

ASPIRE 2025

Research for a tobacco-free Aotearoa



Annual Report

2014

ASPIRE
2025

2014 Annual Report
For the year ending December 2014

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 Puea Herangi, CBE

Further information on any matter in this annual report
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Photo credit cover image: Regional Public Health for Wainuiomata
smokefree cars project.



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Foreword

The 2014 ASPIRE 2025 Annual Report once again showcases a year of intense research activity. As we move closer to 2025, research informing policy measures that can accelerate reductions in smoking prevalence becomes increasingly important. Research from ASPIRE 2025 team members has informed policy measures such as plain packaging and the increasing adoption of smokefree outdoor spaces, and our tobacco endgame studies have sparked international interest.

The last year saw the Health Select Committee consider the Bill that introduces plain packaging. Our comprehensive submission presented our own HRC-funded work, drew together the international evidence base, and outlined areas where New Zealand could extend the legislation pioneered by Australia. We hope to see the Bill progress rapidly through its second and third readings so New Zealand joins the growing number of countries adopting this powerful, evidence-based measure.

While plain packaging is a pivotal measure in bringing about the Smokefree 2025 goal, ASPIRE2025 researchers recognise that only a broad strategy will help realise the goal. Local authorities have drawn widely on our work examining smokefree outdoor spaces and we are delighted to support the many community initiatives introducing smokefree areas. As well as reducing demand for tobacco by making it less attractive and more difficult to use, ASPIRE's work has also recognised the importance of reducing tobacco supply. Our work examining stronger retail regulation, particularly retailer licensing, offers key opportunities to reduce young people's exposure to tobacco, and decrease quitters' exposure to cues that trigger lapsing.

In addition to examining the wider policy environment, our work has also focussed on cessation technologies and recognises that smokers need varied options to support their efforts to quit. Our researchers have developed novel nicotine delivery mechanisms that have shown very promising results and offer a potential breakthrough in cessation innovations.

We have continued our popular seminar programme and were once again delighted to welcome internationally acclaimed researchers who shared their expertise with us and the wider tobacco control community. These visits provide important opportunities to develop international connections and we are particularly pleased with the research collaborations we have developed and look forward to reporting the outcomes of these in future reports. We have also contributed to international tobacco control through invited presentations, membership of expert advisory groups, and commentary in national and international media. These efforts have further enhanced ASPIRE2025's reputation as a producer of high-quality, policy-relevant research.

Leading ASPIRE2025's initiatives is a wonderful experience because of the many people within and beyond the University of Otago who support our efforts, challenge our thinking and promote translation of our findings. We extend our thanks to our many colleagues in the tobacco control community who work with us and help ensure the on-going relevance of our work. We are grateful to the funding bodies that support our research, and the superb team of support staff who make an enormous contribution to the work we do. Finally, we thank our research participants who willingly share their experiences and keep us strongly focussed on how we can best achieve the world-leading Smokefree 2025 goal.



Richard Edwards



Janet Hoek

March, 2015

ASPIRE2025 research team

Co-Directors

Professor Richard Edwards (University of Otago, Public Health)

Professor Janet Hoek (University of Otago, Marketing)

Team members

Dr Brent Caldwell (University of Otago, Medicine)

Professor Julian Crane (University of Otago, Medicine)

Professor Chris Cunningham (Massey University, Te Pumanawa Hauora Māori Health Research Centre)

Stephanie Erick (ASH New Zealand)

Emeritus Professor Phil Gendall (University of Otago, Marketing)

Dr Heather Gifford (Whakauae Research for Māori Health and Development)

Dr Ben Healey (University of Otago, Marketing)

Dr Richard Jaine (University of Otago, Public Health)

Dr Louise Marsh (University of Otago, Preventive and Social Medicine)

Dr Ninya Maubach (University of Otago, Marketing)

Professor Rob McGee (University of Otago, Preventive and Social Medicine)

Dr El-Shadan Tautolo (AUT University, Centre for Pacific Health and Development Research)

Associate Professor George Thomson (University of Otago, Public Health)

Anaru Waa (University of Otago, Public Health)

Associate Professor Nick Wilson (University of Otago, Public Health)

Jude Ball (University of Otago, Public Health)

Postgraduate students

Rebecca Gray (PhD Public Health/Marketing, University of Otago)

Judy Li (PhD Public Health/Marketing, University of Otago)

Lindsay Robertson (PhD Preventive and Social Medicine/Marketing, University of Otago)

Stella Vickers (PhD Public Health, University of Otago)

Marketing administration and support

Fran Wright (University of Otago, Public Health)

Sector partners

ASH New Zealand

Cancer Society of New Zealand

Hapai Te Hauora Tapui Ltd

Health Promotion Agency

QUIT Group

Smokefree Coalition

Tala Pasifika

Profiling some of our researchers



Professor Rob McGee

Rob is currently Professor in Health Promotion in the Department of Preventive and Social Medicine, Dunedin School of Medicine, where he teaches health promotion and convenes the postgraduate student research programme. His research interests include tobacco control (as an investigator in the Cancer Society *Social and Behavioural Research Unit*); programme evaluation in health promotion; and the health and wellbeing of adolescents and young adults. His research includes an exploration of the determinants of tobacco use among young New Zealanders. He is a member of the *NZ Youth Tobacco Monitor (NZYTM) Research Coordinating Group*.



Dr El-Shadan Tautolo

El-Shadan (Dan) is the Director of the Centre for Pacific Health & Development at AUT University. He is also Principal Investigator for the Pacific Islands Families (PIF) Study, a longitudinal birth cohort study of 1398 Pacific fathers, mothers, and their children, established in the year 2000. He has recently completed an HRC Postdoctoral Fellowship examining Pacific fatherhood and the influence upon the health and development of their children.

Other research interests to date have included tobacco control research focussed on cessation messages, informed consent, and policy initiatives which have an impact on Pacific communities. He is of Samoan and Cook Islands heritage, and is passionate about improving the health and wellbeing of Pacific communities in NZ through the achievement of a Smokefree Aotearoa by 2025.



Jude Ball

Jude Ball is a Research Fellow based in the Department of Public Health, University of Otago Wellington. She has a background in critical psychology and mental health promotion, and comes with ten years applied social and public health research experience, primarily qualitative research and evidence syntheses to inform public policy and programme development in subject areas ranging from breastfeeding to violence prevention. She is currently providing research support to Richard Edwards.



Nethran Pathmanathan

Nethran is a 5th Year medical student, based at the University of Otago, Wellington. His summer studentship project with Associate Professor George Thomson examines evidence supporting potential motives for the tobacco industry's involvement in manufacturing and marketing e-cigarettes.



Cathy Hinder

Cathy is a University of Otago MCom student based in Wellington. A University of Otago Summer Scholarship allowed her to investigate tobacco use amongst members of the lesbian, gay, bisexual, and asexual (LGBA) communities. This study focused on identifying cessation messages that were salient to LGBA individuals. Images detailing the past exploitation of the LGBA community by tobacco companies were suggested as the most likely to trigger a quitting attempt.



Tess Farley

After completing her Honours year in marketing Tess gained a strong interest in marketing and social issues, which led her to work on a summer project with ASPIRE2025 team members. Her research estimated the consumer surplus gained from on-pack tobacco branding. She used two methods to ascertain the price consumers would pay for branded tobacco packages relative to plain packages.



Ella Darroch

Ella Darroch is studying for a BCom and LLB and is interested in legal and policy questions that arise in tobacco control. She received funding from the Ministry of Health and undertook a summer project with ASPIRE2025 researchers that examined retailers' understanding of plain packaging, explored their information sources, and analysed potential implementation support they could find useful.

