



# ASPIRE 2025

Research for a tobacco-free Aotearoa

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## Annual Report 2017



Includes launch of ASAP project in Parliament, August 2017

## ASPIRE 2025

2017 Annual Report  
For the year ending December 2017

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

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

Te Puea Herangi, CBE

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

ASPIRE2025  
Department of Public Health  
University of Otago, Wellington  
PO Box 7343  
Wellington South 6242  
New Zealand

Department of Marketing  
School of Business  
University of Otago  
PO Box 56  
Dunedin 9054  
New Zealand

Email: [aspire2025@otago.ac.nz](mailto:aspire2025@otago.ac.nz)  
Website: [aspire2025.org.nz](http://aspire2025.org.nz)  
Twitter: @aspire2025

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## ASPIRE 2025

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# Foreword

Each year, we reflect on the work outlined in the ASPIRE 2025 annual report and feel a mixture of pride, astonishment and gratitude. We are very lucky to work with a superb team of colleagues whose novel ideas, hard work and creativity mean we always have new and interesting studies to report. We are also grateful to the wider policy, advocacy and research sector – our smokefree whānau – who stretch, motivate and challenge us. Thank you to you all.

We are pleased to introduce some new team members and overview studies we worked on during the last year. Highlights include the Achieving Smokefree Aotearoa Project (ASAP), which sets out a clear new route for achieving the 2025 goal that we hope the new Government will adopt, and the new Marsden funded project, which extends our work on e-cigarettes.

The ASAP report drew on international literature, as well as studies undertaken by several ASPIRE members, to create a comprehensive plan that could greatly reduce the appeal, affordability and accessibility of tobacco products. Standardised packaging will greatly decrease the appeal of smoking, as could other measures, such as dissuasive sticks, regularly refreshed pictorial warnings, reductions in nicotine content to very low levels, and cessation-oriented pack inserts.

There is considerable debate over the affordability of tobacco products and the Government has commissioned a report examining unintended effects of tobacco tax. Concerns over violent crimes involving theft of tobacco products have also raised questions about the rising costs of tobacco. We welcome the Government's interest in these questions and note ASPIRE studies have consistently shown that smokers support increases in excise tax when the revenue generated is used to support cessation programmes. Using tobacco excise tax to support the vast majority of smokers who wish to quit realise their smokefree aspirations would reflect the research evidence supporting excise tax measures, recognise smokers' views, and accelerate progress to the 2025 goal.

The Government has an important opportunity to protect retailers by removing tobacco from sale in service stations, supermarkets and dairies. A product that kills two out of three long term users is not an ordinary consumer product and should not be treated as such. Allowing tobacco to be sold only from a small

number of R18 outlets would simultaneously provide retailers with the protection they have requested while reducing access to a lethal product.

Dramatically reducing tobacco's availability and affordability means we must offer alternatives to smokers. ASPIRE researchers have explored how electronic nicotine delivery systems (ENDS) such as e-cigarettes and vaporisers could be made available to smokers, who would benefit if they transitioned fully to ENDS. We are pleased to report on early findings from this work programme.

We hope 2018 will see more rapid progress in implementing important smokefree policies, particularly measures set out in the ASAP report and stalled measures, such as protecting children from second hand smoke in cars. We look forward to working with policy makers to reassert New Zealand's position as a global leader in smokefree policies that protect children from the many harms caused by exposure to smoking.

The ASPIRE team has again had a highly productive year; we continue to publish in leading journals and to present our findings at international meetings. We have also worked hard to increase our public outreach and have written several blogs summarising recently published papers, prepared online videos, and offered our seminars via live-streaming. We welcome the interest and support we have received from policy makers, NGOs, advocates, community groups, and DHBs, and look forward to our continued collaborations. We know we need bolder measures if we are to bring smoking prevalence below five percent by 2025 and we are committed to ensuring our research helps achieve that vision.



Janet Hoek



Richard Edwards

The ASPIRE2025 team  
– bringing great researchers together  
from many different backgrounds  
across multiple organisations to help  
achieve a Smokefree Aotearoa by 2025



# ASPIRE2025 research team

## Co-Directors

Professor Richard Edwards (University of Otago, Public Health)

Professor Janet Hoek (University of Otago, Public Health and Marketing)

## Team Members

Mei-Ling Blank (University of Otago, Marketing)

Dr Tamlin Conner (University of Otago, Psychology)

Professor Julian Crane (University of Otago, Medicine)

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

Stephanie Erick (Hāpai Te Hauora)

Dr Shelagh Ferguson (University of Otago, Marketing)

Emeritus Professor Phil Gendall (University of Otago, Marketing)

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

Dr Richard Jaine (University of Otago, Public Health)

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

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

Dr Rose Richards Hessel (University of Otago, Va'a o Tautai, Health Science)

Dr Lindsay Robertson (University of Otago, Preventive and Social Medicine)

Dr Dalice Sim (University of Otago, Biostatistical Services)

Dr James Stanley (University of Otago, Biostatistical Services)

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

Associate Professor Lee Thompson (University of Otago, Population Health)

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

Louise Thornley (University of Otago, Public Health)

Andrew Waa (University of Otago, Public Health)

Maddie White (University of Otago, Public Health)

Professor Nick Wilson (University of Otago, Public Health)

## Postgraduate Students

Jude Ball (PhD Public Health, University of Otago)

## Marketing Administration and Support

Fran Wright (University of Otago, Public Health)

## Sector Partners

ASH New Zealand

Cancer Society of New Zealand

Hāpai Te Hauora Tapui Ltd

Health Promotion Agency

QUIT Group

# Profiling some of our researchers



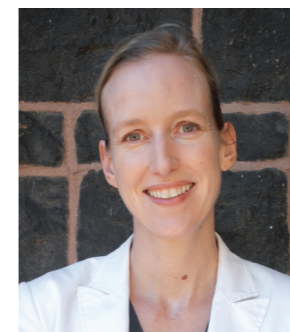
## Nick Wilson

Nick is a Professor of Public Health with the University of Otago, Wellington. He has published widely in the tobacco epidemiology and control domain (200+ Medline-indexed publications). He is currently involved in modelling tobacco control interventions in terms of health gain, health costs and cost-effectiveness (as part of the BODE3 Programme). He also contributes to ASPIRE work in the areas of: tobacco tax, e-cigarette policy, and outdoor smoking policies (see blogs at the Public Health Expert blog site).



