



ASPIRE 2025

2012 Annual Report

ASPIRE2025

Research for a tobacco free Aotearoa

2012 Annual Report



Te Whare Wānanga o Otago



Massey University



www.aspire2025.org.nz

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Introduction

ASPIRE2025 is a partnership between major New Zealand research groups carrying out research to help achieve the Government's goal of a tobacco-free Aotearoa by 2025. ASPIRE2025 brings together leading tobacco-free researchers and health service groups in New Zealand and strengthens existing collaborations. We have developed and strengthened our sector partnerships and are grateful to the Health Promotion Agency, whose staff have provided administrative support for our seminar series.

This report briefly outlines details of ASPIRE2025's activities and achievements since its launch in July 2011 and sets out the group's plans for 2013.

The ASPIRE2025 Research Team

Director: Professor Richard Edwards (University of Otago, Public Health)

Deputy 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 (Tala Pasifika)

Emeritus Professor Phil Gendall (University of Otago, Marketing)

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

Dr Ben Healey (University of Otago, Marketing)

Dr Richard Jaine (University of Otago, Public Health)

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

Dr Ninya Maubach (University of Otago, Marketing)

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

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

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

Anaru Waa (University of Otago, Public Health)

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

Post-Graduate 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) (from 2013)

Marketing Administration and Support

Fran Wright (University of Otago, Public Health)

Sector Partners

Health Promotion Agency

Dr Rhiannon Newcombe

Dr Darren Walton

Jennifer Harris

Donna Harding

QUIT Group

ASH New Zealand

Smokefree Coalition

Cancer Society of New Zealand

Hapai Te Hauora Tapui Ltd

Research Activity

Projects and papers

The ASPIRE2025 team had an extremely busy year conducting and disseminating research, developing ideas, and applying for further research funding. During the year we published or had accepted 28 journal articles. A list of publications is provided at the end of this report. Team members presented more than 40 papers or posters at major international conferences and ASPIRE2025 featured prominently at the Tobacco-Free Aotearoa Conference in Wellington in November 2012 (see Appendix 1).

The ASPIRE2025 network has identified seven primary tobacco control research themes:

- Smokefree communications, led by Janet Hoek
- Smoking cessation systems, led by Julian Crane
- Policy and regulatory research, led by George Thomson
- Research on smoking among young people, led by Rob McGee
- Māori public health and tobacco misuse, led by Heather Gifford
- Smokefree Pasifika, led by Stephanie Erick
- Research capacity development, led by Chris Cunningham

The following review outlines work completed in these areas.

Smokefree communications

We continued work on an HRC-funded project examining plain packaging, and completed this contract in 2012. Led by Janet Hoek, the project also involved Phil Gendall, Richard Edwards, George Thomson and Heather Gifford. Four papers from this study have been published and another is currently under review. This final paper, reporting on a study led by Phil Gendall, addressed a crucial gap in existing knowledge and makes an important contribution to pending international litigation.

We also completed a major piece of work funded by the Ministry of Health that examined new smokefree messages. Janet Hoek led this project, which comprised three phases. Team members included Ninya Maubach, Stephanie Erick, Dan Tautolo, Heather Gifford, Richard Edwards and Rhiannon Newcombe (Health Promotion Agency). As well as the large report delivered to the Ministry, we have also produced one journal article, and several conference papers. Ninya Maubach is writing a further paper and she and Janet Hoek will complete two further academic outputs once additional interviews with women who are pregnant and smoking are concluded.

Ben Healey began a short-term contract with ASPIRE2025 and has prepared an analysis of smokefree 2025 discourse by politicians. He has also examined patterns of interaction among Quitline quit blog users. Ben gave two presentations outlining preliminary findings at the ASPIRE2025 gateway session, held prior to the Tobacco-free Aotearoa Conference in 2012.

In late 2012, Anaru Waa obtained an out-of-season University of Otago Research Grant (with Janet Hoek and Richard Edwards) to examine the advertising campaign undertaken by British American Tobacco to oppose plain packaging. Work on this project has commenced and will conclude in mid-2013.

Smoking cessation systems

Julian Crane and Brent Caldwell completed a large HRC funded Randomised Controlled Trial (RCT) of a combined nicotine mouth-spray and patch versus a placebo mouth-spray plus patch; findings will be submitted for publication shortly. In February 2013, Julian and Brent will commence a second RCT of

nicotine metered dose inhalers. They have established a working group of CCDHB and Hutt Valley cessation staff and researchers to help improve cessation services.

Julian and Brent have also completed a pilot study of snus acceptability amongst hospitalised smokers at CCDHB. This work was presented at the 2012 European Respiratory Society annual meeting in Vienna.

Policy and regulatory research

George Thomson led several studies into smokefree places. Together with Vimal Patel and Nick Wilson, he further developed observation methods to determine the prevalence of smoking in outdoor places and cars, and butt littering. In collaboration with the Department of Information Science, the group developed a smartphone app to help record the extent of smoking in cars worldwide.

Phil Gendall led an online survey testing arguments advanced by tobacco companies in relation to plain packaging and other tobacco control measures. Results relating to plain packaging were recently published and attracted considerable media interest; a further paper outlining responses to other potential measures is currently under review. We propose repeating this survey to monitor changes in public opinion over time.

Louise Marsh led research examining the implementation of smokefree policies at tertiary institutions and assessing the extent to which staff and students at the University of Otago supported a completely smokefree campus. Two papers from this research will be submitted in early 2013.

Richard Jaine led a project examining retailers' views on the legislation removing point of sale displays of tobacco products, before this was implemented. This was funded by Regional Public Health. Louise Marsh and Lindsay Robertson also undertook retail research and examined the spatial characteristics of tobacco retailers in New Zealand.

Research on smoking among young people

Janet Hoek and Richard Edwards secured a Marsden grant to explore the degree to which young adults starting smoking are exercising true 'informed choice'; George Thomson, Heather Gifford and Stephanie Erick are also involved in this work. We recruited Rebecca Gray as the PhD student to work on the study; she began her PhD in March this year and interviews are underway as part of the first phase of this project.

Rob McGee and Louise Marsh undertook three studies examining trends in smoking among young people and resulted in two publications and one conference presentation. Qualitative research with young people explored social supply and smoking cessation and resulted in one submitted paper with a further paper to be submitted early 2013.

Ben Healey has analysed ASH Year10 data (a set of cross-sectional surveys) to estimate exposure to second hand smoke in cars. A brief report outlining the findings, which reveal high levels of exposure, has just been submitted, and these results will be written up for publication in 2013.