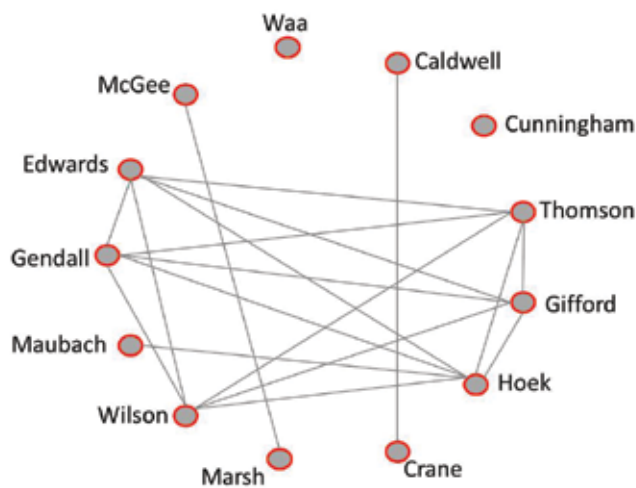


Teresa Taylor

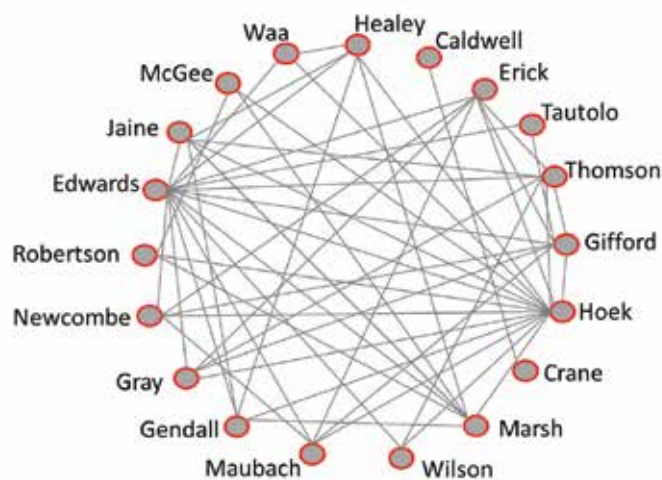
Teresa is a Director of T&T Consulting Ltd. T&T have extensive networks within, and hands-on knowledge of, Māori tobacco control as well as the NZ tobacco control sector in general, having worked within these sectors for 15 years. Teresa has collaborated on several projects with Whakauae Research colleagues and is involved in ASPIRE2025's studies on informed choice and warning labels.

Research activity

The ASPIRE2025 team has diverse interests and is involved in many tobacco control projects. Since becoming a University of Otago Research Theme, our collaborations have grown significantly and we are proud of the talented early-career and mid-career staff who contribute to ASPIRE2025’s work, and the team of post-graduate students attracted to tobacco control. The charts below document the increased collaborations, as evidenced by jointly authored research outputs, that have developed since becoming a Research Theme.



ASPIRE2025 researcher interconnections 2010



ASPIRE2025 researcher interconnections 2014

The following sections outline our core research themes and the projects underway in each of these.

Smokefree communications – led by Janet Hoek

This theme explores the broad area of how smokefree communications can be most effectively used to help achieve the Smokefree 2025 goal. Research in this theme explores questions such as:

- How do packaging design, descriptors and information affect perceptions of tobacco and smoking, and smoking behaviours?
- Which cessation messages are most effective among different populations?
- How can we reverse-engineer strategies employed by tobacco companies to enhance the appeal of smoking and use these to deter smoking initiation?
- What effect do policies restricting marketing have on smokers?

Plain packaging

Dissuasive sticks

Background and aims

Although policy attention has focused on tobacco packaging, research also needs to examine cigarette sticks, as these are the actual objects smokers consume. This study built on earlier qualitative work and explored how smokers trade off package and product attributes. We used a choice modelling experiment to estimate the relative effects of branding level, warning image size, warning theme and stick appearance. Our preliminary analyses show that a stick featuring a graphic showing the 15 minutes of life lost per cigarette smoked was highly aversive. Unattractively coloured sticks were also significantly less preferred relative to sticks currently available (white or tan filter tips).

Progress

The findings will be presented at an international conference in May 2015; preliminary results have been presented at the ASPIRE summer school. A full journal article is currently being prepared.

Project team: Janet Hoek, Phil Gendall, Jordon Louviere and Christine Eckert.

Funding: Heart Foundation grant; Southland Medical Foundation.



Variant descriptors

Background and aims

Following the introduction of plain packaging in Australia, tobacco companies have developed more sophisticated and attractive variant names that may undermine the intent and effect of plain packaging. This experimental study tested the relative appeal of packs featuring different variant name combinations. Specifically, we assessed whether the 'poetry on a package' created by evocative variant names detracted from plain packaging.

Progress

An online choice study tested different variant attributes, including colour, flavour descriptor, and evocative terms. Packs featuring the terms 'smooth' and 'classic' were more popular than those without these names. A between-subjects comparison of two packs featuring either 'Red' or 'Premium Rich Midnight Red' found males rated the latter variant as significantly less harmful than did females. Quit intenders saw both variants as more harmful than those not intending to make a quit attempt, but within quit intenders, 'Premium Rich Midnight Red' was regarded as less harmful than 'Red'. The findings were published in *Tobacco Control* in March 2015.

Project team: Janet Hoek, Phil Gendall, Joya Kemper, Jordan Louviere, John Rose and Christine Eckert.

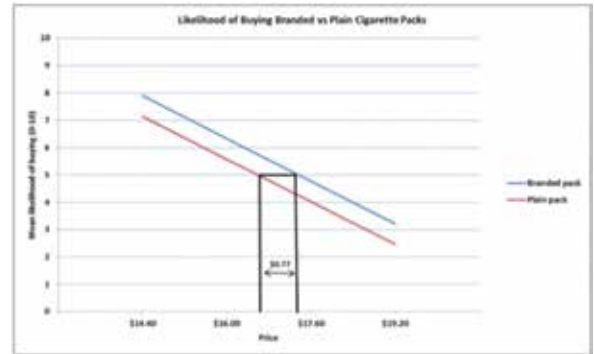
Funding: Internally funded.



Consumer surplus and plain packaging

Background and aims

As more governments announce their intention to implement plain packaging, they will come under pressure to provide evidence of this policy's likely effectiveness. We addressed this question by estimating the consumer surplus of branded packages relative to plain packages in two ways. First, we conducted a choice experiment where we manipulated the level of branding, warning image and price of the packages. Second, we used the Juster Scale to produce demand curves for plain and branded packages at four different price points.



Progress

Data collection is complete; a full conference paper and journal article will be submitted in 2015.

Project team: Phil Gendall, Janet Hoek, Jordan Louviere, Tessa Farley, Richard Edwards and Nick Wilson.

Funding: Internally funded.

How do retailers perceive plain packaging?

Background and aims

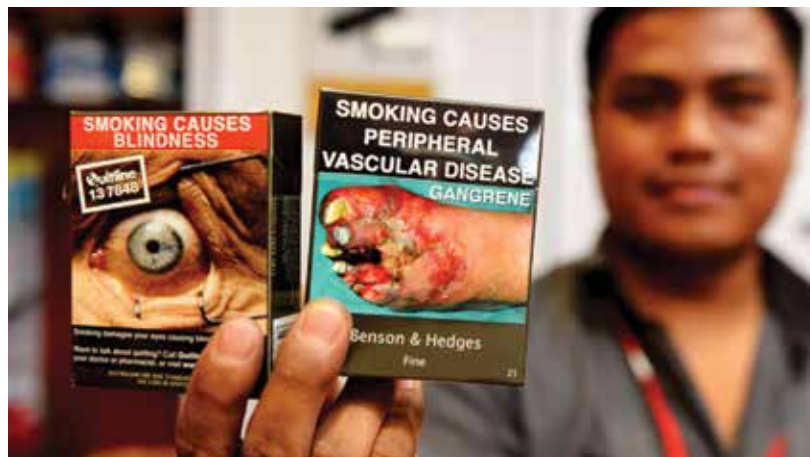
Earlier work has identified discrepancies between the arguments presented by retailers' associations and the views held by individual retailers on policies such as the removal of tobacco retail displays. Given retailers' associations have strongly criticised plain packaging, we examined whether their views represented retailers' perceptions of this policy. In-depth interviews revealed retailers did not share many of the concerns expressed on their behalf but also identified many mis-perceptions about plain packaging and showed their strong reliance on tobacco companies for information on upcoming policy measures.

Progress

In-depth interviews are currently concluding and a work-in-progress abstract is currently under review. Interviews will conclude in 2015 and a journal article will be submitted.

Project team: Ella Darroch, John Guthrie, Zoë Wood and Janet Hoek.

Funding: Funded by a grant from the NZ Ministry of Health.



Cessation messages

SMIRQ smokefree messages, interpretation, response and quitting

Background and aims

Plain packaging creates the opportunity to transform the entire pack appearance, including the warnings used. Evidence that young adults rationalise and reject health warnings suggests a wider array of messages could elicit stronger cessation responses. In an initial phase, we used a novel micro-survey to refine potential image candidates. The results of this study informed a brief used by a graphic artist who developed more than 30 potential warning images, each of which was presented on a plain pack substrate along with potential text warnings. The images featured themes reported in the research literature, including product and tobacco industry denormalisation, social and health messages, and effects of second-hand smoke on others.

Progress

The micro-survey phase has concluded and a paper was published in *Nicotine & Tobacco Research* in February 2015. In-depth interviews are currently concluding and will enable us to further reduce the number of stimuli tested. An experimental study, using a choice-based approach, will be undertaken in 2015.

Project team: Janet Hoek, Phil Gendall, Ben Healey, Richard Edwards, Heather Gifford, Dan Tautolo and Stephanie Erick.

Funding: Health Research Council.



