

ASPIRE 2025

Research for a tobacco-free Aotearoa



annual report
2013



ASPIRE 2025

2013 Annual Report
For the year ending December 2013

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

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

Te Paea Herangi, CBE

Further information on any matter in this annual report
can be obtained from:

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Foreword

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e are delighted to present the 2013 annual report for ASPIRE2025. The year was a very important one for Smokefree 2025 and the tobacco control sector in New Zealand. ASPIRE2025 continued to play a key role in undertaking research that informs policy developments and provided recognised research leadership in this crucial public health domain.

During 2013, the New Zealand tobacco control sector has focussed on plain packaging, and legislation introducing this measure is now before the Health Select Committee. ASPIRE2025 research contributed significantly to the evidence base for plain packaging and has been widely drawn on locally and internationally.

We have also explored many other topics that will inform policy and practice and help realise the 2025 smokefree goal. Our work on smokefree outdoor spaces supported the University of Otago's decision to become a smoke-free campus and is being studied by local authorities throughout the country. Novel nicotine delivery mechanisms are now being tested with smokers and offer a potential break-through in cessation innovations. Other new initiatives in 2013 included analyses of adolescents' responses to policy initiatives, examination of tobacco supply sources, and critical reviews of industry arguments, particularly with respect to plain packaging and the 'informed choice' smokers purportedly make.

Our ASPIRE2025 seminars have become a regular feature on the tobacco control calendar. We were privileged to host leading overseas researchers who shared their expertise and left New Zealand impressed with our progressive policy environment and the work ASPIRE2025 members are doing to support the smoke-free 2025 goal. These seminars not only provide access to leading thinkers who stimulate our own research agenda, but also offer opportunities to disseminate our findings to the academic, policy and practitioner communities. We are frequently asked to provide media commentary and our research is widely reported in local and international media. Our attendance at international conferences has also helped showcase our research and ensure New Zealand's leadership in tobacco control, and ASPIRE2025's role in producing high-quality, policy-relevant research, is widely recognised.

We thank the many people who supported our efforts this year, particularly those in our partner organisations, who extend and enrich our thinking. We are also grateful to our colleagues in the wider tobacco control community who offer us new challenges and opportunities to test our ideas. We especially appreciate the organisations that fund our research and support our initiatives, and the many people in our institutions and departments who provide outstanding day-to-day support for our work. Finally, we thank all the participants who have willingly shared their thoughts and experiences; without them none of the work described here would be possible.



Richard Edwards



Janet Hoek

March, 2014

ASPIRE2025 Research Team

Co-Director

Professor Richard Edwards (University of Otago, Public Health)

Co-Director

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 Jaime (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)

Postgraduate Students

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

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

Jessica Robertson (MCom Marketing, University of Otago)

Lindsay Robertson (PhD Preventive and Social Medicine/Marketing, 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



Anaru Waa

Anaru is a Research Fellow based in the Department of Public Health, University of Otago. He has extensive experience as a tobacco control researcher in both academic and non-academic settings; Anaru has particular expertise in survey and evaluation research. His current interests include analysing tobacco industry rhetoric and examining the impacts of tobacco control policies and other interventions on Māori. He has undertaken a multi-faceted investigation of the 2012 'Agree-Disagree' campaign mounted by British American Tobacco to oppose plain packaging, and analysed factors influencing uptake of smoking by Māori and non-Māori children and young people.



Dr Louise Marsh

Louise is a Research Fellow in The Cancer Society Social and Behavioural Research Unit (SBRU), based at the University of Otago, Dunedin. Her research has investigated tobacco supply via both social and retail routes, and she has examined potential interventions to reduce access to tobacco. Louise also has a particular interest in smoking among children and young adults and her work has investigated measures to reduce smoking uptake and increase cessation among this priority population.



Dr Ben Healey

Ben is a Senior Research Fellow in the Department of Marketing at the University of Otago, and is based at the University of Otago Wellington. He investigates how data science and knowledge of aggregate behaviour patterns can be used to better understand and shape specific health behaviours. He has analysed several large datasets to investigate trends in young people's policy support, tobacco access, and smoking behaviours over time. He has also analysed aggregate behaviour patterns in a large online cessation community and evaluated web-based cessation support methods.



Dr Brent Caldwell

Brent is a Senior Research Fellow in the Department of Medicine at the University of Otago, Wellington. He is currently undertaking clinical trials of novel nicotine replacement therapies to help smokers quit smoking, and his work focusses on approaches to making smoking cessation support more readily available. Brent has conducted trials of snus (Swedish oral tobacco), nicotine gum, oral nicotine sachets, nicotine mouth sprays, and a nicotine pressurised metered-dose inhaler. He is currently leading a Ministry of Health funded innovation fund project to explore community-based approaches to making NRT available to smokers.



Dr Richard Jaine

Richard is a Senior Lecturer in the Department of Public Health at the University of Otago, Wellington. His recent research interests have focussed on policy and regulatory research, in particular, policy interventions in the retail sector. He has also explored how adolescents perceive tobacco control intervention, including plain packaging and the Smokefree 2025 goal.



Dr Ninya Maubach

Ninya is a Research Fellow in the Department of Marketing at the University of Otago and is based in Wellington. She is particularly interested in social problems at the junction of public health, marketing, and public policy. For ASPIRE2025, Ninya's research relates both to the Smokefree Communications and Policy and Regulatory Research themes. She had a major role in the Ministry of Health funded project that investigated novel smoking cessation messages that would be more effective among priority audiences including Māori, Pacific, young people and pregnant women.



Rebecca Gray

Rebecca is a PhD student based in the Public Health Department of the University of Otago, Wellington. She is working on a Marsden Fund supported study examining the extent to which young adults who take up smoking are making an 'informed adult choice'. Rebecca has a background in anthropology and social research, and has been working on health promotion research with the Health Promotion Agency since 2008.



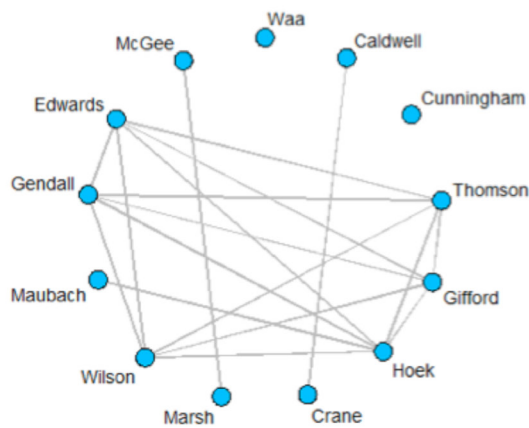
Lindsay Robertson

Lindsay is a PhD student, based in The Cancer Society Social and Behavioural Research Unit (SBRU) at the University of Otago, Dunedin. Her Lotteries Health Fund supported PhD is examining the acceptability and effectiveness of various policies aimed at decreasing the retail availability of tobacco. Lindsay also works part-time in the SBRU as an Assistant Research Fellow, and is currently contributing to three research studies on smoking cessation using data from the Dunedin Multidisciplinary Health and Development Study.

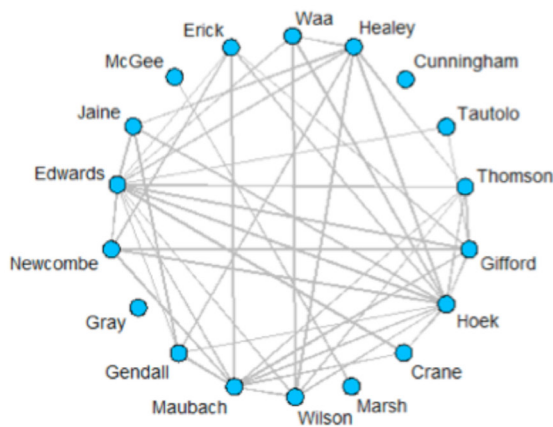
Research Activity

The ASPIRE2025 team has diverse interests and is involved in many different 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: 2013

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

The cigarette pack has long been an important marketing billboard for industry.

However, less attention has been paid to the role of the product itself as a potential marketing tool for the tobacco industry, or conversely as a means to help deter smoking and prompt and support quitting. This project investigates what effect dissuasively coloured cigarette sticks have on smokers' choice behaviours and whether dissuasive sticks could enhance the effectiveness of dissuasive (or plain) packaging.

Progress

A qualitative study examined young adult female smokers' perceptions of dissuasive sticks and found these elicited highly aversive responses. Unlike dissuasive packages, which may be hidden from view, smokers consume dissuasive sticks, which have the potential to further denormalise smoking. The findings have been presented at national and international conferences and a journal article is under review. Quantitative data on the effect of dissuasive sticks on smokers is currently being analysed at the Institute for Choice, Sydney.

Project Team: Janet Hoek, Phil Gendall, Cherie Robertson, Jordon Louviere, Christine Eckert.

Funding: Heart Foundation grant.



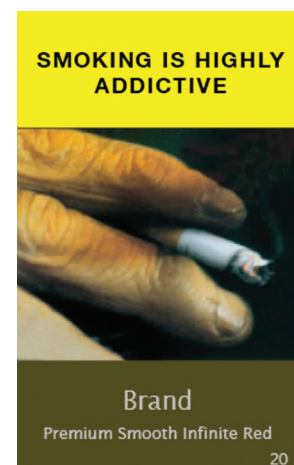
Variant descriptors

Background and Aims

Following the introduction of plain packaging in Australia, tobacco companies have developed more sophisticated and attractive variant names, which may undermine the intent and effect of plain packaging. This experimental study was designed to test the relative appeal of packs featuring different variant name combinations. 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 have been presented at national and international conferences and the data are undergoing additional analyses at the Institute for Choice, prior to preparation of a journal article.

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

Funding: Internally funded.

Potential changes to Quitline information on tobacco packaging

Background and Aims

Although plain packaging creates an opportunity to use the tobacco pack canvas to promote cessation, few studies have examined how the Quitline information provided on tobacco packaging could be optimised. This study tested whether altering the Quitline format could enhance the impact and salience of the information and increase the likelihood it would stimulate quit attempts.

Progress

An online choice study compared different presentations of the Quitline information on cigarette packs. Preliminary analyses suggest there are more effective ways of displaying the Quitline information. The data are currently undergoing additional analyses at the Institute for Choice, prior to development of conference papers and preparation of a journal article.

Project Team: Janet Hoek, Phil Gendall, Kirsty Rolls, Jordan Louviere, Christine Eckert.

Funding: Supported by a University of Otago summer studentship.



Cessation Messages

SMIRQ Smokefree messages, interpretation, response and quitting

Background and Aims

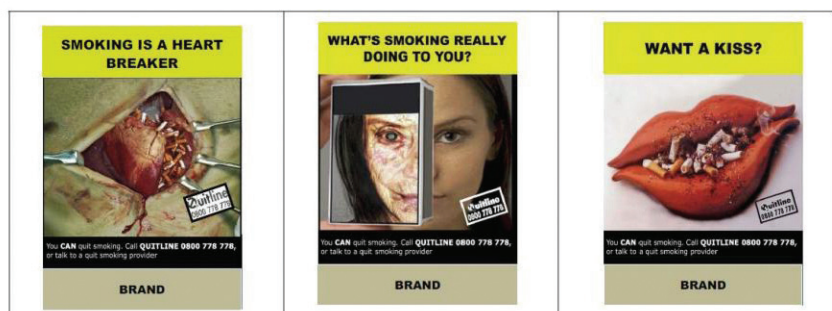
Plain packaging creates the opportunity to transform the entire pack appearance, including the warnings used. Evidence that young adults rationalise and reject health warnings suggests a wider array of messages could elicit stronger cessation responses. This study examines the relative effectiveness of on-pack warning messages featuring denormalisation, social and health messages on smoking cessation among young adults.

Progress

We are exploring this question using a two phase study. In-depth interviews will commence and conclude in 2014 and an experimental study, using a choice-based approach, will be undertaken in 2015.

Project Team: Janet Hoek, Phil Gendall, Ninya Maubach, Richard Edwards.

Funding: Health Research Council.



Cessation promoting messages

Background and Aims

Because smokers experience different tensions about smoking and respond to varied triggers to quit, it is important to communicate different cessation messages. This study assessed which message themes most effectively promoted cessation or cessation-related behaviours.

Progress

Following two phases of qualitative work, we used an online choice experiment to estimate the most effective quit messages, and a between-subjects component to examine how effectively different formats promoted cessation. Messages featuring harm to children, or that emphasised how smoking could deprive children of their parents, were effective among all demographics, as were messages featuring a financial theme. The findings have been presented in a conference paper and are now being developed into a journal article.

Project Team: Janet Hoek, Phil Gendall, Damien Mather.