Māori public health and tobacco misuse

Heather Gifford, Research Director of Whakauae Research, our Māori partner, has been actively involved in several programmes, particularly the plain packaging, smokefree messages, smokefree spaces and informed choice projects. In addition, Heather and her team secured an HRC grant to examine kaupapa Māori methods of promoting smokefree behaviour among Māori nurses, many of whom administer cessation support and advice. This work commenced in 2012 and will conclude in 2014.

Smokefree Pasifika

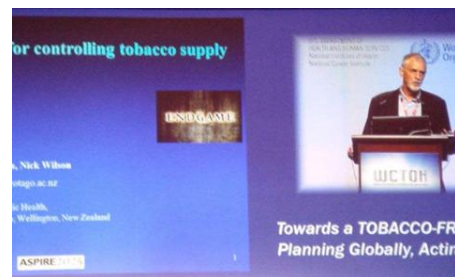
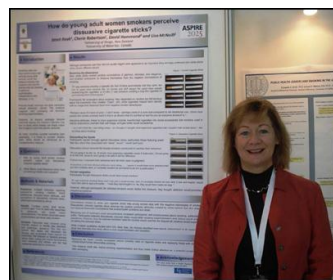
ASPIRE2025 frequently drew on our Pacific partners' expertise including Stephanie Erick (Director of Tala Pasifika) and El-Shadan Tautolo (AUT), who were involved in the smokefree messages study and are working on the informed choice project. In addition, El-Shadan Tautolo obtained funding for the Pacific Duty Free Project, which commenced in early 2013. This project also involves Heather Gifford and Richard Edwards and will assess the behaviour of Pacific smokers and non-smokers with regard to duty free cigarettes. More specifically, it examines the extent to which Pacific smokers and non-smokers are buying and smoking/distributing duty free tobacco, explores patterns of behaviour around purchasing duty free tobacco and whether it is being used as a strategy to circumvent tax increases and examines how this behaviour is viewed within the Pacific community.

Conference Attendance and Presentations

ASPIRE2025 members presented papers and posters at numerous international and local conferences in 2012. They received awards for research excellence and invitations to present their research findings to several key audiences.

15th World Conference on Tobacco or Health 2012

Several ASPIRE2025 members attended the 2012 World Conference on Tobacco or Health, held in Singapore in late March; we presented a total of eight posters, gave two invited oral presentations, and participated in a hemi-plenary session on tobacco endgames.



The poster “Which smokers support a tobacco endgame and increased regulation of the tobacco industry?” was judged one of six best posters at the conference.

Tobacco-Free Aotearoa Conference 2012



ASPIRE2025 team members presented 18 papers (out of a total programme of around 60 papers). ASPIRE2025 research was further showcased at a gateway session preceding the Smokefree 2025 conference.

The list of presentations is available in Appendix 1.

Marketing and Policy conferences

We have also been well represented at leading marketing conferences. Phil Gendall, Ninya Maubach and Janet Hoek attended the Australian and New Zealand Marketing Academy Conference (ANZMAC) in Perth in late 2011 and received the “best in track” award for a paper on social smoking. This has since been published in *Tobacco Control* and was selected by the BMJ as a study they publicised to the media. Ninya Maubach and Phil Gendall attended the 2012 ANZMAC conference in Adelaide, and presented on smoker stigmatisation, cessation messages targeted to pregnant women, and public attitudes to plain packaging. Janet Hoek attended the 2012 Marketing and Public Policy Conference in Atlanta and presented three papers on ASPIRE’s tobacco control work. She also gave a seminar on endgames to the Centre for Tobacco Control Research and Evaluation (University of California, San Francisco). Phil Gendall and Janet Hoek attended the 2012 International Social Marketing Conference in Brisbane and presented four papers on ASPIRE2025 tobacco control work.

Invited Presentations

Richard Edwards gave an invited hemi-plenary presentation on ‘Developments with endgames in New Zealand’ at the 15th World Conference on Tobacco or Health, Singapore. He gave an invited presentation on access to tobacco at the ‘Smoking and health’, progress, lessons and priorities for a smokefree UK event at the Royal College of Physicians in London. Richard also discussed evidence for ‘upstream’ policies to achieve the 2025 goal at the 20th Cochrane Colloquium, in Auckland and also gave invited presentations on the 2025 goal at a range of meetings across New Zealand including the Australian and New Zealand Society of Respiratory Science Annual Scientific Meeting, and New Zealand Lung Cancer Conference.

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 recognizes and supports.

During 2012 we carried out research funded by HRC, the Marsden Fund, and The Ministry of Health, amongst others. We have current applications under review with the HRC (two project proposals) and with a range of other funders. Projects funded during 2012 included:

- Exploring an oxymoron: smoking as an ‘informed choice’, PIs Janet Hoek and Richard Edwards, Marsden Fund
- Māori nurses and smoking – exploring the context and opportunities for change, PI Heather Gifford, HRC
- Consumer Testing: Terminology and Key Messages for Smoking Cessation, PI Janet Hoek, Ministry of Health
- Exploration of role of duty-free tobacco in Pacific Communities, PI Dan Tautolo, Turanga Fund,
- Tobacco retailers’ attitudes and knowledge of the Smokefree Environments Amendment Act 2011 and other tobacco control measures, PI Richard Jaime, Regional Public Health
- Evaluation of BAT plain packaging campaign, PIs Anaru Waa, Richard Edwards and Janet Hoek, University of Otago Research Grant
- Evaluation of tobacco tax increases, co-investigators, PI Sally Caswell [SHORE], Ministry of Health
- Estimation of the effect of dissuasive tobacco sticks, PIs Janet Hoek and Phil Gendall, Heart Foundation
- Smokefree New Zealand Universities, PI Louise Marsh, Department of Preventive and Social Medicine PBRF Fund

Sector, community and public engagement

ASPIRE2025 Seminars

Organising seminars to engage with the public health practice and policy community is a major focus for ASPIRE2025. During 2012 we organised and participated in a range of key seminars; we are grateful to the Health Promotion Agency for the administrative support its staff have provided.

