



ASPIRE 2025

Research for a tobacco-free Aotearoa

Annual Report 2018



ASPIRE
2025

2018 Annual Report
For the year ending December 2018

*Me ka moemoeaa ahau, ko au anake
Me ka moemoeaa e taatou ka taea e taatou*

If I am to dream, I dream alone
If we all dream together then we shall achieve

Te Paea Herangi, CBE

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Cover image: "Castle Lecture Theatre Mural." The University of Otago's Office of Māori Development worked extensively with Montreal artist Fluke to design this mural, which depicts a hongi; the act of sharing breath with another. The image represents shared breath and knowledge, as well as the commitment of treating a visitor as one of your own.

This image remains the property of the Marketing and Communications Division, University of Otago, New Zealand.



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Foreword

ASPIRE 2025 had another very successful year in 2018, in which our work again contributed positively towards the achievement of the Smokefree Aotearoa 2025 goal for all peoples.

ASPIRE researchers, in collaboration with our partners, continued to make a mark through implementing a dynamic and impactful research programme. This programme included a diverse range of small and large projects, employing multiple methodologies and addressing important smokefree research questions such as the lived experience of smoking and vaping and transitions between these practices, smoking among Pacific teens, tobacco waste and the environment, and the tobacco retail environment.

We have maintained a very high productivity and profile for our research as measured by traditional metrics, such as papers published and conference presentations, but also, and just as importantly, through broader engagement and dissemination activities – such as blogs, media releases, our Summer School course, and ASPIRE workshops and seminars.

An important engagement activity is the annual NIHI/ASPIRE 2025 research symposium. This event has now been running for three years and has quickly become established as a key opportunity to update the New Zealand tobacco control sector on research developments. The increasingly well-subscribed meeting also brings the smokefree sector together to share experiences and forge new relationships. The 2018 event was marked by an opening address from Dr Ashley Bloomfield, the recently appointed Director General of Health, and the inauguration of prizes to recognise new and emerging tobacco control researchers.

The research symposium is very much a collaborative activity shared between ASPIRE and the NIHI team at the University of Auckland. We highlight other important collaborations in this report. One of these is the Te Ara Auahi Kore (TAKe) project led by Andrew Waa. This study involves a close partnership with six Māori health providers serving large Māori populations in Northland, Auckland, Bay of Plenty, Gisborne and Wellington, which has created a direct connection with these Māori communities and health providers. Another is our long-standing collaboration with the Health Promotion Agency, particularly their tobacco control research team; this partnership has helped facilitate and enhance each organisation's work programme and contribution to smokefree 2025.

Finally, and still on the theme of partnership and collaboration, we were delighted to partner with Hāpai te Hauora and Kōkiri Marae Keriana Olsen Trust to develop and submit a programme grant application to the Health Research Council. Whatever the outcome of this application, it has already strengthened collaborations that will support and enhance future activities.

It is a great privilege to work with the many exceptionally talented members of ASPIRE 2025 and alongside all the equally talented and dedicated colleagues in our many partner organisations. We hope you enjoy reading this report and we look forward to continuing our joint endeavours, at least until the Smokefree Aotearoa goal is achieved.

Richard Edwards | Janet Hoek | Andrew Waa

Director Profiles



Richard Edwards

Richard Edwards is a Professor of Public Health at the Department of Public Health, University of Otago, Wellington. He trained initially in medicine and public health in the UK, before moving to Wellington in 2005. His experience as a hospital doctor, and in particular working in respiratory medicine, initiated his passion for working to contribute to ridding the world of the scourge of tobacco smoking. His research focuses on providing evidence to inform the development, implementation and evaluation of potential policies to help achieve Smokefree Aotearoa such as tobacco taxation, smokefree places and retail interventions. He has a particular interest in tobacco 'endgames' and endgame strategies. This began with the Marsden project 'Daring to Dream' which aimed to explore the understanding and acceptability of endgame ideas among the public, practitioners and policy-makers. He led the team that developed the Achieving a Smokefree Aotearoa Action plan, and currently leads the HRC funded NZ arm of the International Tobacco Control Evaluation project. Richard is a Fellow of the Society for Research on Nicotine and Tobacco and serves on expert advisory boards for Hāpai Te Hauora and the Asthma and Respiratory Foundation, and is a member of the NZ Cancer Society's National Scientific Advisory Committee.



Janet Hoek

Janet Hoek has a joint appointment in Public Health and Marketing. She initially read English Literature; her long-standing fascination with words and meaning led her to study how survey questions used by the former Tobacco Institute of New Zealand shaped responses to support their position. However, it was her role as an expert witness in a case taken by the estate of a former smoker against New Zealand tobacco companies that led to her commitment to protect young people from becoming addicted to nicotine. Janet's work examines how policy measures can better control residual tobacco marketing, including the appeal, availability and affordability of tobacco products. She has specialised in tobacco marketing, branding and promotion, led HRC studies examining plain packaging and enhanced on-pack warnings, and served on national and international expert advisory groups overseeing plain packaging, on-pack messaging, and smokefree campaigns. In line with her interest in youth smoking uptake, she has also led a Marsden study examining smoking as an 'informed choice'. Her more recent work examines e-cigarette uptake and transitions from smoking to vaping, and she currently leads HRC and Marsden projects on these topics. Janet is a Fellow of the Australian and New Zealand Marketing Academy and has recently received a Fellowship at the Institute of Advanced Studies, Durham University, UK.



Andrew Waa

Andrew is a social scientist and public health researcher based at Te Rōpū Rangahau Hauora a Eru Pōmare (the Eru Pōmare Māori Health Research Centre), University of Otago, Wellington. He began his work in tobacco control research over 20 years ago and during that time has worked in public, private and academic sectors. Andrew's work has included conducting and managing research to establish the New Zealand Quitline, the It's About Whanau campaign, the Smokefree Homes campaign, the training programme for the Auakti Kai Paipa Rua Mano smoking cessation pilot and the New Zealand Youth Tobacco Monitor. Andrew is co-director of ASPIRE 2025 and lead principal investigator for the Te Ara Auahi Kore research project, an indigenous partner project to the International Tobacco Control (ITC) Evaluation project. Andrew's work focuses on tobacco control policy research to reduce smoking disparities between Māori and non-Māori and achieving a Smokefree 2025. Andrew is an Associate Editor for Nicotine and Tobacco Control Research, Communications Officer for the Interim SRNT Oceania Board. He also serves on the expert advisory committee for Hāpai Te Hauora the national tobacco control advocacy service, the board for ASH NZ and the Scientific Advisory Committee for the New Zealand Youth Tobacco Monitor.

The ASPIRE2025 team

– bringing great researchers together
from many different backgrounds
across multiple organisations to help
achieve a Smokefree Aotearoa by 2025



ASPIRE2025 research team

Co-Directors

Professor Richard Edwards (University of Otago, Public Health)
Professor Janet Hoek (University of Otago, Public Health and Marketing)
Andrew Waa (University of Otago, Public Health)

Team Members

Dr Jerram Bateman (Cancer Society Social and Behavioural Research Unit, University of Otago)
Mei-Ling Blank (University of Otago, Marketing)
Dr Tamlin Conner (University of Otago, Psychology)
Professor Julian Crane (University of Otago, Medicine)
Professor Chris Cunningham (Massey University, Te Pumanawa Hauora Māori Health Research Centre)
Stephanie Erick (Hāpai Te Hauora)
Dr Shelagh Ferguson (University of Otago, Marketing)
Emeritus Professor Phil Gendall (University of Otago, Marketing)
Dr Heather Gifford (Whakauae Research for Māori Health and Development)
Dr Kerri Haggart (University of Otago, Marketing and Public Health)
Dr Richard Jaine (University of Otago, Public Health)
Dr Louise Marsh (University of Otago, Preventive and Social Medicine)
Professor Rob McGee (University of Otago, Preventive and Social Medicine)
Dr Rose Richards Hessel (University of Otago, Va'a o Tautai, Health Science)
Dr Lindsay Robertson (University of Otago, Preventive and Social Medicine)
Dr Dalice Sim (University of Otago, Biostatistical Services)
Dr James Stanley (University of Otago, Biostatistical Services)
Dr El-Shadan Tautolo (AUT University, Centre for Pacific Health and Development Research)
Associate Professor Lee Thompson (University of Otago, Population Health)
Associate Professor George Thomson (University of Otago, Public Health)
Louise Thornley (University of Otago, Public Health)
Maddie White (University of Otago, Public Health)
Professor Nick Wilson (University of Otago, Public Health)

Postgraduate Students

Jude Ball (PhD, Public Health, University of Otago)
Grace Teah (PhD, Public Health, University of Otago)
Julia Brillinger (Master of Public Health, Dept. of Preventive & Social Medicine, Dept. of Public Health)
Madison O'Donnell (Master of Commerce, Department of Marketing)

Marketing Administration and Support

Fran Wright (University of Otago, Public Health)

Sector Partners

ASH New Zealand
Cancer Society of New Zealand
Hāpai Te Hauora Tapui Ltd
Health Promotion Agency
QUIT Group

Profiling some of our researchers



Dalice Sim

Dr Dalice Sim is a Senior Research Fellow/Biostatistician at the University of Otago, Wellington, where her collaborations cover a wide range of activities on various medical and public health research projects. Working with Richard Edwards and Jude Ball on smoking in adolescents using the ASH Year 10 Snapshot data, she has been investigating the differences in smoking rates and exposure to risk factors for smoking among adolescents from different Pacific ethnicities, as well as investigating the impact of changing tobacco prices on adolescent smoking.



Jerram Bateman

Dr Jerram Bateman is a Research Fellow in the Cancer Society Social and Behavioural Research Unit at the University of Otago in Dunedin. He is currently involved in projects exploring the sale and marketing of e-cigarettes in New Zealand; perceptions of tobacco retail reduction policies, and barriers to the implementation of the World Health Organisation's Framework Convention for Tobacco Control in Sierra Leone.



Kerri Haggart

Dr Kerri Haggart is an Assistant Research Fellow primarily working with Janet Hoek's research team on the mixed-methods Marsden funded study: 'Betwixt Two Worlds - Disruptive technology and negotiating identity change'. Kerri has also assisted on a number of other ASPIRE projects, including research on capsule cigarettes and tobacco product waste. In 2015, Kerri completed her PhD in cognitive literary studies, and her enduring interest in language and discursive psychology supports her current work in qualitative analysis.



