

# Strategies to achieve Smokefree 2025



WELLINGTON

**ASPIRE**  
2025

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**SUMMERSCHOOL**

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# Overview



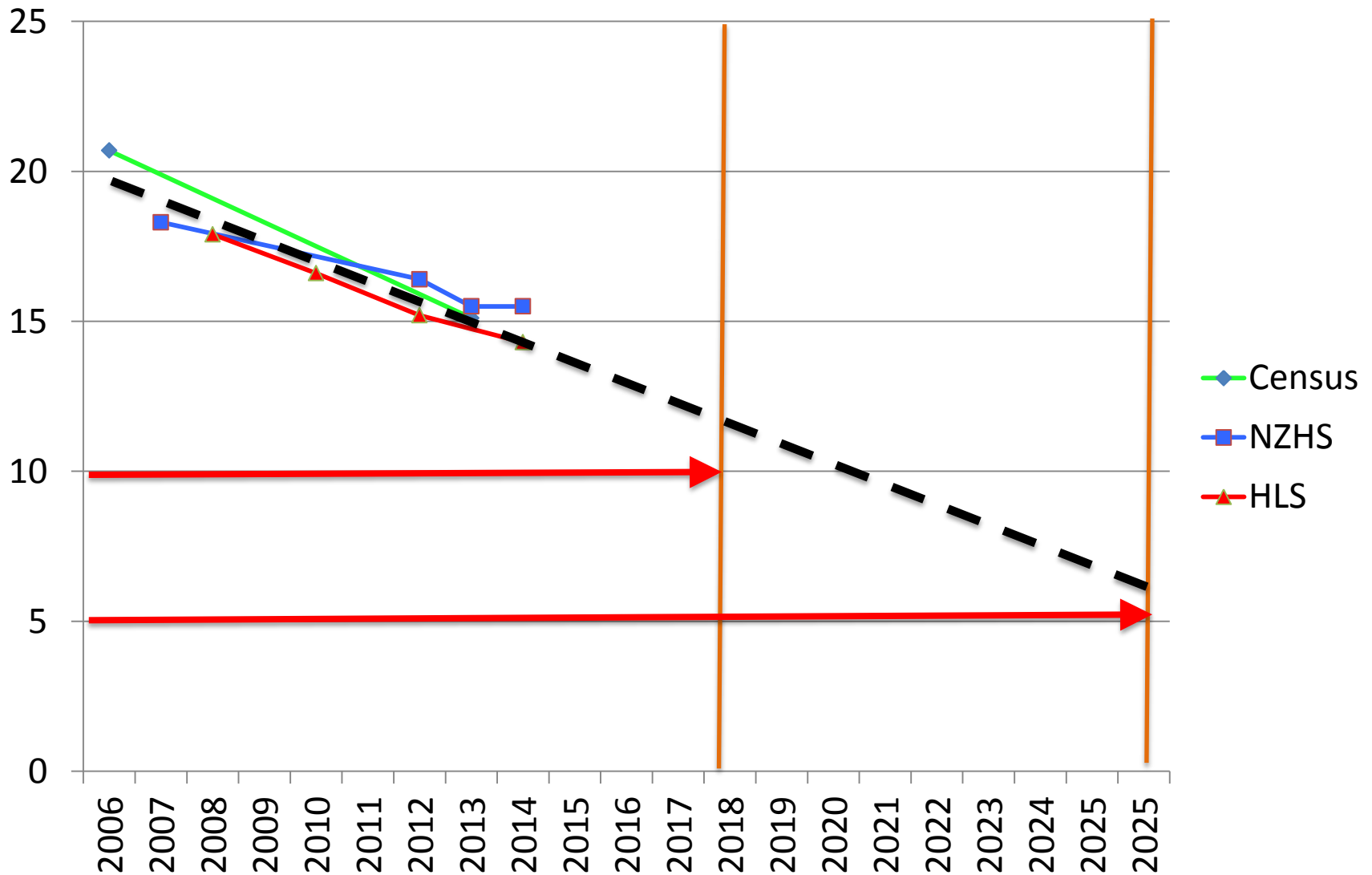
- Context and progress
- Options to achieve SF 2025
- Ideas on next steps