Exploring how members of the LGBA community respond to cessation messages

Background and aims

Smoking prevalence is often higher among communities that experience other forms of disadvantage, including discrimination, and members of LGBA communities are much more likely to smoke than many other population groups. We explored whether designing cessation messages using themes and imagery with greater salience to these communities would stimulate stronger cessation related thoughts and intentions.

Progress

Data collection has concluded (16 in-depth interviews have been conducted); a full conference paper and journal article will be prepared in 2015.

Project team: Cathy Hinder and Janet Hoek.

Funding: Student stipend supported by the University of Otago; research expenses supported by ASH New Zealand.



Smokefree communications in the media

Tobacco, alcohol and other drug imagery on New Zealand television: Ten years on

Background and aims

One third of young people in New Zealand watch television for more than three hours a day, and daily television viewing has increased among youth between 2001 and 2007. Levels of tobacco use portrayed on New Zealand television remained stable between 2002 and 2004 and most tobacco incidents, portrayals were neutral or positive. Tobacco use was also associated with drinking contexts. New Zealand has had a ban on tobacco marketing and sponsorship on TV for many years, yet tobacco smoking is shown on children's television, prime-time television and popular films. This research examines changes in the frequency and context of alcohol and tobacco imagery on NZ television from 2004 to 2014.

Progress

One week of evening television imagery (programmes, advertisements and trailers) was recorded in 2014 using ETV and this is currently being coded for tobacco and alcohol imagery. The findings will be compared with results from 2004. It is anticipated that two articles will be submitted to scientific journals during 2015.

Project team: Louise Marsh, Rob McGee, Ella Iosua, Brett Maclennan, Rebecca Llewellyn and Matthew Ward.

Funding: University of Otago Research Grant; Cancer Society of New Zealand.

BAT advertising campaign

Background and aims

The NZ Government currently has legislation mandating plain packaging of tobacco products awaiting its second reading. In 2012, a large tobacco company launched a mass media campaign opposing plain packaging (the 'Agree-disagree' campaign). This research project estimated expenditure on the campaign, analysed the key messages used and the logic on which these rely, and examined how the media and public responded to the tobacco company's arguments.

Progress

Data collection on estimated costs of the campaign are complete. The campaign messages and arguments have been examined in relation to a logical framework. Responses to the campaign have been assessed through analyses of media commentaries, opinion pieces, blogs and public responses (via online comments and letters to editors). Findings have been presented at a national and international conference and a journal article is in preparation.

Project team: Anaru Waa, Janet Hoek and Richard Edwards.

Funding: University of Otago.



Smoking in movies

Background and aims

Evidence from longitudinal US studies shows exposure to smoking incidents in movies is causally associated with smoking initiation among adolescents, even when other factors are controlled. Unlike the US, New Zealand has banned tobacco advertising and sponsorship, thus exposure to smoking in movies is potentially more important, given the restrictions on other media. We examined adolescents' and young adults' exposure to smoking in movies and their smoking status; our results are highly consistent with US findings and suggest policy makers should consider age-restrictions on movies featuring smoking.



Progress

A full conference paper has been presented and a journal article is currently in submission.

Project team: Phil Gendall, Janet Hoek, Stanton Glantz and Richard Edwards.

Funding: Internally funded.

Progress to the Smokefree 2025 goal

Background and aims

Modelling studies have established that the government's goal of a smoke-free nation by 2025 will not be realised unless radical new policy measures are introduced. To assist politicians and policy makers identify interventions that have strong public support, we undertook an online study of smokers, former smokers and non-smokers and estimated their support for additional tobacco control measures.

Progress

Data collection is complete and a conference paper and journal article are in preparation.

Project team: Phil Gendall, Janet Hoek and Richard Edwards.

Funding: Internally funded.



Policy and regulatory research – led by George Thomson

This theme aims to inform the development, implementation and evaluation of regulatory and other policies. Policy and regulatory research areas in which we work include:

- Smokefree places – particularly for outdoors and in vehicles
- Policy interventions addressing tobacco availability and supply
- Tobacco affordability, price and tax revenue use
- E-cigarettes – attitudes towards them and how they are being used

Smokefree places

Attitudes to smokefree outdoor laws

Background and aims

Since 2000 there has been a rapid growth in outdoor smokefree policies in many high income countries. Previously, we reviewed the survey evidence documenting public attitudes to such policies worldwide that was available up to September 2008. This study aims to review the published survey data from North America to the end of 2014 that explores public attitudes to smokefree outdoor regulations.

Progress

For USA and Canada, we found data from 98 cross-sectional surveys between 1993 and 2014. Trend data generally suggested increased public and smoker support for smokefree laws over time. Higher support was typically seen from women and certain ethnic groups (e.g., African Americans). A journal article has been submitted.

Project team: George Thomson, Nick Wilson, Damian Collins (University of Alberta) and Richard Edwards.

Funding: Internally funded.



Smoking at a café in a smokefree park

Background and aims

This observational study compared outdoor smoking at a café situated in a smokefree park with outdoor smoking at the nearest seven other cafés (in Karori and two other adjacent suburbs). The hypothesis was that outdoor smoking at the café inside the smokefree park would be less (including when adjusting for the presence of children).

Progress

Data collection was undertaken during 2014 and will be completed in early 2015.

Project team: Nick Wilson and George Thomson.

Funding: Internally funded.



Smokefree schools

Background and aims

It is now over 10 years since a New Zealand law requiring all preschools and schools to become completely smokefree (including all grounds) became operational. This research briefly reviewed the experience with this New Zealand law. We also used a combination of field observations and Google Street View to help evaluate smokefree signage in a sample of 50 NZ schools.

Progress

A letter discussing the relative success of New Zealand's smokefree school-grounds law (and persisting limitations) has been published in the journal *"Tobacco Control"*. A letter regarding smokefree signage was in press with the *"Australia & NZ Journal of Public Health"* at the end of 2014.

Project team: Nick Wilson, Jane Oliver and George Thomson.

Funding: Internally funded.



Smokefree central Wellington

Background and aims

Exposure to smoking and the perceived normality of smoking are major risk factors for uptake by children and young adults, and for relapse by ex-smokers. This study aims to develop, inform and test effective policy options for denormalising smoking in pedestrian-dense New Zealand urban outdoor public spaces.

Progress

Funding has been awarded, and the project is planned to start in April 2015.

Project team: George Thomson, Heather Gifford and Jennifer Martin.

Funding: Health Research Council via Turanga.



Anticipation and acceptance of a tertiary smokefree policy

Background and aims

In 2014, the University of Otago declared all its campuses would be smokefree spaces. The Vice Chancellor approved a proposal to use this policy change as a research opportunity and two studies were undertaken: the first was an observational study where researchers monitored smokers' behaviour in areas known to be smoking hot spots. The second study comprised a two-wave set of in-depth interviews exploring smokers' perceptions and experiences of the new policy.

Progress

Pre-implementation observations were made in September and October 2013 and were then repeated in March and April 2014. Nineteen in-depth interviews were undertaken during the same period and 16 participants were successfully re-interviewed in April 2014. An abstract has been accepted for the *Society for Nicotine and Tobacco Research* Conference and was presented in February 2015. A journal article is in preparation.

Project team: Janet Hoek, Robin Quigg and Louise Marsh.

Funding: Vice Chancellor's Discretionary Fund.



Policy interventions addressing tobacco availability and supply

The impact of point-of-sale tobacco promotion on smoking

Background and aims

As restrictions on tobacco advertising in traditional media have increased, the industry has become more reliant on the retail environment as a marketing medium. The vast majority of the tobacco industry's expenditure on advertising and promotion is in the form of retail incentives and tobacco promotion at the point-of-sale (POS). In 2009, a systematic review found evidence of a positive association between exposure to point-of-sale (POS) tobacco promotion and increased smoking and smoking susceptibility. However, the review also identified limitations in the evidence base and, given the implementation of bans on POS tobacco displays in several jurisdictions, there is a need to update the evidence in this area.

This research involved two projects:

Project 1

Systematic review. This project reviewed and critically appraised recent evidence on the influence of POS tobacco promotion and POS tobacco display bans, on smoking-related behaviours and cognitions. We reviewed original quantitative and qualitative research that examined the relationship between POS tobacco promotion and smoking prevalence, individual-level smoking, quitting, and tobacco purchasing behaviour, smoking susceptibility, and smoking-related cognitions.

Project 2

Meta-analysis. We aim to combine the evidence identified in the 2009 and 2014 systematic reviews to provide an estimate of the effect size of the association between POS tobacco promotion and smoking. The meta-analysis will focus exclusively on smoking amongst children and youth.

Progress

Project 1: This research has been published in *Nicotine and Tobacco Research* (2014), and was named 'Editor's Choice' in the online Table of Contents.