## Rose Richards Hessel

Dr Rose Richards Hessel is Associate Dean (Pacific) for the Dunedin School of Medicine and Director of the Centre for Pacific Health in Va'a o Tautai, Division of Health Sciences. Rose has worked across many different projects, research teams and methodologies, and she has a long-standing interest in tobacco. Rose is currently collaborating with ASPIRE by contributing to studies examining ENDS use and transitions, and supporting Pacific students exploring smoking uptake among Pacific young adults.



## Tamlin Conner

Tamlin Conner is a senior lecturer in the Department of Psychology at the University of Otago in Dunedin. She has a strong interest in well-being and is internationally recognized for her work using mobile technology to measure people's experiences in real-time in the context of daily life. Tamlin has collaborated and advised on several smartphone based surveys used to measure ENDS and tobacco use.



## Eirenei Tauai

Eirenei (Nei) was a summer student working with Janet Hoek and Mei-Ling Blank to explore smoking uptake among Pacific young adults. She is currently undertaking a Masterate exploring experiences of dialysis among Pacific people.

# New Projects Funded

ASPIRE2025 was successful in gaining funding for a number of new research projects during 2017 and we profile four of these studies.

## Betwixt two worlds? Disruptive technology and negotiating identity change

Electronic nicotine delivery systems (ENDS), such as e-cigarettes and vaping products, have become more popular as smoking cessation tools, though considerable debate exists over their overall efficacy and long-term safety. Nonetheless, while evidence of ENDS' overall population-level effects remains unclear, many individual smokers report having quit successfully using ENDS and enthusiasts describe ENDS as a disruptive technology that could potentially end the smoking epidemic.

Despite individual success stories and evidence that ENDS may pose fewer health risks than smoked tobacco, many smokers who begin using ENDS do not fully replace smoking with vaping. Initially, researchers attributed this outcome to poor nicotine delivery from early ENDS devices and earlier studies have focussed on the physical satisfaction provided by ENDS use. Yet although ensuring adequate nicotine substitution is clearly important, even ENDS-users who have more sophisticated devices still report smoking. "Dual use" has thus become the dominant behaviour pattern among ENDS users and if maintained long term could greatly undermine the health benefits transition to exclusive ENDS use would offer.

We take a different perspective and recognise that smoking is a highly social practice; for example, it denotes group membership and showcases skills that generate social capital. Many people commence smoking with peers and smoking frequency often increases in social settings, particularly when alcohol is also consumed. To date, however, few studies have examined how social factors influence transition from smoking to ENDS use.

Our project will probe social and environmental factors that influence whether, how and to what extent smokers transition from smoking to ENDS. Rather than focus exclusively on nicotine delivery, we will explore behavioural practices and study how easily and effectively smokers recreate and transfer rituals they have developed alongside smoking to ENDS use. More specifically, we will probe the smoking practices participants retain, create or relinquish; the identity positions they negotiate, and whether and how they move to using ENDS, eventually become vape-free, or relapse to smoking.

To explore complex social practices, we will use longitudinal qualitative interviews, videographic analyses, and regular diary surveys to develop contrasting perspectives on why, how and whether (or not) smokers transition from smoking to exclusive ENDS use, and whether they continue to use ENDS or eventually become vape-free.

### Project Team

Janet Hoek, Mei-Ling Blank, Tamlin Conner, Shelagh Ferguson, Lee Thompson

### Funding

Marsden Fund 17/129.



HOW SOCIAL FACTORS INFLUENCE TRANSITION FROM SMOKING TO ENDS USE

## Tobacco retailers and the sale and promotion of e-cigarettes and vaping products

New Zealand's nicotine retail environment may change dramatically in 2019, if Government proposals to liberalise the sale and promotion of nicotine-containing e-cigarettes and vaping products come into effect. The proposed legislation would enable any type of retail outlet to sell and promote such products at the point-of-sale. This law change could potentially encourage more smokers to transition to vaping instead of smoking, yet careful monitoring is required to ensure vaping products are not promoted in a way that appeals to children and nonsmokers.



In phase one, we have estimated the proportion of convenience stores, supermarkets and service stations that sell e-cigarettes and vaping products (also known as electronic nicotine delivery systems, or ENDS). These data will enable us to assess where ENDS are sold relative to tobacco.

Store visits have enabled us to observe and record how these ENDS are displayed and promoted. For example, we are examining the presence of display units, advertising materials at point-of-sale, and the juxtaposition of ENDS with other products, such as confectionery. These data will provide important insights into the marketing strategies used to promote ENDS within retail outlets and allow us to assess the likely reach and impact of these promotions.

By collecting data in retail stores both before and after the Government's proposed legislative change legalising the sale of ENDS and e-liquids containing nicotine, we will assess the form promotions take in both unregulated and regulated settings.

In the second part of this project, we will explore tobacco retailers' attitudes towards selling e-cigarettes and vaping products, and their knowledge and understanding of those products. Our earlier work with ENDS users showed they often found it challenging to adjust to using ENDS and needed to learn new behaviours, including how to hold and inhale from their device. Retailers play a crucial role in providing new users with this information, thus we will also explore retailers' willingness to support and advise customers who are trying vaping as a means to quit smoking. These findings will enable us to develop guidelines that could be used to register ENDS retailers and ensure people selling these devices are offering advice that will help smokers make a full transition from smoking to exclusive ENDS use.

### Project Team

Lindsay Robertson, Louise Marsh, Janet Hoek, Louise Thornley, Rose Richards, Claire Cameron, and Mei-Ling Blank.

### Funding

Preventive and Social Medicine Strategic Grant, University of Otago Research Grant. Louise Marsh is supported by the Cancer Society of New Zealand

## RYO-specific warning messages

In New Zealand, approximately 55% of smokers use roll-your-own (RYO) tobacco at least occasionally, and RYO usage is more common among high priority groups such as younger smokers, Māori, and people experiencing greater socioeconomic deprivation. To achieve New Zealand's Smokefree2025 goal, we need measures that will reduce RYO's appeal and promote cessation of all tobacco forms.