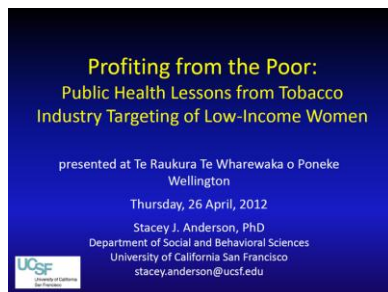
Smokefree Outdoor Spaces

George Thomson organised the first 2012 ASPIRE seminar as part of the Department of Public Health's Summer School programme, held in February 2012. He outlined findings from the theme he leads examining smokefree outdoor spaces and more than 30 people attended his research day. Full resource details available here:

<http://www.otago.ac.nz/wellington/departments/publichealth/summerschool/otago026293.html>

Tobacco Industry Targeting of Low Income Women

The second seminar took place in April when Janet Hoek hosted Associate Professor Stacey Anderson, from the Centre for Tobacco Control Research and Evaluation (University of California, San Francisco). Stacey presented a public seminar exploring how the tobacco industry marketed its products to low income women (a demographic where smoking prevalence is disproportionately high in New Zealand). More than 50 people attended this seminar, which was held in Wellington. Stacey also presented seminars on allegedly reduced harm products to receptive audiences in both Dunedin (more than 30 attended) and Wellington. Full details are available here: <http://aspire2025.org.nz/2012/06/13/video-profit-from-the-poor/>



Need	Age Group	Brand/Campaign	Tobacco Control Emphasis
Independence, rebellion, belonging	18-24	Marlboro (esp. Lights)	Conformity, ostracization
Female camaraderie / belonging	20s	Virginia Slims "Woman Thing"	Smoking as women's issue, caring for women
Escape, relaxation	35-59	Eye, Satin, Capri	Ostracization, addiction, increase in everyday problems

Anderson, Glantz, & Ling, *Tob Control*, 2005; 14:127-35

Endgame Strategies

In May, we aligned with ASH (NZ) and the Smokefree Nurses Organisation and hosted Professor Ruth Malone, current editor of *Tobacco Control* (the leading journal in this field). George Thomson represented ASPIRE2025 at an Auckland presentation; Richard Edwards spoke in Wellington, and Janet Hoek represented ASPIRE2025 in Christchurch. While she was in Wellington, Professor Malone also attended a workshop with ASPIRE2025 members and we had a valuable session examining endgame approaches and social movements.

Māori and Pacific Tobacco Control

Our Māori and Pacific partners (Whakauae Research and Tala Pasifika) organised a gateway event immediately prior to the Public Health Association conference. The gateway was fully subscribed, with approximately 60 attendees from around NZ. Among other work, they presented findings from the Ministry of Health contract examining smokefree messages and priority audiences. MP Hone Harawira presented an address at the gateway session.

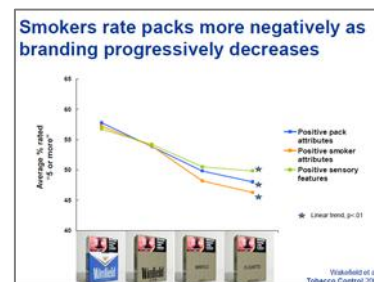
Plain Packaging

A little later in September, Janet Hoek hosted Professor Melanie Wakefield, who was the keynote speaker at a full-day seminar on plain packaging, held in Wellington. Nearly 60 people attended this day, despite the fact it fell very soon after the PHA conference (unavoidable, due to other commitments Professor Wakefield had in NZ). This seminar provided an opportunity to showcase research findings from our HRC funded project into plain packaging and four presenters outlined details of five studies:

- Hoek, J., Robertson, C. Can NZ Up the Ante? Preliminary Findings from Plain Sticks Research (presented J Hoek)
- Gendall, P., Hoek, J., Edwards, R., McCool, J. Tobacco Packaging and the FTC (presented P Gendall)
- Hoek, J., Hoek-Sims, A., Gendall, P. Where to Next? New opportunities for warning messages (presented N Maubach)
- Gendall, P. Hoek, J., Mather, D., Edwards, R. Young Adults' Responses to Dissuasive Packaging (presented J Hoek)
- Gendall, P., Hoek, J., Maubach, N. Edwards, R. Support for plain packaging in New Zealand: findings from an online panel survey (presented R Edwards)

We were particularly pleased that the Labour spokesperson on health (tobacco), Mr. Iain Lees-Galloway, attended the full day. Full details are available on our website:

<http://aspire2025.org.nz/2012/07/24/seminar-plain-packaging/>.



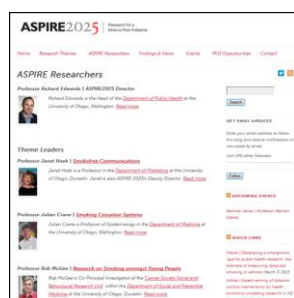
Seminars planned for 2013

In 2013, Associate Professor Tim Dewhirst and Dr Wonkyong (Beth) Lee will present a summer school day-long seminar on tobacco control and social marketing. Tim will also present a separate seminar on using culture-jamming to create a social movement, and Beth will give a talk on rationalisation and regret among smokers.

Professor Stanton Glantz, Director of the Centre for Tobacco Control Research and Evaluation (University of California, San Francisco), will visit New Zealand in April 2013, and Professor Hoek is currently arranging details of the seminars he will present while here, in Auckland, Wellington and Dunedin.

Details of at least two other seminars will be announced in the next few months.

Website



The ASPIRE2025 website (www.aspire2025.org.nz) has been further developed and updated, and it 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.

We have also engaged pro-actively in public debates, notably through contributions in national newspapers including op-ed pieces on plain packaging in the *Dominion Post*, on Smokefree Outdoor areas in the *Otago Daily Times*, and on the expansion of production at the Petone cigarette factory in the *Hutt News* (plus a letter in the *Dominion Post*).

Policy Submissions

We have made several policy submissions, including a detailed submission on excise tax to the Finance and Expenditure Select Committee (led by George Thomson and Richard Edwards) and on plain packaging to the Ministry of Health (led by Phil Gendall and Janet Hoek). George Thomson, Heather Gifford, Richard Edwards and Janet Hoek met with Minister Turia earlier in the year to discuss tobacco control policy.

Other contributions to the tobacco control sector

ASPIRE2025 members lead or participate in a range of tobacco control groups and organisations across the health and NGO sectors. For example, we are invited members of New Zealand Smokefree Working Group and ASPIRE2025 members sit on other influential committees including the National Lung Cancer Working Group, 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, 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.

Post-Graduate 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 PhD students are:

- Judy Li (impact of graphic health warnings)
- Rebecca Gray (investigation of exercise of informed choice by young adults starting smoking)
- Lindsay Robertson (retailer regulation – new policy measures; commencing 2013)

During 2012, three students completed research work for Masters in Public Health:

- Anaru Waa – parental influences on uptake of smoking by children (thesis – awarded with distinction)
- Bronwyn Ferry – influences on late uptake smoking (dissertation – awarded with distinction)
- Leanne Toledo – evaluation of smokefree parks (dissertation – awarded with distinction)

One student completed an MCom:

- Jessica Davidson – a qualitative study into youth oriented tobacco warnings (thesis – awarded with distinction)

We have five summer students working 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 (past 12 months)

Journal Articles (published or in press)

