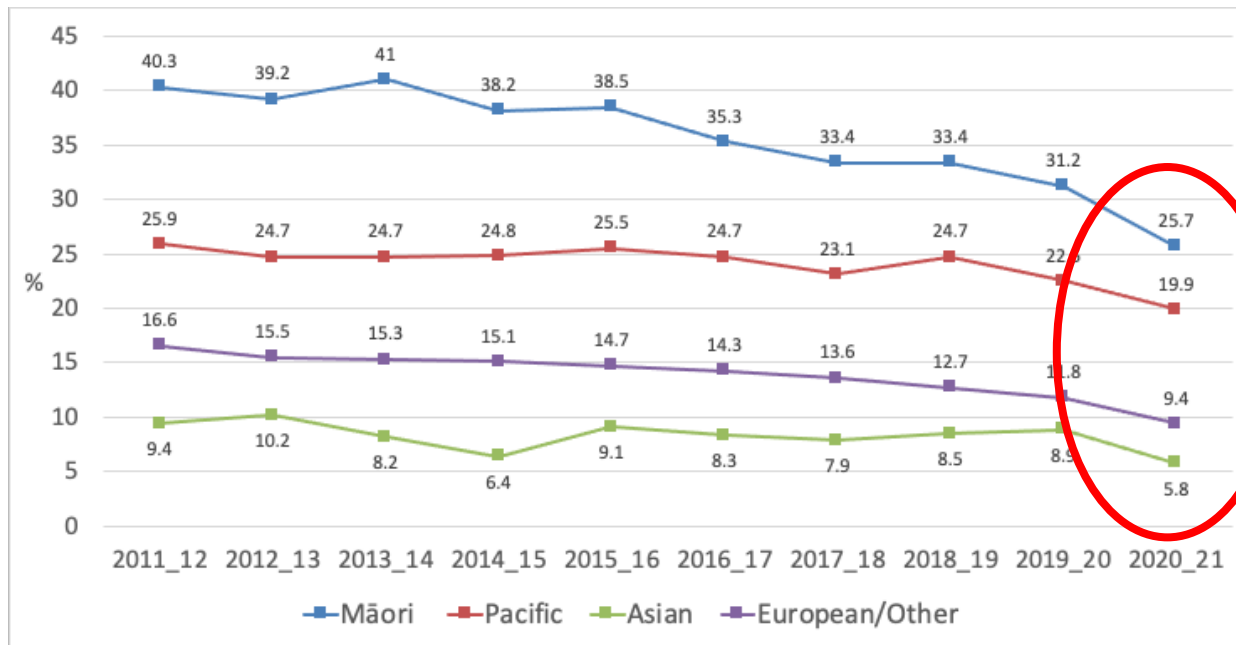
Tobacco kills 4500 people each year in New Zealand, but more than 8 million globally. Minister Verrall and the New Zealand Government deserve great praise for their excellent, world-leading plan. Their exemplar role can be crucial in saving thousands of lives in their own country and millions of lives around the world.

# Key features of Smokefree Action plan

1. Focus on eliminating inequities + commitment to strengthening Māori governance of tobacco control

“To reverse inequity and improve health and wellbeing for all, we need to end the unequal distribution of the harm smoking causes”

# Continuing smoking & health inequities



Current smoking (at least monthly) by ethnicity

Source: PH Expert Blog - Key findings on smoking and e-cigarette use prevalence and trends in the 2020/21 NZ Health Survey, Dec 17 2021

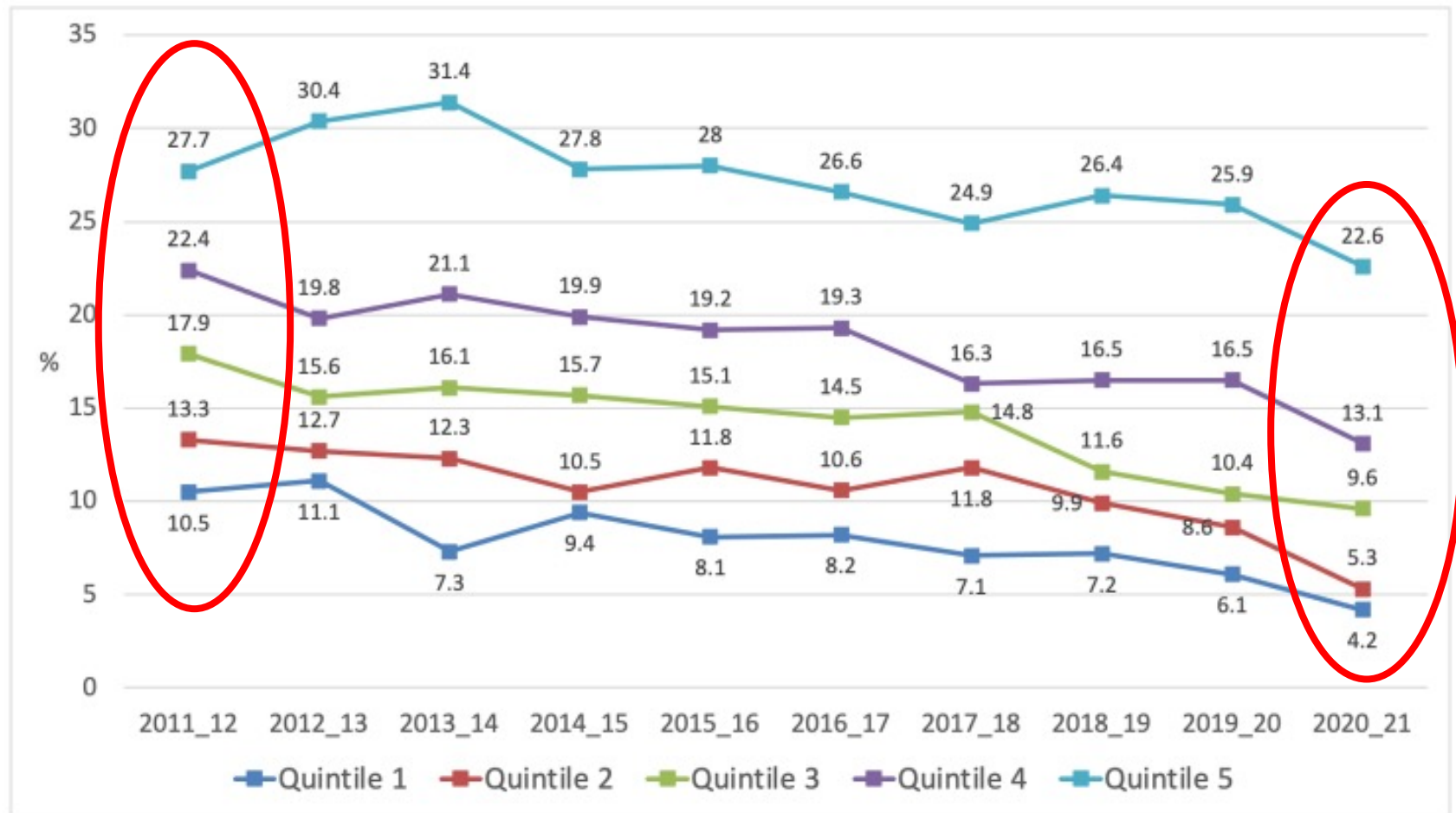
<https://blogs.otago.ac.nz/pubhealthexpert/key-findings-on-smoking-and-e-cigarette-use-prevalence-and-trends-in-the-2020-21-nz-health-survey/>