# Mid term targets

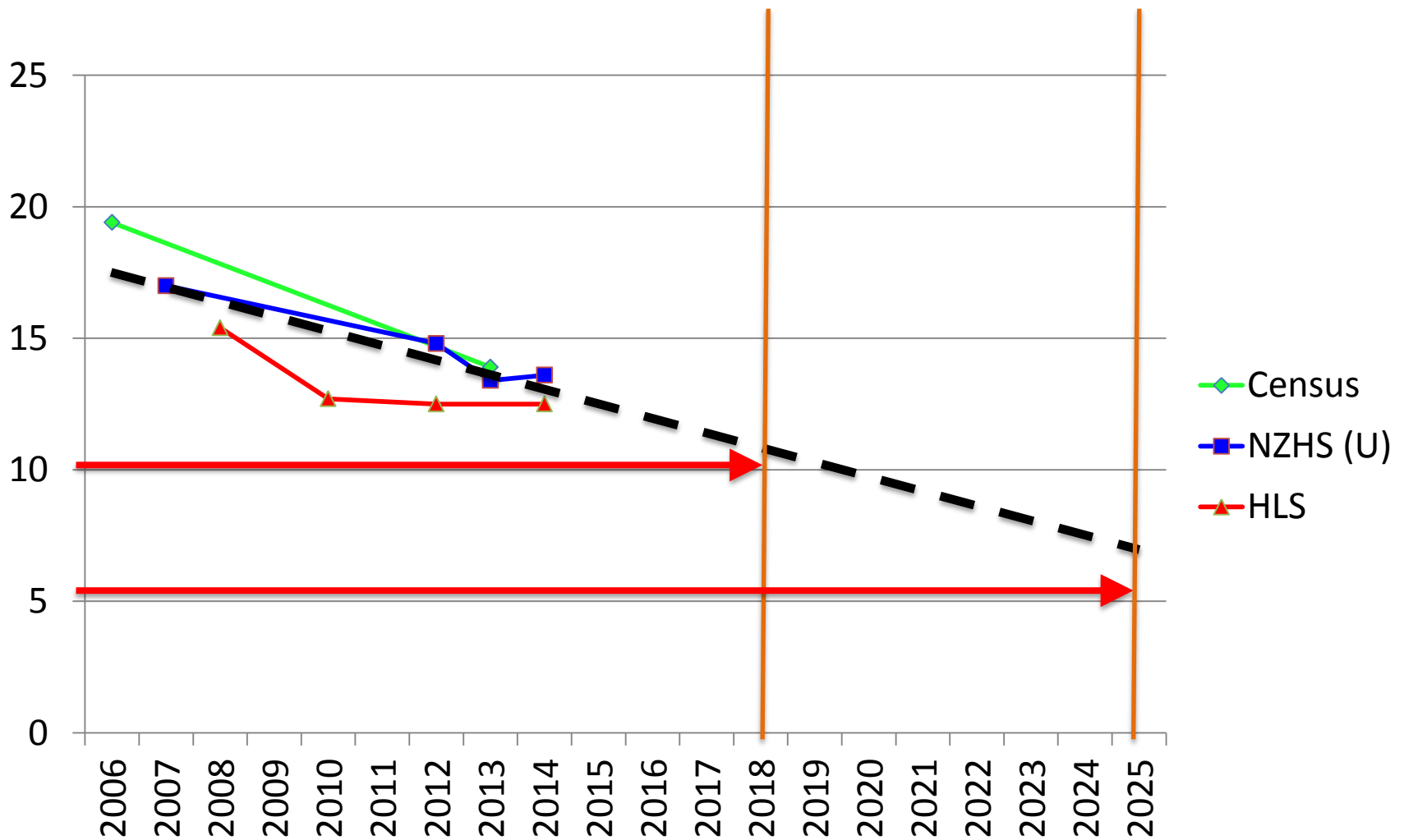
- To reduce the prevalence of smoking in New Zealand (from 18.4% in 2011-12) to 10% and halve smoking rates among Māori (41% to 20.5%) and Pacific peoples (26.5% to 13%) by 2018