1. Borland R., Li L., Driezen P., Wilson N., Hammond D., Thompson M.E., Fong G.T., Mons U., Willemsen M.C., McNeill A., Thrasher J.F., & Cummings K.M. (2012). Cessation assistance reported by smokers in 15 countries participating in the International Tobacco Control (ITC) policy evaluation surveys. *Addiction*, *107*(1), 197-205.
2. Caldwell, B., W. Sumner, et al. (2012). "A systematic review of nicotine by inhalation: Is there a role for the inhaled route?" *Nicotine & Tobacco Research*, *14*(10): 1127-1139.
3. Ditchburn, K. M., B. Caldwell, et al. (2012). Smoking cessation is a prolonged journey rather than a single journey. *New Zealand Medical Journal*, *125*(1364).
4. Edwards, R., Peace, J., Russell, M., Gifford, H., Thomson, G., & Wilson, N. (2012). Qualitative exploration of public and smoker understanding of, and reactions to, an endgame solution to the tobacco epidemic. *BMC Public Health*, *12*, 782, doi:10.1186/1471-2458-12-782
5. Edwards, R., Peace, J., Stanley, J., Atkinson, J., Wilson, N., & Thomson, G. (2012). Setting a good example? Changes in smoking prevalence among key occupational groups in New Zealand: Evidence from the 1981 and 2006 censuses. *Nicotine and Tobacco Research*, *14*(3), 329–337.
6. Edwards, R., Wilson, N., Peace, J., Weeraseskera, D., Thomson, G. & Gifford, H. (2012). Support for a tobacco endgame and increased regulation of the tobacco industry among New Zealand smokers: results from a National Survey. *Tobacco Control*, online first (25 April), doi:10.1136/tobaccocontrol-2011-050324.
7. Gendall, P., Hoek, J., Edwards, R., McCool, J. (2012). A Cross-Sectional Analysis of How Young Adults Perceive Tobacco Brands: Implications for FCTC Signatories. *BMC Public Health*, *12*:796 doi:10.1186/1471-2458-12-796
8. Hoek, J, Maubach, N, Stevenson, R, Gendall, P, & Edwards, R. (in press). Social smokers' management of conflicted identities. *Tobacco Control*. doi:10.1136/tobaccocontrol-2011-050176.
9. Hoek, J. and Dewhirst, T. (2012). The meaning of "light" and "ultra light" cigarettes: a commentary on Smith and Zank. *Journal of Public Policy and Marketing*, *31*(2), 223-231. doi:10.1509/jppm.11.142
10. Hoek J, Gendall P, Gifford H, Pirikahu G, McCool J, Pene G, Edwards R, Thomson G. (2012). Tobacco Branding, Plain Packaging, Pictorial Warnings, and Symbolic Consumption. *Qualitative Health Research*, *22*(5):630-9 doi:10.1177/1049732311431070
11. Hoek, J., Gendall, P., Maubach, N. Edwards, R. (2012) Strong Public Support for Plain Packaging of Tobacco Products. *Australian and New Zealand Journal of Public Health*, *36*(5), 405-407. doi: 10.1111/j.1753-6405.2012.00907.x
12. Hoek, J., Vaudrey R., Deans, G., Gendall, P., Thomson, G., & Edwards, R. (2012). Tobacco Retail Displays: A Comparison of Industry Arguments and Retailers' Experiences. *Tobacco Control*. *21*(5), 497-501.
13. Marsh, L., Gray, A., McGee, R., Newcombe, R., Patterson, R. (2012). Access to cigarettes by young New Zealand smokers: little change from 2000 to 2008. *Australian and New Zealand Journal of Public Health*, *36*(5), 415-420.
14. Marsh, L., McGee, R., Gray, A., Newcombe, R., & Patterson, R. (2012). Youth experiences of second hand smoke exposure in New Zealand: 2000 to 2008. *New Zealand Medical Journal*, *125*(1355).
15. Maubach, N., Hoek, J., Edwards, R., Gifford, H., Erick, S., & Newcombe, R. (in press). "The times are changing": New Zealand smokers' perceptions of the tobacco endgame. *Tobacco Control*, online 16 June 2012, doi:10.1136/tobaccocontrol-2011-050398.

16. McCool, J., Hoek, J., Edwards, R., Thomson, G., & Gifford, H. (in press). Crossing the smoking divide for young adults: Expressions of stigma and identity among smokers and nonsmokers. *Nicotine & Tobacco Research*, doi: 10.1093/ntr/nts136.
17. McCool, J., Webb, L., Cameron, L., & Hoek, J. (in press). Graphic warning labels on plain cigarette packs: Will they make a difference to adolescents? *Social Science and Medicine*, Advance Online Publication. doi:10.1016/j.socscimed.2011.12.043
18. Patel, V., Thomson, G., & Wilson, N. (in press). Cigarette butt littering in city streets: a new methodology for studying and results. *Tobacco Control*, doi:10.1136/tobaccocontrol-2012-050529
19. Patel, V., Thomson, G., & Wilson, N. (2012). Smoking increases air pollution levels in city streets: Observational and fine particulate data. *Health & Place*, 18(5), 1202–1205.
20. Patel, V., Thomson, G., & Wilson, N. (2013). Attitudes of Business People to Proposed Smokefree Shopping Streets. *Nicotine & Tobacco Research*, 15(1), 287-290. doi: 10.1093/ntr/nts115
21. Salmond, C., Crampton, P., Atkinson, J., Edwards, R. (2012). A decade of tobacco control efforts in New Zealand (1996-2006): impacts on inequalities in census-derived smoking prevalence. *Nicotine & Tobacco Research*, 14(6): 664-673.
22. Thomson, G., Edwards, R., Wilson, N., & Blakely, T. (2012). What are the elements of the tobacco endgame? *Tobacco Control*, 21(2), 293-295.
23. Thomson G, Russell M, Jenkin G, Patel V, Wilson N. (in press). Informing outdoor smokefree policy: Methods for measuring the proportion of people smoking in outdoor public areas. *Health & Place*,. <http://dx.doi.org/10.1016/j.healthplace.2012.11.006>
24. Thomson, G., Wilson, N., & Hoek, J. (2012). Pro-tobacco content in social media: The devil does not have all the best tunes (editorial). *Journal of Adolescent Health*, 50(4) 319-320.
25. Thornley, S., Dirks, K., Edwards, R., Woodward, A., Marshall, R. (2013). Indoor-air-pollution levels were halved as a result of a national tobacco ban in a New Zealand prison. *Nicotine & Tobacco research*, 15(2), 343-347. doi: 10.1093/ntr/nts127
26. Verma, A., Torun, P., Harrison, A., Vestbo, J., Edwards, R., & Thornton, J. (2012). Are pharmacists reducing COPD's impact through smoking cessation and assessing inhaled steroid use? *Respiratory Medicine*, 106(2), 230-234.
27. Wilson, N., Weerasekera, D., Kahler, C.W., Borland, R., & Edwards, R. (2012). Hazardous patterns of alcohol use are relatively common in smokers: ITC Project (New Zealand). *New Zealand Medical Journal*, 125(1348).
28. Wilson N, Thomson G, Edwards R, Blakely T. (in press). Potential Advantages and Disadvantages of an Endgame Strategy: A "Sinking Lid" on Tobacco Supply. *Tobacco Control*.