## Deaths attributable to smoking

- Māori: 22.6%
- Pacific peoples: 13.8%
- Non-Māori/Pacific peoples 12.3%

Walsh M, Wright K. (2020). Ethnic inequities in life expectancy attributable to smoking, *NZMJ*, 133: 1509 (7).

**Figure 9 Trends in current smoking prevalence by socioeconomic status (NZDep) (NZHS 2011/12 to 2020/21 with quintile 5 being the most deprived)**



Source: PH Expert Blog - Key findings on smoking and e-cigarette use prevalence and trends in the 2020/21 NZ Health Survey, Dec 17 2021  
<https://blogs.otago.ac.nz/pubhealthexpert/key-findings-on-smoking-and-e-cigarette-use-prevalence-and-trends-in-the-2020-21-nz-health-survey/>

# Key features of Smokefree Action plan

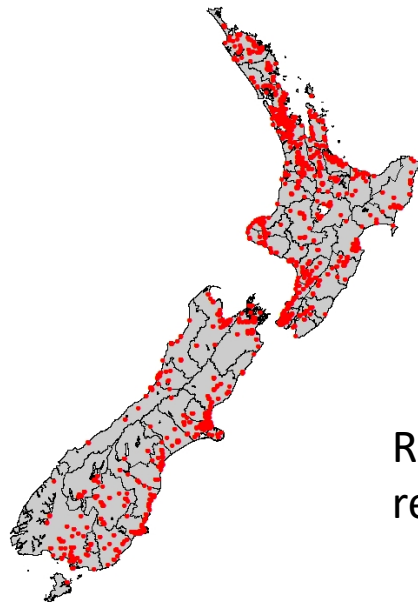
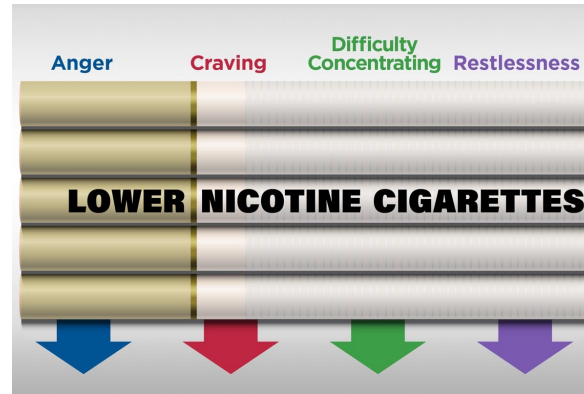
2. **Comprehensive** approach: **beyond ‘business as usual’** (BAU) and individualized interventions
- Bold and innovative measures not previously implemented
  - Structural measures that tackle supply and nature of tobacco products
  - Supported by enhanced BAU measures

To accelerate progress towards Smokefree 2025, we must change how we tackle smoking. **We will not achieve it with a business-as-usual approach.**

“This action plan acknowledges that smoking is not an individual issues. **Smoking is a community issue and social issue”**

“... a focus on changing the settings in NZ that allow smoked tobacco products to be widely available, concentrated in disadvantaged neighbourhoods, and highly addictive.””

# Three world-leading measures



Retail supply reduction

TOWARDS A  
**SMOKEFREE  
GENERATION**

# VLNCs – a pivotal measure

## Strong theoretical support

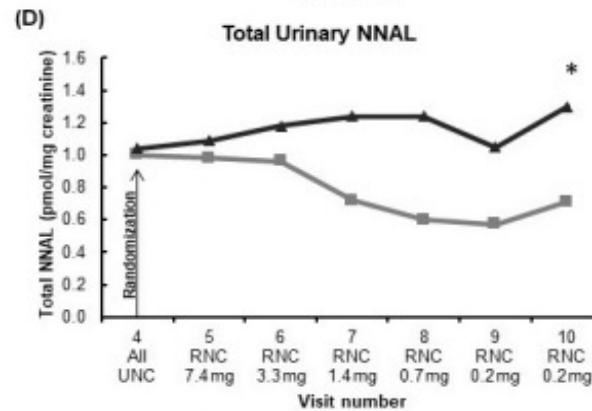
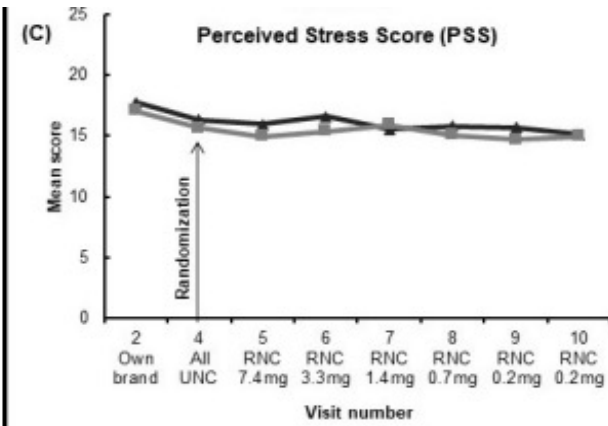
*"To lower nicotine too much might end up destroying the nicotine habit in a large number of consumers and prevent it from ever being acquired by new smokers."*