Funding: Ministry of Health.



Smoking cessation among women who are pregnant and smoking

Background and Aims

Reducing smoking among women who are pregnant is a major health priority. This study explored effective cessation message themes among this group and then evaluated varied message executions.

Progress

The study used a two-phase qualitative approach. Using a cognitive and affective-dissonance framework we found messages arousing high affective dissonance were more likely to be seen as effective and considerably less likely to elicit counter-arguments. By contrast, more informational messages were regarded as less effective and were easily rationalised and rejected. The findings have been presented in a conference paper and a journal article is now under review.

Project Team: Janet Hoek, Stephanie Erick, Heather Gifford, Ninya Maubach, Rhiannon Newcombe, Richard Edwards.

Funding: Ministry of Health.



Smoking cuts off your baby's oxygen supply

Smoking reduces the amount oxygen circulating in your blood, and smoking while pregnant means your baby could suffer physical and mental impairments such as breathing problems and lifelong learning difficulties.

Smoking cessation among young adults

Background and Aims

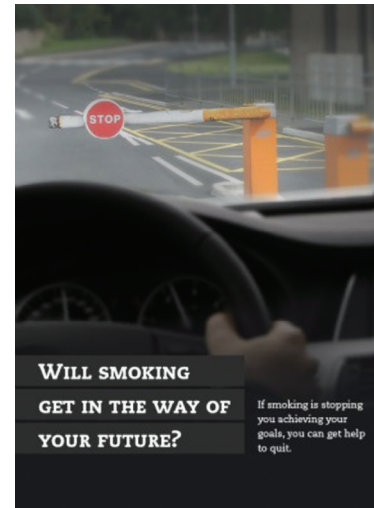
Tobacco use is highest among 18-34 year olds, thus reducing initiation and increasing cessation among young adults is vital to the Smokefree 2025 goal. This study used a two-phase qualitative approach to explore effective cessation message themes and then to evaluate varied message executions.

Progress

The data have been analysed, the findings presented at national and international conferences in 2013, and a manuscript is in development. Young adult smokers think using tobacco helps them structure time and social interactions, yet view smoking as a temporary phase that is incompatible with how they view their future adult selves. Metaphors of choice and control underpinned their confidence they would quit and are reflected in their desire to decide when and how they would become smokefree. Participants regarded approaches that were credible, direct and respected their autonomy as more effective at supporting cessation, and considered those using moralistic narratives as less effective.

Project Team: Ninya Maubach, Janet Hoek, Heather Gifford, Stephanie Erick, Richard Edwards, Rhiannon Newcombe.

Funding: Ministry of Health.



Smokefree Communications in the Media

Mass media campaign investment

Background and Aims

Tobacco control mass media campaigns play a pivotal role in reducing smoking's acceptability and prevalence. This study assessed trends in funding levels for tobacco control campaigns and examined how New Zealand's recent and current use of mass media tobacco control campaigns aligns with best practice.

Progress

Current and recent tobacco control campaigns were reviewed for their alignment with best practice in relation to funding levels, intensity, messaging, media and evaluation. The results were presented at the 2013 Oceania Tobacco Control conference in Auckland, and a research letter describing the findings has been accepted for publication. We identified a major reduction in funding of mass media activity in New Zealand and a failure to deliver recommended levels of exposure. We recommend that funding be greatly increased, that the current mix of message type and media used in national tobacco control mass media campaigns be reviewed, and new campaigns that align with best practice regarding message content and media, including consideration of using tobacco industry and smoking denormalisation approaches, be implemented.

Project Team: Richard Edwards, Frederieke van Der Deen, Janet Hoek.

Funding: Internally funded.



How is tobacco control reported in New Zealand newspapers?

Background and Aims

The media are among the most powerful sources of influence in modern society, and media coverage can help determine what readers perceive as the 'norm', and what we view as being 'good', 'bad', 'important' or 'insignificant'. This study examined the media portrayal of tobacco issues over a one-year period, focussing on proposed actions to achieve the smokefree 2025 goal.

Progress

Tobacco related articles from New Zealand newspapers published between 1 November 2011 and 31 October 2012 were assessed under 19 tobacco-related themes. There were 537 articles related to tobacco, 90 of which were repeated in different newspapers. Thematic analysis identified 19 different tobacco themes in the newspaper articles. The most common themes were: 'Smokefree'/2025 (27%); smokefree areas/cars (11%); pricing/tax (11%); tobacco industry (9%); plain packaging (9%); and Quitline/cessation (6%). Overall, significantly more articles covered stories about events with a positive impact on tobacco control objectives in comparison to articles with negative impact on smokefree goals. Of the top five themes, 'tobacco industry' was the only theme that had more negative than positive articles. This research is now complete and the results have been presented at an international conference and accepted for publication as a journal article.

Project Team: Sophie Bang, Rob McGee, Louise Marsh.

Funding: Health Sciences Summer Student Scholarship, University of Otago, and Cancer Society of New Zealand.

Tobacco, Alcohol and Other Drug Imagery on New Zealand Television: Ten years on

Background and Aims

There have been many changes in the frequency and context of tobacco, alcohol, and other drug imagery on NZ television since 2004. This study will examine these changes through recording one week of evening television and analysing scenes containing tobacco, alcohol or other drug imagery.

Progress

Funding has been received for this study and research will begin during 2014.

Project Team: Louise Marsh, Rob McGee.

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

Bus stops on smoke-free radar

By Teuila Faustai and Sophie Ryan

All bus stops in Whangarei will eventually be smoke-free zones, land headed towards being smoke-free by 2025. Mayor Morris Cutforth says. Mr Cutforth said anti-smoking signs on bus stops and other public gathering places would definitely be a "possibility in the future".

New research from Otago University recommends making bus stops and train stations smoke-free to protect people from secondhand cigarette smoke.

The research, which observed nearly 2000 adults and adolescents in Britain and New Zealand, found more than one in 10 were smoking at bus stops.

Only 2 per cent of Britons were observed smoking at outdoor transport waiting areas.

Currently, all three Northland councils have smoke-free policies in parks, playgrounds and sports grounds.

Mr Cutforth said more areas including outdoor bars and restaurants, would become

smoke-free zones as New Zealand heads towards being smoke-free by 2025. "It's not necessarily a popular thing to do, but like a lot of other decisions it's not a matter of what's right, it's a matter of what's popular — it's a matter of what's right," he said.

Full-time caregiver Zane Tito, 28, thinks it's not on. "I think you should be able to have a smoke while you're waiting for the bus if you want to," he said.

He disagreed with the comment that seeing other people light up makes it more difficult for those wanting to quit.

"If you want to stop, you're going to stop. What about the other people out there that don't want to stop?"

Lead researcher Associate Professor George Thomson said smoking bans in outdoor waiting areas had several benefits.

"People are realising more and more that if they see people smoking around them — it's

harder for smokers to stay quit and for children and young people who might think about starting smoking, it becomes much more normal if they see it around them."

Smoke-free policies could also reduce councils' city maintenance costs, Prof Thomson said. However, Action on Smoking and Health director Ben Youdan said a "heavy handed" approach to smoke-free outdoor

policies was not needed. "Councils need to take an approach which is not about ostracising smokers, but understanding their addiction and providing a supporting environment in which to beat that addiction."

How far are you? What do you think about a possible smoking ban at Whangarei's bus stops? Email reporters@northernadvertiser.co.nz



SMOKE TIME: Zane Tito having a smoke at a bus stop, which will soon be smoke-free. PHOTO: MICHAEL CUMMINGHAM



Political discourse and the 2025 smoke-free goal

Background and Aims

Successful implementation of robust tobacco control measures requires sustained political support and, typically, political leaders who champion specific policies. Currently, there is a limited literature on tobacco-related discourse in the media, and none on New Zealand's Smokefree 2025 goal. This project explored political discourse surrounding New Zealand's national smokefree 2025 goal and examined implications for tobacco 'endgame' advocacy and strategy.

Progress

An initial analysis of 12,338 media releases and speech notes by members of New Zealand's Parliament from April 2010 to July 2012 shows communications referencing New Zealand's 'Smokefree 2025' endgame goal increased as a proportion of all tobacco-related communications following formal goal adoption. However, references to the goal reduced noticeably during the 2011 election period. Furthermore, 70% of all documents mentioning the goal came from the Māori Party, with most of those produced by one politician (Hon. Tariana Turia). In contrast, politicians from the largest party (National) contributed 9% of all documents mentioning the goal. Political discussion of New Zealand's 2025 goal appears heavily dependent on a champion who is due to retire at the next election. To ensure continued progress toward the endgame vision, tobacco control advocates need to facilitate adoption of the 2025 goal by a broader group of politicians within and outside the government. Preliminary results have been disseminated; work is currently underway to extend the period analysed through to the end of 2013. Once completed, results will be disseminated via letter in a regional journal in advance of the 2014 election.

Project Team: Ben Healey, Richard Edwards, Janet Hoek, George Thomson.

Funding: University of Otago.



Patterns of Posting Behaviour in New Zealand's 'Quit Blogs': Implications for intervention design

Background and Aims

Engagement with an online cessation support network (OCSN), such as New Zealand's Quitline 'Quit Blogs' is associated with higher smoking abstinence rates. Because OCSNs have wide reach, 24/7 availability and low marginal cost, improvements in their efficacy may have high value. Greater knowledge of how OCSN users interact could inform innovations to increase engagement with OCSNs and improve the success of cessation attempts. This study aimed to identify patterns in individual use of the Quitline Quit Blogs and explore their implications for future intervention design by analysing metadata relating to 134,663 OCSN interactions during 2011 and 2012.

Progress

We found repeating periodic peaks and troughs in aggregate activity related to seasonality (e.g., New Year), external events, and day of the week. Highly engaged users contributed the majority of all OCSN interactions. The results suggest interventions targeted at specific user groups or defined points in time may promote activity, and hence cessation support, within OCSNs. Results have been disseminated via international conferences and a full paper is currently under review.

Project Team: Ben Healey, Janet Hoek, Richard Edwards.

Funding: University of Otago.



BAT advertising campaign

Background and Aims

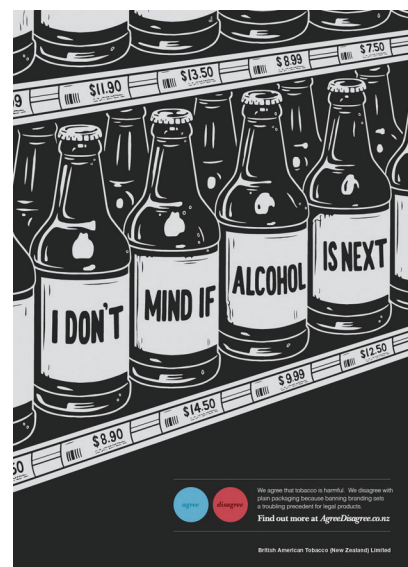
The NZ Government is considering introducing plain packaging of tobacco products. In 2012, a large tobacco company launched a mass media campaign opposing plain packaging ('Agree-disagree'). This research project estimated expenditure on the campaign, analysed the key messages used, and examined how 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, Richard Edwards.

Funding: University of Otago.



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 novel nicotine inhaler helps people to quit smoking when used in combination with nicotine patches.



Progress

The free 'Inhale' quit smoking trial recruited participants in the Wellington region during 2013 to take part in this seven-month trial of a world-first nicotine inhaler. Recruitment is now complete and the trial is underway.

Project Team: Julian Crane, Brent Caldwell.

Funding: Health Research Council.

Nicotine Replacement therapy (Zonnic project)

Background and Aims

Existing nicotine replacement therapies are of limited effectiveness in supporting cessation. This study tested the effect on smoking abstinence of a rapid-acting nicotine mouth-spray plus nicotine patch combination.



Progress

The trial and analysis has been completed. Several manuscripts based on the results have been submitted for publication.

Project Team: Julian Crane, Brent Caldwell.

Funding: Health Research Council.

NRT 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

Planning was completed during 2013 for the trial to begin in early 2014. This trial offers smokers the chance to sample a range of nicotine replacement therapies under the guidance of an expert coach at shopping malls and other public spaces. Smokers are invited to take part in the study by attending a nicotine replacement therapy stall at various shopping malls, i.e., at Queensgate Shopping Mall in Lower Hutt between January and July 2014, North City Mall from February, and in the Palmerston North and Manawatu area from March.



Project Team: Brent Caldwell, Fay Selby-Law, Teresea Olsson, Judy Hutton, Tanya Radford.

Funding: Ministry of Health Innovation Fund.