# NZ Adult (age 15+)

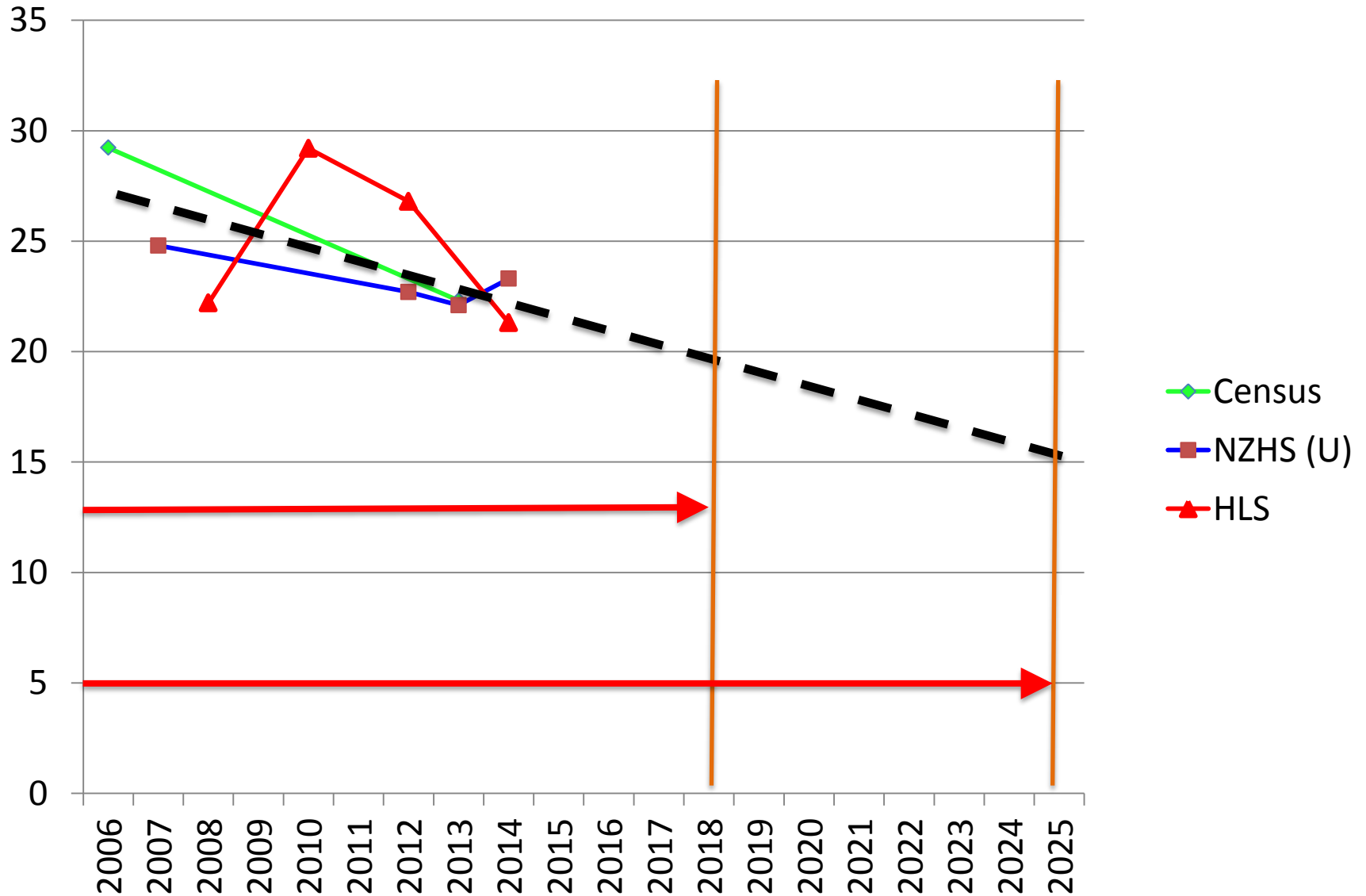
## Daily Smokers (%) 1996 - 2014



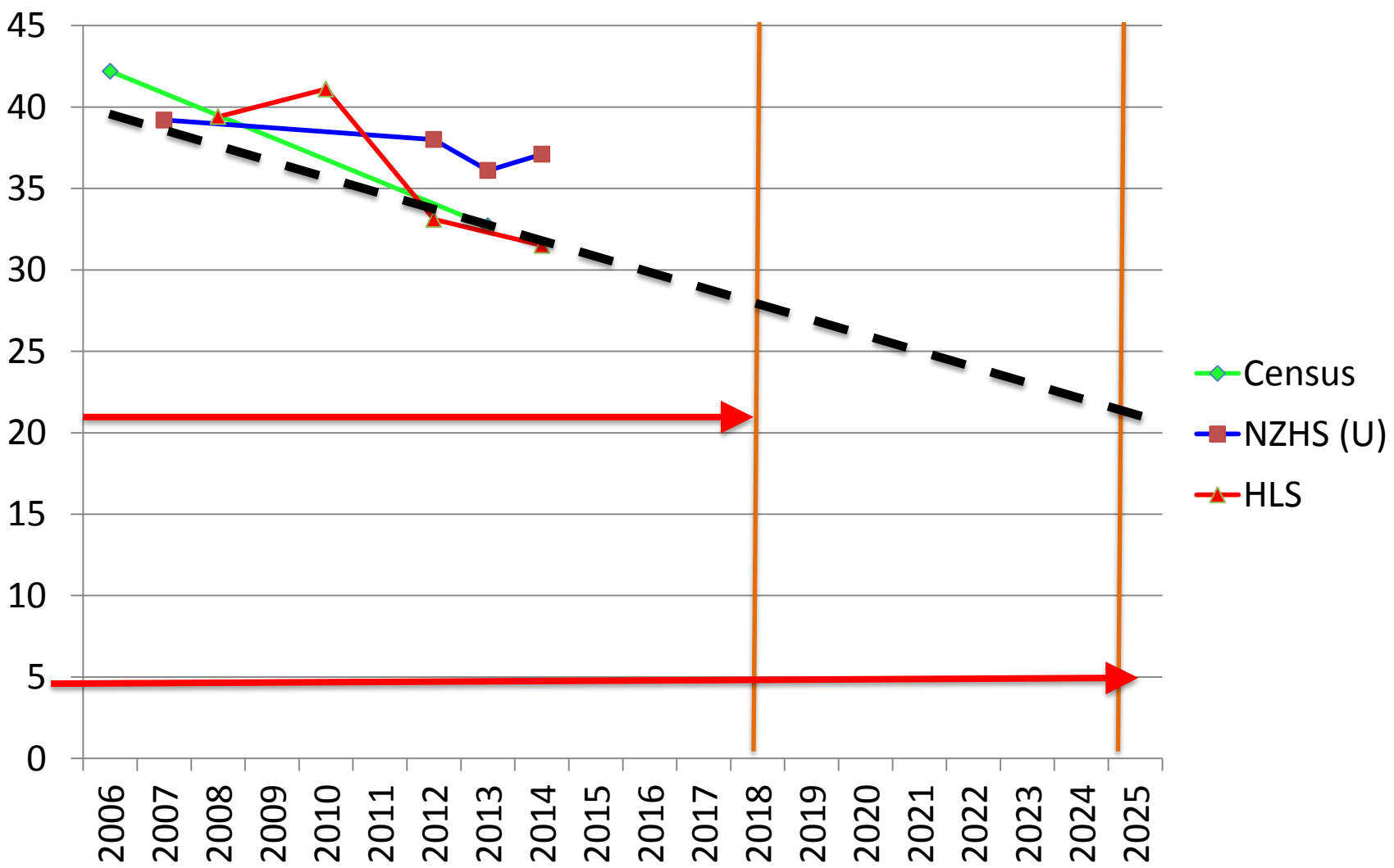
# Daily Smokers – NZ European aged 15+



# Daily Smokers – Pacific