Grace Teah

Grace Teah is a PhD candidate in Public Health at the University of Otago who is working under the supervision of Professor Janet Hoek, Mei-Ling Blank and Dr Shelagh Ferguson on the mixed-methods Marsden funded study 'Betwixt Two Worlds - Disruptive technology and negotiating identity change'. Her PhD is exploring the lived experiences of smokers and their transition from smoking to vaping. She has particular interests in how stigma and identity factors influence this transition, and is exploring participants' perceptions of their smoking and vaping practices.



Julia Brillinger

Julia Brillinger is a Masters student based in the Cancer Society Social and Behavioural Research Unit (SBRU) at the University of Otago, Dunedin. Her Masters research, supervised by Dr Louise Marsh, Professor Janet Hoek and Dr Ella Losua, investigates the atmospheric attributes present within bar settings, particularly within outdoor smoking areas, that may influence smoking behaviours.



Madison O'Donnell

Madison O'Donnell is a Master of Commerce student in the department of Marketing at the University of Otago, Dunedin. Her research, supervised by Professor Janet Hoek, explores participant engagement with vaping culture and how vaping practices evolve. Her current research continues this exploration with specific focus on novel and emerging ENDS devices.

Update on Major Projects

An update on the major projects led by ASPIRE2025 researchers already underway in 2018.

The E-cigarettes and Informed Choice (EC-IC) study

The EC-IC study comprises three phases designed to examine how e-cigarette (now known as ENDS – electronic nicotine delivery systems) uptake could be promoted to smokers, who are likely to benefit if they transition from smoking to exclusive vaping, while minimising uptake among non-smokers.

We have published two papers outlining findings from the extensive qualitative phase – one examining dual use practices, where people use both smoked tobacco and ENDS, and a second examining information seeking behaviours and how easily participants locate information they seek. This latter study highlighted participants' desire for disinterested information on ENDS use and the likely benefits and risks, and identified the difficulty they had in locating this information. In the absence of clear scientific information, many instead relied on word-of-mouth and commercial sources. We are currently working with the Health Promotion Agency, whose staff are developing a vaping information campaign that should help address the knowledge gaps we identified.

In partnership with Hāpai Te Hauora, we have examined factors that assist or impede ENDS use among Māori and Pacific peoples who smoke. This work identified two overall challenges that complicated movement from smoking to exclusive ENDS use. The first of these represented participants' search for satisfaction, including learning about ENDS, identifying and maintaining a device that would meet their needs, and adapting to a new experience, while the second explored challenges faced when smoking remained normative within participants' families and communities. Two themes identified factors facilitating uptake and reinforcing transition: the liberation from smoked tobacco, and collective ENDS use.

We have also examined perceptions of second-hand vapour (SHV) and explored how these shape ENDS use norms, which often diverge from second-hand smoke (SHS) norms. In particular, participants often began using their ENDS device inside their homes and cars, places where many had strict smoke-free norms. Many used the lack of information about SHV and potential risks to others as evidence that SHV was safe, and assumed there would have been campaigns or official advice if that were not the case. They also interpreted the lack of acrid after-smell and rapid dispersal of exhaled vapour as evidence SHV had no harmful constituents or, if it did, that it disappeared so quickly it could not harm those nearby.

Further analyses are examining the role smoking denormalisation plays in stimulating cessation attempts and participants' experiences of stigma as both smokers and ENDS users. Preliminary findings suggest that, while the large aerosol clouds from vaping devices appeal to some ENDS users, they represent an unwanted visual signal to others.

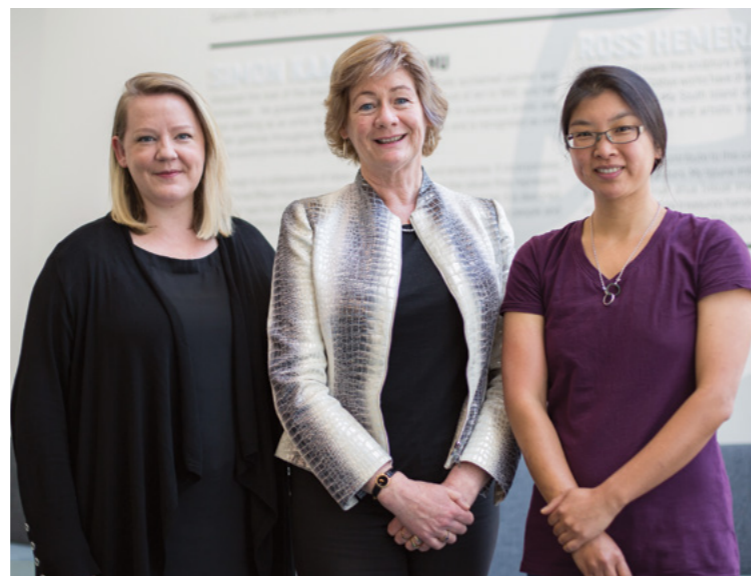
Phase 2 of the study examines perceptions and experiences of vaping among smokers and susceptible non-smokers, estimates beliefs about ENDS use and studies the believability and credibility of different information messages that could promote transitioning to ENDS among smokers while deterring uptake among non-smokers. We hope the findings will inform the Ministry of Health's ENDS regulation, which will be introduced to Parliament later this year.

Research team

Janet Hoek (PI), Lindsay Robertson, Mei-Ling Blank, Phillip Gendall, Rose Richards, Claire Cameron, Pamela Ling, Lucy Popova, Louise Thornley.

Funding

Health Research Council 16/149



ASPIRE researchers: Lindsay Robertson, Janet Hoek, Mei-Ling Blank.



Betwixt two worlds? Disruptive technology and negotiating identity change

The Marsden-funded S2V project commenced in 2018 and explores how people who smoke manage different identity positions as they transition from smoking to vaping, continue smoking, or quit both smoking and vaping. This intensive longitudinal qualitative study also provides unique opportunities to probe how participants' wider perceptions of smoking and vaping evolve.

We conducted a pilot study with two participants and recruited 29 participants to the full 18-20 week study, with 22 completing at least four of the five interviews. In a detailed initial interview, participants explained their smoking history, quit attempts, current smoking practices, and reasons for considering moving to vaping. They chose a vape device for use throughout the study (and beyond), and agreed to complete daily surveys on their smart phone that tracked how their smoking and vaping practices evolved. Participants returned for a further four in-depth qualitative interviews at weeks 2, 6, 12 and 18. Recruitment is continuing throughout 2019, with 17 participants commencing in Waves 5 and 6.

Several participants felt the reduced social acceptability of smoking keenly; they felt subject to hostile looks and were aware the lingering smell of smoking was unattractive to others. Several felt controlled by smoking and the need to factor smoking breaks into their day.

Initial findings show very different transition patterns; while some participants made immediate, rapid and sustained reductions in smoking, others had longer periods of dual use and 'sticky' cigarettes that played important roles in their day. Of participants who made full transitions to vaping, a small minority had quit vaping by the study's conclusion, some had reduced the number of vaping sessions they reported and others had increased the number of daily vaping sessions reported.

Participants tended to adopt two different approaches to vaping. Most began by viewing vaping as a functional strategy that would enable them to quit smoking and had varying but generally low interest in flavours, tricks or the social elements of vaping. Several began the study openly critical of people who vaped for reasons other than smoking cessation. However, during the study, some of these participants changed their perspective on vaping and became intrigued by the large aerosol 'clouds' they emitted, practised vaping tricks, joined vaping communities, and purchased new and more powerful devices. For these latter participants, vaping was no longer simply a means to an end, but a new and pleasurable activity.

Most participants aimed to quit smoking and then quit vaping as they saw this approach as the most beneficial to their health. However, those who found vaping enjoyable reframed this goal and saw their vaping continuing until some as yet undefined point.

Preliminary analyses of the qualitative data show rapid changes in participants' norms regarding second hand vapour. While nearly all maintained smoke-free homes (and cars), most began vaping indoors and in cars, and saw the convenience and lack of after-smell as key factors influencing these changing norms.

Project team

Janet Hoek, Mei-Ling Blank, Tamlin Conner, Shelagh Ferguson, Lee Thompson, Kerri Haggart, Grace Teah.

Funding

Marsden Fund 17/129



The importance of tobacco to convenience stores: A national study

Tobacco's widespread retail distribution promotes smoking by making cigarettes more accessible, by making smoking appear normal, and by increasing environmental cues to smoke. The Government has committed to a goal of making New Zealand smokefree by 2025 and greatly decreasing the availability of tobacco itself is a key aim.

Opposition from tobacco retailers has thus far impeded adoption of policies to reduce retail availability. Tobacco is known to be a low profit product, yet retailers argue that tobacco increases footfall in their stores and support ancillary purchases that increase their overall profit. While some researchers believe that this argument relies on misinformation distributed by tobacco companies, only one published study has examined the validity of these claims. Post-purchase surveys with customers in Philadelphia (USA), found that only 13% of convenience store transactions included tobacco; most were tobacco-only purchases (8%) and only 5% of transactions included both tobacco and non-tobacco items. Further, there was no difference in expenditure on non-tobacco items when purchased with or without tobacco.

While these results are inconsistent with tobacco industry arguments that tobacco is very important to small retailers, replications of this study in a different regulatory environment was important. We conducted an initial study in Dunedin during 2017 and found that the vast majority of

transactions at convenience stores (86%) did not include tobacco. Of the 14% of purchases that did include tobacco, 9% were tobacco-only. Purchases of tobacco with non-tobacco items accounted for just 5% of transactions, and tobacco-purchasers spent no more money on non-tobacco items than those who did not purchase tobacco. However, there was considerable variation in the proportion of transactions that included tobacco across outlets (range 1%–45%).

We will undertake this study in a larger national sample size to provide more generalisable estimates and inform policies restricting the national tobacco supply. Following the methods used in our Dunedin study, we will use immediate post-purchase surveys with customers when they exit a sample of 50 convenience stores in urban areas of Wellington and 50 stores in Auckland. The larger sample size will allow for some descriptive observations within the groupings (e.g., differences in tobacco sales between stores according to the deprivation level of the neighbourhood in which they are located).

