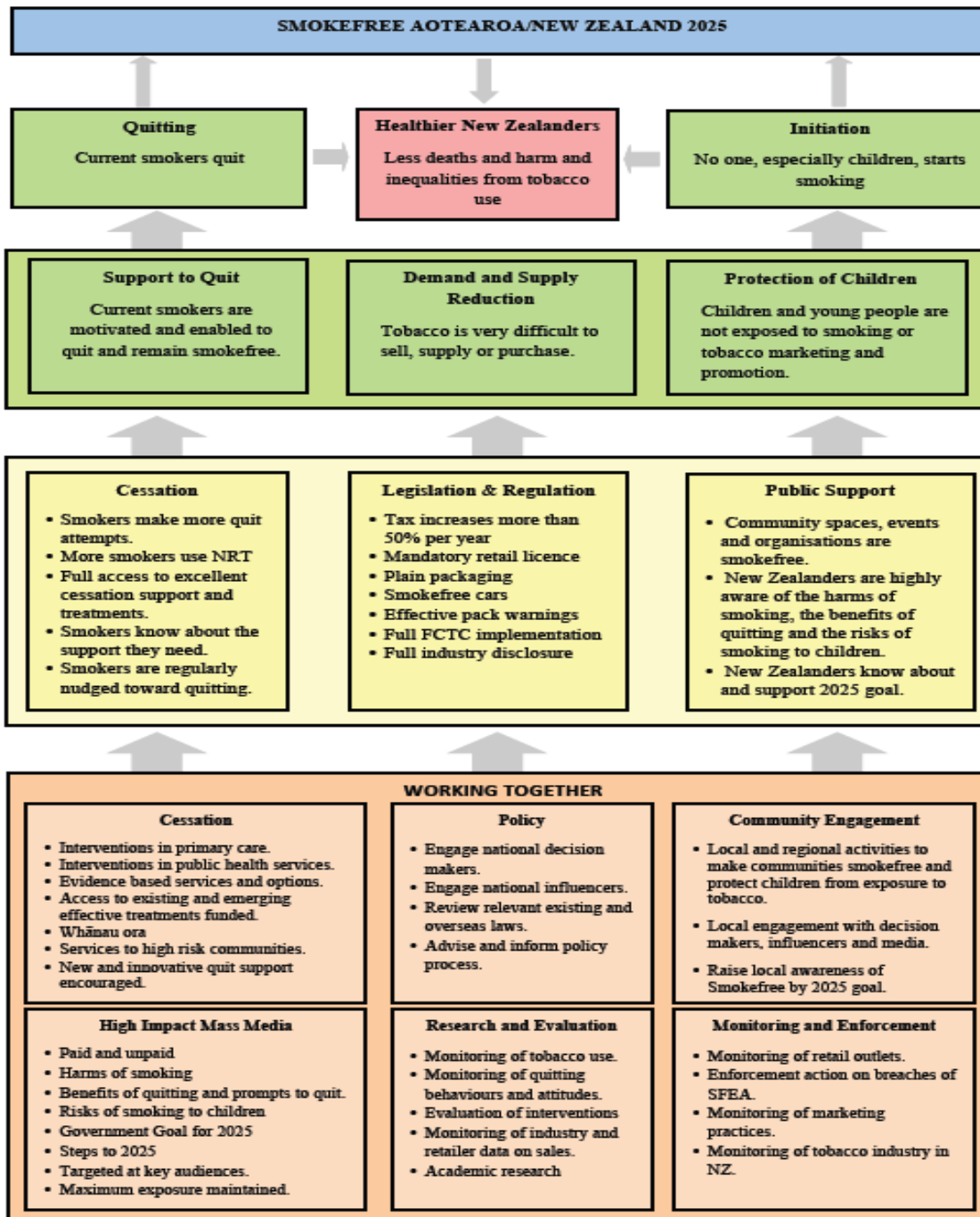


# Current status of the SmokeFree 2025 Strategies

National Smoke Free Working Group  
Action plan to ensure:





# ***Current focus and commitment***

## **Three work streams:**

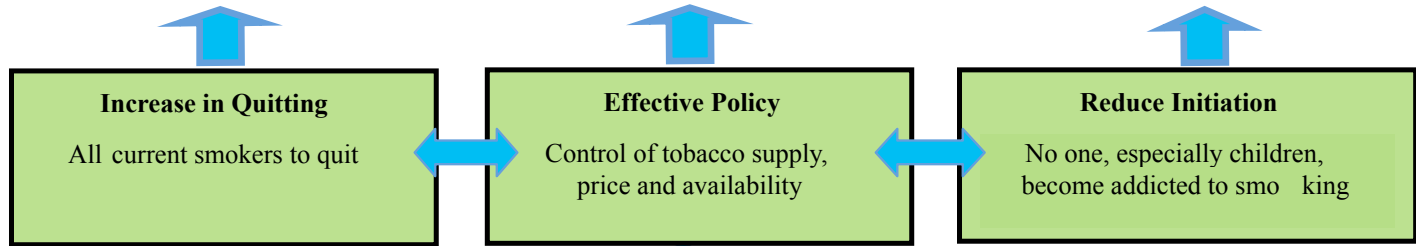
- Increase in quitting: **cessation**
- Effective Policy: **legislation and regulation**
- Reduce initiation: **increasing public support**
- Currently revising for the next 3 years (election cycle)
- The new Smokefree National Action Plan (SNAP) streamlines & prioritises actions, suggests research for each strand and identifies the status of each action
- It also highlights the focus on the priority populations of: Māori, Pacific, Hapū Mamas and those with mental ill-health

