



Smokefree
2025
Research
Symposium

Hosted by
ASPIRE2025 (University of Otago) and
National Institute for Health Innovation - NIHI (University of Auckland)

9.30am - 5.00pm
Friday 9 November, 2018
Small Lecture Theatre
University of Otago, Wellington

ITC project first-wave findings: Support for ASAP action plan recommendations

Outline

1. Background
2. Methods
3. Support for radical ASAP measures.
4. Detailed breakdown
5. Support for e-cig policy measures
6. Discussion and summary

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

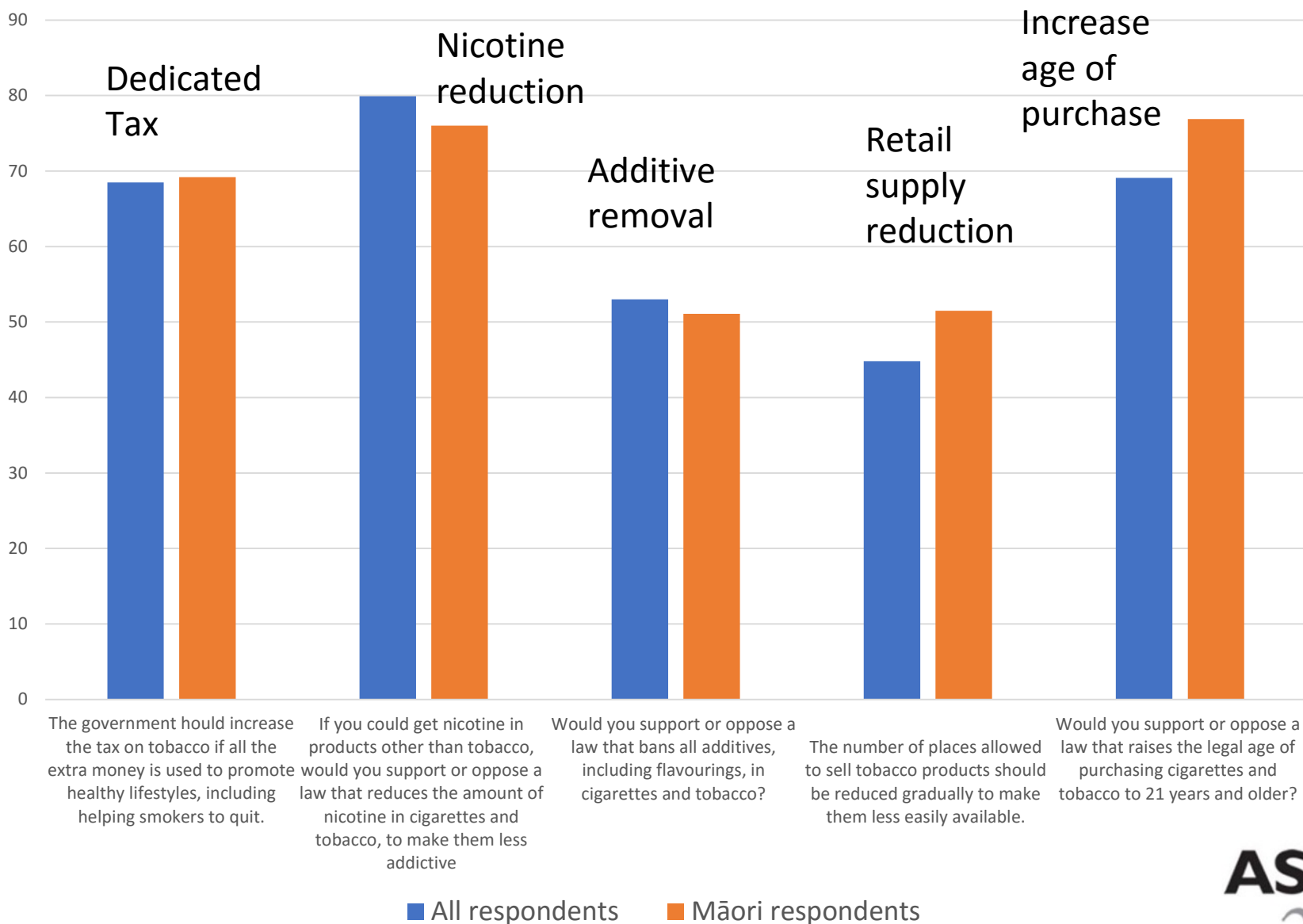
Such as:
enhanced targeted smoking cessation, mass media campaigns and moving to greater availability of e-cigarettes



ITC New Zealand Project

- Cohort recruited from national health survey (NZHS)
- CATI survey, Wave 1 Sept 2016 – April 2017
 - Follow-up 2018
- 881 smokers & 274 recent quitters
 - Māori : 320 smokers, 66 recent quitters
 - Pacific : 55 smokers, 12 recent quitters
- Response – 41.5% of all contacted eligible subjects from NZHS, 27.6% among all eligible subjects
- Analysis accounts for over-sampling of some participant groups in the NZHS/ITC sampling stages

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



The government should increase the tax on tobacco if all the extra money is used to promote healthy lifestyles, including helping smokers to quit.