This study will provide novel and important information that informs measures to reduce tobacco availability, and will have national and international relevance. Reducing tobacco availability is considered a key component of tobacco endgames, yet few jurisdictions have managed to limit access to tobacco. This data will test the validity of retailers' claims that tobacco sales are vital to their financial viability. Overall, our findings will inform policy development and community-led advocacy work aimed at reducing the supply of tobacco in New Zealand and achieving a Smokefree 2025.

Project team

Louise Marsh, Robin Quigg, Claire Cameron, Mei-Ling Blank, Janet Hoek, Trudy Sullivan, Phil Gendall, and Lindsay Robertson

Funding

Lottery Health Research R-LHR-2019-101847



RYO-specific warning messages

No jurisdictions use on-pack warnings targeting roll-your-own (RYO) use, even though RYO smokers may find quitting more difficult and be at greater risk of relapse than other smokers. RYO use is also increasing, with over half of all smokers in New Zealand reporting using RYO tobacco. Use is especially high among Māori, young adults, and people experiencing lower prosperity. RYO-specific on-pouch warnings may be a cost-effective population-level strategy to increase and support cessation among these groups. The roll-your-own study used a novel “construct-a-pouch” elicitation method to generate initial theme ideas and preliminary designs for RYO-specific on-pouch warnings.

In 2018, we conducted in-depth interviews with 22 RYO smokers using the “construct-a-pouch” elicitation method where participants created their own tobacco pouch based on New Zealand's standardised packaging legislation. Participants chose a visual theme for their pouch by sorting through photos depicting death, regret, disfigurement, material hardship, financial loss, intergenerational transmission of smoking, harm to pets, chemicals/additives, and addiction. Text message themes included health warnings, regret, hope, harm to others, addiction, cessation efficacy, and chemicals/additives. Messages had both informative and affect-arousing executions, including personal testimonials.

Over half of our participants chose themes of death and regret depicting real, identifiable smokers and personal, affect arousing, loss-framed testimonials for their pouch. A minority of participants selected themes of material hardship, cost, harm to pets, and chemicals/additives. Virtually all participants dismissed health-framed, information-oriented themes and messages, and many wove the design elements into a cohesive story that reflected their personal circumstances. Almost none thought their most recently purchased pouch was more likely to prompt thoughts of quitting than the pouch they created.

We obtained detailed and rich responses even from participants with no desire to quit or reading difficulties. Following the interview, over half of the participants gave unprompted feedback that they found the pouch construction task fun and interesting, suggesting this approach could be used to develop more cohesive warning narratives and a more holistic approach to warning design.

In 2019, we will use the findings from the qualitative phase to design eight pouches for an online survey of RYO smokers. Participants will randomly view two of the eight pouches, and after viewing each pouch answer questions about their affective, cognitive, and behavioural responses. Results will be available in late-2019.

Project team

Mei-Ling Blank, Janet Hoek, Phil Gendall

Funding

University of Otago Research Grant



Te Ara Auahi Kore (TAKe)

Smoking among Māori continues to be significantly higher than among Pākehā. There are significant gaps in knowledge about the determinants of smoking for Māori and the effectiveness of current cessation and wider tobacco control measures. The TAKe project was developed to help fill these knowledge gaps and inform policies and legislation to achieve the 2025 goal. The project comprises three studies: 1) a longitudinal study of Māori smokers, 2) focus group interviews with whānau of smokers and 3) a survey of tobacco control interventions being delivered in TAKe study locations.

Due to slower than expected participant recruitment for the Cohort study, the TAKe study timeframe has been extended by one year and will conclude in mid-2020. At the end of 2018, three out of six locations were nearing completion of the Wave 1 recruitment for the Cohort study. Interviews for the remaining three locations will be completed by a research company working on behalf of our TAKe partner organisations in each location. At the end of 2018, the focus group interviews for the Whānau study had been completed, a draft technical report was being reviewed within the TAKe team and information pamphlets were being prepared for dissemination to the Whānau study and their wider communities. We expect publications from the Whānau study to be produced over the course of 2019. The methodology and principles underpinning the Cohort study were presented as part of a pre-conference workshop at the 2018 Society for Nicotine and Tobacco Meeting in Baltimore, United States.

Project team

Andrew Waa, Bridget Robson, Heather Gifford, James Stanley, Ruruhira Rameka, Richard Edwards, Gill Potaka-Osborne

Funding

Health Research Council 16/088



Kokiri Marae – partner in Te Ara Auahi Kore (TAKe) Project.

New Zealand International Tobacco Control Policy Evaluation Project (NZ-ITC Project)

The ITC NZ study (NZ-ITC), funded by the Health Research Council, consists of a cohort of New Zealand smokers and ex-smokers who are being followed up to see how their smoking related knowledge, attitudes and behaviours change over time, what influences those changes, and to evaluate the role of policy measures in promoting and supporting quitting.

The ITC NZ study is part of a large international ITC programme (www.itcproject.org) which has been underway for over 15 years, following similar cohorts in up to 30 countries all around the world. Many of the world's leading tobacco control researchers collaborate within the international ITC programme. The NZ ITC cohort has particular strengths in having a high proportion of indigenous (Māori) participants compared to other ITC projects and because we recruit participants from the NZ Health Survey (thanks to support from the Ministry of Health), we can link to additional data collected during that survey.



Data collection is carried out through phone interviews conducted by Research New Zealand.

During 2018 we successfully completed recruitment of 970 smokers and recent quitters, of whom 574 were re-interviews (part of the longitudinal component of the study) of participants from the first wave of the study and 396 were new participants recruited to replenish the survey to close to the numbers included in the first wave interviews (1,082).

Findings from the ITC project were presented through nine conference posters or oral presentations during 2018 including at the leading international tobacco control conferences: Society for Research on Nicotine and Tobacco conference in Baltimore and the World Conference on Tobacco or Health in Cape Town.

The results presented for the smokers and recent quitters in the ITC cohort included:

- patterns of e-cigarette use
- quitting in the social networks of smokers
- links between smoking and alcohol use
- support for tobacco tax increases, denicotinised cigarettes and the removal of additives from tobacco products
- use of RYO tobacco products
- evidence for 'hardening' among smokers

Papers were submitted on awareness and support for very low nicotine cigarettes and prevalence and patterns of e-cigarette use in 14 ITC countries (including NZ) – both have since been accepted for publication.

Project team

Richard Edwards (PI), James Stanley, Andrew Waa, Beck O'Shaughnessey, El-Shadan Tautolo, Heather Gifford, Janet Hoek and Phil Gendall.

Funding

Health Research Council (HRC 15/072)



Research Spotlight

Highlighting some of the many
significant projects led by
ASPIRE2025 researchers in 2018

Teen smoking in NZ's pacific adolescents: One size fits all?

Background and aims

For most research on ethnic differences in health behaviour, people of Pacific ethnicities are grouped together. Yet the NZ Pacific population is heterogeneous, comprising different languages, cultures, generations of immigrants and degrees of acculturation. We analysed data from the ASH year 10 survey 2004-15 to explore smoking among adolescents of four different Pacific ethnicities: Samoan, Tongan, Cook Island Māori and Niueans, compared with Non-Māori/Non-Pacific (NMNP) adolescents.

Findings

We completed the analysis of the data and presented findings at the 12th Asia Pacific Conference on Tobacco or Health, in Bali, Indonesia and also to the Pacific Smokefree Network Fono in Auckland – both in September 2018.

Key findings included that smoking and exposures to risk factors for smoking differed significantly by ethnicity with Niueans and Cook Island Māori having the highest smoking prevalence and prevalence of parental smoking. Exposure to smoking in the home and cars was markedly higher in all Pacific ethnicities compared to NMNP. The findings suggest that if modifiable risks, like smoking in the home and smoking in cars, can be reduced among Pacific adolescents, differences in smoking between ethnic groups may be reduced or eliminated, allowing all NZ adolescents to enjoy the benefits of a smoke-free life.

Study team

Dalice Sim, Jude Ball, Richard Edwards, El-Shadan Tautolo

Funding

Cancer Society of Wellington



Butting out: Perceptions of and support for tobacco product waste strategies

Background and aims

Cigarette butts are ubiquitous litter items; discarded butts cause major environmental damage and impose significant clean-up costs on local authorities, and thus on rate payers. Tobacco companies introduced cigarette filters in response to concerns over emerging evidence of the harms smoking causes, yet filters do not reduce the risks smokers face and instead create a serious litter problem.

As end-users of cigarettes, smokers are typically seen as both the cause of environmental problems created by butt litter and the solution to these problems. Tobacco companies have supported this 'personal responsibility' perspective, which deflects attention from their own role. An alternative extended producer responsibility perspective challenges this view and holds tobacco companies to account for the full life-cycle costs of tobacco product waste (TPW).

We conducted an online cross-sectional survey of 396 New Zealand smokers and 414 non-smokers, and estimated awareness of TPW, attribution of responsibility for TPW, and support for interventions to reduce TPW. We then used descriptive analyses and logistic regression models to examine associations between demographic attributes and smoking behaviours, and perceptions of TPW and potential solutions to this problem.

Findings

Most respondents saw butt litter as toxic to the environment and held smokers primarily responsible for creating TPW. However, we retested views on responsibility for addressing TPW after providing information about butt non-biodegradability. As knowledge of TPW increased, so too did the proportion holding tobacco companies responsible for the problems caused. Respondents regarded changes to product design, such as mandating biodegradable filters, fines for littering, and expanded smokefree spaces as most likely to reduce TPW. However, smokers and non-smokers held different views on the most effective measures to address TPW, with smokers favouring more educative approaches and non-smokers more restrictive policies.

Our findings suggest managing TPW is more complex than previously thought and identify approaches that could highlight tobacco companies' responsibility for their products. Using social marketing campaigns to increase awareness of tobacco companies' role in creating TPW could foster political support for producer responsibility measures that require the industry to manage TPW or, alternatively, disallow the use of filters. In the longer term, however, policy measures should continue to foster smoking cessation and decrease uptake, as reducing smoking prevalence presents the best overall solution to addressing TPW.

Study team

Janet Hoek (PI), Phillip Gendall, Mei-Ling Blank, Kerri Haggart, Lindsay Robertson, and Louise Marsh.

Funding

University of Otago Research Grant



INSPIRED (International endgame comparisons project)

Background and aims

Some countries have adopted 'endgame' goals to essentially end smoking by a set date. This project aims to document and disseminate progress and status of endgame goals, and share experiences, ideas and best practice across the six countries with Government endgame goals: Canada, Finland, Ireland, New Zealand, Scotland and Sweden.