aged 15+



# Daily Smokers – Maori aged 15+



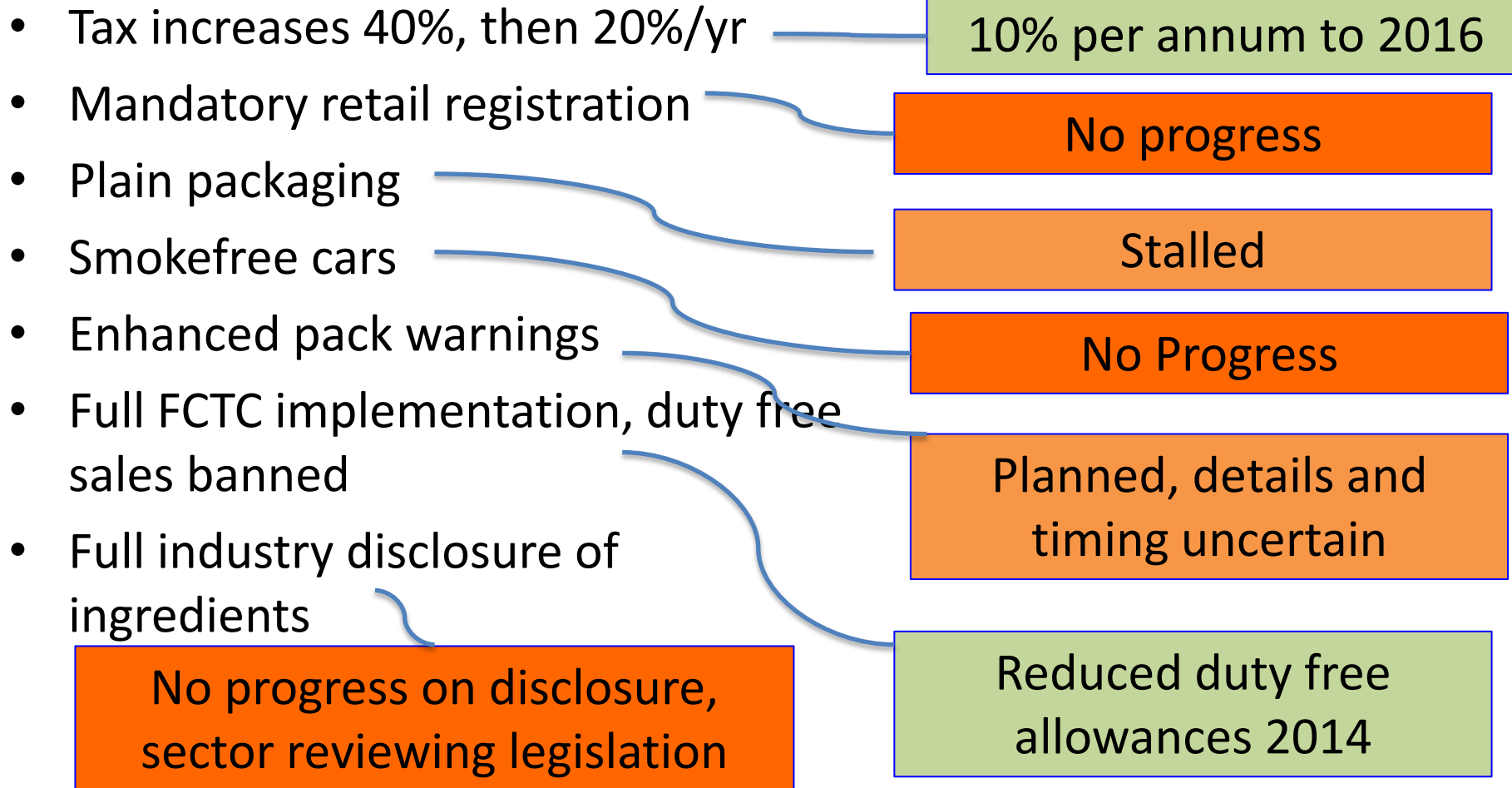
*Recc 33: That a tobacco control strategy and action plan be established, with a strong emphasis on Māori focused outcomes, to ensure that tobacco consumption and smoking prevalence is halved by 2015 in a cost-efficient way. In 2015, the strategy should be revised to work towards making New Zealand smoke-free by 2025.*