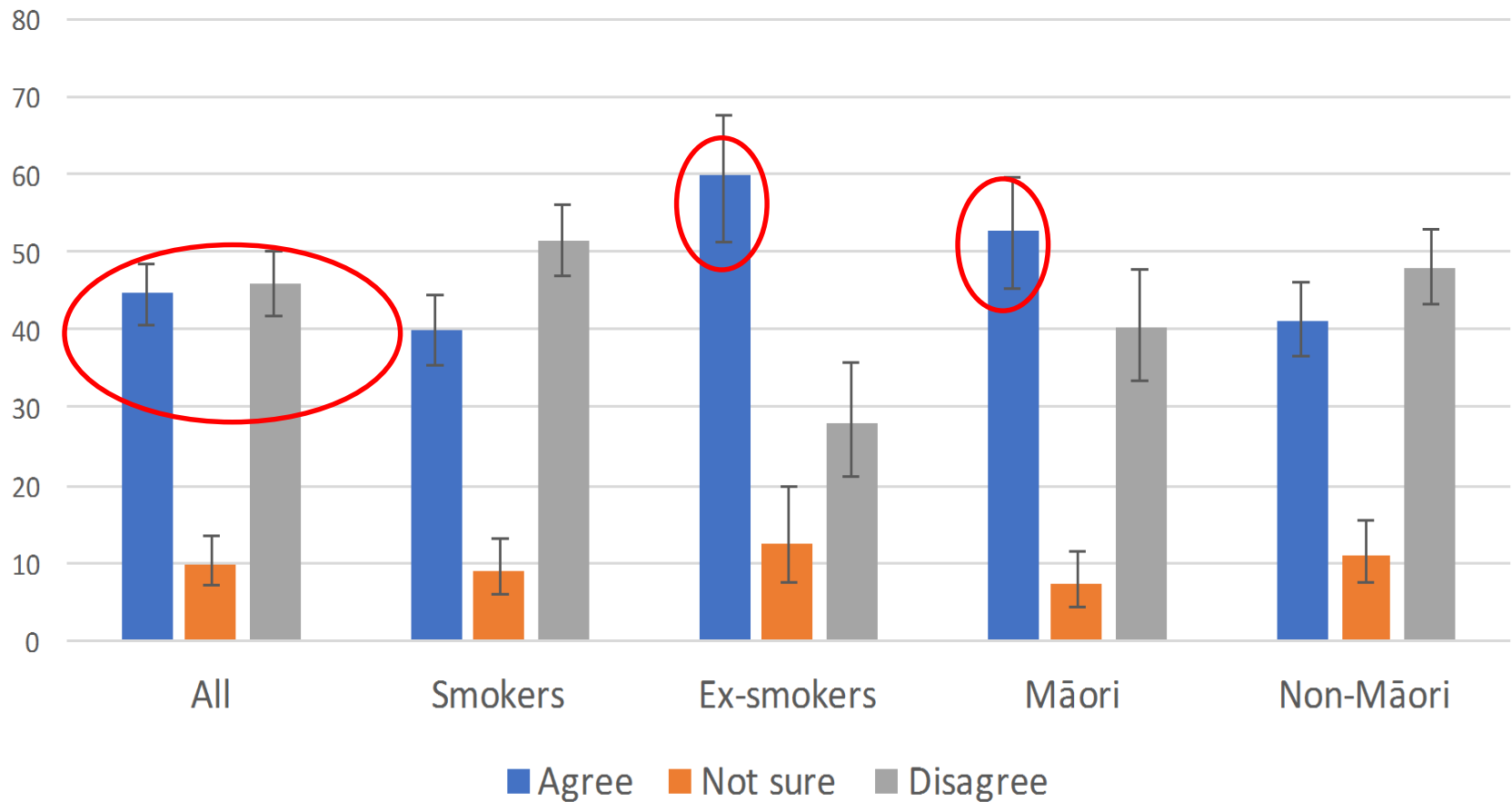
If you could get nicotine in products other than tobacco, would you support or oppose a law that reduces the amount of nicotine in cigarettes and tobacco, to make them less addictive

Would you support or oppose a law that bans all additives, including flavourings, in cigarettes and tobacco?