Journal Letters

1. Collinson, L., Wilson, N., Edwards, R., Thomson, G., & Thornley, S. (2012). New Zealand's smokefree prison policy appears to be working well: one year on. *New Zealand Medical Journal*, 125(1357):164-8 <http://journal.nzma.org.nz/journal/125-1357/5247/content.pdf>
2. Crane, J., Caldwell, B., Ditchburn, M., Vega, S., Thomson, G., & Hoek, J. (2012). No smoking here (please). *New Zealand Medical Journal*, 125(1356):100-1.
3. Crane, J., Vega, S., Caldwell, B., Ditchburn, M., Rogers-Robiony, D., Thie, A., & Huxford, A. (2012). Smoking around hospitals. *New Zealand Medical Journal*, 125(1361): 107-108.
4. Edwards, R., Peace, J., Hoek, J., Wilson, N., Thomson, G., & Marsh, L. (2012). Majority support among the public, youth and smokers for retail-level controls to help end tobacco use in New Zealand. *New Zealand Medical Journal*, 125(1357):169-74.
5. Marsh, L., McGee, R., & Gray, A. (2012). A refreshing poison: one-quarter of young New Zealand smokers choose menthol. *Australian and New Zealand Journal of Public Health*, 36(5), 495-496.
6. Patel, V., Wilson, N., Collinson, L., Thomson, G., & Edwards, R. (2012). Tobacco smoke pollution associated with Irish pubs in New Zealand: fine particulate (PM2.5) air sampling. *New Zealand Medical Journal*, 125(1356): <http://journal.nzma.org.nz/journal/125-1356/5226/content.pdf>
7. Russell, M., Wilson, N. & Thomson, G. (2012). Health and nuisance impacts from outdoor smoking on public transport users: data from Auckland and Wellington. *New Zealand Medical Journal*, 125(1360), 24 August.
8. Thomson, G., Wilson, N. (2012). Legislation is better than education in achieving smoke-free vehicles for children. *British Medical Journal*, 344:e1420, <http://www.bmj.com/content/344/bmj.e1420>
9. Thomson, G., & Wilson, N. (2012). Outpouring of public support for wider smokefree area. *New Zealand Medical Journal*, 125(1359).
10. Thomson, G., & Wilson, N. (2012). What is tobacco tax for—revenue or health? *New Zealand Medical Journal*, 125(1362).
11. Wilson, N., Hoek, J., Thomson, G., Blakely, T., & Edwards, R. (2012). Fifty years since the Royal College Report: more action needed to achieve the “Smokefree New Zealand by 2025” goal. *New Zealand Medical Journal*, 125(1351), 109-112.
12. Wilson, N., Thomson, G., Edwards, R., & Gifford, H. (2012). Smokefree cars to protect children and denormalise smoking: a mini-review of New Zealand literature. *New Zealand Medical Journal*, 125(1355).

Commissioned Reports

1. Hoek, J., Maubach, N., Gendall, P., Mather, D., Gifford, H., Erick, S., Tautolo, E-S, Edwards, R. & Newcombe, R. (2012). Consumer Testing of Terminology and Key Messages for Smoking Cessation – Final Report to the Ministry of Health. Dunedin: University of Otago.
2. Jaine, R. (2012). Tobacco retailers' attitudes and knowledge of the Smokefree Environments Amendment Act 2011 and other tobacco control measures: A report for Regional Public Health. Wellington: University of Otago.

Conference Papers

1. Burton, S., Spanjaard, D. Hoek, J. (2012). An investigation of the impact of retail distribution on tobacco purchase and smoking. *Australian and New Zealand Marketing Academy Conference*, Adelaide, 3-5 December.
2. Edwards, R. (2012). Developments with Endgames in New Zealand: The Smokefree 2025 goal (Keynote address). *World Conference on Tobacco or Health*, Singapore, 20-24 March.
3. Gendall, P., Hoek, J., McCool, J., Thomson, G., Edwards, R., & Gifford, H. (2012). Tobacco Brand Personalities: Packaging and Policy. *Marketing and Public Policy Conference*, Atlanta, Georgia, 7-9 June.
4. Gendall, P., Hoek, J. and the ASPIRE2025 collaboration (2012). An Analysis of Tobacco Packaging as a Promotion Medium. *International Social Marketing Conference*, Griffith University, Brisbane, 28-29 June.
5. Gendall, P., Hoek, J., Maubach, N. Edwards, R. (2012). Sharing the Cup of Knowledge: Will the Tobacco Industry Imbibe? *Australian and New Zealand Marketing Academy Conference*, Adelaide, 3-5 December.
6. Hoek, J., Maubach, N., Stevenson, R., Gendall, P., & Edwards, R. (2011). Jekyll and Hyde? Social smokers' conflicted identities. *Australian and New Zealand Marketing Academy Conference*, Perth, 28-30 November.
7. Hoek, J., Gendall, P., Edwards, R., & Tatton, L. (2012). An evaluation of alternative on-pack Quitline information formats. *World Conference on Tobacco or Health*, March 20-24, Singapore.
8. Hoek, J., Hoek-Sims, A., & Gendall, P. (2012). How do young adult smokers interpret on-pack tobacco warnings featuring denormalization themes? *Marketing and Public Policy Conference*, Atlanta, Georgia, 7-9 June.
9. Hoek, J., Maubach, N., and the ASPIRE2025 collaboration (2012). The Paradox of Choice: Developing Smokefree Messages for Young Adult Smokers. *International Social Marketing Conference*, Brisbane, 28-29 June.
10. Hoek, J., Hoek-Sims, A., Gendall, P. (2012). Temporal Construal, Tobacco Warnings and Smoking Cessation. *Australian and New Zealand Marketing Academy Conference*, Adelaide, 3-5 December.
11. Hoek, J., Maubach, N., Gifford, H., Erick, S., Newcombe, R., & Edwards, R. (2012). How Do Pregnant Smokers Interpret Different Cessation Message Themes? *Public Health Association Conference*, Wellington, 4-5 September.
12. Hoek, J., Maubach, N., Tatton, L., Thompson, L., Robertson, K. (2012). Smoker Stigmatisation: An Unintended Consequence of Smoking Denormalisation? *Australian and New Zealand Marketing Academy Conference*, Adelaide, 3-5 December.
13. Hoek, J., Maubach, M., Gifford, H., Erick, S., Tautolo, D., Newcombe, R., Edwards, R. (2012). "I want the best for my baby": Social marketing and the paradox of smoking during pregnancy. *Australian and New Zealand Marketing Academy Conference*, Adelaide, 3-5 December.
14. Marsh, L. (2012). Perceptions and quitting behaviours among adolescent smokers in New Zealand: 2002 to 2008. *World Conference on Tobacco Or Health*, Singapore, March 20-24.
15. Maubach, N., Hoek, J., Edwards, R., Gifford, H., Erick, S., & Newcombe, R. (2012). The times are changing: New Zealand smokers' perceptions of the tobacco endgame. *Marketing and Public Policy Conference*, Atlanta, Georgia, 7-9 June.
16. Maubach, N., Hoek, J., Edwards, R., Gifford, H., Erick, S., Newcombe, R. (2012). Smokers' Perceptions of the Tobacco Endgame: Implications for Upstream and Downstream Social Marketing. *International Social Marketing Conference*, Brisbane, 28-29 June.