**The Government already has a comprehensive action plan through its current tobacco control and smoking reduction initiatives, supplemented by the additional steps proposed in this response.**

The Government's emphasis is on practical actions with a demonstrable impact on smoking. Rather than devote resources to developing a tobacco control strategy document and publishing a separate action plan, the Government **prefers to focus on implementing the actions it identifies as necessary and prioritises for implementation, including tangible actions to improve outcomes for Māori** in particular.



# Progress in NZ on NSFWDG policy priorities



**No Ministry of Health or Government strategy/action plan for 2025**

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# NEW ZEALAND HAS A GOAL TO BE SMOKEFREE BY 2025 >>

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New Zealand has set a goal for a Smokefree Aotearoa by 2025. A big part of that goal is to discourage young people from starting to smoke. But another part is helping people to stop smoking. If you'd like to stop, this brochure provides information on how Champix® can help you.



**STOP**  
BEFORE YOU  
*Start*

WATCH THE VIDEOS

GET HELP

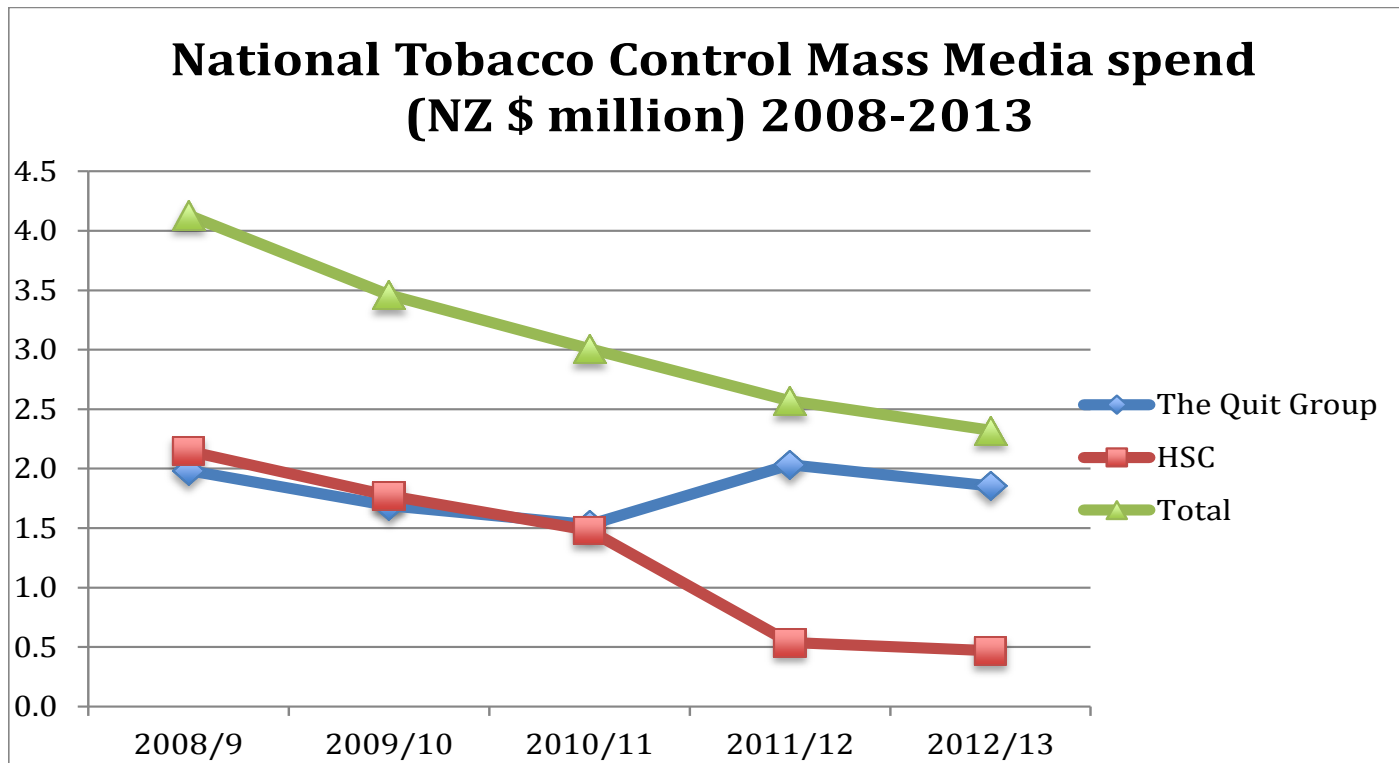


**IF YOU START SMOKING, YOU START A RELATIONSHIP  
WITH CIGARETTES.  
SEE HOW FIVE RELATIONSHIPS TURN OUT BELOW.**

<http://www.stopbeforeyoustart.co.nz/>

# Mass media - Expenditure

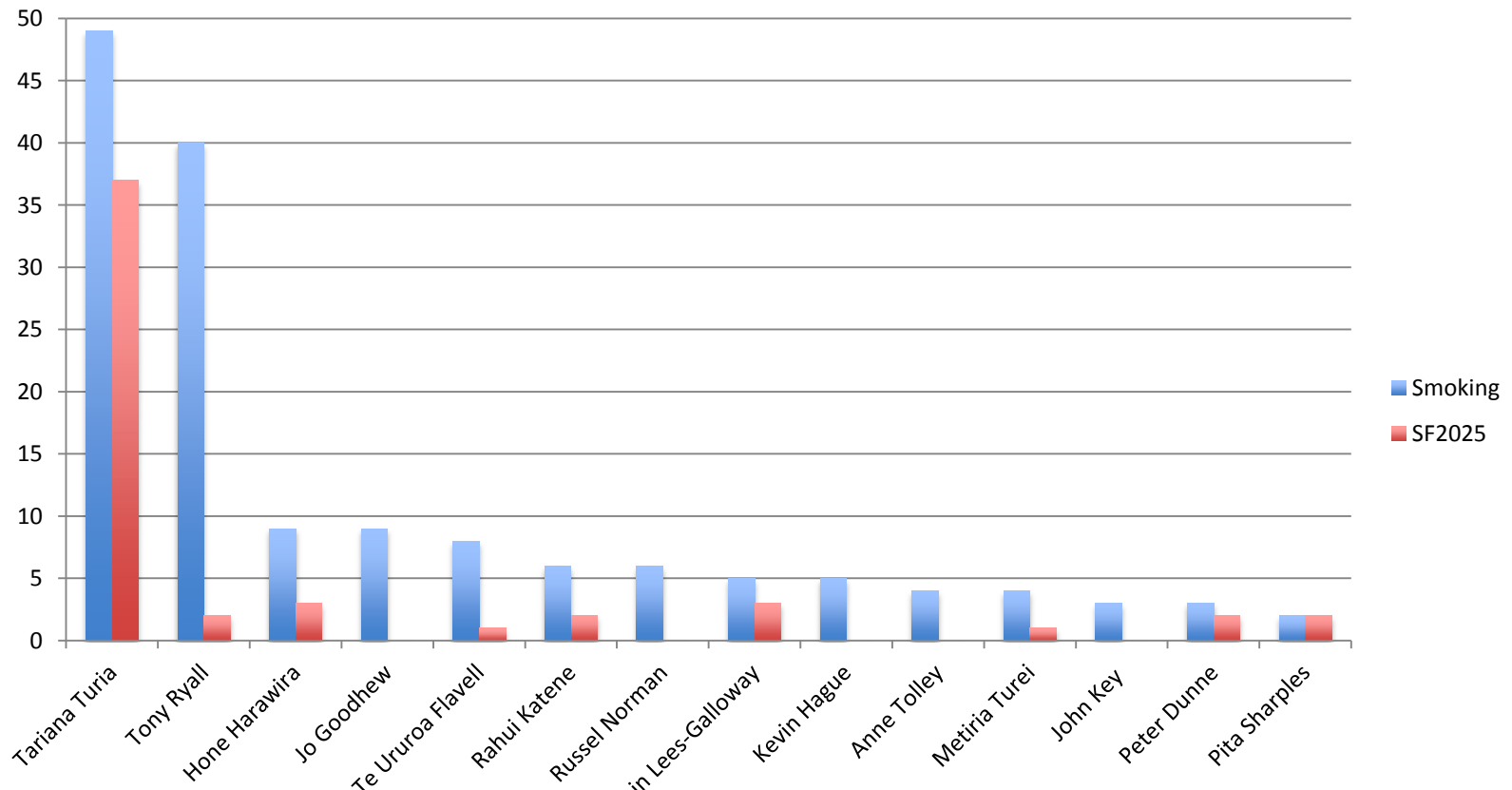
**Figure 1: National Tobacco Control Mass Media Spend (NZ \$ million) 2008-2013**