Progress

Using a template, we collected data from key informants in the six countries. We analysed and summarised the data, and incorporated further input from key informants. Key findings include that the goals vary (e.g. in nature and timescales) as do the approaches adopted to achieving them, but all share a focus on reducing smoking disparities. All countries except New Zealand have a Government strategy detailing measures to achieve the endgame goals.

We have developed a draft report, which will be finalised in 2019, along with a paper for an international journal. A first meeting of INSPIRED participants was held at the World Conference on Tobacco or Health in Cape Town. Preliminary data from the project was presented at a symposium in Stockholm to launch the Swedish endgame goal.

Project team

Louise Thornley, Richard Edwards

Funding

Internally funded.



A 'cartoonist's summary of the INSPIRED project prepared during a plenary address at "För ett rökfritt Sverige 2025" (Tobacco Endgame Sweden 2025), 12-13 June 2018, Stockholm, Sweden.



Richard Edwards and Gerard Hastings with Swedish Parliamentarians and members of the Swedish INSPIRED team: Per Haglin and Goran Boethius.

An analysis of tobacco placement in Youtube cartoon series the Big Lez Show

Background and aims

The Big Lez Show is an Australian cartoon series aired on YouTube through the Big Lez Show Official Channel, which has over 500,000 subscribers; each episode garners between 1.5 and 2 million views. In Series Three, Winfield Blue cigarettes appeared as a product in use with spoken endorsement, which has become an established theme in subsequent episodes. The anti-hero's catchphrase, "Winnie Blues Mate! Eh you always suck these down long and hard mate and make sure to never exhale!" has seductive appeal to certain entrenched tobacco users, and potentially non-users. This research project explored the development of product placement in this seemingly amateur content and probed how young people make sense of such cultural narratives. The research also addressed how this content has circumnavigated existing tobacco controls and embedded these narratives into young people's consciousness.

Findings

Social media platforms such as YouTube provide largely unregulated opportunities for covert tobacco product placement that immerse viewers in evolving narratives and surrounding fan-created material. This Winfield Blues product placement seems to contradict the countercultural stance of The Big Lez Show, a 'crude comedy', DIY animation web series. We used a netnographic approach that adapted the traditional, in-person participant observation techniques of ethnography to analyse on-line fan and associated paratexts, and conducted a frame-by-frame analysis of the most pertinent 12 minutes and 5 seconds of animation, and 250 pages of paratexts.

The Big Lez Show linked "Winnie Blues" to seemingly authentic virtual content, including memes, merchandise, discussion groups and even smartphone apps. These para, or secondary texts, surround the original content, provide opportunities for brand co-creation in online fan forums, and integrate tobacco brands in everyday life. The Big Lez Show integrated "Winnie Blues" with popular culture and raises important questions about how social media facilitates tobacco product placement. Policy responses include encouraging social media platforms to include tobacco within webmaster guidelines and requiring site owners to demonstrate their content reaches only those legally able to purchase tobacco.

Project team

Shelagh Ferguson, Janet Hoek, Jackson Smith

Funding

University of Otago summer scholarship scheme



Collaborative
Success

Te Ara Auahi Kore (TAKe) Partners

The TAKE project is being delivered in collaboration with six Māori health providers serving large Maori populations. This approach facilitates a direct connection with Māori communities which helps translate research findings into practice, in addition to providing an efficient means of recruiting research participants.

Our research partners are located in Northland (Te Tai Tokerau PHO and Manaia Health PHO), Auckland (National Hauora Coalition), Bay of Plenty (Ngā Mataapuna Oranga), Gisborne (Ngāti Porou Hauora) and Wellington (Kokiri Marae Keriana Olsen Trust and Ora Toa PHO). These partner organisations have contributed to the design and implementation of the TAKE project and over the course of 2019 and 2020 will participate in knowledge translation workshops, where we will work with them to interpret findings and discuss how they can be applied in practice.

We acknowledge the great work of our community-based researchers, who have been conducting interviews for the Cohort study component of the TAKE project. These researchers were employed by our research partners, partly to help develop their research capacity but also because of their direct links with the Māori communities in which the research is being conducted. Due to changing circumstances some of the interview work has been picked up by a research company (Research New Zealand). However, we would like to recognise Anania Kerehoma-Cook (Kokiri Marae) and Erana Peita (Te Tai Tokerau PHO) in particular, as they near completion of their Wave 1 interviews.



Anania Kerehoma-Cook (Kokiri Marae).



Erana Peita (Te Tai Tokerau PHO).

ASPIRE 2025 and Health Promotion Agency/ Te Hiringa Hauora (HPA)

ASPIRE 2025 has had a long-standing, close and fruitful collaboration with HPA and its predecessor the Health Sponsorship Council (HSC). ASPIRE 2025 researchers and the HPA team have worked together since the launch of ASPIRE in 2011.

Key areas of collaboration include:

- research projects and research outputs;
- HPA monitoring and surveys;
- dissemination activities.

An early example of research collaboration was for the Health Research Council funded WAKA (Whanau Auahi Kore Ānei Ana) project, which explored strategies to reduce smoking initiation and SHS exposure among children. This project predated the launch of ASPIRE 2025, but was an early example of ASPIRE researchers working closely on research with the HPA tobacco team. Subsequently, ASPIRE projects have often benefited from the advice and input of HPA, for example through contributions as members on advisory panels.

ASPIRE 2025 researchers have co-authored papers on a variety of tobacco-related topics with colleagues from the HPA. These include papers based on analysis of data from:

- NZ census – doctors and nurses smoking, prevalence of smoking in NZ by age, gender and ethnicity
- HPA Health and Lifestyle Survey (HLS) – evidence for ‘hardening’ among NZ smokers, e-cigarette prevalence (under review)
- Youth in-depth survey (YIS) – risk factors for adolescent smoking.

We have also co-authored papers based on collaborative research such as a qualitative study of smokers’ views about Smokefree 2025 and smoking among pregnant women. The HPA team has also supported ASPIRE’s research by providing access to HPA survey data, for example providing YIS data to support preparation of a research letter to the NZMJ describing young people’s second-hand smoke exposure in cars. We have an active collaboration in vaping research, including a working paper on the prevalence and correlates of vaping in New Zealand

ASPIRE members have contributed to supporting the HPA’s suite of monitoring surveys. Richard Edwards and Andrew Waa are long-standing members of the NZYTM Scientific Advisory Group (for the YIS and ASH Year 10 surveys). ASPIRE members have provided advice periodically on questionnaire development for the HLS and Tobacco Control Monitor surveys.

ASPIRE 2025 researchers have also given occasional advice and feedback to support other HPA activities including media campaign planning such as for Smokefree cars and the young-adult focussed ‘Stop before you start’ campaign, and have served on advisory groups for plain packaging, vaping public awareness, and young adult campaigns. Finally, ASPIRE 2025 members have contributed to the HPA’s dissemination work to the smokefree sector such as by giving updates and research presentations at the annual HPA seminar/webinar series.



NIHI/ASPIRE Symposium 2018

The third annual NIHI (National Institute for Health Innovation) and ASPIRE Smokefree 2025 Research Symposium was held at the University of Otago, Wellington campus on the 9th of November, 2018.

Dr Ashley Bloomfield (Director-General of Health) gave the opening address, which encouraged high expectations and ambitions for our health system and health in Aotearoa more generally. He noted the high levels of support and collegiality across the health community, and commented on how positive and responsive the tobacco control sector is to policy initiatives. Dr Bloomfield outlined the Government's overall priorities: improving child wellbeing and addressing inequities in child wellbeing and child health outcomes; primary health care; mental health and addiction, and a strong publically funded health system. Within this vision, tobacco control is an important priority as letting more fresh air into the lives of Aotearoa's children will improve their health and well-being.

The symposium was well attended with over 100 delegates from the University of Auckland, the University of Otago, and the tobacco control sector more generally. NIHI and ASPIRE researchers and postgraduate students presented on varied topics including: tobacco product waste; smoking and drinking among Māori/non-Māori; tobacco product placement on YouTube; adolescent smoking; the retailing of tobacco; pouch tobacco specific warning messages; e-cigarettes and other smoking cessation research.

This year's Symposium also marked the inauguration of prizes to recognise new and emerging tobacco control researchers. The following awards were made:

Best Paper by an Emerging Researcher:
Mei-Ling Blank (an ASPIRE Research Fellow),

Best Poster by an Emerging Researcher:
Jude Ball (an ASPIRE PhD candidate)

Excellence in Tobacco Control Research for Māori:
Elizabeth Strickett (Hāpai Te Hauora).

The increasing attendance at these symposia highlights the value of presenting and discussing research findings from NIHI and ASPIRE, and creating opportunities for networking across the tobacco control sector more generally.



Organisers of the ASPIRE/NIHI annual research symposium (from left to right): Professor Richard Edwards, Professor Chris Bullen, Associate Professor Natalie Walker, Professor Janet Hoek, and Andrew Waa, with the Director General of Health, Dr Ashley Bloomfield.



Dr Ashley Bloomfield presenting the Award for the Best Tobacco Control Paper by an Emerging Researcher to ASPIRE researcher Mei-Ling Blank.



Dr Ashley Bloomfield presenting the Award for the Best Tobacco Control Poster by an Emerging Researcher to ASPIRE PhD candidate Jude Ball.



Dr Ashley Bloomfield presenting the Award for Excellence in Tobacco Control research for Māori to Elizabeth Strickett (Hāpai Te Hauora).

Published Research Highlights

Feasibility of a “Smart” Electronic Nicotine Delivery System (FASE)

The availability of Electronic Nicotine Delivery Systems (ENDS) that directly measure real-time device use creates opportunities to examine specific patterns and methods of ENDS use (e.g., inhalation technique, consistency, and timing of use). This information may be relevant for smokers using an ENDS during a quit attempt and enable them to monitor their own behaviour.

We conducted an 8 week long mixed-methods feasibility study with 11 participants using a “smart” ENDS (S-ENDS) that passively recorded device use in real-time. Participants also completed daily surveys administered using smartphones that measured their daily cigarette consumption.

We identified three provisional vaping and smoking patterns: immediate and intensive vaping uptake paired with immediate, dramatic, and continued smoking reductions resulting in sustained (≥ 7 consecutive days) smoking abstinence; gradual vaping uptake and gradual smoking reduction resulting in daily dual use (smoking and vaping) throughout the study; and intermittent or very low S-ENDS use and a return to exclusive smoking within the first month of the study.