Project 2: This project is progressing and it is anticipated that a manuscript will be submitted to a peer-reviewed journal by the end of 2015.

Project team: Lindsay Robertson, Louise Marsh, Rob McGee, Claire Cameron and Janet Hoek.

Funding: NZ Lottery Health PhD Scholarship; NZ Asthma Foundation; Cancer Society of New Zealand.

Evaluation of the impact of the 2012 point of sale display ban

Background and aims

In 2012, all tobacco displays were eliminated in retail settings in New Zealand. To date there has been no evaluation of the impact of this major tobacco control intervention. This study aims to document trends in relevant indicators before and after the point-of-sale display ban using data from the ASH Year 10 survey.

Progress

Preliminary analysis has been completed. We are now carrying out a more comprehensive analysis using data from the 2014 survey and incorporating more relevant data items from the ASH Year 10 dataset.

Project team: Richard Edwards, Ben Healey, Janet Hoek and Ali Ajmal (ASH).

Funding: Internally funded.



Perceptions of tobacco retailing policies

Background and aims

A growing body of research suggests widespread retail availability of tobacco may be associated with increased risk of smoking in a number of ways. This may be due to increased exposure to cigarette advertising in jurisdictions without a point-of-sale display ban, greater chance of relapse after a quit attempt, and the creation of a more competitive local market, possibly driving cigarette prices down and increasing sales to minors. The density of tobacco retail outlets tends to be higher in areas of socioeconomic deprivation, which may contribute to a higher smoking prevalence amongst socioeconomically disadvantaged groups. Research also suggests that a higher density of tobacco retail outlets around a school is associated with higher levels of experimental smoking. Various policy interventions have been put forward by tobacco control advocates, however, research regarding attitudes to tobacco retail interventions is scarce, both in New Zealand and internationally. This is an important area of research because the views of stakeholders can be influential in the policy-making process.



This qualitative research project assesses attitudes towards policy options (e.g. licensing or registration of tobacco retailers) amongst key stakeholders in New Zealand.

Progress

Interviews have been undertaken with Smokefree Enforcement Officers, tobacco retailers, and tobacco control stakeholders. These interviews will be analysed and two articles will be written and submitted to scientific journals during 2015. Preliminary findings have been presented at the UICC World Cancer Congress in Melbourne, and the regional Health Promotion Agency Tobacco Control seminar series in Dunedin.

Project team: Lindsay Robertson, Louise Marsh, Rob McGee, Richard Egan and Janet Hoek.

Funding: NZ Lottery Health PhD Scholarship; NZ Asthma Foundation; Cancer Society of New Zealand.

Tobacco price and tax

How do low SES smokers adapt to excise tax increases?

Background and aims

Regular excise tax increases are recognised as the most effective means of stimulating cessation among existing smokers. However, although some argue this approach reduces inequalities, because smokers on lower incomes are more price sensitive and thus more responsive to excise tax increases, others suggest this approach may be causing hardship among lower income smokers. We investigated how smokers earning less than the median income of \$28,600 and, in several cases, less than the definition of poverty (\$17,100) adjusted to tobacco excise tax increases.



Progress

Twenty-seven in-depth interviews were conducted with a varied sample of smokers that included young people in tertiary education, beneficiaries (single parents and people with physical and mental disabilities), and retired people. Data collection concluded in March 2014; a full conference paper was presented in December 2014 and an abstract was presented at the 2015 *Society for Nicotine and Tobacco Research Conference*. A journal article is in preparation.

Project team: Janet Hoek, Katie Smith and Dan Tautolo.

Funding: University of Otago summer studentship.

Price of tobacco in New Zealand

Background and aims

The ubiquitous nature of tobacco retailing represents a major form of tobacco promotion, particularly in countries like New Zealand which restrict other forms of industry marketing. Recent evidence from Australia shows that cigarette prices are lower in areas with more price sensitive smokers, consistent with targeted discounts being used as a tobacco marketing strategy. Price increases are the most likely intervention to reduce inequalities in smoking as there is a greater responsiveness to price and tax increases among those with low socioeconomic status, and greater price elasticity among young people. Research in the UK suggests that tax increases are not being added to 'discount' brands, but are differentially shifting tax increases between brands. This undermines the effect of tobacco tax policy. Price is one of the few marketing tools left for tobacco companies in New Zealand, however, there is little research on the price of tobacco in New Zealand, and the effect of the annual tobacco tax increases on the price of tobacco to consumers.

This research involved two projects:

Project 1

The New Zealand government has legislated annual 10% excise tax increases for tobacco products to 2016. This study examines the extent to which the 10% excise tax increase on January 1st 2014 was applied consistently to the retail price of tobacco.

Project 2

The aim of this research was to examine price variation in three partitions of the cigarette and roll your own (RYO) markets (premium, mainstream and value) by deprivation, proximity to school, percentage of population under 18 years, whether alcohol is sold, type of outlet, and remoteness.

Progress

Project 1: This research will be submitted to *Tobacco Control* in early 2015. This research was also presented as an electronic poster at the World Cancer Congress, Melbourne 2014.

Project 2: Data have been collected and this will be analysed and an article submitted to a scientific journal during 2015.

Project team: Louise Marsh, Claire Cameron, Robin Quigg, Rob McGee, Crile Doscher and Janet Hoek.

Funding: Department of Preventive and Social Medicine PBRF internal grant, University of Otago; Cancer Society of New Zealand.

Exploring the hardening hypothesis in New Zealand

Background and aims

The hardening hypothesis suggests that as smoking prevalence declines the remaining smokers will increasingly be variously more addicted, less motivated to quit and to be concentrated among disadvantaged groups in the population. The hypothesised effect is that quit rates decline over time. We aimed to explore whether there is evidence for hardening occurring in New Zealand in the context of the Smokefree 2025 goal using the Health Promotion Agency's Health and Lifestyle Survey (HLS) data from 2008-2014.

Progress

We developed a framework for the different facets of hardening and mapped these to indicators in data included in the HLS. We carried out an analysis of trends in these indicators. Preliminary results show no clear evidence of hardening on any of the facets examined. The results have been presented at an international tobacco control conference and an article is in preparation.

Project team: Richard Edwards, [All from the HPA] Rhiannon Newcombe, Darren Walton, Kate Holland and Danny Tu.

Funding: Internally funded.



E-cigarettes

The tobacco industry and e-cigarettes

Background and aims

E-cigarettes may be used for quitting. The tobacco industry has moved into the e-cigarette market. This study aims to update and examine evidence on the possible motives behind e-cigarette marketing by the tobacco industry, including a transition out of tobacco.

Progress

Summer student Nethran Pathmanathan collected data from industry, industry journals, YouTube and Vimeo websites, and the Legacy library of industry documents. Youth access to relevant marketing and videos was tested for relevant evidence. The evidence found generally indicates industry marketing of e-cigarettes to prolong tobacco sales by encouraging dual use with tobacco, promoting e-cigarette use where cigarettes are restricted, and renormalising activity similar to smoking. Evidence for the encouragement of quitting was limited and ambiguous. A conference abstract has been submitted and a journal article is being prepared.

Project team: Nethran Pathmanathan, George Thomson, Janet Hoek, Marisa De Andrade and Richard Edwards.

Funding: ASPIRE Otago theme (summer studentship from the University Research Committee).



Use and perceptions of e-cigarettes

Background and aims

Debate over e-cigarettes has focused on their potential benefits and harms, typically as seen by health scientists. However, given the strong tobacco control measures that have denormalised smoking and brought considerable public benefits, it is also important to explore how the public perceive e-cigarettes and the regulation of these products. We conducted an online study of smokers, former smokers and non-smokers, and examined respondents' e-cigarette use, perceptions, and preferred regulatory models.

Progress

Data collection is complete and a conference paper and journal article are in preparation.

Project team: Phil Gendall, Janet Hoek and Richard Edwards.

Funding: Internally funded.



From novices to mavens: A qualitative exploration of vapers' experiences

Background and aims

Unlike cigarette smoking, which has become less acceptable as a social behaviour, vaping creates curiosity and piques the interests of young adults. Few in-depth studies have explored vaping initiation and subsequent uptake among young adults, a group where adoption of novel social behaviours is likely to peak. This study explored vaping among young adults who were regular as well as intermittent vapers.

Progress

In-depth interviews are currently concluding and a work-in-progress abstract is currently under review. Interviews will conclude this year and a journal article will be submitted.

Project team: Janet Hoek and Pamela Ling.

Funding: Internally funded.



Smoking cessation systems – led by Julian Crane

This theme covers research into the promotion of smoking cessation systems and treatment for tobacco addiction.