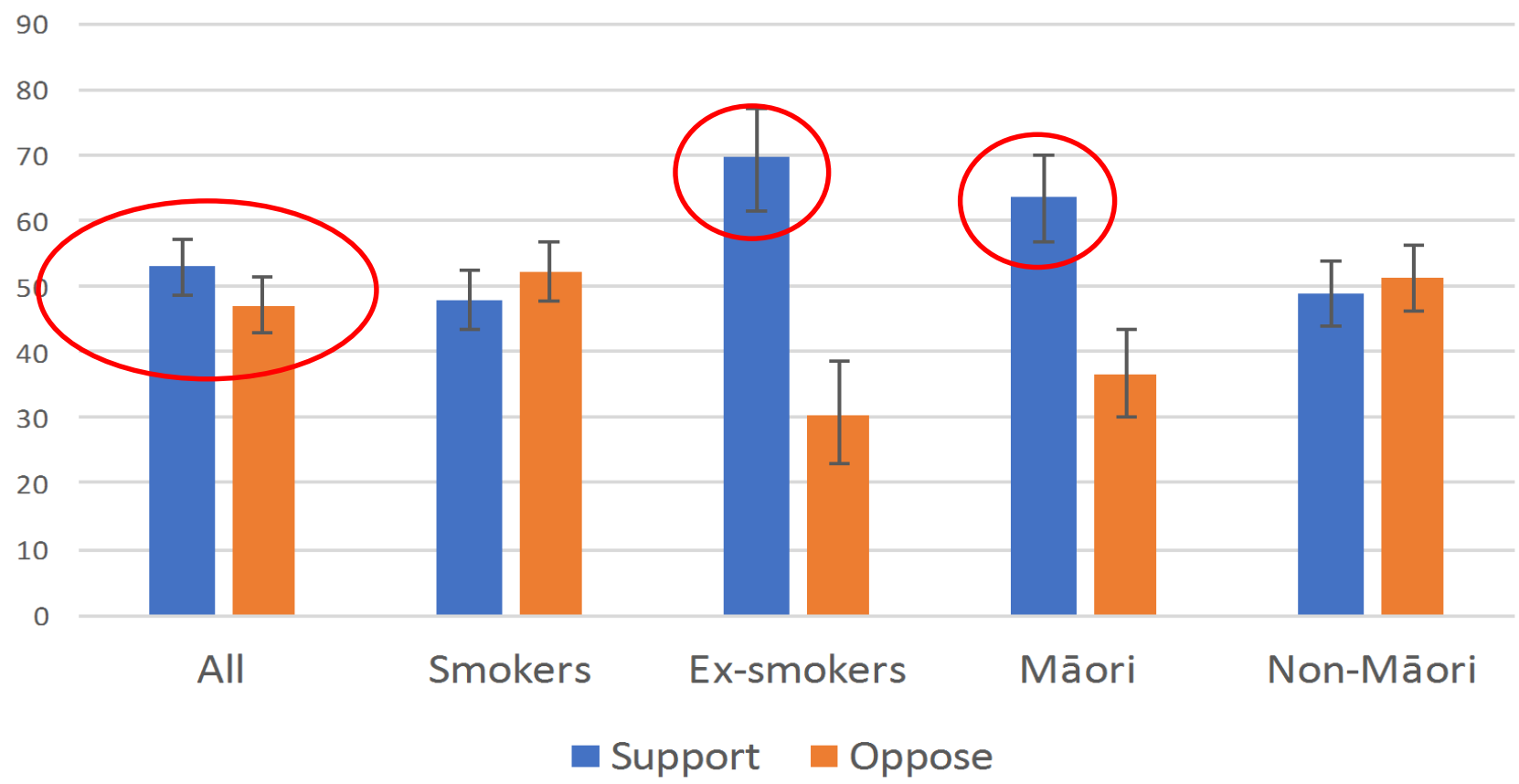
The number of places allowed to sell tobacco products should be reduced gradually to make them less easily available.

Would you support or oppose a law that raises the legal age of purchasing cigarettes and tobacco to 21 years and older?