Daily dual use throughout the study period was the most common pattern we observed in our small sample. While some dual using participants continued to report reductions in smoking over the 8-week period, others quickly plateaued at a lower level of cigarette consumption.

Larger and longer studies are needed to substantiate our findings, however “smart” technology could investigate the speed, consistency, and intensity of ENDS initiation, and whether specific day-by-day patterns are associated with cessation outcomes. This information could inform clinically relevant guidance to help smokers more quickly and completely transition from smoking to exclusive ENDS use, thereby shortening any dual use phase and potentially reducing the risk that dual use becomes a long-term pattern. Identifying patterns could also help predict which smoking–vaping trajectories smokers may follow, thus potentially allowing for interventions that support cessation-related pathways and enhancing the contribution ENDS may make to reducing smoking prevalence.

Citation

M Blank, J Hoek, M George, et al. (2018). An exploration of smoking-to-vaping transition attempts using a “smart” electronic nicotine delivery system. *Nicotine Tobacco Research*. doi: 10.1093/ntr/nty093.

Funding

Health Research Council of New Zealand (16/489)



Addressing ethnic disparities in adolescent smoking: Is reducing exposure to smoking in the home a key?

In the process of investigating the decline in adolescent smoking, using ASH Year 10 Snapshot survey data, we came across some unexpected findings with important implications for preventing smoking uptake and reducing health disparities.

We found that exposure to other people smoking in the home became a stronger risk factor for adolescent smoking over time, independent of parental and sibling smoking, particularly for Māori. Between 2003 and 2015, the adjusted odds ratio for exposure to smoking in the home increased from 1.7 to 2.6 for the overall sample, and from 1.8 to 3.4 for Māori. Models were adjusted for parental smoking, sibling smoking, best friend smoking, age, sex, school decile and, for the overall sample, ethnicity. (Note that Māori parents who smoked were no more likely to smoke indoors than non-Māori parents who smoked.)

These findings mean adolescents growing up in smokefree homes were much less likely to smoke, even if their parents or older siblings were smokers. Similar to findings in a previous study by ASPIRE team members, after adjusting for other risk and demographic factors in the model, parental smoking was a weak or non-significant risk factor for both Māori and non-Māori.

Our findings suggest that reducing adolescents’ exposure to smoking in the home (e.g. by promoting smokefree homes) is likely to reduce adolescent smoking uptake, with particularly positive effects in reducing smoking among Māori adolescents. It will also have direct health benefits due to reduced exposure to secondhand smoke (SHS). Many of the harms to the next generation may therefore be preventable by ‘taking the smoke outside’, even when parents continue to smoke. This finding may be an empowering message for parents who struggle to quit, but want to do their best for their children.

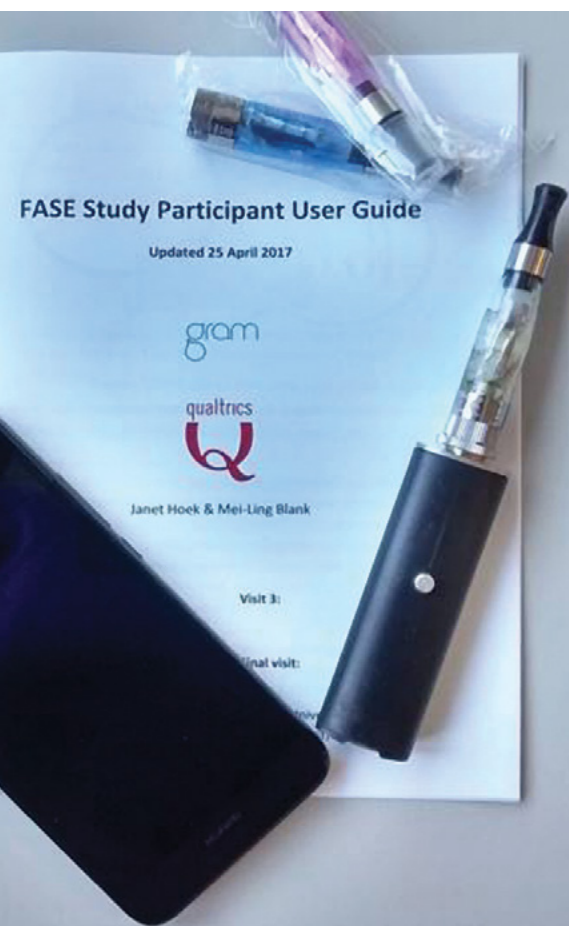
Our findings are consistent with previous research showing that exposure to SHS increases the chances that adolescents will become smokers themselves. There is growing evidence that this outcome may be due to a physiological ‘priming’ effect on neural nicotine receptors, as well as socialisation.

Citation

Ball J, Sim D, Edwards R. (2018) Addressing ethnic disparities in adolescent smoking: Is reducing exposure to smoking in the home a key? *Nicotine and Tobacco Research*. Published online first 23 March 2018. doi: 10.1093/ntr/nty053

Funding

University of Otago Research Grant



Young adult susceptible non-smokers' and smokers' responses to capsule cigarettes

Tobacco companies have claimed their future lies in non-combusted tobacco products, with a Philip Morris executive stating “We are crystal clear where we are going as a company: we want to move out of cigarettes as soon as possible”. Ironically, given this intention, tobacco companies continue using new technologies to develop smoked tobacco products that have potentially high appeal to young non-smokers.

Capsule cigarettes using flavour beads embedded in filters to perfume inhaled tobacco are one such technology that could foster smoking uptake. Many studies show that smokers usually identify taste as the most important attribute of the brand they smoke, thus an innovation that alters taste seems unlikely to appeal to existing tobacco users. By contrast, enhancing the flavour of smoke could appeal to young non-smokers, whose initial experiences of smoking are often unpalatable.



We tested whether capsule cigarettes appealed more to smokers or non-smokers by conducting an on-line experiment with young adults who currently smoked or who were susceptible non-smokers. We collected choice data, measured perceptions, and estimated behavioural probabilities and found smokers preferred unflavoured options to flavoured options. Smokers' preference for a non-capsule cigarette was so strong they would pay up to \$2.93 more for an unflavoured pack. By contrast, susceptible non-smokers preferred flavoured options, particularly fruit flavours, relative to unflavoured options. Susceptible non-smokers were also more likely than smokers to see flavour capsule sticks as smoother, more fun to smoke, more satisfying, attractive and stylish.

Tobacco companies claim they wish to shift their business towards non-combustible products, yet they continue to develop products that appeal more to non-smokers than to smokers. Policy makers need to review existing legislation to ensure it does not permit product innovations that position smoking as fun, appealing and enjoyable.

Citation

Hoek, J., Gendall, P., Eckert, C., Louviere, J., Blank, M. L., & Thrasher, J. F. (2018). Young adult susceptible non-smokers' and smokers' responses to capsule cigarettes. *Tobacco Control*. Published Online First: 03 October 2018. doi: 10.1136/tobaccocontrol-2018-054470

Funding

Internally funded

Regulatory Chills: Tobacco industry legal threats and the politics of standardised packaging in NZ

Eric Crosbie of UCFS, UCSC and the University of Nevada, Reno, worked with George Thomson of UOW during 2015 – 2018 to research the policy process for plain tobacco packs in New Zealand.

We found that there were threats from tobacco companies in 2012 to sue in international tribunals, alleging the potential loss of investment and intellectual property rights from plain packs. These threats were used by or caused the government to delay the NZ plain packs law for at least three years. This was despite internal tobacco industry documents showing that the legal advice to the companies was that their case would not be successful, and New Zealand officials, from 2014 or before, stating that the proposed legislation was in line with New Zealand's trade obligations.

The passing of plain packs legislation took over four years from the first announcement by the New Zealand Government in April 2012, to its completion in September 2016 (53 months). This timeline was much longer than followed in other countries that introduced plain-pack legislation. For example:

- 18 months for Australia
- 22 months for Ireland
- 35 months for the United Kingdom
- 20 months for France.

Citation

Crosbie E. Thomson G. Regulatory Chills: Tobacco industry legal threats and the politics of tobacco standardized packaging in New Zealand. *New Zealand Medical Journal* 2018; 131(1473):25-41

Funding

Eric Crosbie was funded by grants from National Cancer Institute Training Grant 2T32 CA113710-11 and the Tobacco-Related Disease Research Program Dissertation Research Award 24DT-0003.



Modelling the number of quitters needed to achieve New Zealand's Smokefree 2025 goal for Māori and non-Māori

This study aimed to estimate the numbers of people required to quit smoking in New Zealand (NZ) to achieve the Smokefree 2025 goal and to compare these with current levels of quitting and numbers quitting supported by the established face-to-face cessation services and the New Zealand Quitline. We used the established BODE3 tobacco forecasting model to project smoking prevalence separately for Māori and non-Māori to 2025 under a business-as-usual (BAU) scenario. A key finding from this work was that to achieve a below 5% smoking prevalence by 2025, there would need to be additional averages of 8400 Māori long-term quitters per year (5.2 times the current BAU numbers per year of quitters on average) and 8800 extra non-Māori quitters per year during 2018 to 2025 (1.9 times the BAU level on average).

We estimated that the Quitline and funded face-to-face smoking cessation services are only generating 2000 Māori and 6100 non-Māori long-term quitters per year (i.e., only 19% of Māori and only 34% of the non-Māori quitters required to reach the 2025 goal).

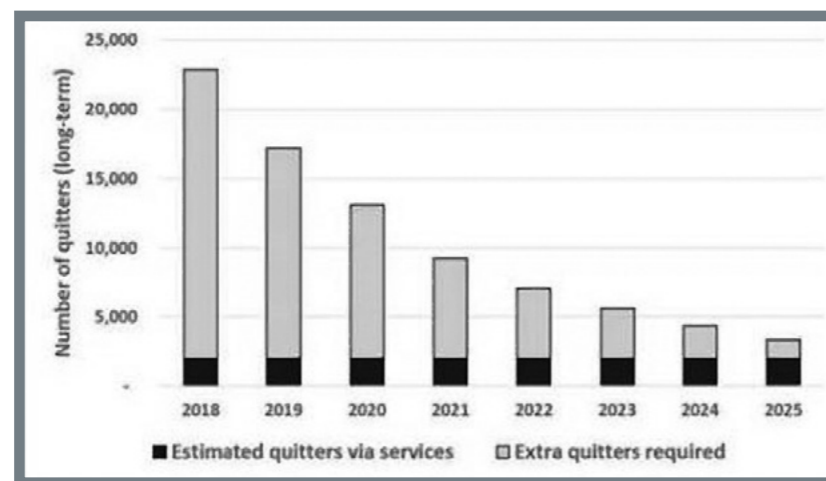
In conclusion, this modelling work suggests that focusing on increasing the numbers quitting with support from cessation services is not a feasible strategy to achieve the Smokefree 2025 goal. The NZ Government will need to massively increase investment in other established interventions (e.g. mass media) whilst continuing with substantial tobacco tax increases and will also likely need to add substantive new strategies into the intervention mix.