Nicotine inhaler (Inhale project)

Background and aims

Only 10% of people who use nicotine replacement therapy (NRT) to quit will still be smokefree 12 months later. Therefore new, more effective, nicotine replacement therapies are needed. This 'Inhale' study examined whether a world-first nicotine inhaler helps people to quit smoking when used in combination with nicotine patches.



Progress

The nicotine inhaler trial was completed in October 2014. It enrolled 502 smokers in a trial of active nicotine inhaler plus active nicotine patch versus placebo nicotine inhaler plus active nicotine patch. The results show that the inhaler plus patch combination was very effective. The results have been submitted to a high impact journal for publication.

Project team: Julian Crane and Brent Caldwell.

Funding: Health Research Council.

Taking the best NRT direct to smokers' community trial

Background and aims

Making effective cessation support available in the right place at the right time might be the trigger some smokers need to take action to quit. This community trial investigates providing readily accessible assistance in varied community settings, such as shopping malls. It aims to reduce any delay between smokers' thoughts of quitting and enactment of those thoughts, and involves a field trial that tests how supplying varied NRTs in community locations to all smokers, including those who are currently not motivated to quit smoking, affects NRT acceptability, usage, and effect on abstinence.

Progress

Over 1,500 smokers took part in this trial in community locations in Wellington, Porirua, Hutt Valley, Levin, Palmerston North, and Dannevirke. The trial was completed in March 2015 and the results are being analysed and will be published in 2015.

Project team: Brent Caldwell, Fay Selby-Law, Teresea Olsen, Judy Hutton and Tanya Radford.

Funding: Ministry of Health Innovation Fund.



Research on smoking among young people – led by Rob McGee

Elimination of youth smoking initiation and promoting quitting among youth who smoke is a key route to achieving New Zealand's Smokefree 2025 goal. This theme addresses questions pertaining to this key target group such as:

- What are the trends and patterns in smoking among young people?
- What are the key influences for young people in regard to their smoking behaviour?
- What initiatives would have most impact and traction among this group?

Tobacco smoking, media and consumer orientation among New Zealand adolescents

Background and aims

Until relatively recently, tobacco use by young people was explained in terms of concepts relating to deviance and peer pressure. Tobacco smoking was part of a general adolescent tendency towards misbehaviour, while at the same time, young people were unduly influenced by their smoking peers. From a public health perspective, the examination of determinants of early smoking has shifted the debate upstream to a consideration of the role of mainstream media and advertising. The media constitutes a powerful source of influence in modern society, and media coverage can determine what we perceive as the norm. These normalising and modelling effects may also apply to behaviours, such as tobacco use.

The aims of this research are twofold: first, to develop models of media use and consumer orientation based on data from a national survey of Year 10 New Zealand high school students; and second, to examine the associations between media use and an orientation towards consumer culture, and current cigarette smoking, and intention to smoke among those not currently smoking.

Progress

This research was presented at the Australasian Epidemiological Association conference in Auckland in October 2014, and an article is being prepared for submission to an appropriate journal.

Project team: Ella Iosua, Rob McGee, Louise Marsh and Claire Cameron.

Funding: Ella Iosua was funded by a University of Otago Department of Preventive and Social Medicine Postdoctoral Fellowship. Cancer Society of New Zealand.

The association of smoking with drinking may provide opportunities to reduce smoking among students

Background and aims

Alongside smoking experimentation, many New Zealand university students binge drink. Although international evidence suggests many university students smoke when consuming alcohol, evidence from New Zealand would be of value because its restrictive tobacco marketing environment contrasts starkly with the liberal alcohol marketing and consumption environment. These regulatory disconnections make it possible for promotion of one product to foster uptake of another. We estimated current daily and non-daily smoking among university students in New Zealand, and associations with drinking patterns, demographics and smokefree status of the university.

Progress

This research is currently under review by *The Australian and New Zealand Journal of Public Health*.

Project team: Louise Marsh, Kim Cousins, Andrew Gray, Kyp Kypri, Jennie Connor and Janet Hoek.

Funding: University of Otago; Cancer Society of New Zealand.



Low frequency social smoking

Background and aims

While daily tobacco consumption is declining in New Zealand and other countries, social smoking is becoming increasingly prevalent. Social smoking is particularly common amongst young adults (18-29 yr olds), and appears to be a long-standing pattern of behaviour amongst some smokers. Social smokers tend to self-identify as non-smokers when asked, they show fewer signs of nicotine dependence, may be more motivated to quit smoking, and make more quit attempts than daily smokers. Therefore, these smokers may be an important group for cessation efforts, though certain methods to screen for nicotine dependence may under-identify them, and NRT may not be the most appropriate approach for this group. Existing research into the characteristics of social smokers is limited and much of the available evidence is based on samples of US university students rather than population-based samples. Data for this study comes from the Dunedin Multidisciplinary Health and Development Study. The aims of this research are to examine the demographic and smoking-related characteristics of social smokers, and analyse how social smoking at age 21 progresses over time.



Progress

A draft manuscript has now been completed and it is anticipated that the manuscript will be submitted to Nicotine and Tobacco Research in early 2015.

Project team: Lindsay Robertson, Ella Iosua, Rob McGee and Bob Hancox.

Funding: Department of Preventive and Social Medicine PBRF internal grant, University of Otago.

Trends in, and determinants of, roll-your-own tobacco use amongst New Zealand youth (2006-2012)

Background and aims

To date, relatively little attention has been given to the part roll-your-own (RYO) tobacco use may play in youth smoking. False perceptions that RYO cigarettes are somehow more 'natural' and less of a health hazard may also encourage loose tobacco use and discourage quitting. The high prevalence of RYO use among youth further suggests that they may have a specific role in facilitating initiation of smoking. Using data from a large annual national survey of 14-15-year-olds conducted between 2006 and 2012, we explored long-term associations between youth RYO use and demographics, source of supply, smoking regularity and age of initiation, and examined changes in RYO use over time, particularly as excise taxes have increased.

Progress

Preliminary results indicate that a 2010 differential excise tax increase on RYO tobacco reduced RYO use compared to 'ready made' cigarettes, although it is not possible to establish this effect conclusively. Nevertheless, RYO use remains very common amongst New Zealand youth, with at least 35% of smokers stating it was their usual type of cigarette. There were also consistent relationships between RYO use and ethnicity, SES, age of initiation, smoking regularity, and source of supply.

Preliminary findings were presented at an international tobacco control conference. An editorial on the importance of RYO in tobacco control was published in the *British Medical Journal* in 2014 and an article based on the analysis of youth RYO use has been submitted for publication and is currently under review.

Project team: Ben Healey, Richard Edwards and Janet Hoek.

Funding: Internally funded.

Smoking as an informed choice

Background and aims

Tobacco companies often rely on the argument that smoking is an informed adult choice. However, it is not clear what criteria should be met before an assumed choice is regarded as a conscious decision, let alone an informed one. This study explores how late onset young adult smokers came to smoke, and proposes an extended and revised model of informed choice.

Progress

Phases one and two (qualitative interviews and an online survey) have been completed and the data are currently being analysed. Phase three (translation of findings) is currently underway and a workshop outlining the full findings will be held in November 2015. The findings have been presented at national and international conferences and a journal article outlining Phase One findings has been published in *Tobacco Control*.

Project team: Rebecca Gray, Janet Hoek and Richard Edwards.

Funding: Royal Society Marsden Fund.



Māori and Pacific public health and tobacco use – led by Heather Gifford and El Shadan Tautolo

The prevalence of smoking among both the Māori and Pacific populations in New Zealand is disproportionately high compared to the wider population. Research to evaluate the most effective approaches to reduce the incidence of smoking among Māori and Pacific people is a critical theme for the ASPIRE2025 group and our partners Whakauae Research Services and Tala Pasifika. All of our research projects aim to include a Māori and Pacific focus, wherever appropriate.

Māori nurses and smoking

Background and aims

This HRC funded study (2012-2014) was a partnership project between NZNO, Whakauae Research Services and Auckland University of Technology. It investigated smoking among Māori nurses, and explored the context and opportunity for change.

Progress

Findings have been used to design a smoking cessation intervention for Māori nurses, ratified by NZNO and planned to be piloted in nursing schools during 2015. The aim is to ensure all Māori nurses who graduate are smokefree. The intervention utilises a supportive wānanga approach to bring smokers together to discuss tensions, evidence for quitting and link participants with a range of services and support systems. Follow-up support includes a range of buddy systems including cessation providers and whānau. The draft intervention was presented to Māori nurses and students at the NZNO Indigenous Nurses Hui in July 2014 and received almost universal support. A Masters student (Wiki Shepherd-Sinclair) was funded out of the Phase One study and published her Masters dissertation, 'Wāhine Māori nurses who smoke and their role in smoking cessation'. The intervention (Phase Two) will be funded by Whakauae Research for Māori Health and Development.