17. McCool, J., Hoek, J., & Edwards, R. (2011). Defending the absurd? Interpretations of smokers and smoking. *Australian and New Zealand Marketing Academy Conference*, Perth, 28-30 November.
18. Patel, V., Thomson, G., & Wilson, N. (2012). Children and smokers in cars: Differences across two NZ city areas. *World Conference on Tobacco or Health*, Singapore, 20-24 March.
19. Roberston, C., Hoek, J., Hammond, D., Wakefield, M. and McNeill, L. (2012). Dissuasive Cigarette Sticks : A Logical Complement to Plain Packaging. *International Social Marketing Conference*, Brisbane, 28-29 June.
20. Robertson, C., Hoek, J., Eckert, C., Louviere, J.J., Hammond, D., & McNeill, L. (2012). "Slime, Scum, Vomit and Poo": Smokers' Interpretations of Dissuasive Tobacco Sticks. *Marketing and Public Policy Conference*, Atlanta, Georgia, 8-9 June.
21. Thomson, G., Patel, V., & Wilson, N. (2012). Business reactions to smokefree shopping streets proposal: New Zealand. *World Conference on Tobacco or Health*, Singapore, 20-24 March.
22. Thomson, G. & Wilson, N. (2012). Options for controlling tobacco supply (Invited presentation). Presentation at the *World Conference on Tobacco or Health*, Singapore, 20-24 March.
23. Wilson, N., Thomson, G., Edwards, R., & Blakely, T. (2012). A Sinking Lid on National Tobacco Supply for the Tobacco Endgame. *Workshop on Endgame Strategies in Tobacco Control*, Ann Arbor: University of Michigan School of Public Health, 19-21 June.

Refereed Conference Abstracts and Posters

1. Caldwell, B. & Crane, J. Can more rapidly-acting nicotine replacement therapies increase quit rates? Abstract presented at the *Tobacco-Free Aotearoa Conference*. Wellington, November 8-9 2012.
2. Crane, J. A pilot study of the acceptability of snus and a nicotine oral pouch for smoking cessation. Abstract presented at the *Tobacco-Free Aotearoa Conference*. Wellington, November 8-9 2012.
3. Edwards, R. Who is starting smoking? An investigation of uptake among all ages using prospectively collected data. Abstract presented at the *Tobacco-Free Aotearoa Conference*. Wellington, 8-9 November 8-9 2012.
4. Edwards, R., Peace, J., Russell, M., Gifford, H., Thomson, G., & Wilson, N. 'Daring to Dream': public understanding of and reactions to a possible endgame solution. Presented as poster at *15th World Conference on Tobacco or Health*, Singapore, March 20-24 2012.
5. Edwards, R., Wilson, N., Peace, J., Weerasekera, D., Thomson, G., & Gifford, H. Which smokers support a tobacco endgame and increased regulation of the tobacco industry? Results from a National Survey. Presented as poster at *15th World Conference on Tobacco or Health*, Singapore, March 20-24 2012.
6. Erick, S., Tautolo, E. S., Hoek, J., Maubach, N., Gifford, H., Edwards, R., & Newcombe, R. Research Innovation for exploring Pacific messages. Abstract presented at the *Tobacco-free Aotearoa Conference 2012*. Wellington, November 8-9 2012.
7. Erick, S., Tautolo, D., Hoek, J., Maubach, N., Gifford, H., Edwards, R., & Newcombe, R. Developing Messages to Prompt Cessation Among Pacific Smokers. Abstract presented to the *HRC Pacific Health Fono*, Auckland, 18-19 April 2012.
8. Erick, S., Tautolo, E. S., Hoek, J., Maubach, N., Gifford, H., Edwards, R., & Newcombe, R. Translation Please! Developing Messages for Pacific smokers. Abstract presented at the *Tobacco-free Aotearoa Conference*. Wellington, November 8-9 2012.
9. Gendall, P., Hoek, J., Edwards, R., Thomson, G., Gifford, H., & McCool, J. Tobacco packages as mobile billboards – What do they communicate? Abstract presented at the *Tobacco-Free Aotearoa Conference*. Wellington, November 8-9 2012.