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
- ‘Endgame solutions’ to the tobacco epidemic
- Tobacco affordability, price and tax revenue use

Smokefree Cars

Developing a smartphone ‘app’ for public health research

Background and Aims

Previously, we developed manual methods for gathering data on the point prevalence of observed smoking in road vehicles. To enable the widespread international collection of such data, we developed a smartphone application (app) for this work.

Progress

The app was used in observing 20,535 vehicles. The framework, methodology and source code for this project are now freely available online and can be easily adapted for other research purposes.

The prevalence of smoking in vehicles was observed in: Poland 2.7%; Australia 1.0%; New Zealand 2.9% - similar to results using pre-app methods in 2011 (3.2%).

This project indicates that it can be practical and feasible for health researchers to work together with information science researchers and software developers to create smartphone apps for field research in public health. Such apps may be used to collect observational data more widely, effectively and easily than through traditional (non-electronic) methods.

The project is complete and the results published in a journal article.

Project Team: Vimal Patel, Mariusz Nowostawski, George Thomson, Nick Wilson, Hugh Medlin.

Funding: The Asthma Foundation.



Wainuiomata smokefree cars

Background and Aims

A study designed to briefly evaluate the impact of a community-initiated smokefree vehicle campaign in Wainuiomata.

Progress

The extent of smoking was observed in vehicles at Wainuiomata during May and June 2013. A report was delivered to Regional Public Health in August 2013 and a journal article has been accepted. Smoking in vehicles with children appeared to halve between 2011 and 2013.

Project Team: Observers Libby Te Rauna and Elizabeth Smith; Cheryl Davies of Tu Kotahi Trust; George Thomson, Jane Oliver and Nick Wilson.

Funding: Regional Public Health.

Youth exposure to in-vehicle second-hand smoke and their smoking behaviours

Background and Aims

Exposure to second-hand smoke (SHS) causes adverse health outcomes for infants and youth and is implicated in a higher likelihood of smoking initiation. Although smokefree public environment policies reduce young people's exposure to SHS, they usually fail to protect children in two critical settings: the home and private vehicles. In contrast to a number of other jurisdictions, New Zealand does not have policies in place to restrict smoking around children in vehicles, though this is an area of current debate. Using 2006-2012 data from a large annual national survey of 14-15-year-olds, we aimed to inform national policy decisions and enable international comparisons by exploring prevalence and trends in SHS exposure in cars, and associations between demographics, SHS exposure, and self-reported smoking susceptibility or behaviour.



Progress

This project was completed in early 2013. Youth SHS exposure rates in-vehicle and in-home trended down slightly over time, but in 2012, 23% of respondents still stated they were exposed. Furthermore, marked inequalities in exposure between ethnic groups and by school-based socio-economic position, persisted. After adjusting for seven other factors associated with initiation, logistic regression analyses revealed statistically significant associations of in-vehicle SHS exposure with susceptibility to initiation and smoking.

These results have been disseminated at an international conference and published in tobacco control journals.

Project Team: Ben Healey, Richard Edwards, Janet Hoek, Nick Wilson, George Thomson, Steve Taylor.

Funding: University of Otago.

Smokefree Outdoor Spaces

Mapping of smoking around bars and cafes

Background and Aims

There is increasing interest in extending smokefree policies to outdoor locations such as bars and cafes in order to help denormalise smoking. This project observed and mapped the number and location of smokers on pavements outside a selection of bars and cafés in downtown Wellington.



Progress

Observations were made during April 2013 and these were mapped to show the visibility of smoking at bars and cafés with pavement leases in downtown Wellington. Presentations were made at conferences in June and October 2013. One article is in the final stages of review, and one is published.

Project Team: Observers: Jacky Chan, Tristan Burnett, Ranui Baillie, Sophia Blomfield, Peter Cameron-Christie, James Dickson, William Fleischl, Swetaa Gandhi, Katherine Gordon, Jaewon Heo, Agata Kesy, Alex Yu Kao, Christopher Kenny, Amy Knight.
Others: George Thomson, Nick Wilson, Amber Pearson, Daniel Nutsford.

Funding: Cancer Society (Wellington).

Using public comment on smokefree outdoor spaces to inform national and local government

Background and Aims

Online comments provide a simple and rapid means of identifying key themes that may inform policy-making around new smokefree area policies. This study examined themes present in online discussions provoked by news articles on smokefree outdoor public areas.

Progress

We analysed online comments in response to ten news articles about proposed smokefree outdoor area policies, published in New Zealand media from June 2012 to January 2013. We found 375 online comments responding to the articles, of which 217 were topic relevant. A journal letter has been accepted. A report is available at: <http://www.otago.ac.nz/wellington/otago067456.pdf>

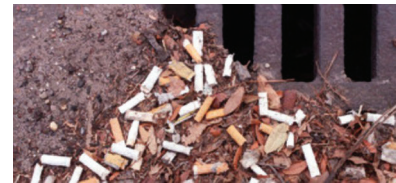
Project Team: George Thomson, Jane Oliver, Nick Wilson.

Funding: Asthma Foundation.

Smoking at bus stops

Background and Aims

There is increasing interest in smokefree outdoors policies in varied settings, and in the environmental impact of tobacco-related litter such as butts. This study examined how smokers behave at bus stops, specifically smoking frequency and butt disposal at bus stops.



Progress

A pilot study involved 27 hours of observation at Wellington city bus stops. On 95% of occasions, smoking occurred when other people were present, and in 50% of these cases people aged under 20 were waiting at the bus stop. In bus stops that included an enclosed shelter, we found that on 33% of occasions cigarettes were smoked inside the shelter with others present. Eighty four percent of the cigarettes smoked at bus stops were littered. A journal article based on the study has been published.

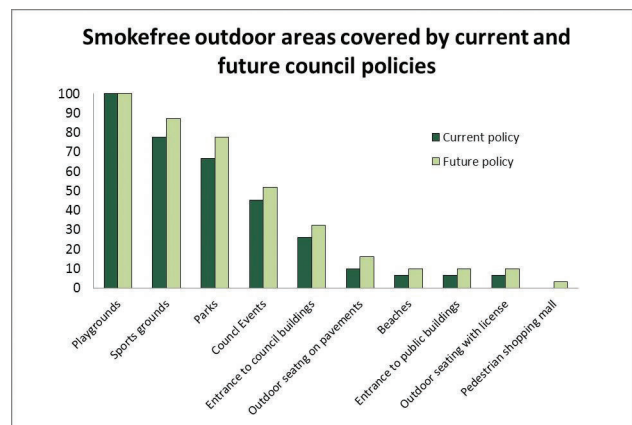
Project Team: Nick Wilson, Jane Oliver, George Thomson.

Funding: Internally funded.

Smokefree outdoor areas in New Zealand

Background and Aims

Smokefree outdoor policies bring many potential benefits including denormalising smoking and reducing exposure to the smell of smoking, potentially preventing relapse among quitters, reducing litter and environmental impacts, and empowering non-smokers to speak up when people smoke in designated smokefree areas. Smokefree outdoor policies have been successfully implemented internationally; areas covered include parks, playgrounds, beaches, bus shelters, sports fields, building entrances and outdoor dining areas. In New Zealand, there is significant support for restricting smoking in various outdoor settings. However, the extent and location of such policies among local authorities has not been described. This study involved a stocktake of smokefree outdoor areas (SFOA) policies for all territorial authorities in New Zealand.



Progress

An online survey of territorial authorities was undertaken at the end of 2012. SFOA policies had been enacted by a total of 47 councils, 31 of which responded to the survey, covering a combination of playgrounds, sports grounds, parks, and council run events. Lack of public health priorities and resources were common issues preventing other councils from developing a policy. Letters from health advocacy groups strongly influenced councils to introduce SFOA policies. The biggest barriers to implementation of SFOA policy were time and resource commitment required from staff, and the financial cost of signage. Councils relied on voluntary compliance with the policies; no councils used active enforcement. Few councils have evaluated their policy, but most felt that it had been successful. The results of this research were presented at local and international conferences and published as a journal article.

Project Team: Louise Marsh, Lindsay Robertson, Martin Witt, Heather Kimber.

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

Smokefree Campuses

Attitudes to smokefree campus policies in New Zealand

Background and Aims

Campus-wide smoking bans have been introduced at several New Zealand universities and are increasing internationally. Smokefree policies at tertiary institutions aim to promote positive social norms, reduce the harm from exposure to smoking, de-normalise smoking, reduce smoking uptake, and increase smoking cessation. This research assessed support among students and staff for a campus-wide smokefree policy at the University of Otago.

Progress

Attitudes to smoking on campus, smokefree campus policies, implementation and enforcement of smokefree policies were estimated using an online survey of 332 staff and 268 students at the University of Otago. Most participants had never smoked, or were past smokers; few reported being current smokers. Participants agreed that exposure to second-hand smoke is harmful, disliked being exposed to second-hand smoke on campus, and felt the university should promote a healthy work and study environment. Results indicated strong support from staff and students for smokefree policies at the university. Participants made a range of recommendations for implementing smokefree policies. Most agreed that compliance with a smokefree policy should be voluntary, but felt that Campus Watch should warn people who breach campus smokefree policy. The results of this survey provide a sound basis for university administrators to implement such policies. This research was presented at an international conference and has been accepted for publication as a journal article.

Project Team: Louise Marsh, Lindsay Robertson.

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



Smokefree tertiary institutions

Background and Aims

This research involved a stocktake of smokefree policies at New Zealand tertiary education institutions (TEI) and explored how these institutions have developed, implemented, enforced and evaluated their smokefree campus policies.

Progress

Semi-structured interviews were conducted with Health and Safety Managers at 22 of the 29 universities, polytechnics and Wananga throughout New Zealand. Of the 29 TEIs, 12 had a smokefree campus policy. Thirteen had policies that permitted smoking on campus, though six were progressing a smokefree campus policy. Barriers to implementing a smokefree campus policy included effective enforcement and perceived opposition from staff and students. TEIs with smokefree campus policies reported few challenges when implementing policies. Support for a smokefree policy from within the university, and poor compliance with designated smoking area policies, were among the facilitating factors. The research was presented at an international conference and a journal article is currently under review.

Project Team: Lindsay Robertson, Louise Marsh.

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

Smoking among university students

Background and Aims

In New Zealand, young adults aged 20 to 29 years have the highest smoking rates and substantial initiation occurs among older youth and young adults. University students are therefore a high risk group. While current smoking has decreased among young adults, non-daily smoking, including social smoking, where smoking occurs only or mainly in social situations, has increased and is particularly common among university and college students. This study estimated current daily and non-daily smoking among university students in New Zealand, and examined associations with demographic factors, whether the students consume alcohol, and if they attend a smokefree university.

Progress

Data for this research comes from a wider study of health behaviours among university students in New Zealand. The data has been collected and is currently being analysed. The results will be submitted to a scientific journal by mid-2014.

Project Team: Louise Marsh, Kim Cousins, Kyp Kypri, Jennie Connor, Janet Hoek.

Funding: Cancer Society of New Zealand, University of Otago Research Grant, PBRF grant, Department of Preventive and Social Medicine, University of Otago, and funding from ALAC/HPA.

Anticipation and acceptance of a tertiary smoke-free policy

Background and Aims

Many large organisations, including tertiary institutions, have adopted smoke-free campus policies. The University of Otago recently implemented such a policy and undertook research to observe smokers' behaviour in areas of high density and explore how staff and student smokers perceived the new policy and expected to adapt to it.

Progress

Pre-implementation observations were made in September and October 2013 and will be repeated in March and April 2014. Nineteen in-depth interviews were undertaken during the same period and will be repeated in April 2014. A journal article will be submitted in 2014.

Project Team: Janet Hoek, Robin Quigg, Louise Marsh, George Thomson.

Funding: Vice Chancellor's Discretionary Fund.

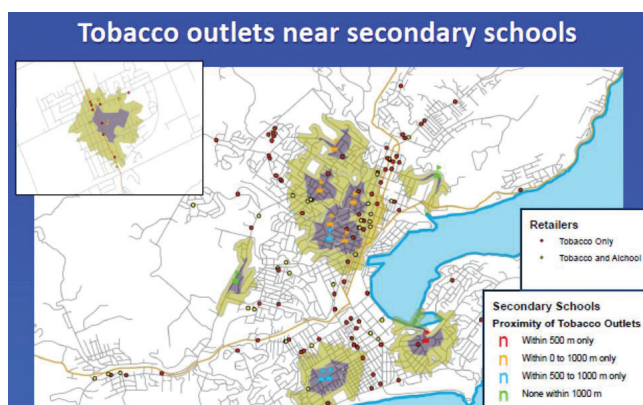
Policy Interventions Addressing Tobacco Availability and Supply

The retail environment has changed significantly over recent years as regulation has tightened and the potential for retail promotion decreased. This theme investigates the retailing of tobacco and the potential impacts of interventions in the retail setting to help achieve the Smokefree 2025 goal.