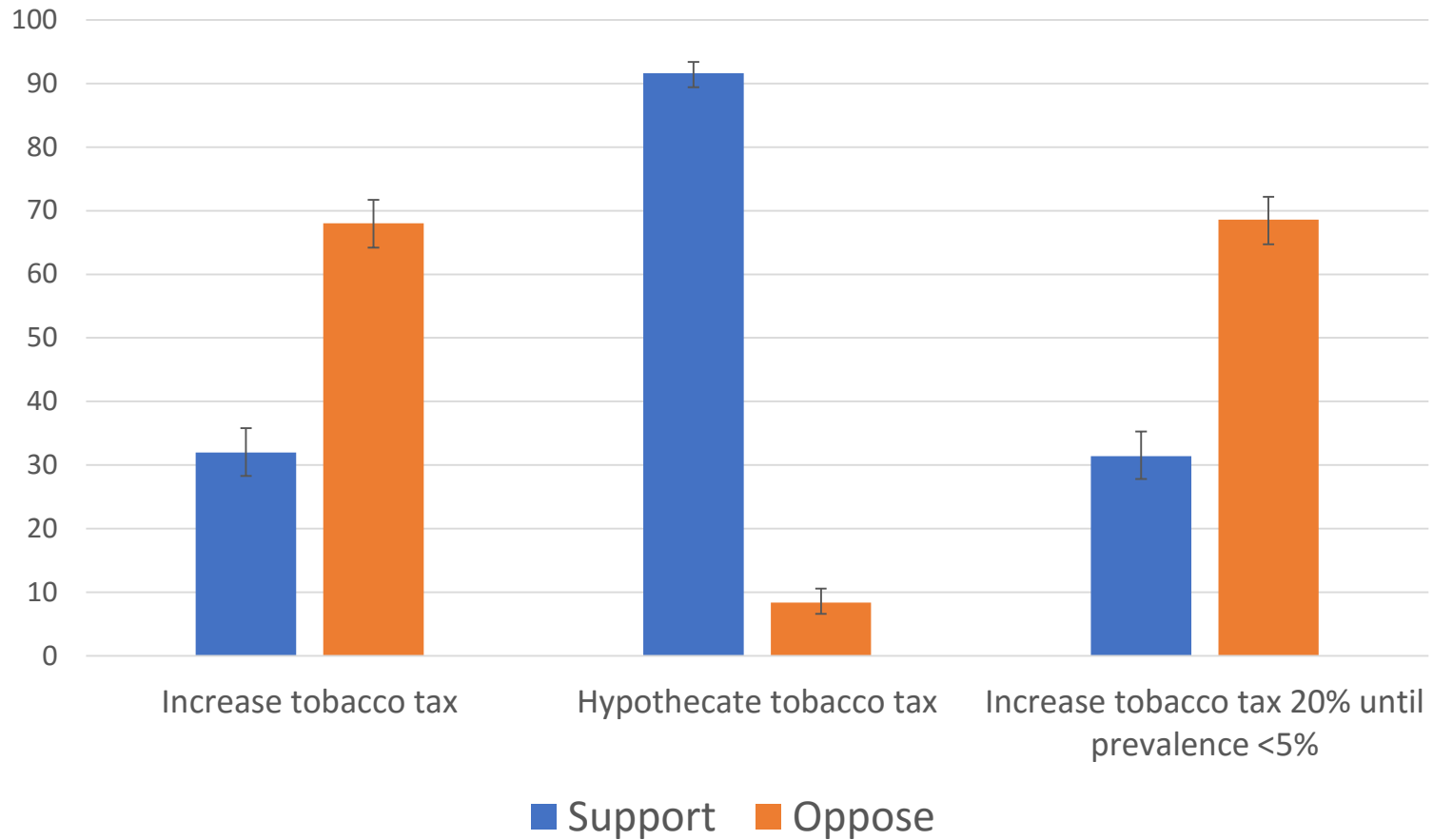
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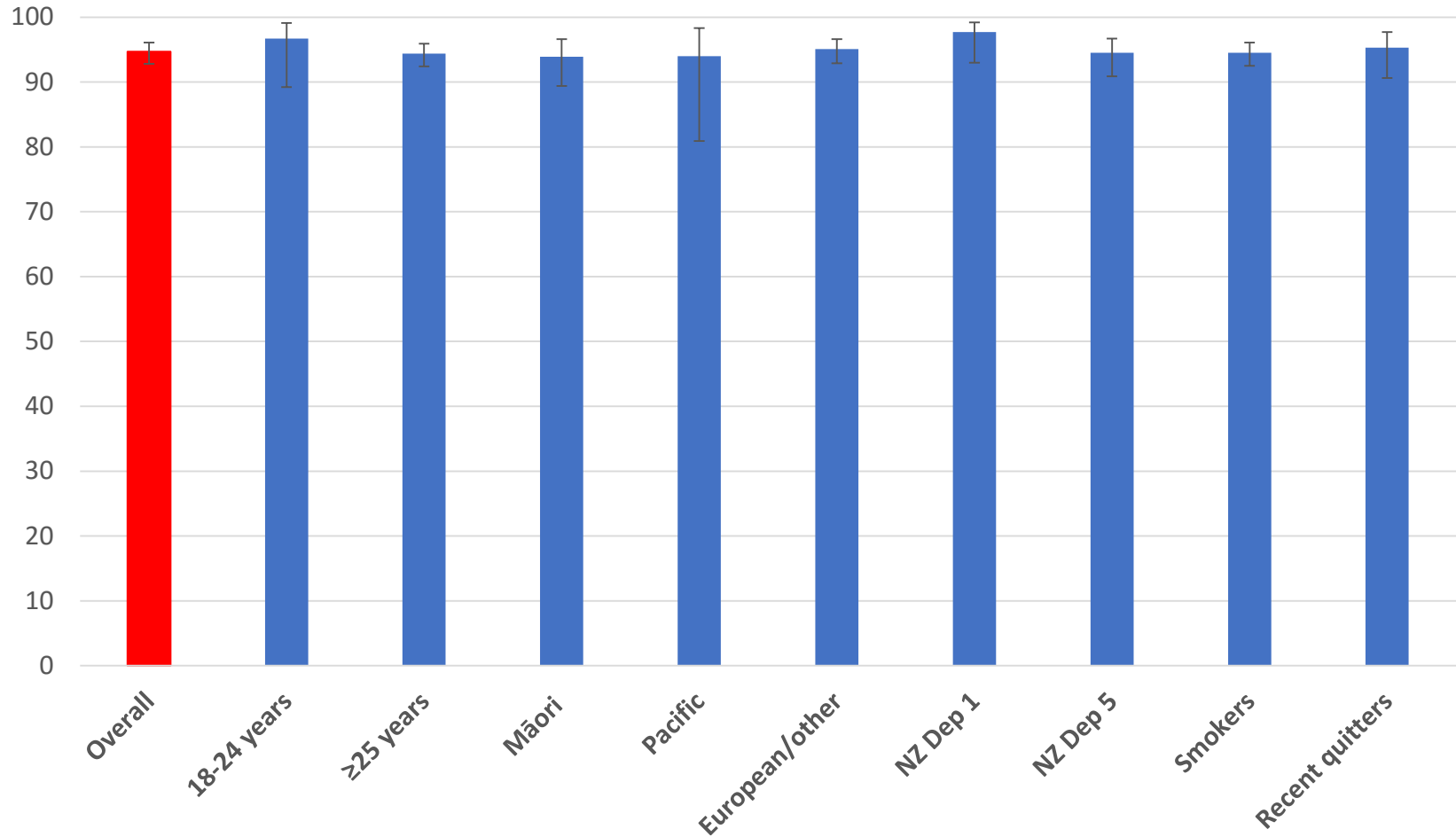
Law restricting the number of places where cigarettes could be purchased