*Quote from British American Tobacco Company internal document, June 1959 <sup>10</sup>*

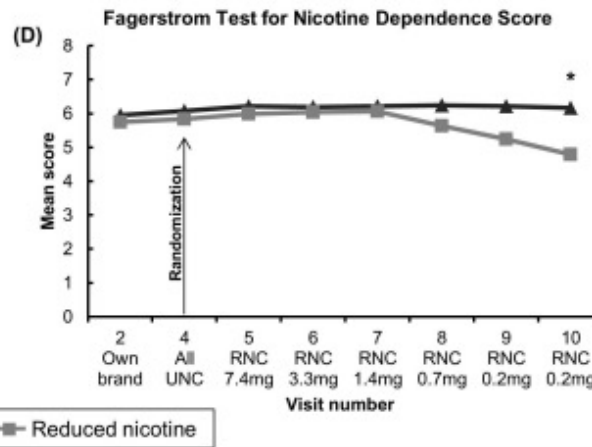
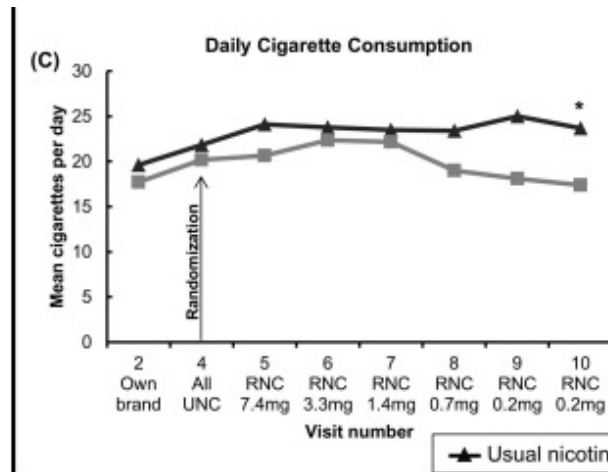
- Numerous studies showing people who are given VLNCs:
  - dislike them – less satisfying, taste
  - relieve cravings less
  - smoke LESS
  - are exposed to less toxins
  - are more likely to try to quit and to succeed in quitting
- Possible synergy with vaping products being available

## The effects of reduced nicotine content cigarettes in smokers with mood or anxiety disorders: a double-blind randomized trial

Jonathan Foulds, Susan Veldheer, Gladys Pachas, Shari Hrabovsky, Ahmad Hameed, Sophia I Allen, Corinne Cather, Nour Azzouz, Jessica Yingst, Erin Hammett, Jennifer Modesto, Nicolle M Krebs, Courtney Lester, Neil Trushin, Lisa Reinhart, Emily Wasserman, Junjia Zhu, Jason Liao, Joshua E Muscat, John P Richie Jr, A Eden Evins