Citation

Wilson N, Petrović-van der Deen FS, Edwards R, Waa A, Blakely T. Modelling the number of quitters needed to achieve New Zealand's Smokefree 2025 goal for Māori and non-Māori. *NZ Med J* 2018; 131(1487):30-37.

Funding

Nil for this project specifically – but the Health Research Council funding for BODE3 (HR 10/248) contributed to the forecasting model development.



Dissemination of ASPIRE2025 Research

Dissemination of ASPIRE2025 research through sector and community engagement

ASPIRE2025 aims to be an international leader in tobacco control research and we work hard to ensure our findings are disseminated, understood, and translated into actions that contribute to the Smokefree 2025 goal.

Specific translation initiatives include:

- Hosting a seminar series for the New Zealand tobacco control sector on topical issues;
- Presenting at regional tobacco control update seminars;
- Attending and presenting at international and national tobacco control conferences;
- Providing summaries of our research on our website: www.aspire2025.org.nz;
- Making evidence-based policy submissions on tobacco control issues;
- Serving on tobacco control sector advisory groups;
- Providing media releases, writing op-eds and blogs, and offering expert commentary.

ASPIRE2025 Seminars and Workshops

The ASPIRE2025 seminar series was a success in 2018, with two international guests presenting to the wider tobacco control sector. Each seminar was attended by over 40 people from all areas of tobacco control, including government ministries, NGOs, DHBs and University staff and students. In order to further extend our reach, we also offered access to all ASPIRE2025 seminars through web-conferencing, which was again very well-received by the sector, particularly those people outside main centres. Content from each seminar is also made available on our website.

Olivia Maynard

Olivia Maynard is a Research Fellow at the University of Bristol. Her research on plain packaging contributed to UK and worldwide policy debates on this issue and in 2014 she was awarded an ESRC Outstanding Engagement Award. Using a range of experimental techniques, including eye-tracking, EEG, and randomised controlled trials, Olivia's research broaches questions such as: What are the mechanisms through which warnings and plain packaging impact smoking attitudes and behaviour? How can warning labels be made even more effective? Can these approaches to communicating risky behaviour be used for other harmful products, such as alcohol? In her seminar, Dr Maynard discussed how we can enhance the effectiveness of tobacco packaging and apply the same principles to other products posing health risks.



Donna Vallone

The Truth Campaign

In April 2018, ASPIRE2025 researchers were privileged to host Dr Donna Vallone, Chief Research Officer at Truth Initiative® in the United States. Truth Initiative® is America's largest non-profit public health organisation dedicated to making tobacco use a thing of the past. Donna gave a presentation on the youth and young adult oriented national Truth Campaign, which provided ideas for similar approaches to the prevention of youth and young adult smoking in Aotearoa.



Public Health Summer School

Electronic Nicotine Delivery Systems (ENDS) and the Smokefree 2025 goal

This seminar presented the latest research evidence from recent surveys and in-depth studies of vapers and vaping behaviours. Sessions discussed how ENDS could contribute to the 2025 goal, and address disparities in smoking, and how ENDS sat within smokefree plans, such as the ASAP report. This course explored uptake among NZ smokers, probed whether and how movement from smoking to vaping occurs, and explored the motivations, experiences and intentions of different ENDS user groups. The day included a panel discussion, which featured researchers and practitioners with expertise in using e-cigs for cessation, and representatives from the vaping sector. The seminar also examined what findings meant for practice and policy, considered the advice community workers could provide to smokers, and reviewed how policies could protect vulnerable groups while supporting smokers who cannot quit to transition fully to ENDS.

We also held a workshop on tobacco control and other public health issues with Professor Gerard Hastings OBE, Emeritus Professor at Stirling University and founder of The Institute for Social Marketing and Centre for Tobacco Control Research.



Conference attendance and invited presentations

ASPIRE2025 members presented papers and posters at numerous international and local conferences in 2018. Conferences attended are summarised below. For details of each paper or poster presented, please refer to the Research Outputs section of this report.

- Society for Research on Nicotine and Tobacco (SRNT) 24th Annual Meeting. Baltimore, Maryland, February 2018.
- Marketing and Public Policy Conference. Columbus Ohio, June 2018.
- APSAD Scientific Alcohol and Drug Conference. Auckland, New Zealand, October 2018.
- 12th Asia Pacific Conference on Tobacco or Health. Bali, Indonesia, September 2018.
- 17th World Conference on Tobacco or Health (WCTOH). Cape Town, South Africa, March 2018.
- The 20th Australian & New Zealand Marketing Academy Conference (ANZMAC), Adelaide, Australia, December 2018.
- Pacific International Health Symposium, Dunedin, New Zealand, November 2018.
- Cancer Society of New Zealand Cancer Research Week, Auckland, October 2018.

ASPIRE2025 researchers are also often invited to give presentations at conferences, seminars, and workshops. National and international events at which our researchers presented invited addresses during 2018 included:

- Cancer Society Health Promotion Symposium. Wellington, September 2018.
- Society for Nicotine and Tobacco Research Conference, Baltimore, February 2018.
- "För ett rökfritt Sverige 2025". Tobacco Endgame Sweden 2025, Stockholm, June 2018.
- New Zealand Respiratory Conference, Auckland November 2018.
- Health Promotion Agency Tobacco Control Seminar, Dunedin, April 2018.
- Health Promotion Agency Tobacco Control Seminar, Wellington, June 2018.
- University of Otago, Public Health Seminar Series, Wellington, New Zealand.

Policy submissions

ASPIRE2025 researchers make regular policy submissions on tobacco control issues. An example in 2018 was a submission and subsequent meeting with The Tax Working Group.

Other contributions to the tobacco control sector

ASPIRE2025 members are fully engaged with tobacco control advocacy and practice supporting the achievement of New Zealand's Smokefree 2025 goal. ASPIRE members lead or participate in several tobacco control groups and organisations across the health and NGO sectors, including:

- Andrew Waa and Richard Edwards are members of the Hāpai Te Hauora expert advisory group.
- Richard Edwards is a member of the Expert Advisory Group of the Asthma and Respiratory Foundation.
- Janet Hoek is a member of the Australian Government's Expert Advisory Group on plain packaging.
- Janet Hoek is a member of the Health Promotion Agency's vaping advisory group.
- Andrew Waa is a board member of ASH New Zealand.
- Richard Edwards, Andrew Waa and Rob McGee are members of the Research Coordinating Group of the NZ Youth and Tobacco Monitor Survey.
- Lindsay Robertson is a member of the Cancer Society of New Zealand 'Reducing the retail availability of tobacco' working group.
- Andrew Waa is a member of the Interim Society for Research into Nicotine and Tobacco, Oceania Board.
- George Thomson is a member of working groups on smokefree vehicles and smokefree local councils – members include NGOs and DHB health promoters.

Media Activities and Expert Commentary

We have had very strong media interest in our research findings. Many of our published papers have been accompanied by press releases, resulting in a high level of media coverage, and we are frequently asked to provide comment on policy developments, write op-eds and blogs, and offer expert commentary. Several of the stories below were also picked up by media internationally.

Examples of coverage that featured members of the ASPIRE team during 2018 include:

February

Vaping not enough for some cigarette smokers, Otago Research finds. *Otago Daily Times; NZ Herald; Scoop Health; Stuff; Radio Live; NewsHub; Radio New Zealand.* (Lindsay Robertson, Mei-Ling Blank & Janet Hoek)

March

Switching to Vaping not always straightforward. *New Zealand Herald; 3livenews; Scoop; NZ Doctor.* (Janet Hoek)

April

Tobacco plain packaging takes effect today. *New Zealand Herald; Radio Live Interview; Otago Daily Times; RNZ National Interview.* (Janet Hoek)

May

Invited expert commentary on NZ Initiative report Smoke and vapour: The changing world of tobacco harm reduction. *Science Media Centre.* (Richard Edwards & Janet Hoek)

July

Novel smart technology explores smoking-to-vaping transitions. *University of Otago News.* (Mei-Ling Blank & Janet Hoek)

Stoned Smurf – number of teens trying e-cigarettes soaring. *TVNZ One News.* (Janet Hoek)

Most Christchurch dairy owners want to keep selling smokes, despite robberies, study suggests. *Stuff.* (Louise Marsh)

September

Otago University's Dr Louise Marsh has suggested banning new retailers from selling tobacco. *Radio Live, Newstalk NZ.* (Louise Marsh)

Stopping new shops selling tobacco 'positive policy option'. *Otago Daily Times. Newstalk; Radio Live.* (Louise Marsh)

October

Young people 'vulnerable' to flavoured cigarette capsules. *Otago Daily Times; NZ Herald; Radio NZ; Stuff.* (Janet Hoek)

Flavour capsule cigarettes could threaten NZ's smokefree goal. *TV One News.* (Janet Hoek)

November

Cigarette filters and filter ventilation. *TV3 'The Project'.* (Richard Edwards)

Smokefree Cars. *Interview with Duncan Garner, AM TV show.* (Richard Edwards)

December

Nine to Noon. Vape giveaways "despicable". *Public Health Academic.* (Janet Hoek)

Outrage as tobacco giants pay Instagram 'influencers' to promote vaping product. *Sunday Star Times.* (Janet Hoek)