Spatial characteristics of tobacco retailers

Background and Aims

Although retailers cannot sell tobacco to people under the age of 18 years, there is scope for increased intervention in the retail environment. Currently, no licence or registration is required for selling tobacco in NZ, there are no restrictions on where tobacco can be sold (e.g., in relation to schools) and, unlike alcohol, any type of outlet is permitted to retail tobacco. Tobacco products can also be sold at many non-retail premises, such as alcohol-licensed premises. This study described the number and types of tobacco retail outlets throughout New Zealand and examined the distribution of outlets according to neighbourhood deprivation, their proximity to secondary schools, and the extent to which tobacco is sold alongside alcohol.



Progress

Using data on known tobacco outlets throughout New Zealand, GIS was used to map outlets, deprivation and secondary schools. A total of 5,008 tobacco outlets were identified, giving a density of 1 outlet per 617 people, or 1 outlet per 165 smokers. One-half of secondary schools had an outlet within 500m. Tobacco outlets were more densely located in areas of higher socioeconomic deprivation. A third of all tobacco outlets had a licence to sell alcohol. This study indicates the widespread retail availability of tobacco and the need for a mandatory system of registration for better enforcement of smokefree legislation. The results of this research were presented at an international conference and published as a journal article.

Project Team: Louise Marsh, Crile Doscher, Lindsay Robertson.

Funding: Research grant, University of Otago, and Cancer Society of New Zealand.

The impact of point of sale tobacco promotion on smoking

Background and Aims

As restrictions on tobacco advertising in traditional media have increased, the tobacco industry's expenditure on advertising and promotion has focused on retail incentives and tobacco promotion at the point-of-sale (POS). In 2009, a systematic review found a positive association between exposure to POS tobacco promotion and increased smoking and smoking susceptibility. This study updated the 2009 publication and reviewed and critically appraised recent evidence on the influence of POS tobacco promotion, and of POS tobacco display bans, on smoking-related behaviour and cognitions.

Progress

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. The systematic review was completed in January 2014. Twenty peer-reviewed studies (18 quantitative and 2 qualitative) met the inclusion criteria, and each study reported findings consistent with a positive association between exposure to POS tobacco promotion and smoking or smoking susceptibility. A manuscript has been submitted to an academic journal.

Project Team: Lindsay Robertson, Louise Marsh, Rob McGee, Janet Hoek.

Funding: PhD Scholarship, New Zealand Lottery Health, New Zealand Asthma Foundation and Cancer Society of New Zealand.

'Endgame Solutions' to the Tobacco Epidemic

Views of youth about tobacco endgames and tobacco control policies

Background and Aims

Although several studies have examined adults' perceptions of tobacco endgame goals and the potential policies that could realise these, fewer projects have explored how young people view this goal. This study documented trends in Year 10 students' perceptions of tobacco endgame goals and key tobacco control policy interventions.

Progress

Analysis of data from the 2006-12 ASH Year 10 surveys has been completed and a paper submitted for publication. Key findings included: strong support for two endgame goals and for each of the tobacco control measures examined, with strongest support given to having fewer places where tobacco could be sold (71% in 2012). Support was strongest among non-smokers and declined as participants' smoking frequency increased.

Project Team: Richard Jaine, Richard Edwards, Ben Healey, Janet Hoek.

Funding: Internally funded.



Tobacco Price and Tax

Tobacco pricing in response to tax increases in New Zealand

Background and Aims

Tobacco price increases reduce inequalities in smoking prevalence, since people with low socio-economic status are more responsive to price and tax increases and price elasticity is higher among young people. However, tobacco companies may manipulate excise tax increases to reduce the impact on the value brands typically smoked by lower SES smokers. This study examined variations in the price of three classes of cigarettes (value, mainstream and premium) and one brand of 'roll your own' to determine how the 10% tax increase on 1 January 2014 was applied.



Progress

The collection of price data for part one of this study was completed by 31 December 2013. Smokefree Enforcement Officers (SFEOs), Cancer Society staff, and the researchers collected price data from a sample of tobacco retailers in regions throughout New Zealand. Stage two of data collection is currently underway to enable a comparison to be made before and after the tax increase. The results will be submitted as two scientific papers by mid-2014.

Project Team: Louise Marsh, Claire Cameron, Robin Quigg, Rob McGee, Janet Hoek.

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

How do low SES smokers adapt to excise tax increases?

Background and Aims

Regular excise tax increases are designed to stimulate cessation among existing smokers. Critics, including tobacco companies, have argued this intervention is regressive and penalises those on lower incomes, for whom the cost of tobacco represents a higher proportion of their weekly budget. This study investigated that criticism by exploring how smokers earning less than the median income of \$28,600 and, in several cases, less than the definition of poverty (\$17,100) accommodated the costs of smoking.

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 and data analysis is currently underway. The results will be submitted as a journal article in 2014.

Project Team: Janet Hoek, Katie Smith, Dan Tautolo.

Funding: University of Otago summer studentship.

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?

Young people's social sources of tobacco

Background and Aims

Over the last decade, age restrictions tobacco purchases have reduced adolescent purchases from commercial sources, but have not affected perceived access to tobacco. Restrictions on commercial purchasing of tobacco may prompt young people to develop complex approaches for acquiring and purchasing cigarettes through alternative sources, including social sources. An infringement notice scheme was implemented in New Zealand in July 2012 to enforce the prohibition on the sale of tobacco to minors and increase the maximum fine for selling to minors. This policy, combined with annual tobacco price rises, may prompt young people to make greater use of social sources to access tobacco. This research examined young New Zealand smokers' social sources of tobacco.



Progress

A qualitative study involving 10 focus groups with young smokers explored how young people obtain their tobacco through non-commercial sources. Family was one of the main sources of tobacco for the young smokers in this study, and parents were the leading source, often purchasing tobacco for their children to smoke. Sharing tobacco amongst groups of friends was also very common. Additional methods were used when young smokers were desperate, including stealing, 'butt scabbing', and asking strangers. Both family and social networks continue to support smoking and supply tobacco to young people. Consequently, while these networks operate, young people will continue to smoke, despite increased regulations on commercial sales to minors. The results of this research were presented at an international conference and published as a journal article.

Project Team: Louise Marsh, Anna Dawson, Rob McGee.

Funding: Dean's Bequest Fund, Dunedin School of Medicine, University of Otago, and Cancer Society of New Zealand.

Sources of supply among youth smokers

Background and Aims

Important sources of cigarettes for youth smokers include purchase in shops (retail supply) or access via friends, peers, and family members (social supply). The current patterns of supply have not received detailed attention in New Zealand; in particular, we do not understand how recent large tobacco excise tax increases have affected young people's tobacco supply sources. This study documented trends in how Year 10 students who smoke have accessed tobacco.

Progress

Analysis of data from the ASH Year 10 survey between 2006 and 2012 has been completed and a paper outlining the results accepted for publication. The data show that over half of smokers reported their usual source of supply was friends and peers, though this source declined slightly over time. The findings suggest that further restrictions on commercial supply may have limited impact on reducing access to tobacco among young people and imply greater denormalisation of smoking, including higher tax increases and reductions in retail outlets, could more effectively reduce social supply.

Project Team: Janet Hoek, Ben Healey, Philip Gendall, Louise Marsh, Richard Edwards.

Funding: Internally funded.

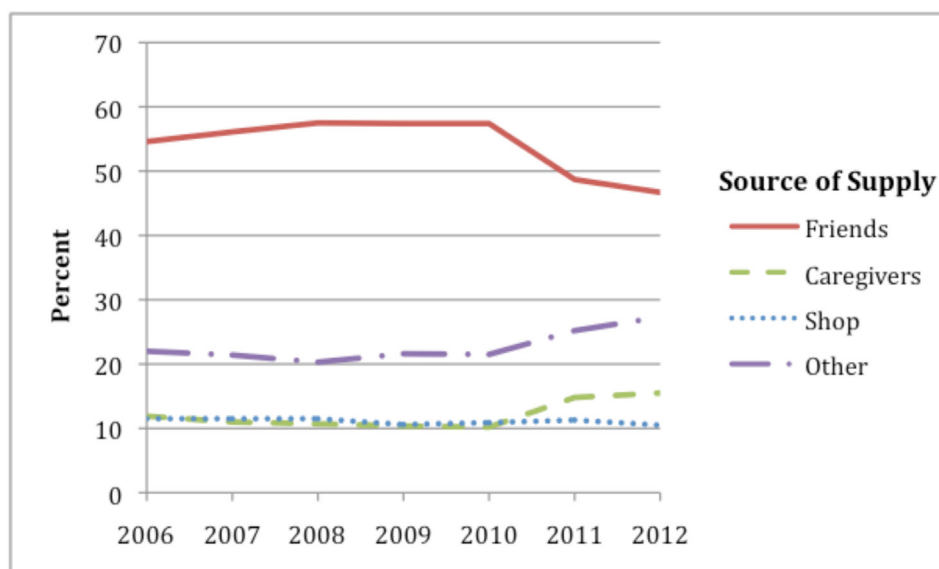


Figure 1 Trends in source of supply: 2006-2012

What do young New Zealanders want in terms of smoking cessation?

Background and Aims

Most people who smoke want to quit, including 69% of NZ 15- to 19-year-olds who regret their decision to start smoking. Despite wanting to quit, many young people are unable to do so successfully. Currently, few youth specific cessation services exist in New Zealand, although the Quit Group offers some resources for young people, including the youth-focused Txt2Quit programme. However, few young people appear to access these products and services, and only around one-third of 15- to 19-year-olds reported accessing any cessation support, quitting products or advice during their last quit attempt. A better understanding of young people's cessation behaviour would help inform the development of effective strategies that support young smokers to quit. This research examined what young people need to help them quit smoking.



Progress

A qualitative study involving focus groups with young people explored what they thought would help young smokers in New Zealand quit smoking. Participants suggested ideas to help young people quit smoking, including legislative changes, having supportive family, friends and community, quitting as a group, making personal changes such as keeping active, adopting alternative behaviours to smoking, and personalised health warnings. Many of these suggestions were interlinked and included the idea of a six-week, quit smoking camp, which would remove smokers from the social environments where smoking occurs. The time period was linked to what the young people felt was the biggest temptation period; if they could get through six weeks without smoking, they would be able to remain smokefree. The findings have now been published.

Project Team: Louise Marsh, Anna Dawson, Rob McGee.

Funding: Dean's Bequest Fund, Dunedin School of Medicine, University of Otago, and Cancer Society of New Zealand.

Social smoking

Background and Aims

While daily tobacco consumption is declining in New Zealand and other countries, social smoking (i.e., occasional/ low frequency) is becoming increasingly prevalent, particularly amongst young adults (18-29 yr olds), and appears to be a long-standing pattern of behaviour amongst some smokers. Existing research into the characteristics of social smokers is limited and much of the available evidence is based on samples of American college students as opposed to population-based samples. This research examined the demographic and smoking-related characteristics of social smokers and analysed how social smoking at age 21 progresses over time, to examine whether social smoking is associated with impairments in lung function and excessive alcohol consumption.

Progress

Data for this study comes from the Dunedin Multidisciplinary Health and Development Study. Data will be analysed during 2014 and it is anticipated that a manuscript will be submitted to a peer-reviewed journal by the end of 2014.

Project Team: Lindsay Robertson, Rob McGee, Bob Hancox.

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

Adolescent smoking as a predictor of maladaptive behaviours

Background and Aims

It is well established that smokers have higher rates of mental health problems, such as depression and anxiety, than the general population. This study examined the extent to which cigarette smoking in adolescence is associated with maladaptive versus adaptive coping behaviours in adulthood.

Progress

The data came from a longitudinal study of New Zealand adolescents followed into adulthood at age 32 years. The findings are consistent with the hypothesis that tobacco smoking may inhibit the development of self-efficacy or one's ability to act with appropriate coping behaviours in any given situation. The research results have now been published.



Project Team: Rob McGee, Sheila Williams, Shyamala Nada-Raja, Craig Olsson.

Funding: Health Research Council and Antisocial and Violent Behavior Branch of the U.S. National Institutes of Mental Health. Dr Olsson was supported by an Australian Research Council Fellowship.

Smoking as an informed choice

Background and Aims

When opposing tobacco control measures, tobacco companies often argue 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) will be conducted in 2014. National and international conference papers have been presented and a journal article is about to be submitted.

Project Team: Janet Hoek, Richard Edwards, Rebecca Gray.

Funding: Royal Society Marsden Fund.



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. Further analysis is currently underway, as is an exploration of the possible policy implications of our findings.