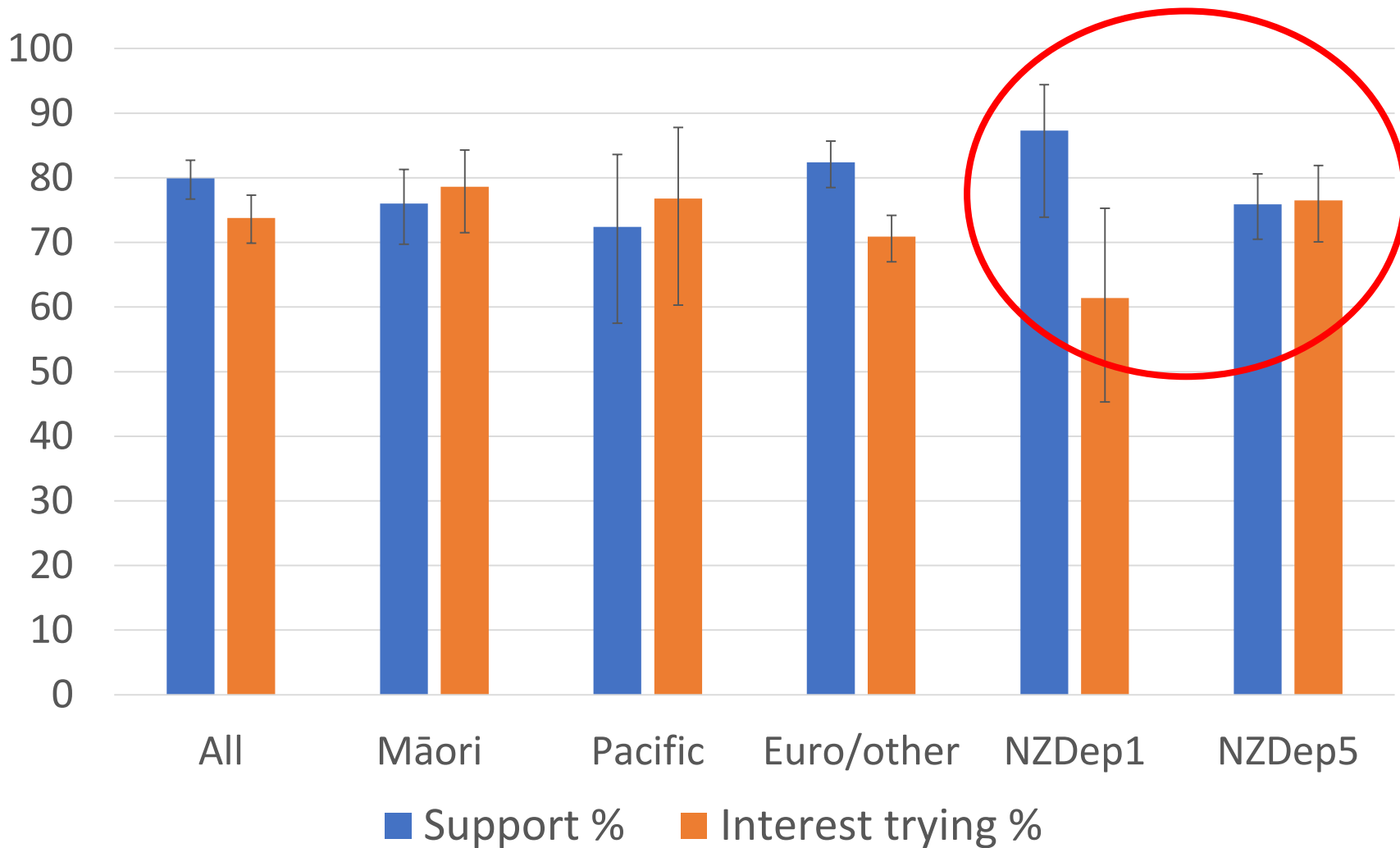
Support (%) for tobacco tax increases



Support (%) for smokefree cars carrying children legislation

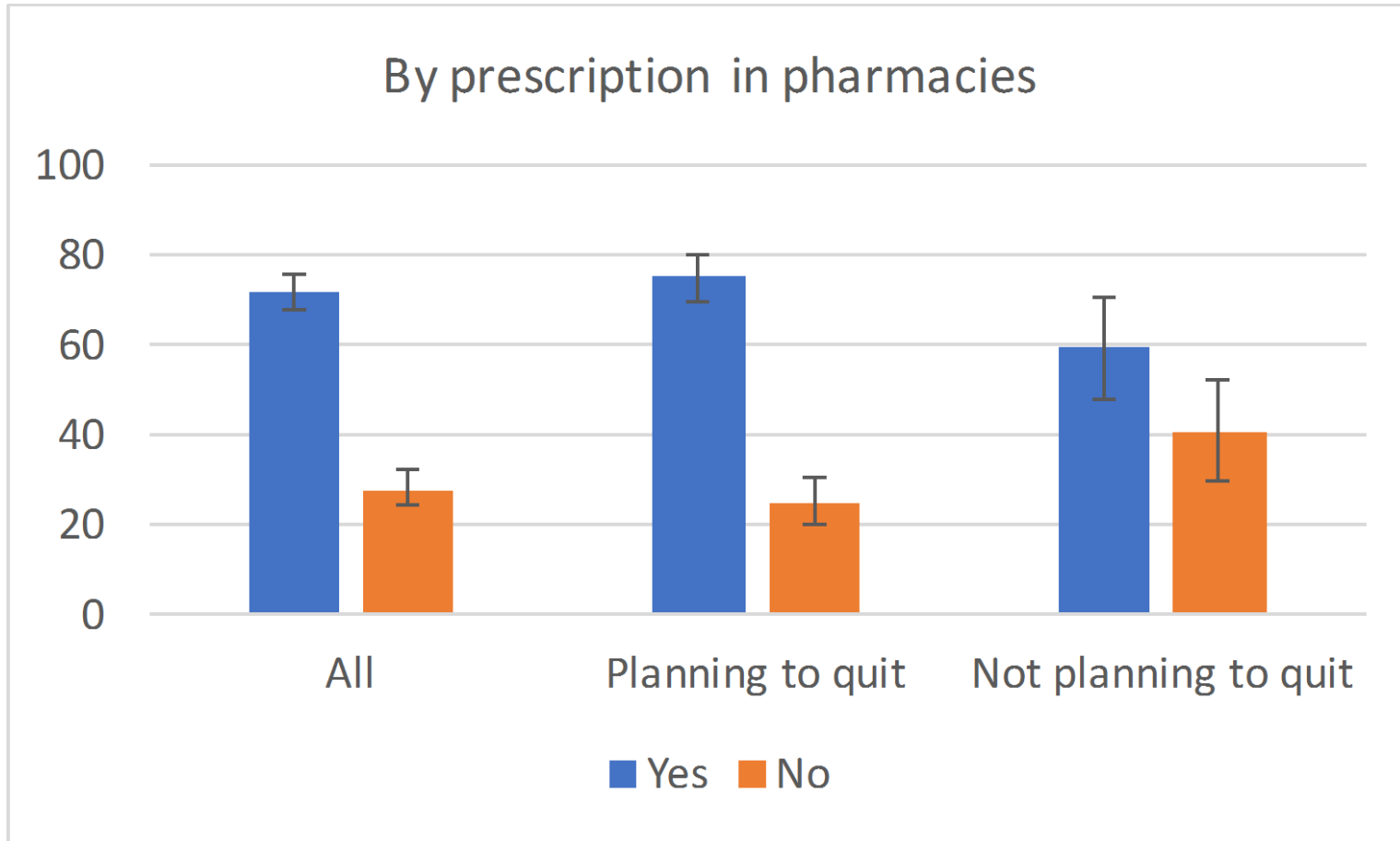