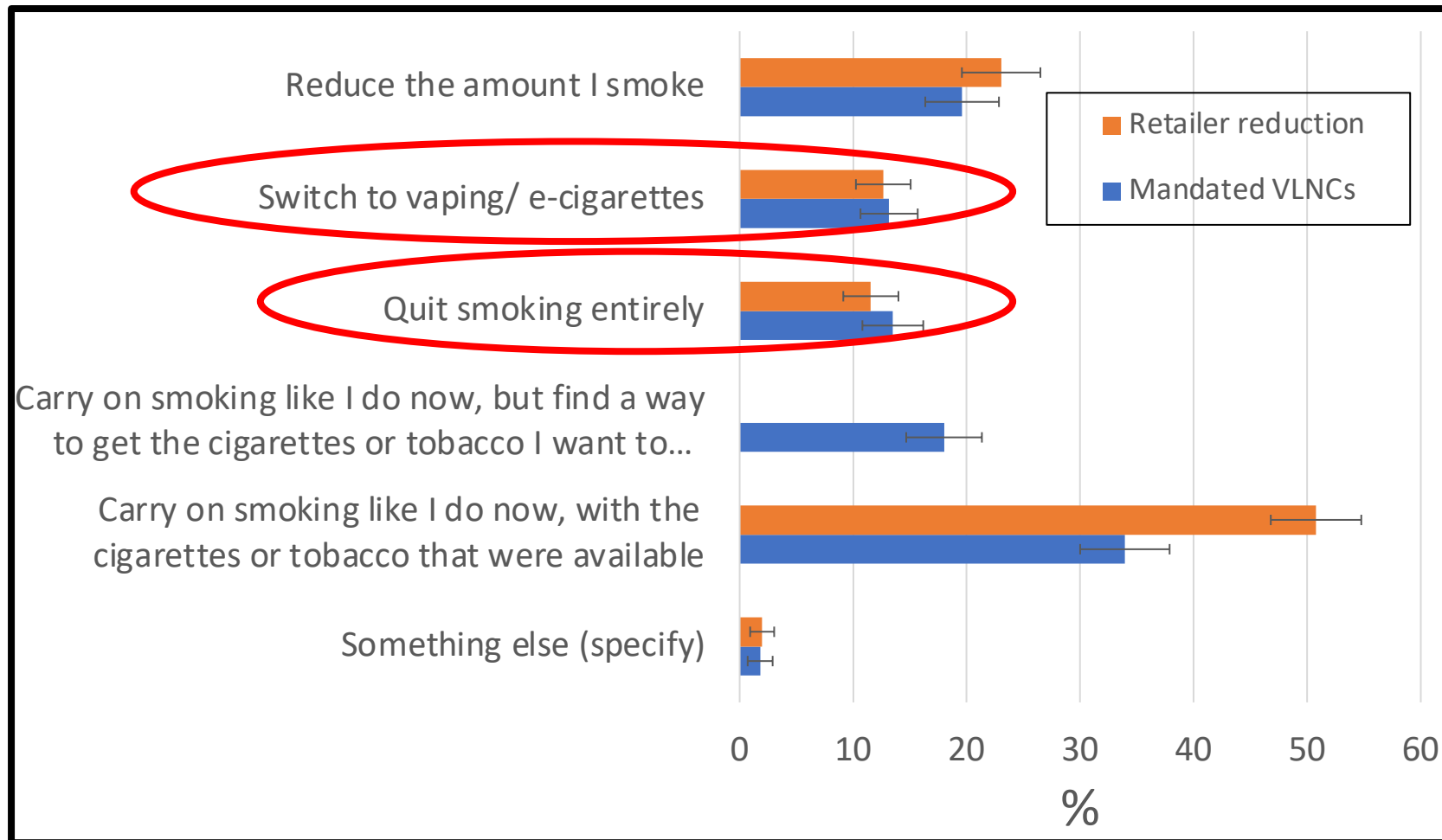
**Quit rates**  
18% RNC vs 4%  
UNC



▲ Usual nicotine    ■ Reduced nicotine



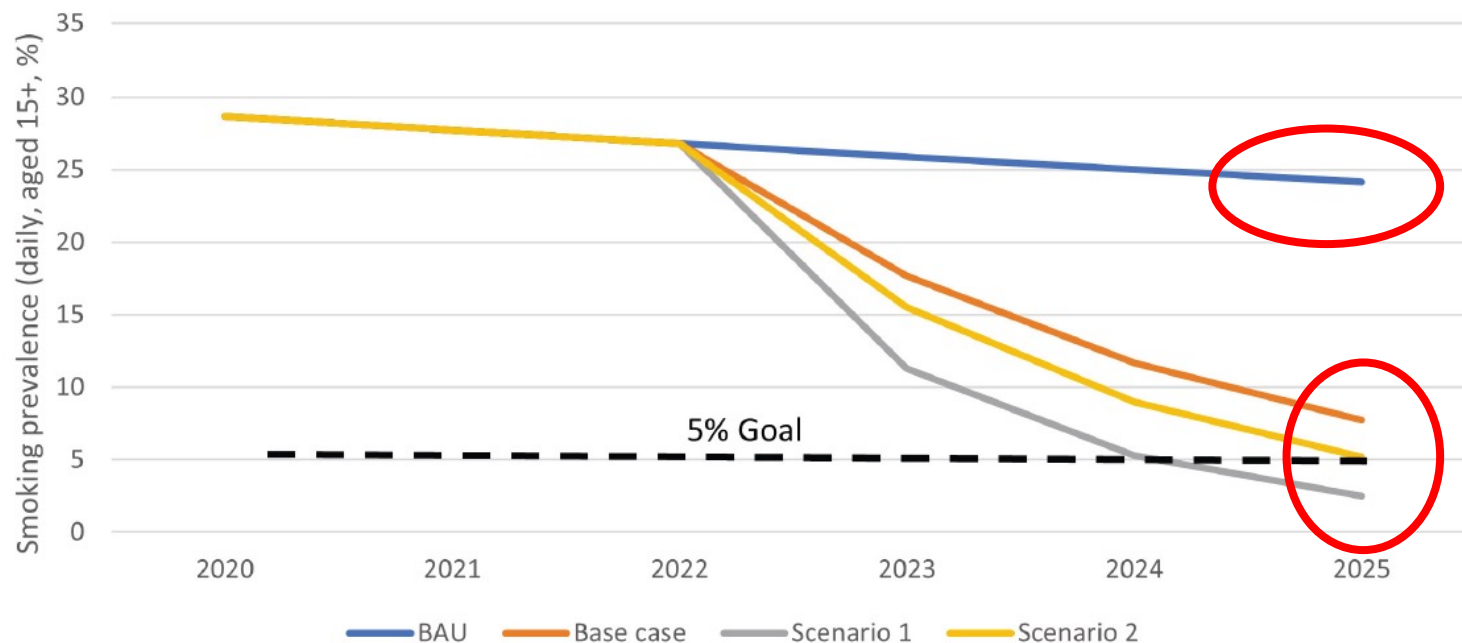
# Perceived impact of action plan measures (NZ ITC/EASE survey, W3, 2020-21)



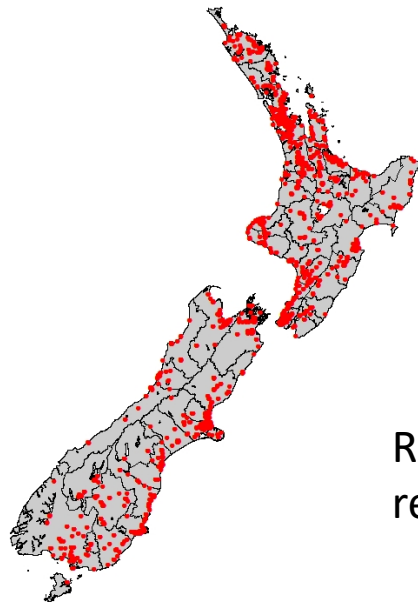
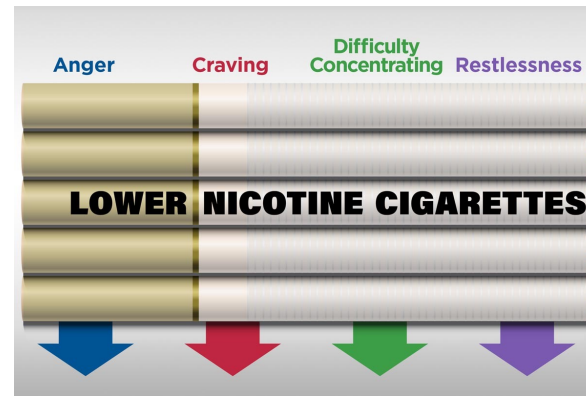
# Modelling the impacts of tobacco denicotinisation on achieving the Smokefree 2025 goal in Aotearoa New Zealand

Nick Wilson, Janet Hoek, Nhung Nghiem, Jennifer Summers, Leah Grout, Richard Edwards

**Figure 1:** Estimated daily smoking prevalence among Māori for the BAU projection and as a result of a tobacco denicotinisation policy (as per data in Table 1).



# Three world-leading measures



Retail supply reduction

TOWARDS A  
**SMOKEFREE  
GENERATION**

## Hot Topic | Action Plan for Smokefree Aotearoa 2025

On 15 April 2021 the Government released a [discussion document](#) outlining proposed actions to achieve the Smokefree 2025 goal. ASPIRE2025 members believe the measures outlined provide a realistic opportunity to achieve the Smokefree 2025 goal and strongly support their inclusion in a sector wide Action Plan.

### Video series

To further inform and to generate some understanding of these measures, we spoke with some key international experts in these areas.

[Jon Berrick](#) talks about creating a smoke-free generation

[Eric Donny](#) talks about removing nicotine from tobacco products

[Jamie Pearce](#) talks about reducing the number of tobacco retail outlets.