Project Team: Ben Healey, Richard Edwards, Janet Hoek.

Funding: Internally funded.

Weight gain following smoking cessation

Background and Aims

A recent meta-analysis reported that successful smoking cessation was associated with weight gain: on average, individuals gained 4-5kg one year after quitting. However, these findings were based on clinical trials and only short-term weight gain was measured. This area of research is important because weight gain following cessation may act as a barrier to deter some smokers from trying to quit. This study examined the extent of weight gain in the short term and long term following smoking cessation and the factors associated with this.



Progress

We used longitudinal data from the Dunedin Multidisciplinary Health and Development Study to identify those participants in the study who were daily smokers at age 21 years, but who had quit by age 38 years. Forty percent of the 335 smokers had quit. On average they gained about 5 kg in comparison with continuing smokers, but this weight gain was not different to that of never smokers; that is, their weight gain takes them back to the weight they would have been if they had never smoked in the first place. This moderate weight gain was also short-lived and did not extend over the longer term. A paper has been published and created a great deal of media interest.

Project Team: Rob McGee, Lindsay Robertson, Bob Hancox.

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

Māori Public Health and Tobacco Use – led by Heather Gifford

The prevalence of smoking among the Māori population in New Zealand is more than double that of the wider population. Research to evaluate the most effective approaches to reduce the incidence of smoking among Māori is a critical theme for the ASPIRE2025 group and our partner Whakauae Research Services.

Māori nurses and smoking

Background and Aims

This study is a partnership project between NZNO, Auckland University of Technology and Whakauae Research Services. It investigates smoking among Māori nurses, to explore the context and opportunity for change.

Progress

We have completed a national survey of 493 nurses and 43 qualitative interviews with NZNO members, from student nurses to those in employment; 95% of those who were surveyed or interviewed were Māori. The national survey found 30% of health care workers and 21% of nurses smoked on a regular basis. This figure for nurses who smoke is lower than the 30% reported in previous research. It is also pleasing to report that the majority of those smoking (72%) are limiting their smoking to fewer than ten cigarettes a day and several smoke fewer than five a day. Most of the survey participants smoke at home, but outside the house (84%), or at social functions (57%); only 30% smoke at work off site. This latter result suggests that smokefree workplaces are encouraging people to not smoke during work hours. Just over half of respondents were thinking about quitting. We are now analysing the qualitative data and will be designing a smoking cessation intervention for nurses that will be ratified by NZNO. We have two papers published from this work to date.

Project team: Heather Gifford, Amohia Boulton, Lynley Cvitanovic, Melody Potaka-Osborne, Denise Wilson, Leonie Walker.

Funding: Health Research Council.



Smokefree Pasifika – led by Stephanie Erick

With a disproportionately high number of Pacific adults in New Zealand smoking, this theme is a vital area of research for ASPIRE2025 and our partner, Tala Pasifika.

Duty Free Tobacco

Background and Aims

Cheap, duty-free tobacco and cultural pressures to give gifts of cigarettes are undermining attempts to cut high smoking rates in Pasifika communities. This project assessed the extent to which Pacific smokers and non-smokers are buying and smoking/distributing duty free tobacco. It explored patterns of behaviour around purchasing duty free tobacco, whether it is being used to circumvent tax increases, and how these Pacific community members view this behaviour.

Progress

Data collection and analyses are complete and the findings have been disseminated at several international conferences and to the Tala Pasifika Advisory Group. Key findings included that purchase of and gifting of duty free tobacco is common among Pacific people in New Zealand, even among non-smokers. The findings suggest that banning or greatly restricting duty free sales will be an important intervention to achieve Smokefree 2025 among Pacific peoples in New Zealand. The research results have been published and received wide media coverage. Other dissemination activities include short summaries for Pacific communities and stakeholders, and Pacific radio updates.

Project Team: El-Shadan Tautolo, Richard Edwards, Heather Gifford.

Funding: Turanga Emerging Issues Fund; University of Auckland.



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, www.aspire2025.org.nz;
- Providing media releases and writing op-eds and blogs;
- 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 2013. They received awards for research excellence and 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) – Boston, USA, March 2013

One oral presentation made and four posters shown.

Marketing and Public Policy Conference (MPP) – Washington, USA, May 2013

Two oral presentations made. Congratulations to Philip Gendall, Janet Hoek, Damien Mather and Richard Edwards whose paper, “How Effective Are Alternative Plain Pack Designs?” was chosen to receive the 2013 MPPC Best Paper in Conference Award.

Australian Health Promotion Association (AHPA) – Sydney, Australia, June 2013

Four oral presentations made.

The Cardiac Society of Australia and New Zealand, NZ Annual Scientific Meeting – Wellington, June 2013

Two oral presentations were made including a keynote presentation.

Asia Pacific Conference on Tobacco or Health (APACT) – Tokyo, Japan, August 2013

Four oral presentations made and eight posters shown.

The International Conference on Public Health Priorities in the 21st Century: The Endgame for Tobacco – Delhi, India, September 2013

Four oral presentations made and two posters shown.

2013 Smokefree Oceania – Auckland, NZ, October 2013

Twenty four presentations were made by our team including two keynote presentations, one poster shown.

Australian and New Zealand Marketing Academy Conference, Auckland, December 2013

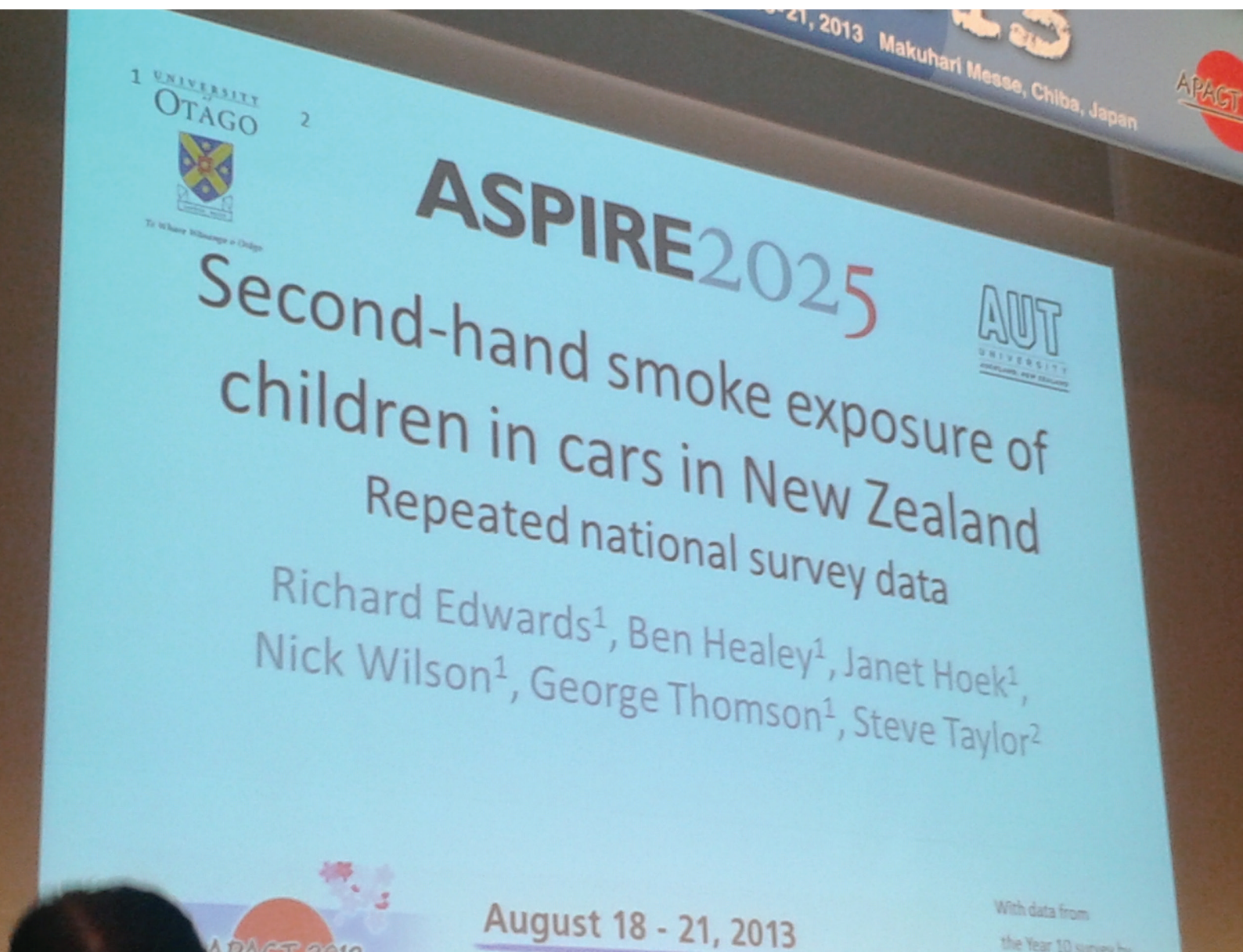
Two oral presentations were made.

Invited presentations

Janet Hoek and Richard Edwards presented jointly for the University of Otago Winter Lecture Series in Auckland and Wellington – Clearing the air: towards a smokefree nation. Janet Hoek presented to the O-Zone Early Career Evening.

Richard Edwards gave invited presentations on New Zealand's Smokefree 2025 goal at the National Addiction Centre, Institute of Psychiatry, Kings College London, The Royal College of Physicians in Edinburgh and the Smokefree North-East conference in Durham during a visit to the UK in March 2013.

Janet Hoek gave an invited presentation on tobacco retail policies to the Centre for Tobacco Control Research and Education, University of California, San Francisco in May 2013.



ASPIRE2025 seminars

The ASPIRE2025 group continued its very successful seminar series in 2013; 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. Content from each seminar is made available on our website.

Professor Stanton Glantz

In April, ASPIRE2025 hosted Professor Stanton Glantz, Director of the Centre for Tobacco Control Research and Education, and one of the world's leading tobacco control researchers. Professor Glantz gave a number of presentations around NZ including:

- Harm Reduction: If e-cigarettes are not the solution, what is? – Auckland and Wellington
- Smoking in Movies: The open back door to tobacco promotion – Wellington
- Ending the Tobacco Epidemic: Realising a smokefree Aotearoa/New Zealand – Dunedin

Harm Reduction: If E-cigarettes Are Not the Solution, What Is?

Monday 08 April
3.15pm–5pm

University of Otago Auckland Centre,
385 Queen Street, Auckland

There is no cost to attend this seminar, but places are limited. To RSVP please email D.Harding@otago.org.nz by Thursday 4 April

Registration is not open to individuals who have any current or previous affiliations with any tobacco company.

Professor Stanton Glantz
Centre for Tobacco Control Research and Education, University of California, San Francisco



E-cigarettes are now being widely promoted as a safer alternative to conventional cigarettes as a "harm reduction" strategy. The logic used assumes any device providing nicotine is safer than smoked tobacco. To assess whether this is a reasonable approach, it is important to consider not only the relative toxicity of the products, but how widespread promotion would affect overall nicotine and tobacco use patterns, the policy costs of this strategy, and proven alternatives.

Harm Reduction & Smoking in Movies

Tuesday 09 April
2pm–5pm

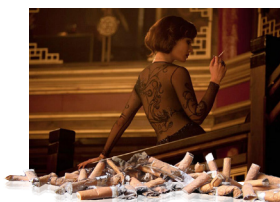
2.15–3.15pm Harm Reduction Seminar
3.15–3.45pm Afternoon tea
3.45–4.45pm Smoking in Movies

Te Wharewaka, 15 Jervois Quay,
Wellington waterfront

There is no cost to attend this seminar, but places are limited. To RSVP please email D.Harding@otago.org.nz by Thursday 4 April

Registration is not open to individuals who have any current or previous affiliations with any tobacco company.

Professor Stanton Glantz
Centre for Tobacco Control Research and Education, University of California, San Francisco



Harm Reduction: If E-cigarettes Are Not the Solution, What Is?

E-cigarettes are now being widely promoted as a safer alternative to conventional cigarettes as a "harm reduction" strategy. To assess whether this is a reasonable approach, it is important to consider not only the relative toxicity of the products, but how widespread promotion would affect overall nicotine and tobacco use patterns, the policy costs of this strategy, and proven alternatives.

Smoking in Movies:

The Open Back Door to Tobacco Promotion

Exposure to onscreen smoking is a powerful stimulus for youth smoking and may promote relapse among smokers who are trying to quit. Yet despite the research evidence, there are no effective controls on this exposure. Furthermore, governments around the world, including New Zealand, subsidise youth-rated films that promote tobacco use. Simple and inexpensive policy solutions, including adult content ratings for smoking films and an end to subsidies to movies with smoking, can go a long way toward solving this problem.