Source: Expenditure information is for television and other mass media placement costs from The Quit Group and the Health Sponsorship Council. Data exclude development and production costs as these fluctuate greatly year on year.

# Politicians and the SF 2025 goal

References to tobacco issues and SF 2025 in political speeches and press releases, 2010-13



Edwards R, Hoek J, Thomson G. Smokefree 2025: patterns and trends in references to the smokefree goal in political speeches and press releases. NZMJ. 2014; 127:124-5

# Two endgame strategies

## 1. Incremental:

Combinations of intensification of established and incremental new tobacco control interventions

## 2. Incremental + radical:

One or more over-arching radical intervention strategies

# Achieving Smokefree Aotearoa 2025

Regular tax increases (10% p.a. or greater) + co-interventions

Plain packaging

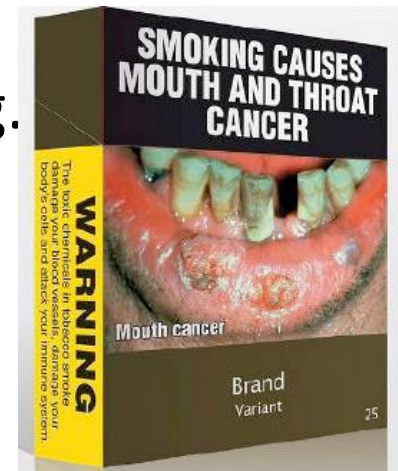
Enhanced health warnings

Greatly increased and sustained mass media interventions

Enhanced cessation promotion and support (within key populations)

Other incremental intensification measures e.g.

- Smoke-free cars and other smokefree policies (e.g. outdoor dining, and bars, malls, beaches)
- Retail based interventions (e.g. licensing, proximity/density restrictions, etc etc)



# Achieving Smokefree Aotearoa 2025

One or more radical measures

- Large and frequent tax increases
- Product modification – nicotine, additives
- Sinking lid or radical reductions in retailer supply

[Substitute nicotine delivery products]

Monitor progress – and be prepared to change course





# Final thoughts

- Prevalence trends suggest SF 2025 is not going to be achieved, particularly for Māori and Pacific
- Progress on intensification of incremental measures has slowed/ceased
- Biggest problem is lack of political will, priority and momentum
- We need:
  - An agreed SF 2025 strategy which we can unite behind
  - The strategy must be built around measures which are likely to support progress towards SF 2025 for Māori and Pacific
  - A political and communication/advocacy strategy to ensure that Sf 2025 gets appropriate political priority, support and momentum -> implementation

# Lessons learnt

- Smokefree goal has some key advantages
- Importance of robust monitoring and targeted research
- Emphasis on achieving endgame goals for all
- Public support critical, currently strong but passive
- Political will single most important factor
  - Key question: how to get political support for implementation of comprehensive strategy and radical measures?

# Kia ora Thank you

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# Support for product modifications

Support for reduced nicotine content  
Smokers oppose other measures – but does this mean they would be effective?