Phase two intervention project team (2015-2016): Heather Gifford, Denise Wilson, Teresa Taylor, Nan Wehipeihana, Lynley Cvitanovic and Amohia Boulton.

Funding: Health Research Council; Whakauae Research for Māori Health and Development.



Risk among Māori pre-adolescents

Background and aims

This study aimed to identify risk factors for smoking susceptibility among Māori pre-adolescents based on analysis of data from a survey of Year 6 Māori students. A key finding is that Māori youth are exposed to many of the same risk factors for smoking as non-Māori, but are more likely to be exposed. This may help explain disparities in smoking uptake.

Progress

A paper is in the process of being submitted for publication in a peer-reviewed journal.

Project team: Anaru Waa, Richard Edwards, Heather Gifford and Rhiannon Newcombe.

Funding: Health Research Council.

Longitudinal investigation of smoking amongst Pacific adults

Background and aims

This study examining smoking amongst a longitudinal birth cohort of Pacific fathers, mothers, and their children is a component of the ongoing Pacific Islands Families (PIF) Study, which has been examining aspects of health and wellbeing within a cohort of 1,398 Pacific families since the year 2000. This study of smoking prevalence has tracked the smoking status and behaviour amongst participating Pacific fathers and mothers throughout the past 14 years. This is critical not only for estimating the impacts on individual wellbeing, but also for understanding the influence on the health of children and other family members.

Progress

Data collection began in April 2014 and is scheduled for completion by June 2015. To date, smoking prevalence and associated smoking behaviours have been collected from approximately 900 Pacific mothers and 600 Pacific fathers. Preliminary findings have been presented at the World Conference on Tobacco or Health (WCTOH) 2015 in Abu Dhabi, and will be incorporated into an academic journal article investigating trajectories of smoking amongst this cohort of Pacific adults from 2000-2014.

Project team: El-Shadan Tautolo, Janis Paterson, Leon Iusitini and Steve Taylor.

Funding: Ministry of Business Innovation & Employment; Health Research Council of New Zealand.

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:

- Attendance and presentation at international and national tobacco control conferences;
- Hosting a seminar series for the New Zealand tobacco control sector on topical issues;
- Providing summaries of our research on our website, aspire2025.org.nz;
- Providing media releases, writing op-eds and blogs, and offering expert commentary;
- Making evidence-based policy submissions on tobacco control issues;
- Involvement in tobacco control sector advisory groups.

Conference attendance and presentations

ASPIRE2025 members presented papers and posters at numerous international and local conferences in 2014. They also received invitations to present their research findings to several key audiences.

Conferences attended are summarised below. For details of each paper or poster presented, please refer to the Research Outputs section of this report.

International Meeting of the Society for Research on Nicotine and Tobacco (SRNT) – Seattle, USA, February 2014

Two oral presentations made and three posters shown.

Freedom, Regulation and the Nation's Health Symposium, Sydney, Australia, April 2014

One invited presentation.

World Cardiology Congress – Melbourne, Australia, May 2014

One oral presentation made.

Marketing and Public Policy Conference, Boston, USA, June 2014

Two oral presentations made.

Tobacco Control Research Turanga Nicotine Reduction Symposium, Auckland, New Zealand, August 2014

One presentation made.

Society for Research on Nicotine and Tobacco (SRNT) Europe Conference – Santiago de Compostela, Spain, September 2014

Two oral presentations made and three posters shown.

New Zealand Population Health Congress, Auckland, New Zealand, October 2014

One masterclass, two presentations made and four abstracts accepted for abstract book.

Australian and New Zealand Marketing Academy Conference, Brisbane, Australia, December 2014

Four oral presentations made.

UICC World Cancer Congress, Melbourne, Australia, December 2014

One invited oral presentation, three other oral presentations made and one poster shown.

Invited presentations

Richard Edwards gave an invited presentation to the Whangarei District Council on Smokefree 2025. He also gave invited conference presentations at the World Cardiology and World Cancer Congresses and at the Tobacco Control Research Turanga Nicotine Reduction Symposium.

Janet Hoek and Louise Marsh presented at the Health Promotion Agency seminar series. Janet presented seminars for the Department of Marketing and the Department of Surgical Services, and was an invited keynote speaker at the Freedom, Regulation and the Nation's Health Symposium held at the University of Sydney.

Brent Caldwell, Stephanie Erick and Janet Hoek were invited to speak to the Otago Southland Smokefree Network.

Heather Gifford was invited to present the results of the Māori Nurses and Smoking Project three times in 2014 to Year Three Nursing Students at Whitireia Polytechnic (Wellington), Aboriginal Nurses Conference Canada and Te Runanga (NZNO) Hui a Tau (Auckland).

ASPIRE2025 seminars

Our very successful ASPIRE2025 seminar series continued in 2014 with four seminars hosted, each attracting between 50-100 people. Our strategy of hosting senior public health and marketing academics who present research seminars on topical issues has provided us with an excellent opportunity to showcase our own work and extend our reach into the community, policy and research sectors.

A key development in 2014 was to trial web-conferencing for these seminars, thereby increasing accessibility for those outside the centres in which we are able to host each speaker. This received very favourable feedback from the 25 participants who trialled our Otago Connect technology and we will continue to offer this approach in 2015. Content from each seminar is also made available on our website.



Professor Pamela Ling

Our first ASPIRE2025 seminar, 'Novel Interventions to Reduce Smoking among Young Adults' was presented by Pam Ling, Associate Director of the Centre for Tobacco Control Research and Education at the University of California, San Francisco. Pam is an internationally recognised expert in young adult tobacco use and her seminar described the factors of influence among this priority group and how tobacco industry marketing campaigns are designed to exploit these factors. Her examples of novel social branding campaigns were very positively received by audiences in both Wellington and Auckland.



Professor Mike Daube

With legislation regarding plain packaging of tobacco under consideration in New Zealand, ASPIRE2025 were very pleased to host Mike Daube from Curtin University in Western Australia to present 'Plain Packaging in Australia – How It Happened, and What Have Been the Outcomes So Far?'. Mike was Deputy Chair of the Australian National Preventative Health Taskforce that recommended plain packaging of tobacco products and was uniquely qualified to talk to Australia's experience of both dealing with the opposition to plain packaging and the benefits this has brought.



Dr Marisa de Andrade

Our third seminar, 'Tobacco Marketing Loopholes? The Case of Electronic Cigarettes' was presented by Dr Marisa de Andrade who visited us from the University of Edinburgh in Scotland. Marisa's recent projects include investigating the marketing of e-cigarettes and establishing a research agenda and policy directions for tobacco harm reduction. Due to the significant interest in this topic from around the country we also made the seminar available by web-conference.



Professor Gerard Hastings

For our final seminar we were extremely fortunate to host Gerard Hastings, founder of the Institute for Social Marketing and Centre for Tobacco Control Research at Stirling University in Scotland. Gerard presented, 'The Marketing Matrix: Why Corporate Power is a Public Health Priority' highlighting marketing techniques used by the tobacco, alcohol and food industries.

Public health summer school

In conjunction with the University of Otago’s annual Public Health Summer School, ASPIRE2025 offers a 1-day course on a current topic of interest, designed to assist and support policy makers, researchers and members of the smokefree community.

In February 2014, ASPIRE2025’s summer school course was ‘What does the tobacco endgame mean for young adults?’ and examined smokefree behaviour among young people and how we can bring about the tobacco endgame among this key group.



ASPIRE2025 website

The ASPIRE2025 website (aspire2025.org.nz) is a major publicity and dissemination medium for the group and in 2014 attracted around 15,000 page views. An addition in 2014 was the ‘hot topic area’ which pulls together relevant ASPIRE2025 research on a current topic of interest. This was started with the topic, Plain Packaging, in advance of Health Select Committee’s consideration of the Smokefree Environments (Tobacco Plain Packaging) Amendment Bill.



Media activities

We have had very strong media interest in our research findings. Most 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. Studies that received particularly high coverage included Brent Caldwell’s NRT trial in community shopping malls, George Thomson’s research on smoking in public places such as at bus stops and outside bars and cafes and Richard Edwards, work on political discourse.

Engagement in public debate included an op-ed on smokefree campuses in the Otago Daily Times and blogs on the blogsite Public Health Expert (blogs.otago.ac.nz/pubhealthexpert/) on topics such as:

- Possible strategic approaches to achieve the NZ Government’s Smokefree 2025 goal
- Optimising the effects of plain packaging for tobacco – making Quitline information more salient
- “Why not just ban it?” Is it time to consider ending tobacco sales?
- New US Surgeon General’s Report – Ideas for new tobacco health warnings on packs or are different messages required?