Ending the Tobacco Epidemic: Realising a Smokefree Aotearoa / New Zealand

Thursday 11 April
5.30pm

OPEN LECTURE

Archway 3, University of Otago,
Dunedin

Professor Stanton Glantz
Centre for Tobacco Control Research and Education, University of California, San Francisco



New Zealand has set a goal of eliminating tobacco use by 2025. This goal is easily achievable through a combination of aggressive smokefree policies and mass media campaigns to reinforce the non-smoking norm. Expansion of smokefree spaces, increased excise tax, stronger social marketing campaigns and plain packaging are all important, well-supported steps in realising this goal. As other restrictions are lightened, eliminating smoking from motion pictures and other entertainment media will become increasingly important. "Harm reduction" strategies could have the unintended consequence of normalising tobacco use. New Zealand has a unique opportunity to lead the world in demonstrating how progressive policies can bring about a smokefree nation.

Associate Professor Tim Dewhirst | Dr Beth Lee

ASPIRE2025 also hosted Associate Professor Tim Dewhirst (University of Guelph) and Dr Wongkyong (Beth) Lee (University of Western Ontario) at a very well attended seminar, which explored culture jamming (satirising the tobacco industry's communications) and how the tobacco control community might use social media more effectively.

Professor Dewhirst and Dr Lee also presented a day-long course (Social Marketing) as part of Otago University's Department of Public Health's Summer School. In addition, Dr Lee gave an invited lecture on smokers' regret and the rationalising strategies they employ to manage regret and maintain a semblance of control over their addiction.

Jonathan Liberman

At our third seminar for 2013 we hosted Jonathan Liberman, Director of the McCabe Centre for Law and Cancer, part of the Cancer Council Victoria, Australia. Mr Liberman specialises in trade law and is a member of the Australian Government's Expert Advisory Group on Plain Packaging. His seminar, 'Tobacco control and the Law', provided a very helpful update on the two international court cases currently being taken against the Australian government (WTO case and bilateral investment treaty dispute).

Smokefree Oceania gateway

Our final seminar was held at the Oceania Smoke-free Conference in October, where our Māori and Pacific partners (Whakauae Research Services and Tala Pasifika) presented an indigenous gateway symposium prior to the main conference. In addition, a number of other ASPIRE2025 researchers contributed to the gateway symposium on Local Government Smokefree Initiatives.

Culture-jamming: Creating a Smokefree Social Movement

ASPIRE 2025 SEMINAR
Tuesday 12 February 2013
At the Amora Hotel
170 Wakefield Street, Wellington

We invite you to an ASPIRE2025 seminar to learn how culture-jamming could help us foster a smokefree social movement. From the early days of BU-GA-UP (Billboard Utilising Graffitiists Against Unhealthy Promotions), culture-jamming has turned tobacco industry promotions into self-parodies. As we work towards a society where tobacco is widely recognised as an abnormal product, culture-jamming represents a potentially innovative and appealing way of exposing industry arguments. This seminar will explore culture-jamming as a means of capturing public interest and promoting the smokefree 2025 goal.

Keynote Address: Associate Professor Tim Dewhirst

Tim Dewhirst is an Associate Professor in the Department of Marketing and Consumer Studies at the University of Guelph, Canada. He studied for his Ph.D. with Professor Rick Pullay, at the Sauder School of Business, University of British Columbia.



Tim's research interests centre on tobacco control and his work includes analyses of marketing documents from the Legacy collection, undertaken when he was a Fulbright Scholar. More generally, Tim critically examines tobacco companies' marketing strategies and his expertise in this area has seen him provide expert testimony in Canadian and U.S. tobacco litigation.

Findings from Tim's research have been published in *Tobacco Control*, *Journal of Public Policy & Marketing*, *Journal of Advertising*, and *Addiction*. He has secured funding for tobacco control research from numerous sources and is a sought-after collaborator.

In addition to presenting this seminar, Tim will also be presenting a workshop on social marketing on **Thursday 14 February** at the University of Otago—Wellington Public Health Summer School. <http://bit.ly/TWZFsh>

Seminar Schedule	
2.45pm	Coffee & registration
3.05pm	Welcome
3.15pm	Keynote address
4.15pm	Questions & discussion
4.45pm	Seminar closes

There is no cost to attend this seminar, but places are limited.

To register, contact Donna at the Health Promotion Agency by 2pm on Friday 8th February. Email: D.Harding@hpa.org.nz

Registration is not open to individuals who have any current or previous affiliations with any tobacco company.

ASPIRE2025 is a national collaboration of leading New Zealand tobacco control researchers with experts from the University of Otago, Massey University, AUT, Tala Pasifika and Whakauae Research for Māori Health and Development. ASPIRE2025 will conduct research to inform the Smokefree 2025 goal. We are proud to be partners with the Health Promotion Agency.

www.aspire2025.org.nz

Tobacco control & the law: current issues in NZ and internationally

ASPIRE 2025 SEMINAR
Tuesday 23 July 2013
At Te Wharewaka, Wellington

We invite you to an ASPIRE2025 seminar with international tobacco control legal expert Jonathan Liberman, who will discuss some of the major international issues in tobacco control that are of interest in New Zealand.

Register now to hear about:
Plain tobacco packaging: Jonathan will update us on the legal challenges in Australia, the implications for international law and potential relevance to NZ's efforts to introduce plain packaging.

Tobacco control and international trade and investment law: Many public health advocates are concerned about the impact of international trade and investment law on tobacco control. Jonathan will discuss these concerns in relation to both existing trade and investment agreements and the proposed TPPA.

WHO Framework Convention on Tobacco Control (FCTC): Jonathan will discuss the implementation of the FCTC over its first 8 years in force, and the major challenges and opportunities ahead.

Keynote Address: Jonathan Liberman

Jonathan Liberman is Director of the McCabe Centre for Law and Cancer, a joint initiative of Cancer Council Victoria and the Union for International Cancer Control, based in Melbourne, Australia.

He is a lawyer with 15 years' experience in legal and policy research, advice and advocacy on issues relating to cancer control at both domestic and global levels.

Jonathan is a member of the Australian Government's expert advisory group on plain packaging and Standing Committee on Tobacco of the Inter-Governmental Committee on Drugs.



Seminar Schedule	
2.45pm	Coffee & registration
3.00pm	Welcome
3.05pm	Keynote address
4.15pm	Questions & discussion
5-7pm	Refreshments hosted by Cancer Society and Smokefree Coalition

There is no cost to attend this seminar, but places are limited.

To register, contact Donna at the Health Promotion Agency by 2pm on Friday 19th July. Email: D.Harding@hpa.org.nz

Registration is not open to individuals who have any current or previous affiliations with any tobacco company.

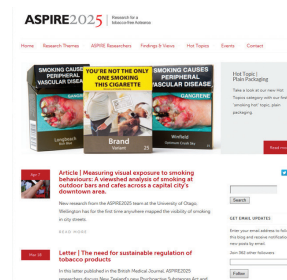
ASPIRE2025 is a national collaboration of leading New Zealand tobacco control researchers with experts from the University of Otago, Massey University, AUT, Tala Pasifika and Whakauae Research for Māori Health and Development.

ASPIRE2025 conducts research to inform the Smokefree 2025 goal. We are proud to be partners with the Health Promotion Agency.

www.aspire2025.org.nz

ASPIRE2025 website

The ASPIRE2025 website (www.aspire2025.org.nz) has been further developed and updated, and is now a major publicity and dissemination medium for the group. The website often attracts over 1,000 page views per month.



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. Press releases and media coverage in 2013 included research describing children's exposure to smoking in cars and the impact of smokefree playgrounds. Studies that received particularly high coverage include Dan Tautolo's Duty Free Tobacco project and Brent Caldwell's 'Inhale' and NRT community trials.

We have also engaged pro-actively in public debates, notably through contributions in national newspapers, including op-ed pieces on firing up actions to achieve our 2025 goal in *The New Zealand Herald*, on Smokefree Campus in the *Otago Daily Times* and through blogs via the blogsite Public Health Expert (<http://blogs.otago.ac.nz/pubhealthexpert/>).



Policy Submissions

We make regular policy submissions on tobacco control issues. For example, in 2013 an oral submission to Wellington City Council on its annual plan proposing extending smokefree areas to the 'Golden Mile' received widespread media coverage and comment.

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 including the National Lung Cancer Working Group, 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 and Richard Edwards chair the University of Otago Smokefree Campus working group. 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. During 2013 we carried out research funded by HRC, the Marsden Fund, and the Ministry of Health, amongst others. We have several current applications under review including HRC project and programme grants.

Projects newly funded during 2013 included:

- Estimation of the effect of dissuasive cigarette sticks, PIs Janet Hoek and Philip Gendall, Heart Foundation.
- SMIRQ: Smokefree message interpretations, responses and quitting. PI Janet Hoek, Health Research Council.
- Taking NRT direct to smokers. PI Brent Caldwell, Ministry of Health Innovation Fund.
- Tobacco industry media tactics to counter plain packaging legislation in New Zealand, PIs Anaru Waa, Richard Edwards, Janet Hoek, University of Otago.
- Evaluating the introduction of the University's smoke-free campus policy, PIs Janet Hoek and Robin Quigg, University of Otago
- Tobacco retailing, Lindsay Robertson received a Lotteries Health PhD scholarship and a grant from the Asthma Foundation to support her research costs.

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 2025 smokefree goal by building capacity for tobacco control research in New Zealand.

Our current and recent post-graduate students are:

- Judy Li (impact of graphic health warnings) – PhD, submitted
- Rebecca Gray (investigation of exercise of informed choice by young adults starting smoking) – PhD
- Lindsay Robertson (retailer regulation – new policy measures) – PhD
- Stella McGough (smoking in people with severe mental illness) – PhD
- Jessica Davidson (a qualitative study into youth oriented tobacco warnings) – MCom Marketing. Passed with Distinction

Five summer students worked with us:

- Anna Marshall – discarded pack collection study
- Gregor Whyte – public responses to the removal of point-of-sale displays
- Anna Hoek-Sims – dissuasive cigarette sticks
- Luke Gardener – history of plain packaging
- Sophie Bang – media portrayal of tobacco control policies in New Zealand