Scientific Blogs and Op-Eds

- Blakely, T., Teng, A., & Wilson, N. (2018). How much of Māori: European mortality inequalities are due to socioeconomic position and tobacco? *Public Health Expert*. 15 June 2018. [Blog post]
- Crosbie, E., & Thomson, G. (2018). Why did it take 53 months for NZ to introduce plain cigarette packs? *Noted*. June 14 2018. [Op-ed].
- Edwards, R., Hoek, J., & Waa, A. (2018, May 31). How can we make World Smokefree Day irrelevant by 2025? *The Spinoff*. May 31 2018. [Op-ed].
- Edwards, R., Waa, A., Hoek, J., Thornley, L., & Wilson, N. (2018). Smoke, heat or vapour? Ideas for risk-proportionate regulation to make World Smokefree Day irrelevant by 2025. *Public Health Expert*. 31 May 2018. [Blog post]
- Hoek, J. (2018) Expert opinion on Tobacco stick health claims challenged. *Science Media Centre*. 14 March 2018. [Op-ed]
- Hoek, J., Edwards, R., & Waa, A. (2018, December 6). Smoking elimination impetus must persist. *Otago Daily Times*. December 6 2018. [Op-ed]
- Hoek, J., & Gendall, P. (2018). Tobacco product innovation in a smokefree world: Oxymoron or commercial cynicism? *Public Health Expert*. 23 October 2018. [Blog post]
- Hoek, J., Gendall, P., Edwards, R., Nahu, S., & Wilson, N. (2018). Standardised packaging: A new era in reducing tobacco marketing in NZ. *Public Health Expert*. 14 March 2018. [Blog post]
- Hoek, J., Robertson, L., Blank, M. L., & Richards, R. (2018). Can we manage dual use of smoking and vaping more effectively? *Public Health Expert*. 16 February 2018. [Blog post]
- Robertson, L. (2018). Making tobacco less available is both necessary and feasible: New NZ study. *Public Health Expert*. 24 September 2018. [Blog post]
- Thomson, G., & Delany, L. (2018). How should governments deal with multinational consulting firms that work for the tobacco industry? *Tobacco Control*. 23 August 2018. [Blog post]
- Thomson, G., Delany, L., Hoek, J., & Edwards, R. (2018, January 25). Tax hikes work, let's not stop there. *Dominion Post*. January 25 2018. [Op-ed]
- Thomson G, Witt, M., Edwards, R., & Hoek, J. (2018). Opinion: Smokefree 2025 - An opportunity for Government. *Otago Bulletin Board*. *Otago Bulletin*. July 18 2018. [Op-ed]
- Wilson, N., & Thomson, G. (2018). What public health lessons can NZ still learn from the United States? *Public Health Expert*. 29 January 2018. [Blog post]

ASPIRE2025 Research Outputs

ASPIRE2025 Research Outputs 2018

Journal Contributions

- Ball, J., Sim, D., & Edwards, R. (2018). Why has adolescent smoking declined dramatically? Trend analysis using repeat cross-sectional data from New Zealand 2002-2015. *BMJ Open*, 8(10). doi:10.1136/bmjopen-2017-020320
- Ball, J., Sim, D., & Edwards, R. (2018). Addressing ethnic disparities in adolescent smoking: Is reducing exposure to smoking in the home a key? *Nicotine & Tobacco Research*. Advance online publication. doi: 10.1093/ntr/nty053
- Blank, M. L., Hoek, J., George, M., Gendall, P., Conner, T. S., Thrul, J., Langlotz, T. (2018). An exploration of smoking-to-vaping transition attempts using a "smart" electronic nicotine delivery system. *Nicotine & Tobacco Research*. Advance online publication. doi: 10.1093/ntr/nty093
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Editorials and Research Letters

- Edwards, R. (2018). Lest we forget: Harm-reduction research is important and increasing, but other facets of tobacco control research remain a high priority. *Nicotine and Tobacco Research*, 20(2), 145-146.
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Reports

Robertson, L., & Marsh, L. (2018). Estimating the effect of a potential policy to restrict tobacco retail availability in New Zealand. *Tobacco Control*. Advance online publication. doi:10.1136/tobaccocontrol-2018-054491

Robertson, L., Cameron, C., Hoek, J. A., Sullivan, T., Marsh, L., Peterson, E., & Gendall, P. (2018). Prevalence and characteristics of tobacco purchases in convenience stores: results of a postpurchase intercept survey in Dunedin, New Zealand. *Tobacco Control*. Advance online publication. doi: 10.1136/tobaccocontrol-2018-054643.

Wilson, N., & Thomson, G. (2018). Healthy playgrounds in New Zealand local government areas? An updated 2017-2018 survey of smokefree signage and drinking fountains. Wellington: *ASPIRE2025*, University of Otago Wellington. Available at: <https://aspire2025.org.nz/2018/08/07/report-healthy-playgrounds-in-new-zealand-local-government-areas-an-updated-2017-2018-survey-of-smokefree-signage-and-drinking-fountains/>

Conference Presentations

Oral Presentations

Ball, J., Sim D, Edwards, R., Cook, H. (2018). *Have changes in parenting, in particular parental monitoring and parental warmth, contributed to sharply declining adolescent substance use since 2001?* Paper presented at the European Association of Research on Adolescence Conference (EARA), Sept 12-15, Ghent, Belgium.

Blank, M.L., Hoek, J., Gendall, P., George, M., Conner, T., Thurl, J. (2018). *How Does Transition from Smoking to Vaping Occur? An Exploratory Study using a Smart E-Cigarette. In Special Session: Adolescents, E-Cigs, Ad Claims and E-Cig Health Warnings.* Paper presented at the Marketing and Public Policy Conference, Columbus Ohio.

Edwards, R. (2018). *Smokefree Aotearoa - 2025: Could calling last orders for smoking in bars help us get there?* Paper presented at the APSAD Scientific Alcohol and Drug Conference, Auckland, New Zealand.

Edwards, R., Stanley, J., Waa, A., Kaai, S., Quah, A.C.K., & Fong, G. (2018). *Hardening among indigenous and non-indigenous smokers: Findings from the ITC New Zealand Survey.* Paper presented at the Society for Research on Nicotine and Tobacco (SNRT) 24th Annual Meeting, Baltimore, Maryland; February 22-24.

Edwards, R., Stanley, J., Waa, A., Kaai, S., Quah, A.C.K., & Fong, G. (2018). *Smoking and quitting in social networks among indigenous and non-indigenous smokers: Findings from the ITC New Zealand survey.* Paper presented at the Society for Research on Nicotine and Tobacco (SNRT) 24th Annual Meeting, Baltimore, Maryland; February 22-24.

Edwards, R., Waa, A., Stanley, J., Kaai, S., Quah, A.C.K., & Fong, G. (2018). *Achieving the tobacco endgame: The case for removing additives: Findings from the ITC New Zealand Survey.* Paper presented at the 17th World Conference on Tobacco or Health (WCTOH), Cape Town, South Africa; 7-9 March.

Hoek, J., Gendall, P., Blank, M. L., Robertson, L., & Marsh, L. (2018). *Butting out: Strategies addressing tobacco product waste.* Paper presented at the 20th Australian & New Zealand Marketing Academy Conference (ANZMAC), Adelaide, Australia.

Hoek, J., Gendall, P., Eckert, C., Blank, M. L., Louviere, J., & Thrasher, J. F. (2018). *Marketing of smoked tobacco in a smokefree world.* Paper presented at the 20th Australian & New Zealand Marketing Academy Conference (ANZMAC), Adelaide, Australia.

Hoek, J., & Robertson, L. (2018). *Beyond tobacco POS displays: Progress and anomalies from New Zealand.* Paper presented at the Society for Research on Nicotine and Tobacco (SNRT) 24th Annual Meeting, Baltimore, Maryland; February 22-24.

Hoek J., Robertson L., Blank M. L., Richards R. (2018). *A qualitative analysis of dual use behaviours among smoker-vapers.* Paper presented at the Marketing and Public Policy Conference, Columbus, Ohio, June.

Maynard, O., Sillero-Rejon, C., Leonards, U., Hoek, J., Toll, B., Gove, H., Munafo, M. (2018). *The impact of health warning location, framing, type, immediacy, and severity on visual attention and self-reported avoidance.* Paper presented at the Society for Research on Nicotine and Tobacco (SNRT) 24th Annual Meeting, Baltimore, Maryland; February 22-24.

Moodie, C., Hoek, J., Scheffels, J., Gallopel-Morvan, K., Lindorff K. *Plain packaging: Legislative differences in Australia, France, the United Kingdom, New Zealand and Norway, and options for strengthening regulations.* Society for Research on Nicotine (SRNT) Europe.

Nyamurungi, K.N., Ndikum, A.E., Oginni, A., Robertson, L., Gravely, S., Rusatira, J.C., Huffman, M.D., & Yusuf, S. (2018) *International collaboration to build tobacco control capacity: a case study of KOMPLY from the World Heart Federation Emerging Leaders program.* Rapid-fire presentation at WCTOH, Cape Town; 7-9 March.

Oliver, J., Kim, A., Mills, S., & Hoek, J. (2018). *Tobacco retail outlets: Inside and out.* Symposium: Society For Research On Nicotine and Tobacco (SNRT) 24th Annual Meeting, Baltimore, Maryland; February 22-24.

Robertson, L., Gendall, P., Hoek, J., Marsh, L., & McGee, R. (2018). *Should we pay all smokers to quit smoking? A mixed methods survey exploring New Zealand smokers' perceptions of financial incentives.* Paper presented at the 17th World Conference on Tobacco or Health (WCTOH), Cape Town, South Africa; March 7-9.

Robertson, L., Hoek, J., Blank, M.L., & Richards, R. (2018). *"It Didn't Fill the Void": Reasons for e-cigarette and tobacco dual use.* Paper presented at the 17th World Conference on Tobacco or Health (WCTOH), Cape Town, South Africa; March 7-9.

Sim, D. (2018). *Teen smoking in New Zealand's Pacific people: Differences between Samoan, Cook Islands Māori, Tongan, and Niuean adolescents in smoking prevalence and exposure to risk factors.* Paper presented at the Pacific International Health Symposium, Dunedin, New Zealand.

Waa A., & Edwards R. (2018). *Achieving Smokefree Aotearoa for all by 2025. In Stop Cancer Before it Starts: Saving lives with effective tobacco, alcohol and obesity policies.* Symposium. Cancer Society of New Zealand Cancer Research Week, Auckland, October 29.

Posters

Ball, J., Sim, D., Edwards, R., & Waa, A. (2018). *Exposure to smoking in the home: A key to reducing ethnic disparities in smoking among adolescents?* Poster presented at the Society for Research on Nicotine and Tobacco (SNRT) 24th Annual Meeting, Baltimore, February 22-24.