10. Gendall, P., Hoek, J., Mather, D., & Edwards, R. Why plain packaging is a proportionate measure. Abstract presented at the *Tobacco-Free Aotearoa Conference*. Wellington, November 8-9 2012.
11. Gifford, H. Increasing the puff of the Quit Card provider workforce in the Whanganui region. Abstract presented at the *Tobacco-Free Aotearoa Conference*. Wellington, November 8-9 2012.
12. Gifford, H., Waa, A., Edwards, R., Newcombe, R., Cvitanovic, L., Tamehana, L., & Wilson, M. Evaluation Results from an intervention to reduce smoking uptake among children in New Zealand: The WAKA project. Presented as poster at *15th World Conference on Tobacco or Health*, Singapore, March 20-24 2012.
13. Gifford, H., Edwards, R., Newcombe, R., Cvitanovic, L., Tamehana, L., Wilson, M., & Waa, A. Development of an intervention to reduce smoking uptake among children in New Zealand: the WAKA project. Presented as poster at *15th World Conference on Tobacco or Health*, Singapore, March 20-24 2012.
14. Gray, R. Talking about choices: Discourse and the question of smokers' "informed choice". Abstract presented at the *Tobacco-Free Aotearoa Conference*. Wellington, November 8-9 2012.
15. Hoek, J., Maubach, M., Gifford, H., Erick, S., Tautolo, D., Newcombe, R., & Edwards, R. How Do Pregnant Smokers Interpret Different Cessation Message Themes? Presentation at *Public Health Association Conference*, Wellington, September 4-5 2012.
16. Hoek, J., Robertson, C., & McNeill, L. Plain Sticks: The next step in dissuasive packaging? Abstract presented at the *Tobacco-Free Aotearoa Conference*. Wellington, November 8-9 2012.
17. Hoek, J., Gendall, P., Mather, D., Maubach, N., Gifford, H., Erick, S., Tautolo, E-S., Edwards, R., & Newcombe, R. Beyond toe tags: An analysis of alternative Smokefree messages. Abstract presented at the *Tobacco-free Aotearoa Conference*. Wellington, November 8-9 2012.
18. Hoek, J., Tatton, L., Maubach, N., & Robertson, K. "You're Not OK": Smokers' experiences of stigmatisation. Abstract presented at the *Tobacco-free Aotearoa Conference*. Wellington, November 8-9 2012.
19. Jaime, R. Tobacco retailers' views on current and potential tobacco control measures. Abstract presented at the *Tobacco-Free Aotearoa Conference*. Wellington, November 8-9 2012.
20. Ikeda, T., Nghiem, N., Wilson, N., Blakely, T., & Cobiac, L. Projecting smoking prevalence in New Zealand and scope for achieving the Government's smokefree national 2025 goal. Paper presented at the *Tobacco-free Aotearoa Conference*, Wellington, November 8-9 2012.
21. Marsh, L. What do young people want in terms of smoking cessation? Paper presented at the *Tobacco-Free Aotearoa Conference*. Wellington, November 8-9 2012.
22. Marsh, L. & Robertson, L. Spatial characteristics of tobacco retailers in New Zealand. Paper presented at the *Tobacco-Free Aotearoa Conference*. Wellington, November 8-9 2012.
23. Wilson, N., Thomson, G., & Edwards, R. What are the most plausible tobacco endgame strategies for achieving the Government's Smokefree 2025 goal? Abstract presented at the *Tobacco-Free Aotearoa Conference*. Wellington, November 8-9 2012.
24. Wilson, N., Thomson, G., & Edwards, R. Lessons for the tobacco endgame from past NZ successes with hazard elimination. Abstract presented at the *Tobacco-Free Aotearoa Conference*. Wellington, November 8-9 2012.

Invited presentations

1. Edwards R. What evidence is there for 'upstream' policies to achieve the 2025 goal? 20th Cochrane Colloquium, Pullman Hotel, Auckland, 30 September – 3rd October 2012.
2. Edwards R. Making NZ smokefree – can it be done, and what can you do to help? Thoracic Society of New Zealand and Australian and New Zealand Society of Respiratory Science Annual Scientific Meeting, Queenstown: August 17, 2012.
3. Edwards R. ASPIRE 2025 - the drive to make New Zealand Smoke-free. Wellington Health and Biomedical Research Society 87th Scientific Meeting on Smoking Addiction, Victoria University, Wellington, August 6th 2012.
4. Edwards R. Developments with endgames in New Zealand: The 2025 Smokefree Goal (half plenary). 15th World Conference on Tobacco or Health, Singapore, March 20-24 2012.
5. Edwards R. 'Access to tobacco products'. At one day conference: Fifty years since 'Smoking and health', progress, lessons and priorities for a smokefree UK. March 6th 2012, Royal College of Physicians, London.
6. Edwards R. Making NZ smokefree – can it be done, and what can you do to help? 4th New Zealand Lung Cancer Conference, March 16th, 2012, Auckland.
7. Edwards R, Thomson G. *Smoke free Aotearoa 2025 – what does it mean?* Hawkes Bay District Health Board, Hastings, 22 June, 2012
8. Thomson G. *Smokefree campuses*. New Zealand Tertiary Sector Health & Safety Conference. Wellington, October 5, 2012
9. Thomson G, Edwards R, Hoek J. Realising the Vision: New Zealand's Smokefree 2025 Goal. Smokefree Nurses NZ, Auckland. May 8, 2012 (repeated in Wellington by Edwards, Christchurch by Hoek)

Media articles and letters

1. Edwards R, Thomson G, Maubach N, Hoek J. We hope the mayor will now visit some graveyards. Dominion Post, 10 August, 2012 (Letter). <http://www.stuff.co.nz/dominion-post/comment/letters-to-the-editor/7451320/Letter-We-hope-the-mayor-will-now-visit-some-graveyards>
2. Edwards R, Thomson G, Hoek J. The End Game: Making New Zealand Smokefree. Global Bridges website, July 29 2012: <http://www.globalbridges.org/News/Blog/The-End-Game-Making-New-Zealand-Smokefree>
3. Hoek J, Gendall P, Edwards R, Maubach N,. Plain packaging of cigarettes: Evidence and Effects. Sciblogs Aug 23 2012. <http://sciblogs.co.nz/guestwork/2012/08/23/plain-packaging-of-cigarettes-evidence-and-effects/>
4. Hoek J, Gendall P, Maubach N, Edwards R, Wilson N, Crane J, Thomson G, Gifford H, Ualesi A. Package deal will save lives, plain and simple. Dominion Post April 26, 2012, p.B5. [not published online]
5. Hoek J, Edwards R, Wilson N, Thomson G. Making a case to dispel smoke. Otago Daily Times Mon, 20 Feb 2012. Available at: <http://www.odt.co.nz/opinion/opinion/198359/making-case-dispel-smoke>
6. Maubach, N. Tobacco truths you should know. Hutt News, 14 August 2012. <http://www.stuff.co.nz/dominion-post/news/local-papers/hutt-news/opinion/7471435/Tobacco-truths-you-should-know>
7. Thomson G, Maubach N. New Zealand: war against plain packs. *Tob Control* 2012; 21:524-528 doi:10.1136/tobaccocontrol-2012-050779 <http://tobaccocontrol.bmj.com/content/21/6/524.full> (News item)

Awards

1. Hoek, J., Maubach, N., Stevenson, R., Gendall, P., & Edwards, R. (2011). Jekyll and Hyde? Social smokers' conflicted identities. Australian and New Zealand Marketing Academy Conference, Perth, Australia, 28-30 November. **Best Paper in Consumer Behaviour Track**
2. Burton, S., Spanjaard, D. Hoek, J. (2012). An investigation of the impact of retail distribution on tobacco purchase and smoking. Australian and New Zealand Marketing Academy Conference, Adelaide, 03-05 December. **Best Paper in Non-Profit Track**
3. Edwards, R., Wilson, N., Peace, J., Weerasekera, D., Thomson, G., Gifford, H. (2012). Which smokers support a tobacco endgame and increased regulation of the tobacco industry? Results from a National Survey. 15th World Conference on Tobacco or Health, Singapore, March 20-24. **One of six best posters at conference**

Appendix 1

ASPIRE2025 | Research for a tobacco-free Aotearoa



ASPIRE2025 at the TOBACCO-FREE AOTEAROA CONFERENCE 2012

ASPIRE2025 would like to invite you to presentations from our team of leading researchers, showcasing the latest findings from research designed to support realisation of the 2025 smokefree goal.