[Luk Joossens](#) talk about illicit tobacco markets.

Other videos will be added over the next few days so please keep checking back.

### Blog series

ASPIRE2025 researchers are writing blogs that discuss different measures, comment on the evidence supporting these, and explain their potential implications. Those published to date include:

[Mandated denicotinsation of smoked tobacco products.](#)

Evidence that supports [reducing retail availability](#) and [counterarguments to industry claims](#).

[Tobacco-free generation policy.](#)

[The case for banning cigarette filters.](#)

[Social marketing for Smokefree Aotearoa 2025](#)

The [illicit tobacco trade](#).

[Eliminating smoking disparities for Māori.](#)

[Smokefree outdoor areas](#) (one of the few important areas not addressed in the plan)

### Frequently asked questions

[FAQs](#) explaining the Action Plan's strengths and background on three key proposed measures: reducing the availability of tobacco; reducing the nicotine content in tobacco products to minimal levels, and introducing a Smoke Free Generation.

[Action Plan, Frequently Asked Questions, ASPIRE2025](#)

Download



## A Smokefree Aotearoa – could taking the nicotine out of smoked tobacco products help us get there?

Posted on [September 6, 2021](#) by [carra86p](#)

*Nick Wilson, Janet Hoek, Nhung Nghiem, Jennifer Summers, Leah Grout, Richard Edwards\**

**This blog presents key findings from a modelling study where we estimated the impact that denicotinising smoked tobacco products could have on smoking prevalence in Aotearoa New Zealand. A policy requiring that all smoked tobacco products are virtually nicotine free is one of the key proposals included in the Smokefree 2025 Action Plan Discussion Document that was published in April this year.**

## Reducing nicotine in smoked tobacco products: A pivotal feature of the proposals for achieving Smokefree Aotearoa 2025

Posted on [April 30, 2021](#) by [tedla55p](#)

*Richard Edwards, Janet Hoek, Nick Wilson, Chris Bullen \**

**The NZ Government has published a discussion document outlining an Action Plan for the Smokefree Aotearoa 2025 goal and has invited submissions on its proposals. This blog is one of a series examining key aspects of the plan to help inform the debate and submissions. Here we examine the proposal to reduce the nicotine in smoked tobacco products to very low levels. We conclude this strategy is likely to have a profound impact on smoking prevalence and, if implemented as part of a comprehensive plan, gives a realistic prospect of achieving a Smokefree Aotearoa.**

## Phasing out smoking: The Tobacco-Free Generation policy

Posted on [May 14, 2021](#) by [carra86p](#)

*Jude Ball, Jon Berrick, Richard Edwards, Janet Hoek, Frederieke Petrovic-van der Deen\**

**The NZ Government has published a discussion document outlining an Action Plan for achieving the Smokefree Aotearoa 2025 goal and invited submissions. This blog is one of a series examining key aspects of the plan to help inform the debate and submissions. Here we examine the 'Tobacco-free generation' policy (TFG), which provides a mechanism to protect future generations from tobacco harm and, over time, to phase out tobacco sales entirely.**

## Reducing tobacco retail availability: how could this be achieved and what evidence supports the NZ Government's proposals?

Posted on [May 6, 2021](#) by [carra86p](#)

7:50 am

*Lindsay Robertson, Janet Hoek, Richard Edwards, Frederieke Petrović-van der Deen, George Thomson, Louise Marsh (\*Author details)*

**The NZ Government has published a [Discussion Document](#) outlining an Action Plan for the Smokefree Aotearoa 2025 goal. This blog is one of a series examining key aspects of the plan to help inform the debate and submissions. Here we examine the proposals to reduce the retail availability of tobacco products and find these have a good evidence base. Along with additional measures outlined in the proposals, reducing tobacco retail availability could allow NZ to realise the large health gains, cost-savings, and health equity-benefits of reaching the Smokefree goal. In a separate blog that will be published soon, we examine arguments opposing proposals to reduce tobacco availability, and review the evidence on which these arguments draw.**

<https://blogs.otago.ac.nz/pubhealthexpert/>  
<https://aspire2025.org.nz/hot-topics/hot-topic-action-plan-for-smokefree-aotearoa-2025/>