Blank, M. L., Hoek, J., George, M., Gendall, P., Conner, T. S., Thurl, J., . . . Langlotz, T. (2018). *Real-time vaping recorded by a "smart" e-cigarette during smoking cessation attempts: A feasibility study.* Poster presented at the Society for Research on Nicotine and Tobacco (SNRT) 24th Annual Meeting, Baltimore, Maryland; February 22-24.

Edwards R. (2018). *An action plan for Smokefree Aotearoa (New Zealand) 2025.* In Roadmaps to a Tobacco- and Nicotine-free Society Symposium. Poster presented at the 17th World Conference on Tobacco or Health, Cape Town, South Africa; March 7-9.

Edwards R., Stanley J., Waa A., Kaai S., Quah A.C.K., & Fong G. (2018). *Achieving the tobacco endgame: the case for very low nicotine cigarettes. Findings from indigenous and non-indigenous smokers and recent quitters in the ITC New Zealand Survey.* Poster presented at the 12th Asia Pacific Conference on Tobacco or Health, Bali, Indonesia; September 13-15.

Edwards, R., Stanley, J., Waa, A., Kaai, S., Quah, A.C.K., & Fong, G. (2018). *A toxic brew. Smoking and drinking among indigenous and non-indigenous smokers: Findings from the New Zealand ITC survey.* Poster presented at the 12th Asia Pacific Conference on Tobacco or Health, Bali, Indonesia; September 13-15.

Edwards, R., Waa, A., Stanley, J., Kaai, S., Quah, A.C.K., & Fong, G. (2018). *Use of e-cigarettes among smokers and recent quitters: results from the ITC New Zealand Survey.* Poster presented at the 17th World Conference on Tobacco or Health (WCTOH), Cape Town, South Africa; March 7-9.

Edwards, R., Waa, A., Stanley, J., Kaai, S., Quah, A.C.K., & Fong, G. (2018). *Use of roll-your-own tobacco among smokers in New Zealand: results from the ITC New Zealand Survey.* Poster presented at the 17th World Conference on Tobacco or Health (WCTOH), Cape Town, South Africa.

- Gallopel-Morvan, K., Hoek, J., Bue, A-F., & Miguel, J.R. (2018). *Perceptions and consumption of roll-your-own tobacco by French young people: an exploratory research*. Poster presented at the Society for Research on Nicotine and Tobacco Europe (SNRT-E) Annual Meeting, Munich, Germany; March 7-9.
- Hoek, J., Robertson, L., Blank, M. L., & Richards, R. (2018). *Regulation of vaping spaces: A qualitative analysis of vapers' perceptions*. Poster presented at the Society for Research on Nicotine and Tobacco (SNRT) 24th Annual Meeting, Baltimore, Maryland; February 22-24.
- Hoek, J., Robertson, L., Blank, M. L., & Richards, R. (2018). *Vaping-related stigma and dual use: A qualitative analysis*. Poster presented at the Society for Research on Nicotine and Tobacco (SNRT) 24th Annual Meeting, Baltimore, Maryland; February 22-24.
- Hogg, S. L., Thomson, G., & Edwards, R. (2018). *Achieving an end to government tobacco tax revenues: Another challenge for the tobacco endgame?* Poster presented at the 17th World Conference on Tobacco or Health (WCTOH), Cape Town, South Africa; March 7-9.
- Sim, D., Ball, J., & Edwards, R. (2018). *The effect of tobacco price changes on adolescent smoking*. Poster presented at the Society for Research on Nicotine and Tobacco (SNRT) 24th Annual Meeting, Baltimore, Maryland; February 22-24.
- Waa, A., Edwards, R., Stanley, J., Kaai, S., Quah, A.C.K., & Fong, G. (2018). *Indigenous and non-indigenous experiences and views of tobacco tax increases: Findings from the ITC New Zealand Survey*. Poster presented at the 17th World Conference on Tobacco or Health (WCTOH), Cape Town, South Africa; March 7-9.

Workshops

- Robertson, L. (2018). Coordinator and presenter of World Heart Federation-funded workshop 'Monitoring compliance with a smoke-free law', World Conference on Tobacco or Health, Cape Town, 6 March.
- Waa, A. (2018). *Adapting the ITC for Indigenous populations: Te Ara Auahi Kore*. Paper presented at the pre-SRNT Conference workshop: Reducing the impacts of commercial tobacco on indigenous peoples: Best practices for engaging with indigenous peoples in research, Baltimore, Maryland; February 22-24.

Seminars

- Ball, J. (2018). *Sex, drugs, smokes & booze: What's driving teen trends?* Paper presented at the UOW Public Health Seminar, Wellington, New Zealand.
- Blank, M. L., Hoek, J., & Robertson, L. (2018). *Vaping among smokers and non-smokers: Qualitative research and findings from a smart e-cigarette study*. Public Health Association Seminar, Dept of Preventive and Social Medicine, October 18.
- Edwards, R., & Thornley, L. (2018). *Endgames for smoking: How does Smokefree Aotearoa 2025 compare internationally?* Paper presented at the UOW Public Health Seminar, Wellington, New Zealand.
- Hoek, J. (2018). *Capsule cigarettes: How could product innovation undermine the 2025 goal?* Public Health Seminar, University of Otago, Wellington, New Zealand, 29 June.
- Hoek, J. (2018). *Denormalisation and the 2025 goal: Where should the balance lie?* Paper presented at the Health Promotion Agency Tobacco Control Seminar, Dunedin, New Zealand. 12 April.
- Sim, D. (2018). *Adolescent smoking in New Zealand's Pasifika: Differences by ethnicity*. Paper presented at the UOW Public Health Seminar, Wellington, New Zealand.

ASPIRE-NIHI Symposium

(Oral presentations)

- Ball, J. (2018). *Adolescent smoking decline: Analyses of ASH Y10 and Youth 2000 data*. Paper presented at the Smokefree 2025 Research Symposium, Wellington, New Zealand.
- Bateman, J. (2018). *A qualitative exploration of tobacco retailers' suitability to sell electronic nicotine delivery systems (ENDS) amid legislative change in New Zealand*. Paper presented at the Smokefree 2025 Research Symposium, Wellington, New Zealand.
- Blank, M. L. (2018). *RYO packaging and improving cessation efficacy*. Paper presented at the Smokefree 2025 Research Symposium, Wellington, New Zealand.
- Edwards, R., & Thornley, L. (2018). *INSPIRED: Lessons from other countries with endgames*. Paper presented at the Smokefree 2025 Research Symposium, Wellington, New Zealand.

- Edwards, R. (2018). *ITC project first-wave findings: Support for ASAP action plan recommendations*. Paper presented at the Smokefree 2025 Research Symposium, Wellington, New Zealand.
- Ferguson, S., Smith, J., & Hoek, J. (2018). *Flying beneath the radar of suspicion: Tobacco placement in YouTube cartoon series "The Big Lez Show"*. Paper presented at the Smokefree 2025 Research Symposium, Wellington, New Zealand.
- Hoek, J., & Haggart, K. (2018). *Butting out: Perceptions of and support for tobacco product waste strategies*. Paper presented at the Smokefree 2025 Research Symposium, Wellington, New Zealand.
- Marsh, L. (2018). *Prevalence and characteristics of tobacco purchases in convenience stores*. Paper presented at the Smokefree 2025 Research Symposium, Wellington, New Zealand.
- Thomson, G. (2018). *Population level cessation help and the importance of smokefree life for quitting*. Paper presented at the Smokefree 2025 Research Symposium, Wellington, New Zealand.
- Waa, A. (2018). *Smoking and drinking patterns among Māori/non-Māori*. Paper presented at the Smokefree 2025 Research Symposium, Wellington, New Zealand.
- Wilson, N., Petrović-van der Deen, F. S., Cleghorn, C. L., Nghiem, N., Kvizhinadze, G., & Blakely, T. (2018). *The BODE3 online interactive league table: Results for tobacco control interventions*. Paper presented at the Smokefree 2025 Research Symposium, Wellington, New Zealand.
- Wilson, N., Petrović-van der Deen, F. S., Edwards, R., Waa, A., & Blakely, T. (2018). *Modelling the number of quitters needed to achieve NZ's Smokefree 2025 goal for Māori and non-Māori*. Paper presented at the Smokefree 2025 Research Symposium, Wellington, New Zealand.

Invited Keynote and Plenary Presentations

- Edwards, R. (2018). Panel member for plenary discussion – Smokefree 2025, New Zealand Respiratory Conference, Auckland 22-23 Nov.
- Edwards, R., & Thornley, L. (2018). *Achieving endgames. Lessons from the international endgames comparison project and New Zealand's Smokefree 2025 goal* – plenary address. "För ett rökfritt Sverige 2025". Tobacco Endgame Sweden 2025, Stockholm, Sweden, 12-13 June.
- Hoek, J. (2018). *Social Media and Health Promotion: Challenges, Connections and Communities*. Invited keynote presentation, Cancer Society Health Promotion Symposium. Massey University, 19 Sept.
- Robertson, L., Hoek, J. (2018). Invited symposium presentation: *Beyond Tobacco POS Displays: Progress and Anomalies from New Zealand in Tobacco Retail Outlets*. Inside and Out Symposium. (Chair Professor Jason Oliver, Duke University, United States). Society for Nicotine and Tobacco Research Conference, Baltimore, 20-23 Feb.

Submissions

- Thomson, G., Beaglehole R, Delany L, Edwards R, Hoek J, Wilson N, van der Deen F, Youdan B. (2018) Submission to the Tax Working Group. University of Otago, Wellington, April.

Awards

- ASPIRE 2025. UOW Research Communication Award.
- Ball, J. UOW PhD student award (joint)
- Ball, J. ASPIRE-NIHI Symposium Best Poster by an Emerging Researcher
- Blank, M.L. ASPIRE-NIHI Symposium Best Tobacco Control Paper lead by an Emerging Researcher
- Edwards, R. Elected Fellow of Society for Research on Nicotine and Tobacco
- Hoek, J. Awarded Fellowship Institute of Advanced Studies, Durham University
- Hoek, J., Gendall, P., Robertson, L., Blank, M.L., Marsh, L. Best Paper Award in Macromarketing and Public Policy Track. ANZMAC Conference, Adelaide, December 1-3, 2018.

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