Previous research we have undertaken suggests that smokers hold many misperceptions about RYO tobacco compared to manufactured or tailor made (TM) cigarettes. These include beliefs that RYO is less harmful, less addictive, contains fewer additives, and is more "natural" than TM cigarettes. In fact, RYO tobacco is just as harmful as any other form of smoked tobacco; ironically, because of the humectants added, RYO tobacco actually contains more additives than tailor made cigarettes.

These misconceptions mean RYO smokers may feel "immune" to traditional tobacco warning messages. Currently, New Zealand's warning messages do not differentiate between different types of tobacco, with the same messages used on the packaging of both RYO and TM cigarettes. Given the extent of misbeliefs about RYO tobacco, and with annual excise tax increases prompting some smokers to switch to RYO rather than quit smoking, it is important to investigate whether RYO-specific warning messages could encourage quitting.

This pilot project begins a new collaboration with Professor Melanie Wakefield, Cancer Council Victoria, an expert in tobacco packaging. An initial qualitative phase will investigate RYO-specific warning components and how RYO smokers interpret, react and respond to these. We will use these findings to develop a small set of RYO-specific warnings that we will test in an online experiment to examine how effectively each warning stimulates thoughts about quitting.

### Project team

Mei-Ling Blank, Janet Hoek, Lindsay Robertson, Phil Gendall, Shelagh Ferguson

### Funding

University of Otago Research Grant



## Smoking in Pacific adolescents

With no decline in Pacific adult smoking since the Smokefree 2025 goal was set, smoking prevention in Pacific communities (where children aged 0-14 make up 36% of the population) needs to be a high priority. The aim of this study was to inform the development of Pacific smoking prevention initiatives by examining ethnic-specific smoking rates and risk factors in Samoan, Tongan, Cook Island and Niuean 14-15 year olds, using data from the ASH Year 10 Snapshot survey, 2004-2015.

“Pacific peoples” are often treated as a homogenous group in policy and research, but this research highlights stark differences between Pacific ethnicities. For example, between 2004 and 2015 smoking prevalence in Cook Island teens was more than twice that of Samoans. Ethnic differences in adolescent smoking appear to reflect differing exposure to important risk factors such as parental smoking, sibling smoking and exposure to second hand smoke in cars and at home. The high rates of exposure to second hand smoke among Pacific teens, particularly girls, is of great concern given ethnic inequalities in respiratory health, and growing international evidence that nicotine exposure via second hand smoke may predispose young people to tobacco dependence.

Our findings suggest that public health research and practice needs to reflect important differences between Pacific ethnicities, and that additional resources may be needed for ethnic-specific community-led programmes to denormalise smoking.

The findings of this study are currently being written up for dissemination in mid-2018.

### Project team

Dalice Sim, Richard Edwards, Jude Ball and Dan Tautolo with oversight from an Advisory Group that includes Pacific researchers and representatives of Hāpai Te Hauora and ASH New Zealand

### Funding

Wellington Branch of the Cancer Society

## Update on Major Projects

Highlighting some of the many significant projects led by ASPIRE2025 researchers in 2017.

# Electronic Nicotine Device Systems (ENDS) Research

If electronic nicotine delivery systems, such as e-cigarettes and vaping products, are to contribute to New Zealand's Smokefree 2025 goal, we need to address at least two questions:

- How do smokers move from smoking to ENDS use?
- How can we promote ENDS to smokers, who could benefit if they switched from smoking to ENDS use, while minimising uptake among non-smokers, who do not stand to benefit from using ENDS?

Through two Health Research Council funded projects, we have begun to address these questions.



## Feasibility Assessment of a Smart E-cigarette (FASE)

The FASE study used a novel smart e-cigarette to obtain real time records of ENDS use among smokers making a quit attempt. To our knowledge, this is the first study to have tracked participants' smoking and ENDS use over an extended period. The study aimed to test the protocol but also provided intriguing insights into smoking and vaping behaviours.

We combined the smart e-cigarette data with daily diary records of smoking and fortnightly in-depth interviews, to obtain a comprehensive understanding of participants' smoking and ENDS-use patterns. Although our small sample means our findings are tentative, we identified three potential smoking to ENDS use patterns:

1. A rapid and full transition (eventual smoking cessation)
2. A slower decline in smoking before a plateau at a lower level (daily dual use)
3. Limited experimentation with ENDS before reversion to baseline smoking (return to exclusive smoking).

We now aim to test these findings using a larger sample and a more sophisticated smart ENDS device, and over a longer period of time. This work will enable us to examine whether the plateau detected among some participants is a stable new smoking pattern or part of a longer transition from smoking to ENDS. Findings from recent studies suggest transition to exclusive ENDS use may take months rather than weeks and a longer study will allow us to examine how daily dual use evolves and whether participants who initially return to exclusive smoking make subsequent cessation attempts using their ENDS. If we detect the same dual use patterns in a larger sample, we could develop and test interventions that promote continued reductions in smoking among dual users and fostered persistence among those who quickly revert to smoking. We are currently reviewing new smart ENDS ahead of seeking further funding.

### Research team

Janet Hoek (PI), Mei-Ling Blank, Tamlin Conner, Tobias Langlotz, Mark George, Philip Gendall, Johannes Thrul, Pamela Ling

### Funding

Health Research Council 16/489



## The E-cigarettes and Informed Choice (EC-IC) study

The EC-IC study examines how we can promote ENDS to smokers while minimising uptake among non-smokers?

An extensive qualitative phase initially recruited participants to maximise diversity but differences we observed led us to begin sampling theoretically, so we could also explore ENDS use among dual users and non-smokers.

Our dual use findings provide new insights into the nostalgia some ENDS users feel for smoking, which they view as "real", and help explain how dual use may become a sustained behaviour pattern, particularly among smokers who expected ENDS to simulate their smoking experiences. We also identified complex rationalisations that framed decreased tobacco use, rather than smoking cessation, as 'success'. Several participants felt very conscious of social group norms; they had to manage both the stigma of smoking and the derogation of ENDS use by smokers.