Support for mandated VLNCs and interest in trying VLNCs

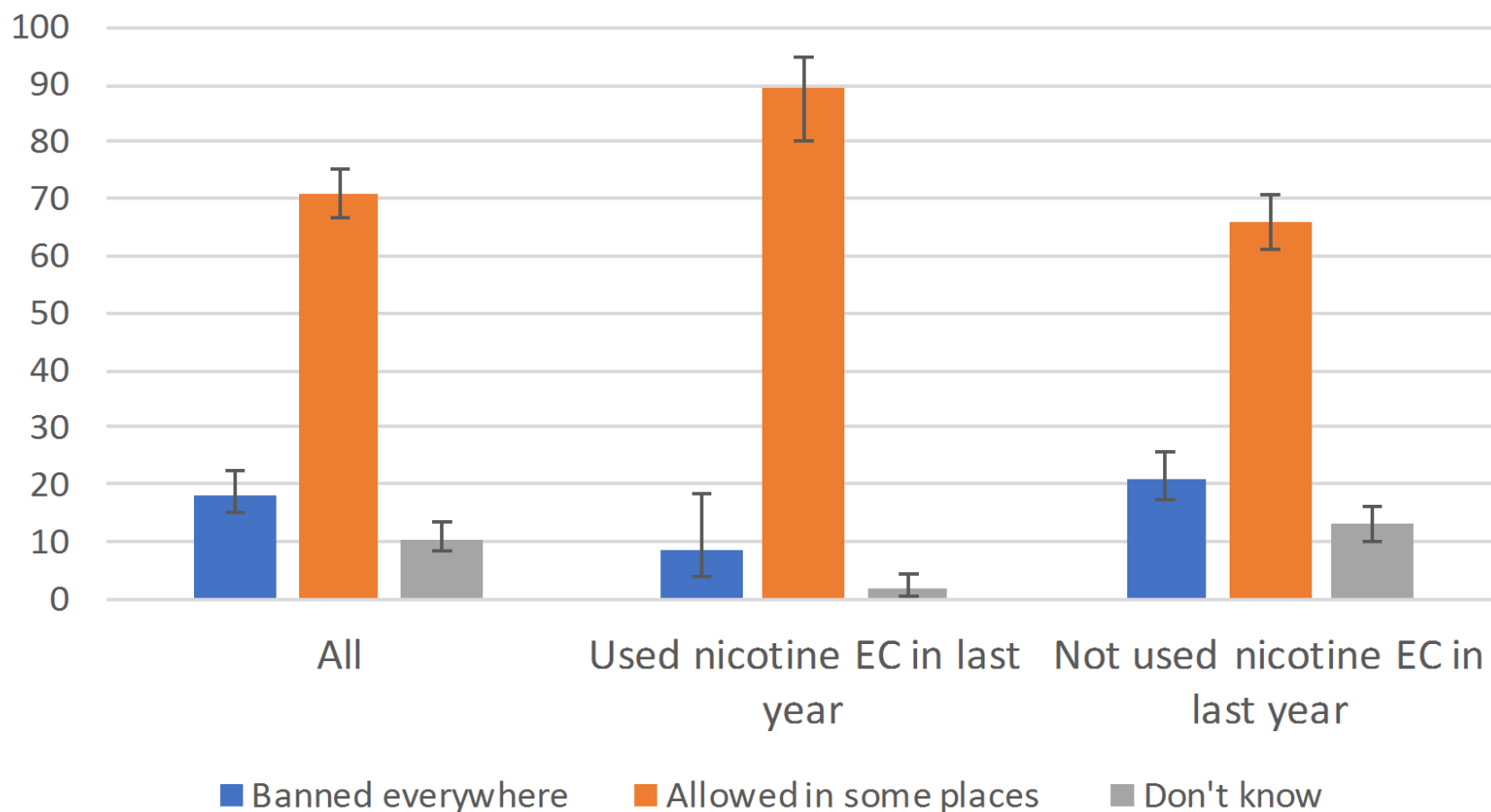


In which ...[places] ...do you think nicotine-containing e-cigarettes and e-liquids should be available in New Zealand?