Lighten up, quit smoking

By YASMINA LEESE

AMONGST wanting to kick the habit, most quit within a year, but a lot of weight after quitting, research based on the longitudinal “American Study” shows. The University of Otago researchers – which an earlier previous studies – came from the world-renowned “Dunedin Study” which tracks the progress of about 3000 people born in Dunedin in 1977-78. Researchers measured participants’ smoking habits and weight at regular intervals from age 25 to 32. “About two-thirds of the group were smokers at age 25, and by age 32 about half of them had quit. Researchers found an average weight gain of about 10kg among those who quit smoking, but not among those who had never smoked. Furthermore, those who quit smoking, on average, only about 2kg more than those who carried on smoking. Auckland research fellow Lindsay Robinson, who led the research, said she hoped the research would help “defunk the myth” that quitting smoking resulted in large weight gains, and encourage more people to quit. “They should not be put off by the fear of gaining an extra amount of weight. It is important to be aware that a small weight gain is unlikely to offset the health benefits of quitting,” she said. “The researchers also found general long-term weight gain and all groups tended to pack on weight over time, regardless of their smoking status. The findings would assist previous studies which showed people who quit smoking gain large amounts of weight, including a recent study suggesting people who quit gained about 10kg within a year. Some of the other studies were not reliable, she said. “The Dunedin Study... has such a wealth of data, so we were able to put things to rest that would cause that other studies weren’t able to account for. The study was published online in the journal *Tobacco & Health* Research.”



Policy submissions

ASPIRE2025 makes regular policy submissions on tobacco control issues. In 2014 a key submission was to the New Zealand Health Select Committee on the Smoke-free Environments (Tobacco Plain Packaging) Amendment Bill. Oral presentations were made by Richard Edwards representing ASPIRE2025 and Edward Cowley on behalf of our partner, Tala Pasifika. Richard Edwards made a presentation to Auckland Council in support of smokefree outdoor dining policies in December 2014. George Thomson made submissions on smokefree outdoor places policies to the Wellington City Council and the Whanganui District Council.

Other contributions to the tobacco control sector

ASPIRE2025 members lead or participate in several tobacco control groups and organisations across the health and NGO sectors. For example, we are invited members of the New Zealand National Smokefree Working Group, and ASPIRE2025 members sit on other influential committees. Richard Edwards is a member of the National Lung Cancer Working Group, the Expert Advisory Group of the Asthma Foundation, and the Cancer Society of New Zealand Health Promotion Committee. Janet Hoek is a member of the Australian Government's Expert Advisory Group on plain packaging. We meet regularly with the tobacco control team at the Ministry of Health. Janet Hoek chaired the University of Otago Smokefree Campus working group and oversaw the successful introduction of this policy in 2014. Janet Hoek was a member of the HPA Advisory Group on refreshed health warnings. Richard Edwards, Anaru Waa and Rob McGee are members of the Research Coordinating Group of the NZ Youth and Tobacco Monitor Survey.

Our research partners are also actively involved in sector contributions. For example, Tala Pasifika are represented on the National Smokefree Working Group as a Smokefree Coalition Board member, a member of the Oceania Conference Programme Committee, and on the Ministry of Health's ABC Steering Group. Heather Gifford is a board member of Te Reo Marama. ASPIRE2025 members have contributed to the development of the Hawkes Bay 2025 Smokefree strategy and dissemination through providing expert advice and giving invited presentations.

Research funding and research students

Research funding

In late 2011, ASPIRE2025 achieved recognition as a University of Otago research theme. Research themes reflect pre-eminent areas of research activity that the University recognises and supports. We received additional theme funding in 2014.

During 2014 we carried out research funded by HRC, the Marsden Fund, and the Ministry of Health, amongst other funders. We currently have six HRC project applications under review.

Projects newly funded during 2014 included:

- Support for summer student projects (Ministry of Health)
- Support for summer student project (ASH NZ)

Postgraduate and summer students

Recruiting and supervising research students is another important facet of ASPIRE2025. We view this as an important contribution to achieving the Smokefree 2025 goal by building capacity for tobacco control research in New Zealand.

Our current and recent postgraduate students are:

- Judy Li (impact of graphic health warnings) – PhD, completed 2014
- Rebecca Gray (investigation of exercise of informed choice by young adults starting smoking) – PhD
- Lindsay Robertson (retailer regulation – new policy measures) – PhD
- Stella Vickers (smoking in people with severe mental illness) – PhD
- Wiki Shepherd-Sinclair (Māori nurses and smoking project) – Master of Public Health

Four summer students worked with us:

- Ella Darroch – retailers' anticipation of plain packaging
- Tessa Farley – consumer surplus and plain packaging
- Cathy Hinder – Exploring cessation messages among LGBA community members
- Nethran Pathmanathan – the tobacco industry and e-cigarettes

ASPIRE2025 research outputs 2014

Journal articles

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2014 media coverage

Media coverage in 2014 included the items listed below.

Smokefree outdoor areas and cars research (leads George Thomson and Nick Wilson)

- 6 March Smokers at bus stops *Newstalk ZB, Wairarapa Times Age, Wanganui Chronicle, Bay of Plenty Times, Daily Post, Hawke's Bay Today, Northern Advocate*
- 8 April Call for smoking ban outside cafes, bars, restaurants *The Dominion Post, Nelson Mail, Waikato Times, RadioLIVE*
- 20 June Smoke gets up diners' noses – secondhand smoke *New Zealand Herald, Gisborne Herald*
- 4 July Smoking ban in cars with kids urged *Newstalk ZB, The Dominion Post, RadioLIVE*
- 13 July Law change needed if outdoor smoking bans are to be enforced *Sunday News, Sunday Star Times, Taranaki Daily News, Southland Times*
- 14 July Inner city streets a step closer to becoming smoke-free *Wanganui Chronicle*
- 6 December Calls grow to ban outdoor smoking *Bay of Plenty Times*

Smokefree campus (lead Janet Hoek)

- 7 January Cannabis users sidestep university smoking ban *Otago Daily Times*
- 7 March Arguments 'Smoke and mirrors' - Smokefree campuses *Otago Daily Times*
- 20 March Few breaches of smoke-free rule - Smokefree campuses *Otago Daily Times*

Smoking cessation studies – (leads Julian Crane and Brent Caldwell)

- 16 January NRT trial in shopping malls *Dominion Post, Otago Daily Times, Listener, Waikato Times, Radio Live, Northern Advocate, Wairarapa Times Age, TV3, Manawatu Standard*

Progress to Smokefree 2025 goal (leads Brent Caldwell, Richard Edwards and Nick Wilson)

- 1 February Census shows fewer smoke *Otago Daily Times*
- 24 July Call for politicians to refer to the Smokefree 2025 goal on a more frequent basis *Newstalk ZB, Northern Advocate, Wairarapa Times Age, Bay of Plenty Times, Wanganui Chronicle, Hawke's Bay Today, Daily Post*
- 28 November Government will not be able to reach its goal of having a smoke-free country by 2025 *RadioLIVE*

Tobacco supply studies (lead Richard Edwards)

- 28 February Roll your own tobacco should be banned *Otago Daily Times*
- 4 June Call for CBD smoking ban *Northern Advocate*
- 28 June Only a total ban will crush ciggies *Bay of Plenty Times*

Plain packaging (leads Janet Hoek and Richard Edwards)

- 1 April Plain packs derided as not working *New Zealand Herald, The News-Westport, Otago Daily Times*
- 23 May Dissuasive cigarettes *New Zealand Herald, RadioLIVE, Radio NZ - National*
- 11 November Plain packaging in Australia *95bFM*

E-cigarettes (leads Janet Hoek and Julian Crane)

- 28 June 'Vaping' grows but jury out on safety – E cigarettes *Otago Daily Times*
- 18 December E-cigarettes' popularity a surprise but our rules not keeping up *The Dominion Post*

Smoking and weight gain (leads Lindsay Robertson and Rob McGee)

- 27 January Stopping smoking doesn't equal weight gain *NZ Herald, One News, RadioLIVE, MORE FM, Newstalk ZB, NBR, Otago Daily Times, Wairarapa Times Age, Bay of Plenty Times, Whanganui Chronicle, Daily Post, Gisborne Herald, Northern Advocate, Hawkes Bay Today, The Press, The Dominion Post, Timaru Herald, Marlborough Express*

Other studies and articles

- 2 January \$300 offer to pregnant women to quit smoking *Gisborne Herald, Oamaru Mail*
- 3 July Media's portrayal of tobacco controls *Newstalk ZB*
- 15 September People who take up smoking are ill-informed about the risks associated with smoking *Radio NZ – National, Manawatu Standard*

'Softly softly' smokefree rules inadequate

Cigarette fumes will still waft through "smokefree" playgrounds, parks and streets until the Government takes action, experts say.

More than half of all councils nationwide have introduced measures to create smokefree outdoor areas. Yet such rules are routinely flouted, leaving the question of what difference the unpooled policies made.