# ROAD MAP Smokefree Aotearoa 2025

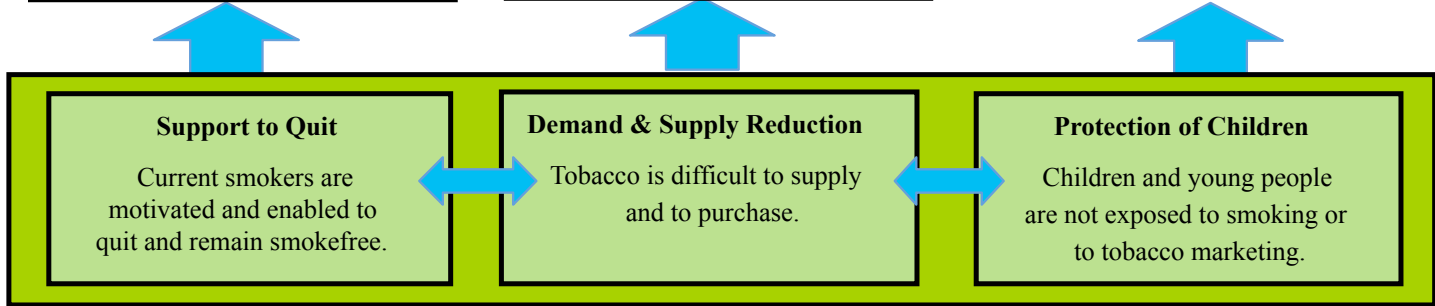
**Government Goal**



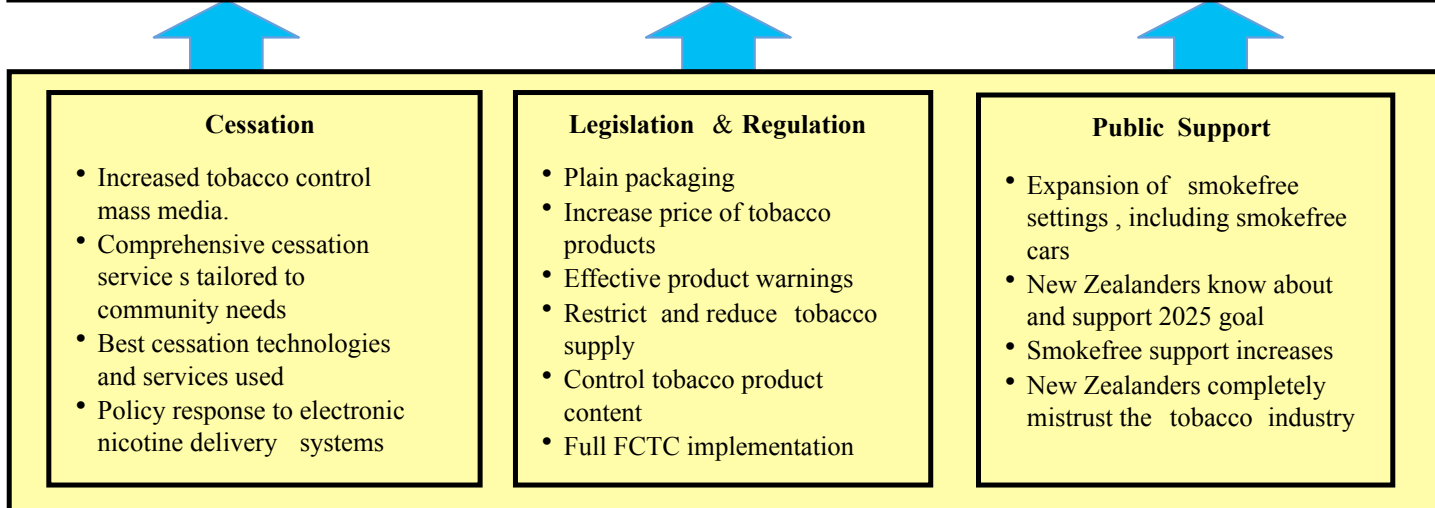
**Objectives**



**Outcomes**



**Impacts of Tobacco Control Sector Activities**



# ***Increase in Quitting: Cessation: GOALS***

1. Increased tobacco control mass media
2. Comprehensive cessation services tailored to community needs
3. Best cessation technology and services used
4. Policy response to electronic nicotine delivery systems

## ***Reduce Initiation: public support***

1. Expansion of smokefree settings, including smokefree cars
2. New Zealanders know about and support 2025 goal.
3. Smokefree support increases
4. New Zealanders completely mistrust the tobacco industry

# ***Effective Policy: legislation and regulation***

1. Plain packaging
2. Increase price of tobacco products
3. Effective product warnings
4. Higher Tax increases per year
5. Restrict and reduce tobacco supply
6. Control tobacco product
7. Full FCTC implementation

# ***Effective Policy: legislation and regulation***

1. Plain packaging
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3. Effective product warnings
4. Higher Tax increases per year
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# Effective Policy: legislation and regulation

Purpose	Actions	Initiatives	Status
Advancement of tobacco control policies to limit the harm caused by tobacco products	Implement plain packaging	<ul style="list-style-type: none"> <li>Progress current plain packaging legislation and advocate for immediate implementation.</li> </ul>	Immediate priority with legislative process underway and rapid implementation needed
		<ul style="list-style-type: none"> <li>Review and revise tobacco product health warnings to maximize impact.</li> </ul>	Action as part of the implementation of plain packaging
		<ul style="list-style-type: none"> <li>Consider new initiatives health warning initiatives, such as warning on each cigarette stick.</li> </ul>	New approaches needed to reduce product attractiveness and highlight product dangers at every consumption point
	Increase the price of tobacco products	<ul style="list-style-type: none"> <li>On-going annual tax increases with periodic step changes.</li> </ul>	Immediate priority with advocacy and policy consideration underway
		<ul style="list-style-type: none"> <li>Pricing mechanisms investigated to discriminate against the most harmful tobacco products and to reduce incentives within the tobacco market.</li> </ul>	New approaches needed to further disincentivize smoking behaviours
	Restrict tobacco supply	<ul style="list-style-type: none"> <li>Establish a comprehensive policy process with sector consultation to define the suite of supply restrictions, prioritise and implement them, including:               <ul style="list-style-type: none"> <li>Licensing of retailers</li> <li>Elimination of duty-free tobacco sales</li> <li>Enhanced enforcement of point of sale and age limits.</li> </ul> </li> </ul>	Priority to develop a comprehensive supply restriction policy

# ***Effective Policy: legislation and regulation***

<b>Purpose</b>	<b>Actions</b>	<b>Initiatives</b>	<b>Status</b>
<p>Advancement of tobacco control policies to limit the harm caused by tobacco products</p>	<p>Control tobacco product content</p>	<ul style="list-style-type: none"> <li>Use existing Smokefree Environments Act provisions to require comprehensive content disclosure of tobacco products.</li> </ul>	<p>Priority to apply current content reporting laws (Smokefree Environments Act).</p>
		<ul style="list-style-type: none"> <li>Establish policy process, with comprehensive sector consultation, to define product constituents to be prohibited for sale (e.g. flavoring, nicotine levels).</li> </ul>	<p>Priority to establish policy process to regulate tobacco product constituents</p>
	<p>Research</p>	<ul style="list-style-type: none"> <li>Undertake research that supports the above policy initiatives and generates the evidence to support progress, and which anticipates future information needs.</li> </ul>	<p>Research priorities to be aligned to these actions and funded accordingly</p>

# ***Effective Policy: legislation and regulation***

- **We all have a role to play.**
- **We can galvanize our efforts to do the most important tasks.**
- **Advocacy is needed to ensure key initiatives are understood and can be achieved.**
- **A Government Strategy is urgently needed.**
- **Vigorous use of all the available policy levers is needed.**
- **Increasingly, the particular needs of people and groups of people are to be better understood and met.**
- **There is strong public support for the actions we pursue.**
- **We need the right information in time to support decision makers.**
- **We can be the world leader in full FCTC implementation.**

# ***NSFWG contact and communications***

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- Legislation & Regulation: Stephanie Erick, ASH

**Questions and/or comments welcome**