ENDS uptake among non-smokers revealed strong curiosity but also showed non-smokers used ENDS to manage anxiety and stress, and to reduce food cravings. Non-smokers using ENDS found these appealed because of functional attributes that supported their interest in gadgets and because of the hedonic sensations they experienced when using different flavours.

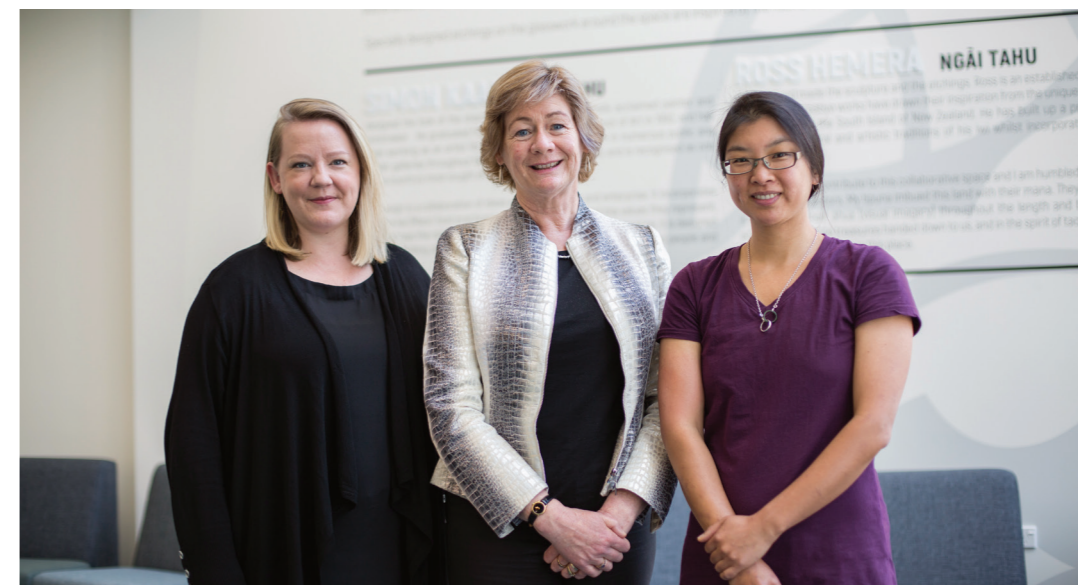
Participants in all groups sampled wanted to know more about ENDS but had difficulty finding information that answered the questions they had. Many searched for health-related information, such as whether ENDS posed any health risks, while others wanted functional information, such as details of how they should use their device and what concentration of nicotine would best match their cigarette consumption. The second phase involves a comprehensive study of ENDS perceptions and usage patterns and a systematic review of ENDS information statements is currently underway.

### Research team

Janet Hoek (PI), Lindsay Robertson, Mei-Ling Blank, Philip Gendall, Rose Richards, Claire Cameron, Pamela Ling, Lucy Popova, Louise Thornley

### Funding

Health Research Council 16/149



ASPIRE researchers: Lindsay Robertson, Janet Hoek, Mei-Ling Blank.





ASAP project launch.



Dame Tariana Turia DNZM addresses the audience.



Members of ASAP team at launch in Parliament: Fran Wright, Richard Edwards, Zoe Hawke, Andrew Waa, George Thomson, Lance Norman, Louise Thornley.

## Achieving Smokefree Aotearoa Project (ASAP)

In 2011 Aotearoa New Zealand was among the first countries to set a Smokefree 2025 goal. The goal is interpreted as less than 5% smoking prevalence by 2025 – for all ethnic groups.

Tobacco use is much higher among Māori than among Pākehā; it causes significant social and economic harm in Māori communities and whānau. Reflecting this, Māori leaders and the Māori Affairs Select Committee played a key part in advocacy towards the goal.

Now as we near the halfway point to the 2025 goal, New Zealand is not on track to reach the goal. Smoking rates are reducing, but not quickly enough. The 2018 mid-term target for daily smoking of 10% (19% target for Māori) will not be met, and modelling studies predict that a 'business-as-usual' approach will be insufficient to reach a Smokefree Aotearoa by 2025. Despite setting the goal in 2011, the Government has not yet developed a strategy or action plan to guide action towards the goal.

Responding to the inadequate progress and strategic gap, the Achieving a Smokefree Aotearoa Project (ASAP) was carried out from October 2016 to July 2017. A group of experts, academics and practitioners undertook the work, led by ASPIRE 2025 researchers together with Hāpai Te Hauora.

The project reviewed progress and the current status of the goal, and developed a comprehensive action plan, featuring evidence-based actions needed to get our country on track to achieve the Smokefree Aotearoa 2025 goal.

The action plan was developed with input from over 30 New Zealand and international experts, and a thorough engagement process with around 100 smokefree practitioners and community leaders, with strong Māori and Pacific representation. Hāpai Te Hauora organised and led the engagement process.

The project documented the progress and status of the 2025 goal, and recommended a combination of measures to increase the chance of achieving the goal – by greatly reducing the affordability, availability, appeal and addictiveness of smoked tobacco products. A full review of evidence informed the recommendations.

The major recommendations include: greatly reducing tobacco retail outlets, increasing tobacco tax by 20% annually, introducing a 'tobacco-free generation' policy where tobacco can only be purchased by people born before a specified date, regulating to remove additives and flavours that enhance the appeal of tobacco products, and requiring tobacco products to have very low nicotine levels so that they are no longer addictive.

In August 2017, the ASAP reports were launched at Parliament. The launch speeches included an address by Hon Dame Tariana Turia, a key Māori leader and champion who prioritised smokefree work as Associate Minister of Health (2008 to 2011).

The ASAP work has been discussed at various national and international conferences and seminars, and ASPIRE 2025 researchers, together with others across the sector, continue to promote and advocate the need for stronger actions to accelerate progress towards a Smokefree Aotearoa by 2025.