Conference Presentations from ASPIRE2025 researchers

Thursday 8 November – 1.15pm (Rangimarie 2)

Rebecca Gray **Talking about choices: Discourse and the question of smokers' "informed choice"**

When tobacco industry representatives make statements about smoking being an "informed adult choice", what sort of ideologies and agendas are being referenced? This discussion will have relevance for efforts to challenge industry discourse about the regulation of tobacco products.

Tak Ikeda **Projecting smoking prevalence in New Zealand and scope for achieving the government's Smokefree Nation 2025 Goal**

We detail modelling work that projects smoking prevalence in NZ into future decades. We argue that reaching NZ's 2025 smokefree goal does not appear likely based on current trends. Therefore, policy makers will either need to: (i) greatly enhance use of established interventions; or (ii) adopt new overarching tobacco control strategies.

Thursday 8 November – 1.15pm (Rangimarie 1)

Richard Edwards **Who is starting smoking? An investigation of uptake among all ages using prospectively collected data**

We will present findings from an investigation of how smoking uptake and quitting varies across all age groups. The findings have implications for the targeting of tobacco control interventions to achieve the 2025 smoke free goal.

Louise Marsh **What do young people want in terms of smoking cessation?**

We will present findings from a qualitative investigation with current young smokers about their perceptions of what they need in terms of smoking cessation support. This better understanding of young people's cessation behaviour will help inform the development of effective strategies to support young people quitting

Thursday 8 November – 1.15pm (Oceania South))

Stephanie Erick **Research Innovation for exploring Pacific messages**

Eliciting information from diverse ethnicities presents researchers with methodological challenges. We discuss use of a photosort technique among Pacific people and suggest it elicited important insights that will help us realise the 2025 goal.

Stephanie Erick **Translation please! Developing messages for Pacific smokers**

We report a study examining how Pacific smokers interpreted different cessation messages. Messages seen as truthful, realistic and hard-hitting were more effective, and themes focussing on the importance of being smokefree for children and families were more likely to prompt cessation.

Conference Presentations from ASPIRE2025 researchers

Thursday 8 November – 1.15pm (Oceania North)	
Heather Gifford	Increasing the puff of the Quit Card provider workforce in the Whanganui region This talk presents results from an on-line Quit Card provider survey that highlights the need for ongoing training for this workforce. Most would like additional training delivered on-line. More than a third favoured access to an expert advisor or mentor with face-to-face training being the least popular update option.
Thursday 8 November – 3.45pm (Rangimarie 1)	
Nick Wilson	What are the most plausible tobacco endgame strategies for achieving the government's smokefree 2025 goal? We detail a number of plausible strategic options for ensuring success with the national Smokefree 2025 goal (eg, via tax increases or a sinking lid on tobacco supply). To avoid risks inherent with routine "muddling through" or purely politically-driven and opportunistic policy approaches, we argue that these strategies should be systematically evaluated.
Louise Marsh	Spatial characteristics of tobacco retailers in New Zealand This presentation will provide information and maps on the number and distribution of tobacco retailers in New Zealand, based on lists obtained from Smoke-free Enforcement Officers at District Health Boards. This research suggests that registering or licensing tobacco retailers would assist with enforcing the Smoke-free Environments Act.
Nick Wilson	Lessons for the tobacco endgame from past NZ successes with hazard elimination In this presentation we detail some of NZ's impressive elimination successes in the past (eg, brucellosis, hydatids, polio, the southern saltmarsh mosquito, leaded petrol and the banning of asbestos imports). The approach to these problems provides lessons for policy makers as they chart the path to the Government's Smokefree Nation 2025 Goal.
Richard Jaine	Tobacco retailers' views on current and potential tobacco control measures We will discuss findings from a qualitative study involving tobacco retailers and their opinions of the Smokefree Environments Amendment Act changes (in particular point-of-sale display bans) and other proposed measures such as selling nicotine replacement therapy and the licensing of tobacco retailers. While there were varied opinions, there was general retailer support for current and potential interventions.
Thursday 8 November – 3.45pm (Rangimarie 2)	
Ninya Maubach	"You're not OK": Smokers' experiences of stigmatisation This presentation provides the results of a qualitative study into young adult smokers' experience of stigmatisation, and non-smokers' perceptions of smokers. The findings have implications for the development of denormalisation campaigns.

Thursday 8 November – 3.45pm (Rangimarie 2)	
Janet Hoek	Beyond Toe Tags: An analysis of alternative smokefree messages An online survey of 546 smokers found cessation messages that appeal to people's innate desire to protect children and care for their families were the most effective of those tested. Other messages to perform well featured financial gain, and industry denormalisation themes. Employing more diverse cessation messages could better recognise smoker sub-groups, increase quit attempts, and support the 2025 goal.
Thursday 8 November – 3.45pm (Oceania North)	
Brent Caldwell	Can more rapid-acting nicotine replacement therapies increase quit rates? More effective nicotine replacement therapies (NRTs) are needed to increase the 12-month quit rate of 10% with current NRTs. We present results of a study which tested the quit rates and outcomes when using a combination of rapid-acting nicotine mouthspray (Zonnic) with active nicotine patches.
Julian Crane	A pilot study of the acceptability of snus We have piloted snus versus a pouch nicotine in 100 hospitalised smokers and followed them for 1 year. Smokers preferred to use nicotine rather than snus. There was no difference in quit rates between the two products.
Friday 9 November – 2.15pm (Rangimarie 2)	
Philip Gendall	Tobacco packaging as mobile billboards – What do they communicate? Industry documents reveal the tobacco industry's increasing reliance on packaging as an advertising medium. Evidence from an online study of young adults illustrates how plain packaging communicates brand attributes and suggests that plain packaging is necessary not only to expedite progress to 2025, but to meet NZ's FCTC obligations.
Philip Gendall	Why plain packaging is a proportionate measure Tobacco companies argue that the Australian plain pack is too austere and the same outcomes could be achieved by less radical measures. We tested that claim and conclude that the Australian plain pack generates significantly higher levels of aversion than partially branded packs or packs that simply use larger warnings. Fully plain packs are the optimal measure for reducing smoking initiation and supporting the 2025 goal.
Janet Hoek	Plain Sticks: The next step in dissuasive packaging? Findings from two focus groups and 13 depth interviews suggest unattractively coloured cigarette sticks could reduce smoking initiation. Dissuasive sticks diminished the experience of smoking, undermined residual connotations of glamour and sophistication, and exposed smoking as unambiguously dirty. Plain sticks could complement plain packaging as an important initiative on the path to 2025.

To find out more about ASPIRE2025, please visit www.aspire2025.org.nz