## Our focus areas



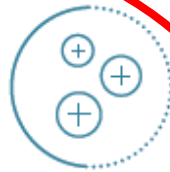
**1:**

Ensure Māori leadership and decision-making at all levels



**2:**

Increase health promotion and community mobilisation



**3:**

Increase evidence-based stop smoking services



**4:**

Reduce the addictiveness and appeal of smoked tobacco products



**5:**

Reduce the availability of smoked tobacco products



**6:**

Ensure manufacturers, importers and retailers meet their legal obligations

# Key features of Smokefree Action plan

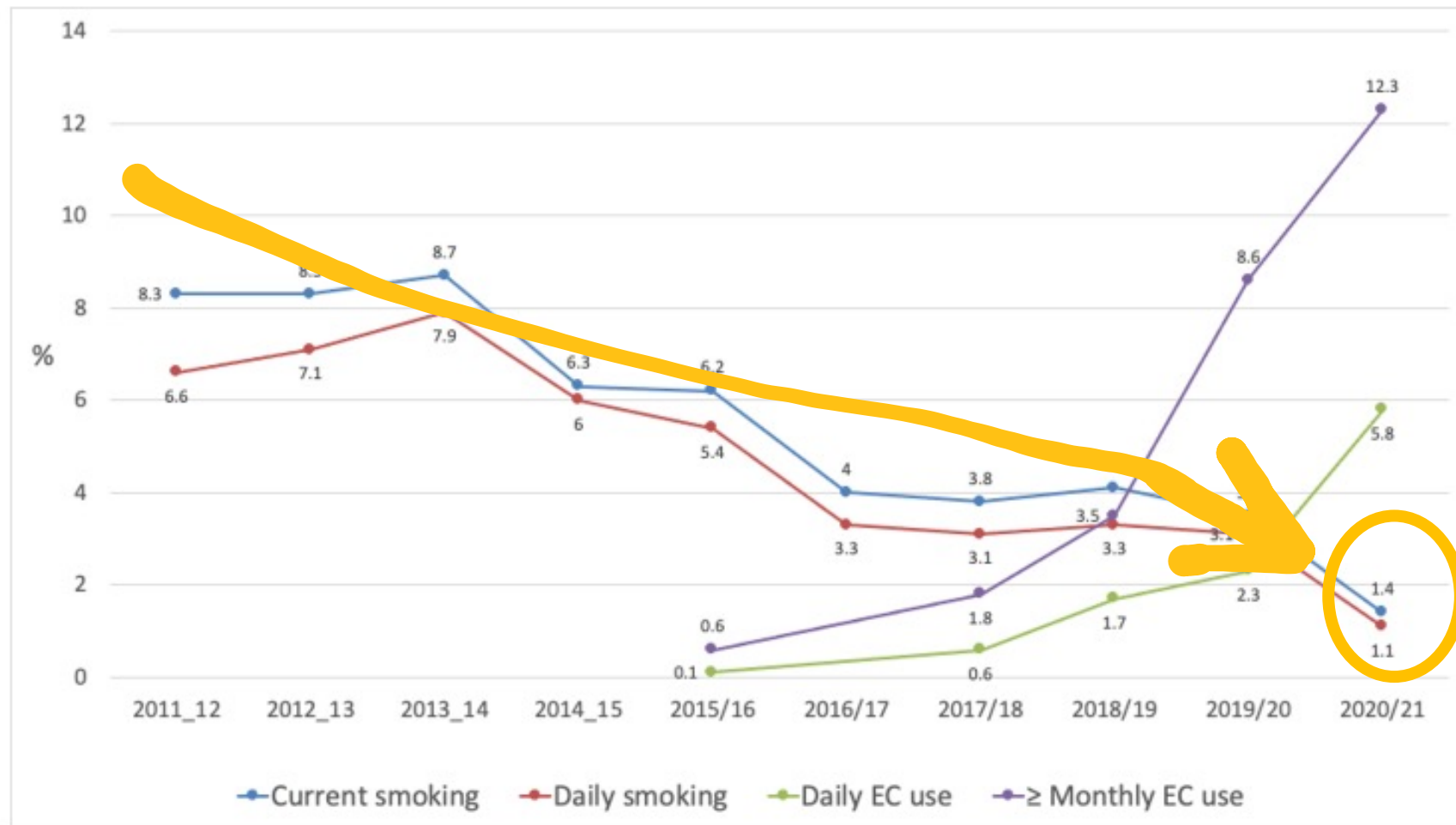
3. Focus on protecting future generations by minimising smoking initiation and uptake (as greatly increasing quitting among existing smokers).



A Smokefree Aotearoa by 2025

—let's do it for the kids

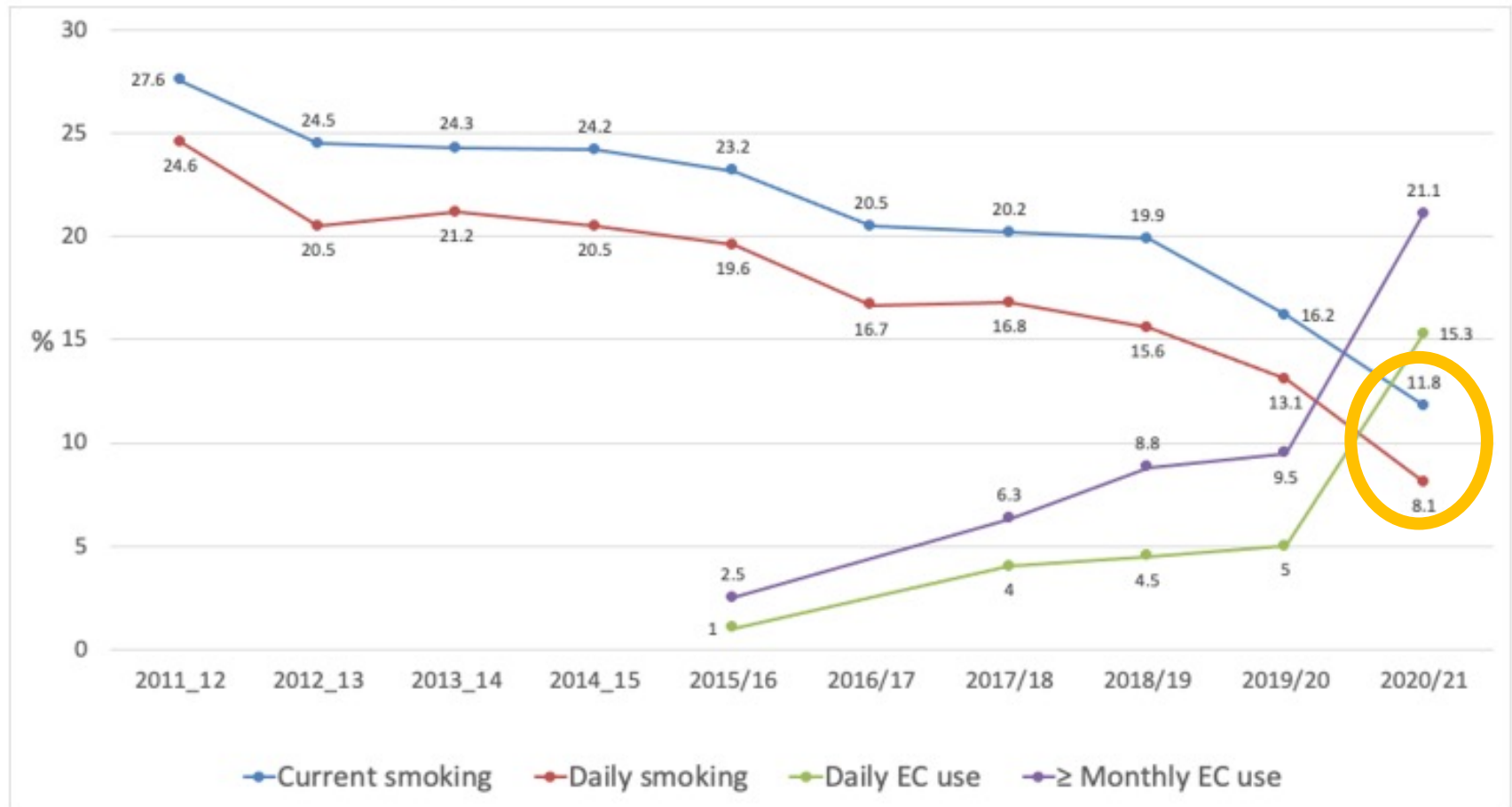
**Figure 4 Trends in current and daily smoking and e-cigarette use among 15-17 year olds (NZHS 2011/12 to 2020/21)**