### Research team

Professor Richard Edwards, Louise Thornley, Associate Professor George Thomson, Andrew Waa

### Funding

The Quit Group Trust

# New Zealand International Tobacco Control Policy Evaluation Project (NZ-ITC project)

## The ITC Project

The international ITC project is a globally significant programme of research involving a transdisciplinary collaboration of over 150 researchers across 29 countries. It has been providing evidence about the effectiveness of tobacco control policy for over 15 years by following cohorts of smokers in each country. This enables the evaluation of the impact of policy interventions through analysis within country cohorts and through comparisons with smokers in other countries where the policy has not been introduced.



The ITC NZ study (NZ-ITC), led by researchers from ASPIRE2025, consists of a cohort of New Zealand smokers and ex-smokers who are being followed up in order to:

- describe trends, identify determinants and assess the impact of interventions on smoking-related behaviours, attitudes, experiences and perceptions;
- explore patterns of use and impacts of alternative nicotine delivery devices;
- explore the feasibility and acceptability of novel policy and practice interventions.

In April 2017, the first wave of data collection was completed on around 1100 current smokers and ex-smokers. Findings from cross-sectional analysis of the wave 1 data have since been presented at local and international conferences (Oceania in Hobart, SRNT Baltimore and World Tobacco or Health Conference in Cape Town). Drafting of papers is currently underway. The second wave of data collection is planned to start in mid-2018.

### Project team

Richard Edwards (PI), James Stanley, Andrew Waa, Beck O'Shaughnessy, El-Shadan Tautolo, Heather Gifford, Janet Hoek and Phil Gendall.

### Funding

Health Research Council (HRC 15/072).



# Te Ara Auahi Kore (TAKe)

Smoking among Māori continues to be significantly higher than among Pākehā. Continuing business as usual activity in tobacco control has little chance of achieving the Smokefree Aotearoa 2025 goal, particularly for Māori. Te Ara Auahi Kore (the TAKE project) was developed to help fill the significant gaps in knowledge about the determinants of smoking for Māori and the effectiveness of current cessation and wider tobacco control measures, so as to inform policies and legislation to achieve the 2025 goal.



Kokiri Marae – partner in Te Ara Auahi Kore (TAKe) Project. The carving design symbolizes whānau, their collective impact, and the vitality of its descendants. It is a metaphor signifying the continuation of the people who are a part of the Marae. Kokiri Marae is a place for all people to feel a part of regardless of Iwi affiliations. A place for all to flourish under the one roof.

The project is being delivered as three complementary studies:

1. The first (the PAI study) is a survey of engagement in tobacco control activities among key community based stakeholder organisations (e.g. PHOs, DHBs, iwi, local councils) and will be used to help draw a picture of what tobacco control looks like in those locations. Data collection was completed in 2017 and the data is now being analysed.
2. The second and most resource intensive study will follow a cohort of at least 700 Māori smokers for a year over two survey waves, exploring the impact of key policies (e.g. tax increases, plain packs, local initiatives) on smoking behaviour. The first wave recruitment is currently in the field. The cohort study is a partner to the NZ ITC and many of the questions are from the ITC survey. The main differences are we recruit via our researcher partners (health services working with Māori communities) and we collect detail on the context of Māori smokers.
3. The third study is a series of qualitative focus group interviews with whānau of smokers, exploring the impacts of tobacco related policies and interventions on them as well as their perspectives of smoking and how it can be addressed. The whānau study will be in field in mid-2018.

TAKe is being implemented within a participatory framework and we would like to acknowledge the support of Tei Davies and Hori Waaka (Ora Toa PHO); Teresea Olsen, Catherine Manning and Anania Kerehoma-Cook (Kokiri Marae Seaview); Frances King, Jennie Hindmarsh and Connie Henare (Ngāti Porou Hauora); Janice Kuka and Cindy Mokokoko (Ngā Mataapuna Oranga); Rawiri Jansen (National Hauora Coalition PHO); Vanessa Dumville, Ngaire Rae and Erana Peita (Te Taitokerau and Manaia PHOs); David Thomas (Menzies School of Health Research); Pele Bennet (Queensland Dept of Health); Lance Norman (Hāpai te Hauora); and Gevana Dean (Hawkes Bay DHB).

### Research team

Andrew Waa, Bridget Robson, Heather Gifford, James Stanley, Ruruira Rameka, Richard Edwards, Gill Potaka-Osborne

### Funding

Health Research Council 16/088



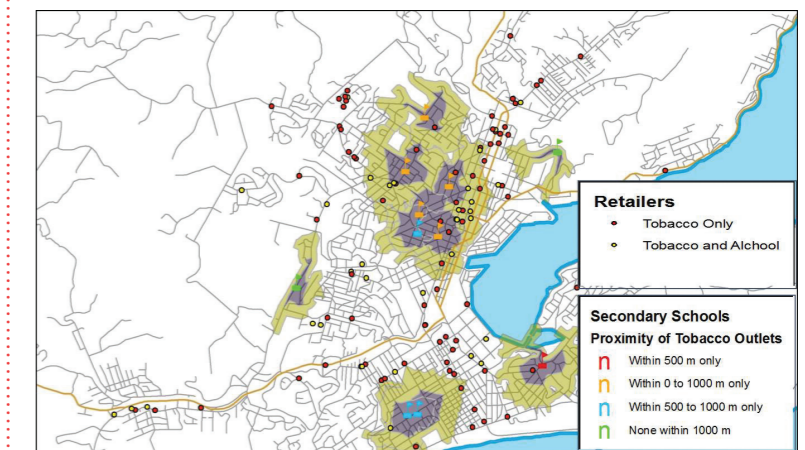
## Research Spotlight

### Tobacco supply and retailing

The lack of restrictions on who is able to sell tobacco and where it can be sold has resulted in the near ubiquity of tobacco in New Zealand retail stores, especially in lower socioeconomic communities which have around four times as many tobacco retailers compared to the most affluent neighbourhoods. Greater retail availability of tobacco promotes experimentation with smoking among children and young people, reduces the likelihood of successful quitting and undoubtedly contributes to New Zealand's smoking-related health inequities. As part of its smokefree goal, the Government has committed to reducing tobacco availability to "minimal levels" by 2025, though we are yet to see any regulatory action within this domain.