ASPIRE2025 Research Outputs 2013

Journal Articles

- Blakely, T., Barendregt, J.J., Foster, R.H., Hill, S., Atkinson, J., Sarfati, D., **Edwards, R.** (2013). The association of active smoking with multiple cancers: National census-cancer registry cohorts with quantitative bias analysis. *Cancer Causes and Control*, 24(6), 1243-1255.
- Burton, S., Spanjaard, D., **Hoek, J.** (2013). An investigation of tobacco retail outlets as a cue for smoking. *Australasian Marketing Journal*, 21(4), 234-239.
- Edwards, R.**, Carter, K., Peace, J., Blakely, T. (2013). An examination of smoking initiation rates by age: results from a large longitudinal study in New Zealand. *Australian and New Zealand Journal of Public Health*, 37, 516-519.
- Edwards, R.**, **Wilson, N.**, Peace, J., Weerasekera, D., **Thomson, G.**, & **Gifford, H.** (2013). Support for a tobacco endgame and increased regulation of the tobacco industry among New Zealand smokers: results from a National Survey. *Tobacco Control*, 22,e86-e93.
- Gendall, P.**, **Hoek, J.**, **Maubach, N.**, **Edwards, R.** (2013). Public support for more action on smoking. *New Zealand Medical Journal*, 126(1375).
- Gifford, H.**, Wilson, D., Boulton, A., Walker, L., Shepherd-Sinclair, W. (2013). Maori nurses and smoking: what do we know? *New Zealand Medical Journal*, 126(1384).
- Healey, B.**, **Hoek, J.**, **Wilson, N.**, **Thomson, G.**, Taylor, S, **Edwards, R.** (2013). Youth exposure to in-vehicle second-hand smoke and their smoking behaviours: trends and associations in repeated national surveys (2006–2012). *Tobacco Control*, doi:10.1136/tobaccocontrol-2013-051124.
- Hoek, J.**, **Hoek-Sims, A.**, **Gendall, P.** (2013). A qualitative exploration of young adult smokers' responses to novel tobacco warnings. *BMC Public Health*, 13(1), 609.
- Hoek, J.**, **Maubach, N.**, Stevenson, R., **Gendall, P.**, **Edwards, R.** (2013). Social smokers' management of conflicted identities. *Tobacco Control*, 22 (4), 261-265.
- Ikeda, T., Cobiac, L., **Wilson, N.**, Carter, K., Blakely, T. (2013). What will it take to get to under 5% smoking prevalence by 2025? Modelling in a country with a smokefree goal. *Tobacco Control*, doi:10.1136/tobaccocontrol-2013-051196.
- Marsh, L.**, Dawson, A. and **McGee, R.** (2013). What do young New Zealanders want in terms of smoking cessation? *Journal of Smoking Cessation*, 1-11.
- Marsh, L.**, Dawson, A., **McGee, R.** (2013). "When you're desperate you'll ask anybody": young people's social sources of tobacco. *Australian and New Zealand Journal of Public Health*, 37(2),155-161.
- Marsh, L.**, Doscher, C., & **Robertson, L.A.** (2013). Characteristics of tobacco retailers in New Zealand. *Health & Place*, 23, 165-170.
- McCool, J., **Hoek, J.**, **Edwards, R.**, **Thomson, G.**, **Gifford, H.** (2013). Crossing the smoking divide for young adults: Expressions of stigma and identity among smokers and nonsmokers. *Nicotine & Tobacco Research*,15(2), 552-556.
- McGee, R.**, Williams, S., Nada-Raja, S., Olsson, C. (2013). Tobacco smoking in adolescence predicts maladaptive coping styles in adulthood. *Nicotine and Tobacco Research*, doi: 10.1093/ntr/ntt081.
- Maubach, N.**, **Hoek, J.**, **Edwards, R.**, **Gifford, H.**, **Erick, S.**, **Newcombe, R.** (2013). "The times are changing": New Zealand smokers' perceptions of the tobacco endgame. *Tobacco Control*, 22(6), 395-400.
- Patel, V., Nowostawski, M., **Thomson, G.**, **Wilson, N.**, Medlin, H. (2013). Developing a smartphone 'app' for public health research: the example of measuring observed smoking in vehicles. *Journal of Epidemiology and Community Health*, 67(5), 446-452.
- Thomson, G.**, **Russell, M.**, **Jenkin, G.**, Patel, V., **Wilson, N.** (2013). Informing outdoor smokefree policy: Methods for measuring the proportion of people smoking in outdoor public areas. *Health & Place*, 20, 19-24.
- Whyte, G.**, **Hoek, J.**, **Gendall, P.** (2013). Advancing the retail endgame: Public perceptions of retail policy interventions. *Tobacco Control*, doi:10.1136/tobaccocontrol-2013-051065.
- Wilson, N.**, **Thomson, G.**, **Edwards, R.**, **Blakely, T.** (2013) Potential advantages and disadvantages of an endgame strategy: A 'sinking lid' on tobacco supply. *Tobacco Control*, 22(suppl 1), i18-i21.
- Wilson, N.**, van der Deen, F.S., Pearson, A.L., Cobiac, L., Blakely, T. (2013) Expert ranking of tobacco control interventions for health economic modelling research in New Zealand. *New Zealand Medical Journal*, 126(1368), 1-4.

Journal Letters

- Healey, B., Edwards, R., Wilson, N., Thomson, G., Hoek, J., Taylor, S.** (2013). The important persisting problem of smoking in cars with children: New data from a multi-year national survey of young people. *New Zealand Medical Journal*, 126 (1369).
- Hoek, J., Healey, B., Gendall, P., Edwards, R., Jaine, R.** (2013). How do adolescents perceive plain packaging? *New Zealand Medical Journal*, 126(1383).
- Marshall, A., **Edwards, R., Wilson, N., Thomson, G., Peace, J.** (2013). Missed tobacco tax revenue from 'foreign' packs in New Zealand: Results from a discarded pack collection study. *New Zealand Medical Journal*, 126(1386).
- Maubach, N., Hoek, J., Edwards, R., Crane, J., McCool, J.** (2013). Smoking in children's films – covert tobacco advertising causing smoking uptake or much ado about nothing? *New Zealand Medical Journal*, 126(1375).
- Thomson, G., Wilson, N., Maubach N.** (2013). Switch to large pictorial health warnings on cigarette packs. *British Medical Journal*, 346, (2084).
- Van der Deen, F., **Wilson, N.** (2013). Why a new plain packaging law should also cover cigarette design. *New Zealand Medical Journal*, 126(1377).
- Vega, S., **Wilson, N., Thomson, G.** (2013). Survey of smoking areas at bars in central Wellington City: scope for further hazard reduction? *New Zealand Medical Journal*, 126(1387).
- Wilson, N., Thomson, G.** (2013). Updating New Zealand's national smokefree law to reduce anomalies and improve health protection. *New Zealand Medical Journal*, 126 (1384) 1-3.

Blogs

- Blakely, T., **Wilson, N.** (2013) What will it take to get to under 5% smoking prevalence 2025? Lots of cessation. *Public Health Expert* 16 October.
- Edwards, R.** (2013) Smart party pill law makes tobacco & alcohol regulation look pathetic. *Public Health Expert* 24 September.
- Hoek, J.** (2013) The case for tobacco supply restrictions. 6 September.
- Maubach, N.** (2013) Protecting children in cars from tobacco smoke: The inconsistent case of new mandatory child restraints while optional smoking persists. *Public Health Expert* 1 November.
- Wilson, N.** (2013) The need for an expanded national smokefree law – just got more critical. *Public Health Expert* 4 October.

Conference Papers

Conference Award – Best paper in conference

- Gendall, P., Hoek, J., Mather, D., Edwards, R.** (2013) How effective are alternative plain pack designs? *Marketing and Public Policy Conference: The Changing Role of Policy in Consumer Well-Being*, Washington D.C. May 30–June 1.

Keynote Presentations

- Edwards, R.** (2013) Are we game for the Endgame? Presented at *International Conference on Public Health Priorities in the 21st Century: The Endgame for Tobacco*, Delhi, India, 10-12 September.
- Edwards, R.** (2013) Legislation and regulation: Where to next, and how? Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Gifford, H.** (2013) Is sharing tobacco within the home really good manaakitanga?? Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Hoek, J.** (2013) Food, tobacco and public policy: How similar are Joe Camel and Ronald McDonald? Keynote presentation at *The Cardiac Society of Australia and New Zealand, New Zealand Annual Scientific Meeting*, Wellington, New Zealand, 7-8 June.

Oral Presentations

- Edwards, R.** (2013) The place of tobacco supply control in the context of broader tobacco control measures. Presented at Gateway session on “Tobacco supply control in a local government context” at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Edwards, R.** (2013) Adding leadership to plain packaging. Presented at *International Conference on Public Health Priorities in the 21st Century: The Endgame for Tobacco*, Delhi, India, 10-12 September.
- Edwards, R.** (2013) Smoking – can we stub it out by 2025? Presented at *The Cardiac Society of Australia and New Zealand, New Zealand Annual Scientific Meeting*, Wellington, New Zealand, 7-8 June.
- Edwards, R., Healey, B., Hoek, J., Wilson, N., Thomson, G., Taylor, S.** (2013) Second-hand smoke exposure of children in cars in New Zealand: Repeated national survey data. Presented at *10th APACT Conference*, Chiba, Japan, 18-21 August.
- Edwards, R., Hoek, J., Van der Deen, F.** (2013) An evaluation of NZ’s smokefree media strategy and the 2025 goal. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Edwards, R., Marshall, A., Thomson, G., Peace, J., Wilson, N.** (2013) How are tobacco companies preparing for standardised packaging? A survey of discarded tobacco packs in New Zealand. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Edwards, R., Marshall, A., Thomson, G., Peace, J., Wilson, N.** (2013) Impact of foreign tobacco carried into New Zealand: evidence from a discarded pack collection study. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Edwards, R., Wilson, N., Thomson, G., Russell, M., Peace, J., Gifford, H.** (2013) Daring to dream: Policy-maker and practitioner views of an ‘endgame’ solution to tobacco smoking at a country level. Presented at *10th APACT Conference*, Chiba, Japan, 18-21 August.
- Gifford, H.** (2013) Māori nurses and smoking: Tensions and intentions. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Gray, R.** (2013) Exploring an oxymoron: “Informed adult choice” at the time of smoking uptake. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Gray, R.** (2013) “But it’s not me on the packet”: Making risk communication relevant for young adult smokers. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Healey, B., Hoek, J., Edwards, R.** (2013) Posting behaviour patterns in an online smoking cessation social network: Implications for intervention design and development. Presented at *Australian and New Zealand Marketing Academy Conference*, Auckland, New Zealand, 1-4 December.
- Hoek, J., Gendall, P., Mather, D., Maubach, N., Gifford, H., Erick, S., Tautolo, D., Edwards, R., Newcombe, R.** (2013). An evaluation of alternative smokefree message themes. Paper presented by Richard Edwards at the *19th Annual International Meeting of the Society for Research on Nicotine and Tobacco (SRNT)*, Boston, USA, 13-16 March.
- Hoek, J., Healey, B., Gendall, P., Edwards, R., Jaine, R.** (2013) Determinants of adolescents’ perceptions of plain packaging. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Hoek, J., Kemp, J., Gendall, P.** (2013) Could evocative brand variant names undermine plain packaging? Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Hoek, J., Maubach, N., Erick, S., Gifford, H., Edwards, R., Newcombe, R.** (2013) Choice, control and the paradox of smoking during pregnancy. Presented at *Marketing and Public Policy Conference (MPP)*, Washington, USA, 30 May – 1 June.
- Ikeda, T., Cobiac, L., Wilson, N., Carter, K., Blakely, T.** (2013) What is needed to achieve New Zealand’s smokefree nation goal: Results from a forecasting model. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Jaine, R., Healey, B., Edwards, R., Hoek, J.** (2013) “I want to live in a country where no-one smokes”: Trends in adolescents’ support for a smokefree 2025. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Marsh, L., Robertson, L., Doscher, C.** (2013) Characteristics of tobacco retailers in New Zealand. Presented at *International Conference on Public Health Priorities in the 21st Century: The Endgame for Tobacco*, Delhi, India, 10-12 September.

- Marsh, L., Robertson, L., Witt, M., Kimber, H.** (2013) Smokefree outdoor areas in New Zealand: How far have we come? Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- McGee, R., Marsh, L., Bang, S.** (2013) How is tobacco control reported in New Zealand newspapers? Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- McGough, S., Lawn, S.** (2013) Too hard basket or health for all? Getting to know New Zealand smokers with mental health issues. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Pearson, A. (2013) Modelling the impact of reduced tobacco outlets: Could this achieve the smokefree 2025 goal? Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Tautolo, D., Edwards, R., Gifford, H.** (2013) Cheaper by the carton? Pacific people and duty-free tobacco. Presented at *International Conference on Public Health Priorities in the 21st Century: The Endgame for Tobacco*, Delhi, India, 10-12 September.
- Tautolo, D., Edwards, R., Gifford, H.** (2013) Cheaper by the carton? Pacific people and duty-free tobacco. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Thomson, G.** (2013) Do changes in neighbourhood and household level of smoking result in changes in smoking behaviour? Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Thomson, G., Pearson, A., Nutsford, D., Jayasinghe, S., Wilson, N.** (2013) The visibility of smoking outside bars and cafes: New methodology and results. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Thomson, G., Russell, M., Jenkin, G., Patel, V., Wilson, N.** (2013) The presence of children in outdoor public spaces. Presented at the *21st National Conference of the Australian Health Promotion Association (AHPA)*, Sydney, Australia, 17-19 June.
- Thomson, G., Jayasinghe, S., Pearson, A., Wilson, N., Nutsford, D.** (2013) The geography of smoking outside bars and cafés in the Wellington CBD. Presented at the *21st National Conference of the Australian Health Promotion Association (AHPA)*, Sydney, Australia, 17-19 June.
- Thomson, G., Wilson, N.** (2013) Measuring smoking in outdoor public spaces. Presented at the *21st National Conference of the Australian Health Promotion Association (AHPA)*, Sydney, Australia, 17-19 June.
- Thomson, G., Wilson, N.** (2013) Taking denormalisation seriously: Local government and outdoor smokefree places. Presented at the *21st National Conference of the Australian Health Promotion Association (AHPA)*, Sydney, Australia, 17-19 June.
- Thomson, G., Wilson, N., Edwards, R.** (2013) Smoking denormalisation: What can we do now? Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Van der deen, F. (2013) Exploring the impact of outdoor secondhand smoke drift on indoor air quality in New Zealand restaurants. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Waa, A.** (2013) Why can't I agree to disagree? Tobacco industry efforts to manipulate public opinion about plain packaging. Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Whyte, G., **Gendall, P., Hoek, J.** (2013) An evaluation of the removal of tobacco retail displays in New Zealand. Presented at *10th APACT Conference*, Chiba, Japan, 18-21 August.
- Whyte, G., **Gendall, P., Hoek, J.** (2013) New Zealand smokers' and non-smokers' support for end-game retail policies. Presented at *10th APACT Conference*, Chiba, Japan, 18-21 August.
- Whyte, G., **Gendall, P., and Hoek, J.** (2013) Smokers' and non-smokers' assessments of tobacco policy interventions. Presented at *Australian and New Zealand Marketing Academy Conference*, Auckland, New Zealand, 1-4 December.
- Wilson, N.** (2013) The tobacco endgame in New Zealand: How might tobacco taxation contribute for Māori and all New Zealanders? Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.