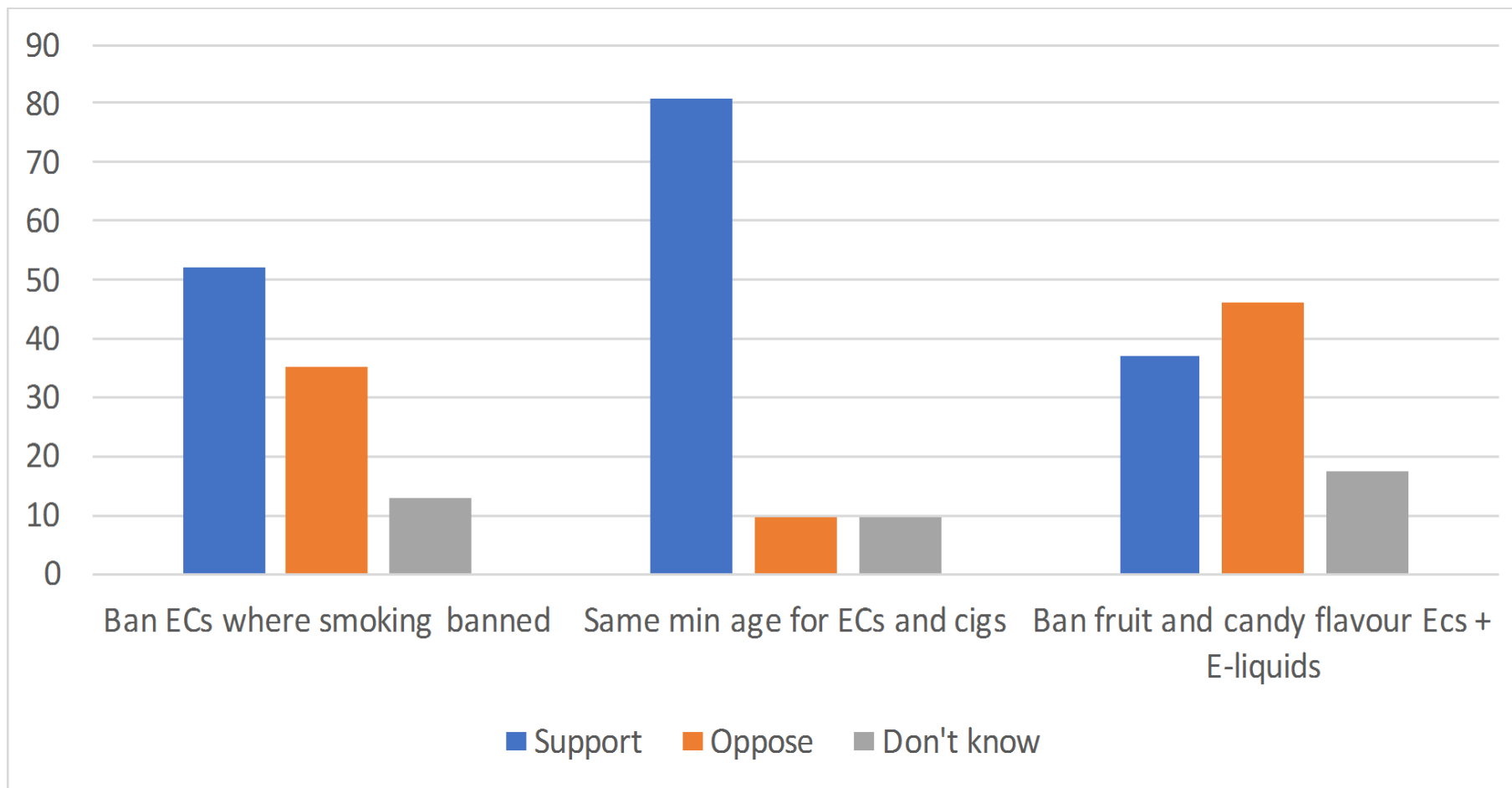
- 47% 'Yes' for 'in any shops that want so sell these products'
- 86% 'Yes' for specialist vaping and e-cigarette shops