To date, our research in this area has mapped all known tobacco retailers using geographic information systems (GIS) software; we used this GIS data in a further study which found that higher numbers of tobacco stores around schools was associated with greater smoking susceptibility and attempted tobacco purchases among school students. We have identified policy precedents from jurisdictions such as California and Hungary, where laws to substantially reduce the number of tobacco stores have been implemented. Importantly, we have also examined New Zealand tobacco retailers' perspectives on such policies; asking how would they be affected by similar legislation and which regulatory approach would be most acceptable to them? Our current research will extend knowledge further by exploring the validity of the tobacco industry's arguments of the economic importance of tobacco to small retailers.

Our research has helped to inform the tobacco supply actions in the *Achieving Smokefree Aotearoa by 2025* (ASAP) report, released in 2017. New Zealand has the opportunity to be a world leader by introducing legislation to dramatically reduce the number of tobacco outlets as part of a tobacco endgame strategy.



## Collaborative Success

### Memorandum of Understanding between: Hāpai Te Hauora, BODE<sup>3</sup> Programme and ASPIRE 2025

In November 2016, ASPIRE 2025 signed an MoU with the BODE<sup>3</sup> Programme and Hāpai Te Hauora to work together to support the achievement of Smokefree 2025. BODE<sup>3</sup> is a research team at University of Otago Wellington with expertise in tobacco control modelling and Māori health. Hāpai Te Hauora is the lead provider for national tobacco control advocacy with strong expertise in public health, policy, advocacy, research and evaluation.

The parties agreed to work together on the dissemination of research findings, submissions to enquiries and consultations relevant to Smokefree 2025, and to engage in events organised by the parties such as workshops, seminars and policy/strategy launches.

The MoU stated the strong commitment of all the parties to achieving the Smokefree 2025 goal, and particularly that this is achieved for Māori and that health inequalities due to smoking decrease. The parties also agree that the process of achieving the Smokefree goal is critical and needs to include such co-benefits as building Māori health worker and research worker capacity, building experience with “by Māori for Māori” initiatives, and enhancing Māori social and economic development.

During 2017, the MoU was extremely successful and has been an important contributor to enhancing the profile and impact of ASPIRE 2025's activities and improving our engagement with the tobacco control sector. Wherever practicable the ASPIRE and BODE<sup>3</sup> teams shared information in advance about forthcoming research outputs and activities, enabling the Hāpai team to develop media communications and messaging in good time. The expertise of Hapai in media communication, together with their strong links and networks especially among Māori media ensured that appropriate messages about the research findings were widely disseminated, particularly to Māori and Pacific audiences.

Another extremely successful aspect of the collaboration was the joint work on the ASAP action plan. Hāpai were key partners in the development of this action plan, providing input as members of the expert advisory group, leading the consultation with the tobacco control sector, and organising a highly successful, high profile launch of the action plan at Parliament.



Signing of MOU: Richard Edwards and Lance Norman.



Richard Edwards and Lance Norman.

## Indigenous tobacco control symposia

ASPIRE 2025 researchers, led by Andrew Waa, were key collaborators in several international indigenous tobacco control symposia during 2017. These included:

### SRNT Florence, Italy 2017: The Role of Research in Meeting FCTC Commitments to Indigenous People: What Progress Have We Made?

This symposium explored the role of the FCTC in addressing commercial tobacco use among indigenous people. Representatives from Australia, the United States, Papua New Guinea and New Zealand participated.

### Oceania Conference, Hobart 2017: FCTC and Indigenous Smoking

This well-attended symposium opened with four presentations from indigenous researchers and tobacco control champions. It included a discussion panel focussing on the key challenges and enablers for indigenous tobacco control.

### ASPIRE2025 seminar, Wellington, NZ 2017: Engaging Indigenous Communities in Tobacco Control Research: Potential Relevance for Māori People?

Dr Patricia Nez Henderson, a member of the Dine (Navajo) tribe and Vice President for the Black Hills Centre for American Indian Health, presented this seminar. Dr Henderson spoke about conducting research in her own communities, in the United States. In sharing her own research experiences, Dr Henderson's talk offered many potential learnings for New Zealand researchers.

### SRNT, Baltimore, USA 2018: Engaging Indigenous Researchers in Tobacco Control Research.

This pre-conference workshop considered wise practice for engaging with indigenous peoples around tobacco control. The key themes explored included: big data and tobacco use surveillance; partnerships with indigenous peoples and indigenous-led tobacco related research.

## NIHI/ASPIRE symposium

We held the second annual joint NIHI (National Institute for Health Innovation) and ASPIRE Smokefree 2025 Research Symposium on the 30th of November 2017, at the University of Auckland's Tamaki Campus. Delegates attended a stimulating day of presentations by NIHI and ASPIRE researchers and PhD students on varied topics, ranging from e-cigarettes, smoking cessation apps, and supply-side policy measures, to fetal simulation models for pregnant smokers. Of particular note was a debate about the new "Heat not Burn" products (IQOS for example) and the role these devices could play in achieving the Smokefree 2025 goal.

The success of this year's symposium further highlights the value of this annual event for presenting and discussing research findings from NIHI and ASPIRE 2025, and for networking across the tobacco control sector more generally.

# Published Research Highlights



## Estimating the effects of novel on-pack warnings on young adult smokers and susceptible non-smokers

As many more countries introduce plain (or standardised) packaging, on-pack warnings will become more prominent and potentially more influential. We examined whether diversifying warning content would increase the impact pictorial warnings have on young adults, a key demographic where smoking uptake increases rapidly.

Informed by an extensive qualitative study and a preliminary micro-survey, we developed and tested message-image combinations in a discrete choice study. Susceptible non-smokers found graphic health warnings and loss of physical attractiveness, significantly more aversive than other images tested. Smokers found all test warnings aversive, particularly warnings featuring the effect of smoking on babies and animals, and showing a dying smoker. Illustrating the harms smoking causes to vulnerable groups may reduce the temporal distance and perceived control over smoking that young adults use to rationalise health warnings.

### Citation

Gendall, P., Eckert, C., Hoek, J., & Louviere, J. (2017). Estimating the effects of novel on-pack warnings on young adult smokers and susceptible non-smokers. *Tobacco Control*. <https://doi.org/10.1136/tobaccocontrol-2017-053719>

### Funding

Health Research Council 13/06.