Source: PH Expert Blog - Key findings on smoking and e-cigarette use prevalence and trends in the 2020/21 NZ Health Survey, Dec 17 2021  
<https://blogs.otago.ac.nz/pubhealthexpert/key-findings-on-smoking-and-e-cigarette-use-prevalence-and-trends-in-the-2020-21-nz-health-survey/>



**Figure 5 Trends in current and daily smoking and e-cigarette use among 18-24 year olds (NZHS 2011/12 to 2020/21)**



Source: PH Expert Blog - Key findings on smoking and e-cigarette use prevalence and trends in the 2020/21 NZ Health Survey, Dec 17 2021  
<https://blogs.otago.ac.nz/pubhealthexpert/key-findings-on-smoking-and-e-cigarette-use-prevalence-and-trends-in-the-2020-21-nz-health-survey/>

# Negative Reactions

## We Should Be Thanking Smokers. Instead, We're Making Them Miserable



Tuesday, 25 May 2021, 8:50 am

Opinion: **Taxpayers' Union**

### Auckland black market tobacco: Dairies selling illegal smokes for organised crime groups ▶

George Block · 05:00, Jun 02 2021



British America Tobacco said:  
“...there is a very real risk that many of its proposals in this action plan will directly drive more demand and more sales of illegal tobacco.... It simply generates more cash for criminals.”

<https://www.rnz.co.nz/news/national/440560/smokefree-group-says-cigarette-purchase-age-would-not-dent-smoking-rates>

# Arguments against

## General

- Illicit supply/homegrown
- Economic impacts (retailers, tax revenue)
- Philosophical – disproportionate, constraining freedom
- Won't work

## Specific

- VLNCs – prohibition, compensatory smoking, feasibility
- Retail – winners and losers, feasibility
- SFG – too slow, curtails freedom

# Guess who is in the background?

HOME › NEWS › BUSINESS

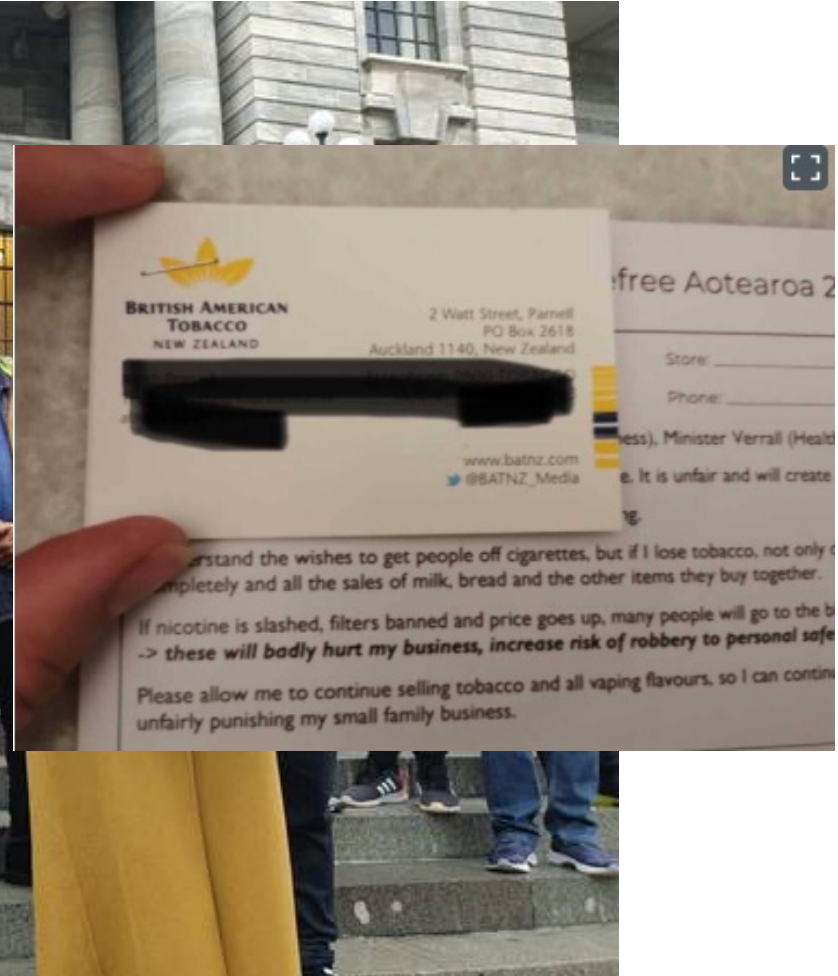
## Big Tobacco behind dairy owners' Parliament postcard protest

NEWS BUSINESS

Derek Cheng, NZ Herald, Tue, 22 Jun 2021, 1:27PM



Act deputy leader Brooke van Veldon after receiving the petition of postcards from dairy owners at Parliament. (Photo / Mark)



# Analysis of tobacco industry submissions on draft action plan

	Support/ Opposition		
	BAT	Imperial	JTI
Strengthen the tobacco control system	X	–	–
Enhance existing initiatives	✓	✓	–
Reducing retail availability of tobacco	X	X	X
Smokefree generation policy	X	X	–
Mandating very low nicotine cigarettes	X	X	X
Prohibiting filters	X	X	X
Prohibit tobacco product innovations	X	X	X
Minimum price for tobacco	X	X	–