Conference Posters

- Edwards, R., Carter, K., Peace, J., Blakely, T.** (2013) Who is starting smoking? An investigation of uptake among all ages using prospectively collected data. Poster presented at the *19th Annual International Meeting of the Society for Research on Nicotine and Tobacco (SRNT)*, Boston, USA, 13-16 March.
- Edwards, R., Healey, B., Thomson, G., Wilson, N., Hoek, J., Taylor, S.** (2013) Secondhand smoke exposure in cars and homes is associated with susceptibility to smoking in 14-15 year old children: Repeated national survey data. Presented at *10th APACT Conference*, Chiba, Japan, 18-21 August.
- Healey, B., Edwards, R., Hoek, J., Thomson, G.** (2013) Monitoring political discourse around end-game goals. Using automated textual analysis to enable an on-going overview for tobacco control. Presented at *10th APACT Conference*, Chiba, Japan, 18-21 August.
- Healey, B., Hoek, J., Edwards, R.** (2013) Patterns of posting behaviour in an online cessation community. Presented at *10th APACT Conference*, Chiba, Japan, 18-21 August.
- Hoek, J., Gendall, P., Whyte, G.** (2013) Perceptions and misperceptions of a smokefree goal: Challenges for communications. Presented at *10th APACT Conference*, Chiba, Japan, 18-21 August.
- Ikeda, T., Cobiac, L., Nghiem, N., Carter, K., Wilson, N., Blakely, T.** (2013) What is needed to achieve New Zealand's smokefree nation goal: Results from a forecasting model. Presented at *10th APACT Conference*, Chiba, Japan, 18-21 August.
- Maubach, N., Hoek, J., Gifford, H., Erick, S., Edwards, R., Newcombe, R.** (2013) What messages do young adult smokers believe will be effective in cessation advertising? Presented at *10th APACT Conference*, Chiba, Japan, 18-21 August.
- Maubach, N., Hoek, J., Gifford, H., Erick, S., Edwards, R., Newcombe, R.** (2013) What elements improve the perceived communication effectiveness of cessation messages? Presented at *Smokefree Oceania*, Auckland, New Zealand, 23-25 October.
- Marsh, L., Robertson, L., Witt, M., Kimber, H.** (2013) Smokefree outdoor areas in New Zealand: How far have we come? Presented at *International Conference on Public Health Priorities in the 21st Century: The Endgame for Tobacco*, Delhi, India, 10-12 September.
- Marsh, L., Robertson, L., Cameron, C.** (2013) Tertiary education smokefree campus policies in New Zealand. Presented at *International Conference on Public Health Priorities in the 21st Century: The Endgame for Tobacco*, Delhi, India, 10-12 September.
- Stone, P., Erick, S., Kimura, S.** (2013) Effective nationwide networking and social movement in Aotearoa New Zealand. Presented at *10th APACT Conference*, Chiba, Japan, 18-21 August.
- Tautolo, D.** (2013) Smoking prevalence and behaviours amongst a longitudinal cohort of Pacific Islands fathers in New Zealand. Presented at *10th APACT Conference*, Chiba, Japan, 18-21 August.
- Waa, A., Edwards, R., Gifford, H., Wilson-Tuala-Fata, M., Newcombe, R., Zhang, J.** (2013) Evidence based initiatives for parents to reduce smoking uptake among indigenous youth: From theory to practice. Poster presented at the *19th Annual International Meeting of the Society for Research on Nicotine and Tobacco (SRNT)*, Boston, USA, 13-16 March.
- Wilson, N., Thomson, G., Edwards, R.** (2013) Lessons for the tobacco endgame from past successes with eliminating other hazards: Examples from New Zealand. Presented at the *19th Annual International Meeting of the Society for Research on Nicotine and Tobacco (SRNT)*, Boston, USA, 13-16 March.
- Wilson, N., Thomson, G., Blakely, T., Edwards, R.** (2013) Advantages and disadvantages of a "sinking lid" tobacco endgame strategy. Presented at the *19th Annual International Meeting of the Society for Research on Nicotine and Tobacco (SRNT)*, Boston, USA, 13-16 March.

2013 Media Coverage

Media coverage in 2013 included the items listed below.

Smokefree outdoor areas and cars research (leads George Thomson, Ben Healey)

24 January	Smokefree bus stops in pipeline <i>Bay of Plenty Times</i>
24 January	Ban public smoking, official urges <i>Hawke's Bay Today</i>
26 January	City bus stops may be smokefree zones <i>The Daily Post</i>
23 May	City's clean-air plan too soft for capital <i>Manawatu Standard</i>
23 May	Wellington proposal for first smokefree streets <i>Waikato Times</i>
23 May	Wellington CBD may become smokefree <i>Radio New Zealand News</i>
1 October	Ban smoking in cars when children are in the vehicles <i>Wanganui Chronicle, Northern Advocate, Bay of Plenty Times, Hawke's Bay Today, Oamaru Mail</i>

Smoke-free campus (lead Janet Hoek)

13 March	Smoke-free from January <i>Otago Daily Times</i>
1 June	Coffee only when campus goes smoke-free in 2014 <i>Otago Daily Times</i>
25 September	Help before smoke-free uni change; Quit adviser, subsidy support <i>Otago Daily Times</i>

Tobacco supply studies (leads Louise Marsh, Richard Edwards, El-Shadan Tautolo)

22 April	Cigarettes for teens on family shopping list <i>The Southland Times</i>
23 April	New study showing adolescents getting tobacco from parents <i>Radio New Zealand</i>
3 May	State register of tobacco sellers mooted <i>The New Zealand Herald</i>
21 August	Call for ban on tobacco sales at dairies <i>TVNZ, The Dominion Post, The Press</i>
23 August	Cigarette sales under fire <i>Bay of Plenty Times</i>
26 August	Move to ban tobacco sales near schools <i>Hawkes Bay Today, Bay of Plenty Times</i>
27 August	Saving young from tobacco <i>Wanganui Chronicle</i>
29 August	Ban on cigarette sales urged <i>Rotorua Daily Post</i>
3 September	Sense needed on cigs <i>Rotorua Daily Post</i>
30 October	More people smoking duty free <i>Radio New Zealand</i>
30 October	Duty free purchase by Pacific Island people <i>Radio New Zealand</i>
28 November	\$90m a year lost in tax from duty-free smokes <i>The Press, The Dominion Post, Waikato Times, Taranaki Daily News, The Nelson Mail</i>

Smoking cessation studies (leads Julian Crane and Brent Caldwell)

21 June	Nicotine inhaler gives instant 'hit' <i>The Dominion Post, The Marlborough Express</i>
1 August	More participants for inhaler trial wanted <i>The Dominion Post</i>
1 August	Inhale trial <i>Newstalk ZB</i>
1 August	Nicotine inhalers curb urge to puff <i>Hawke's Bay Today</i>
7 October	Inhale trial <i>Radio New Zealand</i>

Smoke-free message studies (lead Janet Hoek)

24 June	Quitting smoking research funded (SMIRQ) <i>Otago Daily Times</i>
12 July	Spurn burns deep for young smokers (SMIRQ) <i>The Dominion Post</i>
12 July	Social stigma beats ill health <i>Waikato Times</i>
12 July	Ostracism can stop smokers <i>The Press</i>
12 July	Kissing a smoker is not a turn-on, diseased livers not a turn-off <i>Southland Times</i>
12 July	Social stigma makes smoking 'less cool' <i>The Nelson Mail</i>
11 August	New strategy: Tell smokers they stink <i>The New Zealand Herald</i>

Other studies and articles

8 September	Sexy and safe? How new fake cigarettes help smokers quit [E-cigarettes] <i>The New Zealand Herald</i>
22 November	Let's get fired up to stamp out cigs <i>The New Zealand Herald</i>
18 December	Plain packaging Bill (Comment) <i>RadioLive, Radio 531pi</i>

Smokefree bus stops in pipeline

By Genevieve Helliwell, Teuila Fuatali

7:58 AM Thursday Jan 24, 2013



Bus stops in Tauranga may soon be smokefree zones.

Tauranga City Council strategic planner Cheryl Steiner said the council's draft smokefree policy, which will be released for public consultation next month, included proposals for anti-smoking signs at bus shelters.

Signs at "playgrounds, sports fields, grounds and carparks around community facilities and civic buildings", had also been proposed, Miss Steiner said.

The move followed research from Otago University that recommended making bus stops and train stations smokefree to protect people from secondhand cigarette smoke.

Otago university smoke-free from January

Home » News » Dunedin

By John Gibb on Wed, 13 Mar 2013

University of Otago | News: Dunedin



University of Otago vice-chancellor Prof Harlene Hayne is expecting few problems achieving compliance when the university's Dunedin campus becomes completely smoke-free next year.

The University Council yesterday endorsed earlier plans to make the campus completely smoke-free from January 1. The university's previous smoking policy, introduced in 2010, already bans smoking within 6m of any building in the Dunedin campus.

The New Zealand Herald

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The Royal Tour It's the last day of the Royals visit to NZ. Follow all the highlights on our live blog.

State register of tobacco sellers mooted

By Martin Johnston

9:10 AM Friday May 3, 2013

Health Retailing Smoking



The Health Ministry said it was working on the idea of forcing tobacco retailers to be listed on a state register of tobacco outlets.

Having some form of register or licensing system is a policy promoted by both Action on Smoking and Health (Ash) and British American Tobacco.

Ash said a register would simplify and enhance the enforcement of tobacco control laws.

It is estimated New Zealand has up to 10,000 tobacco retailers.



Photo / File

Spurn burns deep for young smokers

MICHELLE DUFF



Last updated 05:00 12/07/2013



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Silverspoon Restaurant www.silverspoon.net.nz

Sit back and relax, let the Hutt's best restaurant do the cooking.

They laugh at the thought of getting throat cancer, but tell them they won't pull chicks if they taste like an ashtray and young smokers will take notice.

The sight of diseased livers, bloodshot eyeballs and rotting teeth on cigarette packets has almost no impact on young smokers, who view grotesque images as irrelevant, a new study suggests.

Instead, researchers from the University of Otago found warnings that play on young people's fear of social ostracism - and how unattractive they look and smell - are most effective.

Taglines like "Kissing a smoker is not a turn-on", "Everyone can smell a smoker", and "Smoking stuffs your lungs", had the biggest impact on a group of 18 to 30-year-olds.

While smoking has declined among young people, at least 17 per cent of the general population, and a third of 18 to 30-year-olds, are still smoking.

Otago University professor Janet Hoek and her team have been given \$503,000 to tailor smokefree messages to this younger group.



SHARP MESSAGE: Researchers found social ostracism is more effective than grotesque images to stub out smoking.

Move to ban cigarettes sales near schools

By Cassandra Mason

6:38 AM Monday Aug 26, 2013

Add a comment



Convenience store owners say targeting tobacco sales threatens their livelihood. Photo / File

Banning cigarette sales in local dairies and areas close to schools would slow youth smoking rates and help fight tobacco harm, a local health expert says.

New research, conducted by the Cancer Society social and behavioural research unit at Otago University, is the first to look at the location of tobacco retailers around the country.

The study found that almost half of all New Zealand secondary schools are within 500 metres of a shop that sells tobacco.

Council hears proposal to ban smoking

OLIVIA WANNAN



Last updated 14:43 22/05/2013



opinion poll

Should smoking be banned on the Golden Mile?

- Yes, it stinks and smokers chuck butts on the street.
- Yes, it's a health issue.
- No, it will drive people out of the CBD.
- No, it's an infringement of freedom.
- No, because I still want to smoke in the CBD.

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"Shocking" 2014 Horoscope astrologysanswers.com/Zodiac

Enter Your Zodiac Sign to Find Out Your Future. So Accurate its Scary!

Courtenay Pl, Willis St and Lambton Quay could become the country's first smokefree streets under a proposal submitted to Wellington City Council this morning.

The University of Otago's Department of Public Health urged the council in an oral submission to its draft Annual Plan to implement a number of smoking bylaws. Such measures would support the government's Smokefree 2025 goal.

Extending the current smoking bans in playgrounds and sports parks to the Golden Mile and public beaches was proposed by the team of researchers, including Professor Richard Edwards.

ASPIRE 2025