## Smokers' perceptions of the relative effectiveness of five retail reduction policies

Greater density of tobacco outlets in a neighbourhood is associated with higher rates of smoking. This density tends to be higher in areas of socioeconomic deprivation, which may contribute to a higher smoking prevalence amongst socioeconomically disadvantaged groups. Research also suggests that a higher density of tobacco retail outlets around schools is associated with higher levels of experimental smoking. Policies that reduce tobacco availability could help realise tobacco endgame strategies, yet there has been very little research to compare different policy approaches.

We aimed to assess NZ smokers' perceptions of the effectiveness of five different retail reduction policies relative to a 10% tobacco tax increase. To do this, we conducted a randomised survey in which smokers were asked to rate the effectiveness of one theoretical tobacco retail policy on i) preventing smoking initiation for a never-smoker and ii) supporting quitting for adult smokers.

### Citation

Robertson, L., Gendall, P., Hoek, J., Cameron, C., Marsh, L., & McGee, R. (2017). Smokers' perceptions of the relative effectiveness of five tobacco retail reduction policies. *Nicotine and Tobacco Research*, 19(2), 245-252. <https://doi.org/10.1093/ntr/ntw193>

### Funding

NZ Lottery PhD scholarship, NZ Asthma Foundation, and Cancer Society of New Zealand.



## Stakeholder appraisal of policy options to reduce smoking in young adults

In New Zealand young people aged 18 to 24 have the highest smoking rate of any age group, so preventing and reducing smoking in young adults, particularly young Māori and Pacific, is vital to reduce tobacco harm and health inequalities. In this study we investigated NZ policy experts' views on the feasibility and likely effectiveness of nine interventions designed to reduce smoking prevalence among 18– 24 year olds. We interviewed 15 key informants including politicians, senior policy analysts and leading tobacco control advocates; five identified as Māori and three as Pacific.

Our findings highlight the perceived effectiveness of complementary interventions that change young people's choice environment, align with their values, and address underlying causes of smoking, such as stress. Unfortunately, many options viewed as effective were either not seen as feasible in NZ's current political environment or could potentially widen ethnic disparities. The two options that were widely seen as both politically feasible and likely to be effective were 1) extending current smoke-free regulations to include outdoor areas of bars and cafes and 2) social marketing focusing on immediate harms or industry denormalisation.

### Citation

Ball J, Hoek J, Tautolo ES & Gifford H (2017) New Zealand policy experts' appraisal of interventions to reduce smoking in young adults: a qualitative investigation. *BMJ Open*, 7(12): 1-9. doi:10.1136/bmjopen-2017-017837

### Funding

This work was supported by the Royal Society Marsden Fund, grant number 11/134.



## Local and regional smokefree and tobacco-free action in New Zealand

Local outdoor smokefree action is rapidly growing around New Zealand. A wide range of local actors are helping drive smokefree and tobacco-free policies, with an increasing presence of businesses in this field. There has been progress in the areas of smokefree dining, large outdoor worksites and ski fields, and parts of downtown areas such as squares and streets. In 2015 and 2016, three councils (Palmerston North, Napier and Hastings) have used pavement lease policies and bylaws to start introducing an element of requirement into smokefree outdoor dining. Elsewhere (eg, Rotorua, Ashburton, Westland and Christchurch) significant smokefree outdoor dining moves have been made by, or in conjunction with, local councils. Tobacco-free retailing continues to expand, particularly in Northland.

In the absence of meaningful central government action on smokefree places in the last decade (despite the Smokefree 2025 goal), local activity is leading the way. It is particularly important in providing models for smokefree outdoor hospitality areas, where smoking normalisation and relapse are significant health risks.

### Citation

Thomson, G., & Wilson, N. (2017). Local and regional smokefree and tobacco-free action in New Zealand: Highlights and directions. *New Zealand Medical Journal*, 130(1462), 89-101.

### Funding

Internal funding.

# Research Activity

What we were up to in 2017.

The following sections outline our core research themes and the new and continuing projects underway in each of these themes during 2017. Projects which were completed prior to 2017 but that had resulting publications during 2017, are listed in the outputs section of this report.

List of ASPIRE 2025 projects that were active during 2017. (New projects are shown in RED)

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## SMOKEFREE COMMUNICATIONS

This theme explores the broad area of how smokefree communications can be most effectively used to help achieve the Smokefree 2025 goal.

### DIY grass roots media as a ventriloquist for big tobacco – the reincarnation of the Marlboro man in the digital age

#### Background and aims

The Big Lez show is an Australian cartoon series aired on YouTube through the Big Lez Show Official Channel, which has over 500,000 subscribers; each episode garners between 1.5 and 2 million views. In Series Three, Winfield Blue cigarettes appeared as a product in use with spoken endorsement, which has become an established theme in subsequent episodes. The anti-hero's catchphrase, "*Winnie Blues Mate! Eh you always suck these down long and hard mate and make sure to never exhale!*" has seductive appeal to certain entrenched tobacco users, and potentially non-users. This research project explores the development of product placement in this seemingly amateur content and how young people make sense of such cultural narratives. The research also addresses how this content has circumnavigated existing tobacco controls and embedded these narratives into young people's consciousness.

#### Progress

Project report has been completed, journal article preparation is about to commence.

#### Project team

Shelagh Ferguson, Janet Hoek, Jackson Smith

#### Funding

University of Otago summer scholarship scheme.

### Smoking and quitting experiences among women who are pregnant

#### Background and aims

Reducing smoking among women who are pregnant is a high priority, given the harm that smoking causes to unborn children. Evidence from studies supporting women to become smokefree during their pregnancy shows these succeed for the duration of the pregnancy, but relapse often occurs post-partum. We used a longitudinal qualitative approach to explore how women negotiated becoming smokefree, the identity positions they occupied, and how these changed or continued post-partum. The study involved four in-depth interviews with four women.

#### Progress

Data collection was completed in 2017. A conference paper outlining preliminary findings was presented in late 2017 and received a "Best in Track" award. A full paper is nearing completion.