In your opinion, should advertising of e-cigarettes and vaping devices be banned everywhere or allowed in some places?



Level of Support for 3 proposed e-cigarette policies: NZ ITC survey 2016-17



Discussion

- Support/oppose data only for smokers and recent quitters
- Limitation = low response rate, possible selection bias
- Note limited public discussion/debate of many of these measures, particularly radical ASAP measures and e-cigarette policies

Summary

- Very strong support for mandated reductions in nicotine content of cigarettes, increasing legal age of purchase and increases in tax (but only if hypothecated)
- Around 50% support for reducing retail supply (greater among Māori) and removing additives
- Overwhelming support for smokefree cars
- Diverse views on e-cigarette policy/regulation



A Smokefree Aotearoa by 2025

—let's do it for the kids

Kia ora
Thank you

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ITC New Zealand Project

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- Advisory Group



ITC Project Research Organizations



ITC Project Research Support

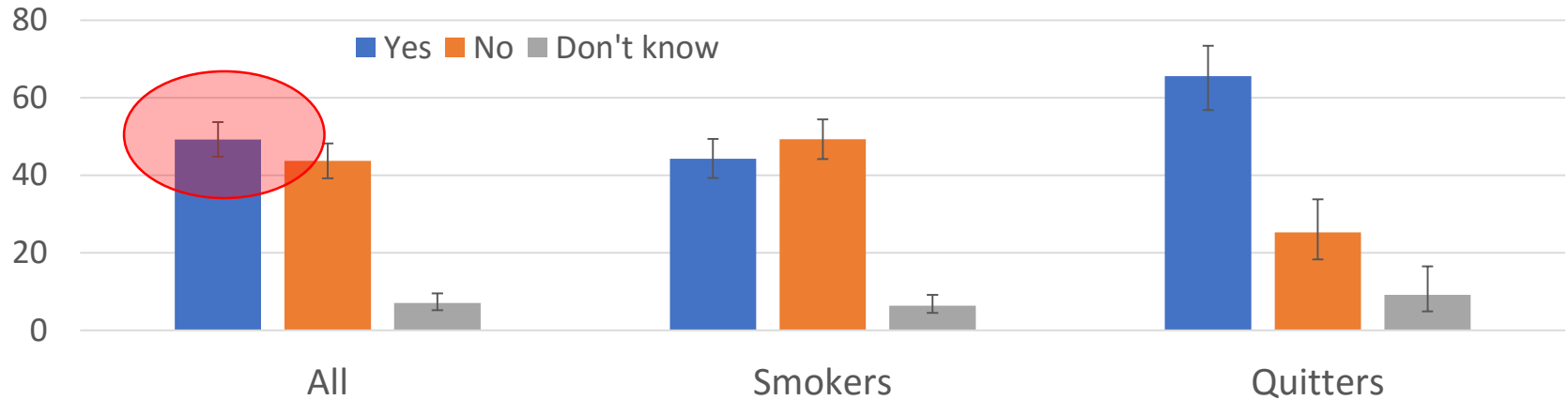


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Support For Smokefree 2025 (unprompted) - NZ ITC Project 2016-17



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