Public health researcher George Thomson said at a seminar last week

that the law constrained councils to a "softly softly" voluntary approach. Council "bans" could encourage people not to light up but could not make enforceable rules, with either a warning or a fine, the University of Otago Wellington associate professor said.

"Councils are afraid of litigation. If the Local Government Act gave them specific powers to make smokefree outdoor areas, that would help," Thomson said. "We're the only country that has taken

this educational approach. Everywhere else has bylaws."

Associate Health Minister Tariana Turia was unable to provide comment on whether the Government would pave the way for enforceable local authority smokefree bans, such as those used in Australia and the US. Thomson said in overseas bans, penalising those lighting up in banned areas happened less than 1 per cent of the time.

Fairfax NZ

Law change needed if outdoor smoking bans are to be enforced

OLIVIA WARRAN

CIGARETTE fumes will still waft through "smokefree" playgrounds, parks and streets until the Government takes action, experts say.

Over half of all councils have introduced measures to create smokefree outdoor areas. But the rules are routinely flouted.

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make smokefree outdoor areas, that would help," Thomson said.

"We're the only country that has taken this educational approach. Everywhere else has bylaws."

Associate Health Minister Tariana Turia was unable to provide comment on whether the Government would pave the way for enforceable local authority smokefree bans.

Thomson said in overseas bans, penalising those lighting up in banned areas happened less than 1 per cent of the time.

"Fines are very much a back-up, for people who are chronically unable to adjust their behaviour."

Auckland City Council might be one of the first to test out a smokefree bylaw, he said.

Last year, a three-phase policy was voted through, declaring all council and outdoor spaces

smokefree, including libraries, community halls, public transport areas, parks, swimming pools and stadiums.

The regulations were to ban smoking in squares and plazas next year and urban centres and public beaches by 2018 - moves that could require a bylaw.

Christchurch City Council had introduced smokefree playgrounds and parks. Regional parks team leader Kay Holder said a voluntary, "encouraging" approach was thought to be best, and had reduced the numbers of people smoking in the areas.

Inner city streets a step closer to becoming smoke-free

By John Maslin
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A broad stretch of inner-city Wanganui will be declared a smoke-free zone on October 1, assuming the district council endorses a recommendation from its strategy and policy committee.

The committee on Friday discussed a draft smoke-free policy prepared by a number of local health groups and then unanimously supported the policy.

The policy would cover all parks and playgrounds within the district, the city's central business core, and the riverfront zone including the River Traders' Market area. It will also extend to the "arts and commerce" zone, which takes in Queen's Park, the Old Town block between Taupo Quay and Mouta Gardens.

The smoke-free working party has applied to the Ministry of Health for \$27,000 in funding to create a suitable signage indicating the smoke-free zones.

Associate Professor George Thomson from Otago University's public health department (Wellington), who has made a career of researching tobacco control, congratulated the committee for getting to this point. He said the policy would complement "a great downtown area and main street".

Professor Thomson said policies such as this were "very valuable to help people stop smoking and stop ex-smokers from relapsing".

He said overseas efforts to keep areas smoke-free had worked and in Wanganui's case it was not covering a vast area, so the chances of communicating positive messages were greater.

Councillor Philippa Baker

Hogan, the committee chairwoman, said this was not about the council introducing "a police state, but this is a major policy that we should be trumpeting about".

"It's a blueprint for us to de-normalise smoking. It's educative and not punitive. But doing everything to create a safe and healthy community is a place we need to be."

Councillor Hamish McDouall said it did not mean "smoking wardens" would be on the streets, "but it is saying we are not prepared to normalise smoking".

Mr McDouall asked if the working party included inner-city bars in its survey and whether their reaction had been.

Eilise Goodge, Mainstreet Wanganui marketing manager, said the bars supported programmes to get people to quit smoking. "We don't want businesses to lose custom with this but rather want them to support people trying to quit, and supporting a family-friendly space," Ms Goodge said.

The council backed the creation of the smoke-free policy in September last year.

Slime ciggies for war on smokes

Anti-smoking group wants to change white paper to unattractive green, brown and orange shades

Isaac Davison politics
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Public health researchers say the Government's next step after introducing plain packaging for tobacco should be to make cigarette tugs by changing them to a dark green or brown colour which made young people think of "slime, vomit or poo".

A tobacco-control lobby group told a parliamentary committee that cigarette tugs were the "best avenue" for anti-smoking initiatives. The health select committee is considering a law change that will require cigarette and loose tobacco to be sold in bland packs with standardised fonts and large, graphic health warnings.

Researcher and former public health physician Professor Richard Edwards, representing anti-smoking group Aspire2025, said the Government should already be looking beyond plain packaging to further measures which made smoking unattractive to young people.

"What we want to achieve here is to make packs as dissuasive as possible," he told the committee yesterday.

Aspire2025 had studied young people's responses to "dissuasive sticks" - green, brown and orange-coloured cigarettes.

"They particularly disliked the greenish hue," Professor Edwards said. "Words that were used were slime, scum, vomit and poo for this particular stick."

Dissuasive sticks would remove the filter illusion - the idea that clean white sticks with purposeful but actually useless filters can somehow purify what is an inherently toxic product. They expose cigarettes for what they are.

Action on Smoking on Health (Ash) said the Government should set strict specifications on the size and colour of cigarettes.

Ash spokesman

Michael Colburn said

in the months before Australia introduced its plain packaging regime in 2012, tobacco companies released longer and slimmer cigarettes in an attempt to retain an image of glamour and a point of difference when the law came into force.

Extending standardised labelling from packets to the cigarettes themselves would spark a large backlash from the industry, which has already taken legal action against the Australian Government in an attempt to protect its intellectual property.

Several submitters - including the Food and Grocery Council - yesterday urged Parliament to drop the proposed plain packaging regime, warning that it would breach New Zealand's international trade agreements.

Australia selected an olive green colour for its tobacco products because it was found to be the least attractive colour to smokers.

Stamping it out

- What's next
- Green or brown coloured cigarettes.
- Larger health warnings and picture advice.
- Banning variants such as "mild" or "light".



The proposed "dissuasive cigarettes" will be in unattractive colours intended to put people off smoking.



Smokers think they can quit - survey

Lisa Knight

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Young people are not realistic or naive about smoking addiction and it's naive for them to think so, a Marlborough smoking cessation expert says.

Despite a general awareness that smoking causes harm, young adults rarely understood the risks and don't see them as personally relevant, a University of Otago study of 15- to 25-year-olds released yesterday shows.

Lead author Rebecca Gray said although participants in the study had a general awareness of smoking risks they had a poor understanding of addiction, which meant most thought they could stop at will.

"Our findings show that, regardless of the risk information that young adults have access to, they generally don't consider this information at the time they start smoking."

Some study participants noted they didn't feel they could be fully informed about the risks of smoking until they started to feel some of the health effects themselves, Gray said.

"This was particularly true with regard to addiction, which few

participants had understood or taken seriously at the time they started smoking. Younger and non-daily smokers tended to believe that they could avoid addiction, while those who had been smoking longer often ... revealed with some regret that they would stop smoking."

The misunderstanding of the addictive nature of smoking was coupled with a short-term focus among young adults who assumed that they would stop smoking in a few years, once they entered a more mature life phase, Gray said.

All the participants in the study had started smoking after turning 18.

Best Care Whakapapa Hazards smoking cessation officer Aisling McDonald said it was naive for young people to think of smoking as a temporary habit and two years could easily turn into 10 or more.

"Once you establish that habit it can be a long process to overcome that," she said.

"It could be the rest of their lives, it could be the thing that takes them on."

McDonald said when people started if they had a new sense of freedom, which could be why they

chose to start smoking.

"Maybe they think they're invincible, they're just coming into adulthood and they're at that age group where they have responsibilities now and they aim to make that choice now without their parents on their back."

She encouraged people to have a good think about it before starting a smoking journey, because it could be damaging.

Whakapapa Hazards was supporting smokers who were in their 20s who developed the habit when they were younger than 18 and carried the habit right through their lives, McDonald said.

"It's had control over their lives all those years because they haven't had the right education or the right support or weren't aware of that support."

She need to be educating at a younger age, I feel.

"Early intervention is the best way to help our young ones."

4 Political leaders need to give more impetus to the Smokefree 2025 mission, Otago University researchers say. They've analysed press releases and speeches from April 2010 through until December 2013, showing politicians only make infrequent references to the goal to make New Zealand smokefree by 2025. The goal was set by the government in 2011. Professor



Richard Edwards says it's vital it gets more vocal momentum. There hasn't been a huge amount of reference to it by politicians, and it hasn't really been growing as we might have liked, given this is a world leading goal that will be a major public health achievement."

ASPIRE 2025