# Support for action plan measures (NZ ITC/EASE survey, W3, 2020-21; W2 2018)

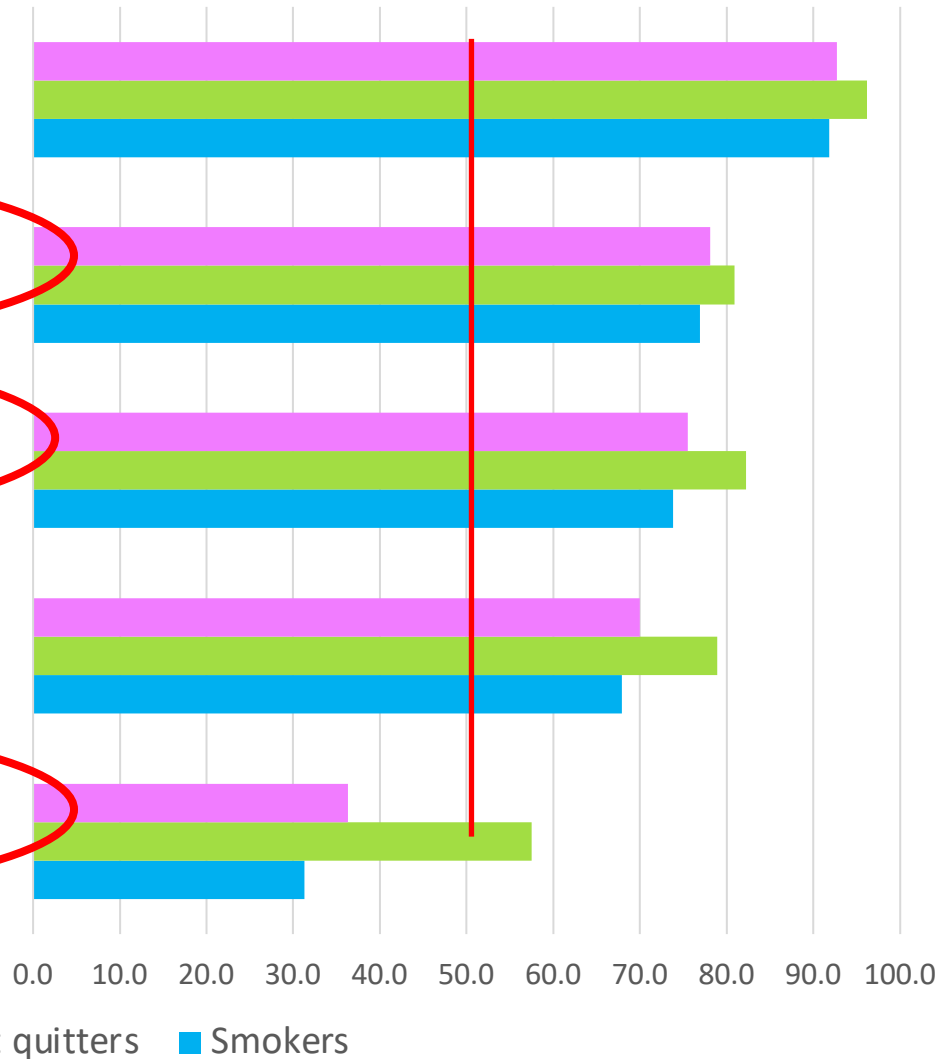
Support for increased government spending on media campaigns to discourage youth and young people from starting to smoke (W3)

Support for a law to prevent people currently 18 or younger from ever buying cigarettes or tobacco to create a tobacco-free generation (W2)

Support for a law to reduce the nicotine in cigarettes and tobacco to make them less addictive, provided they could get nicotine in products other than tobacco (W3)

Support for increased government spending on media campaigns to promote quitting smoking (W3)

Support for a law to reduce the number of places in NZ that are allowed to sell tobacco - from around 6000 to 300 (W3)



# Countering industry arguments



## The Case for Banning Cigarette Filters: Addressing a Consumer Fraud, Smoking Decoy and Environmental Hazard

Posted on [May 17, 2021](#) by [carra86p](#)

Janet Hoek, Phil Gendall, Tom Novotny, Nick Wilson, Lindsay Edwards, James F Thrasher (\*Author details)

The Government's [proposed Smokefree Aotearoa 2025](#) a perceptive vision for reducing smoking prevalence: once the goal is reached, future generations will remain healthy. The evidence-based measures set out, the plan includes smoked tobacco products less addictive and less appealing.

## A Smokefree Aotearoa – could making tobacco products available only through community pharmacies help us get there?

Posted on [August 12, 2021](#) by [carra86p](#)

Richard Edwards, Louise Marsh, Lindsay Robertson, Frederieke Petrović-van der Deen, Nick Wilson, Janet Hoek\*

In this blog we discuss the arguments for and against one of the proposals included in the Smokefree 2025 Action Plan Discussion Document that the sale of smoked tobacco products could be restricted solely to community pharmacies after the number of retail outlets selling these products are greatly reduced, and sales are no longer allowed in dairies, convenience stores, petrol stations and supermarkets.

## Illicit tobacco trade and the Smokefree Aotearoa 2025 Goal: Arguments and Evidence

Posted on [May 27, 2021](#) by [carra86p](#)

Dr Allen Gallagher, Dr Lindsay Robertson, Prof Janet Hoek, Prof Nick Wilson, Prof Richard Edwards\*

The NZ Government has published [proposals](#) for an Action Plan to achieve the Smokefree Aotearoa 2025 Goal. This blog is one of a series examining key aspects of the proposals to help inform the debate and submissions. Here we examine the illicit tobacco trade. We examine the extent of the problem in NZ, consider how proposals in the Action Plan could affect the illicit tobacco trade in NZ, and discuss ways of mitigating any potential problems.

## Reducing tobacco retail availability: counterarguments to industry claims

Posted on [May 10, 2021](#) by [carra86p](#)

Lindsay Robertson, Janet Hoek, Richard Edwards, George Thomson, Louise Marsh (\*Author details)

The NZ Government's [Discussion Document](#) outlines an Action Plan for the Smokefree Aotearoa 2025 goal and proposes substantially reducing the number of retailers selling tobacco. In this blog, we examine arguments that interest groups have advanced to oppose these proposals and review the evidence relating to those claims. We find that predictions of dire economic consequences for small retailers are not consistent with independent research evidence and may serve to advance tobacco companies' interests.

# Conclusions

- Smokefree Action Plan includes innovative and world-leading measures and has possible global implications
- If fully implemented it will likely ensure Smokefree 2025 goal is achieved for all peoples in Aotearoa and result in massive improvement in health and reduced health inequities
- The plan and its measures are likely to be highly contested by the tobacco industry and its allies

**Please get behind the Action Plan in any way that you can!**



# Further information

<https://aspire2025.org.nz/>

<https://aspire2025.org.nz/hot-topics/hot-topic-action-plan-for-smokefree-aotearoa-2025/>

<https://blogs.otago.ac.nz/pubhealthexpert/>

## Questions???

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