#### Project team

Janet Hoek, Mei-Ling Blank, Lee Thompson

#### Funding

University of Otago.

### Smokers' attitudes towards financial incentives for quitting

#### Background and aims

Financial incentives are a potentially effective method of encouraging healthy behaviours, though evidence regarding the acceptability is conflicting. Given the effectiveness of financial-incentive schemes for smoking cessation amongst pregnant smokers and in workplaces, implementing such schemes at a national-level could help reduce overall smoking prevalence and contribute to endgame goals. Yet no research has previously examined smokers' views towards financial-incentive schemes for which they themselves would be eligible. This mixed methods survey of n=623 current smokers examined smokers' attitudes towards financial incentives for smoking cessation and the factors associated with supporting financial incentives.

#### Progress

A paper was published in *Nicotine and Tobacco Research* in 2017.

#### Project team

Lindsay Robertson, Phil Gendall, Janet Hoek, Louise Marsh and Rob McGee.

#### Funding

NZ Lottery PhD scholarship, NZ Asthma Foundation, and Cancer Society of New Zealand.

## E-CIGARETTES

### Feasibility Assessment of a Smart E-cigarette

#### Background and aims

This small feasibility study (see FASE study on page twelve) used a "smart" ENDS to examine whether and how transition from smoking to ENDS use occurred. While preliminary, the findings suggest at least three potential transition patterns: immediate smoking cessation and ENDS uptake; reduced smoking alongside ENDS use, and reversion to baseline smoking.

#### Progress

A paper is currently under second round review.

#### Project team

Mei-Ling Blank, Janet Hoek, Mark George, Tamlin Conner, Johannes Thrul, Pamela Ling, Tobias Langlotz

#### Funding

Health Research Council 16/489.

### How do smokers become vapers?

#### Background and aims

As part of the feasibility study, we conducted fortnightly in-depth interviews with participants to probe how their experiences of smoking and ENDS use changed over time. These rich qualitative data provide insights into whether and how smokers relinquish smoking practices and recreate new experiences with ENDSs, or revert to smoking after experimenting with vaping.

#### Progress

The data have been collected and analysis is on-going.

#### Project team

Mei-Ling Blank, Janet Hoek, Tamlin Conner, Johannes Thrul, Pamela Ling

#### Funding

Health Research Council of 16/489.



## Reasons for dual use among ENDS users

### Background and aims

ENDSs could bring substantial population level benefits if smokers switch completely from smoking to vaping; nonetheless, dual use remains the dominant practice and many smokers reduce the number of cigarettes they smoke, but do not quit completely. We explored factors that could impede full transition from smoking to ENDS use.

### Progress

The data have been collected and a paper was published in *Tobacco Control* in early 2018.

### Project team

Lindsay Robertson, Janet Hoek, Mei-Ling Blank, Rose Richards, Lucy Popova, Pamela Ling

### Funding

Health Research Council 16/149.

## Information seeking by ENDS users

### Background and aims

We undertook in-depth interviews of ENDS users to explore their information needs and how they met these. Participants wanted to locate information about the safety of product options and usage instructions. Most searched on-line or enquired within their social networks but were more likely to receive anecdotal information than they were to find scientific data. Health authorities could help meet potential users' information needs and foster health outcomes in two ways. First, by creating and frequently updating lay summaries of the latest scientific evidence; second, by developing retail guidelines that promote transition from smoking to exclusive ENDS use.

### Progress

A paper is currently under review.

### Project team

Lindsay Robertson, Janet Hoek, Mei-Ling Blank, Rose Richards, Lucy Popova, Pamela Ling

### Funding

Health Research Council 16/149.

## Non-smokers' uptake of vaping

### Background and aims

International evidence suggests non-smokers are experimenting with ENDS use but less is known about non-smokers who use ENDS regularly. We used a qualitative approach to explore ENDS uptake among a sample of non-smokers. While most reported curiosity as the main reason for their experimentation, some became regular ENDS users to address anxiety and food-related disorders. Others found the flavours pleasurable and enjoyed the performative aspects of ENDS use. Participants found the prospect of nicotine addiction worrying and disliked others' judgment of them.

### Progress

The findings have been reported in sector presentations and are currently being prepared for publication.

### Project team

Janet Hoek, Lindsay Robertson, Mei-Ling Blank, Rose Richards, Lucy Popova, Pamela Ling

### Funding

Health Research Council 16/149.

## A videography of mods users

### Background and aims

Mods or vaporisers can be personalised to suit individual users' preferred experiences. We explored how mods users develop and perform "tricks" and the social vaping practices they created. Using a videography, we showed participants vaping tricks performed by others before exploring their own performances and the reactions they received to these.

### Progress

A conference paper has been presented and a journal article is in preparation. Submission anticipated by June 2018.

### Project team

Shelagh Ferguson, Janet Hoek and Chloe Banks

### Funding

University of Otago Summer Scholarship and Ministry of Health.

## Policy options around regulating e-cigarettes in NZ

### Background and aims

To outline the policy options for regulating e-cigarettes in NZ.

### Progress

A journal article was published in the Bulletin of the WHO

### Project team

Nick Wilson, George Thomson, Janet Hoek, Richard Edwards

### Funding

Internally funded.

## RYO TOBACCO

### RYO-specific warning messages

#### Background and aims

RYO tobacco has grown in popularity among smokers, many of whom see it as more cost-effective and natural than tailor made (TM) cigarettes. While differential excise tax increases could reduce perceived cost advantages, new strategies are required to ameliorate misperceptions of the harm RYO tobacco causes. This study will examine whether RYO-specific warnings could challenge beliefs that RYO tobacco is more natural, has fewer additives, and is less harmful than TM cigarettes.

#### Progress

Data collection will commence in June 2018, once standardised packaging has been fully implemented. Draft conference papers will be prepared by late 2018 and journal articles will be submitted in 2019.

#### Project team

Mei-Ling Blank, Janet Hoek, Lindsay Robertson, Phil Gendall, Shelagh Ferguson

#### Funding

University of Otago Research Grant.

## Managing RYO identities in a denormalised environment

### Background and aims

Smokers are increasingly switching to RYO tobacco, which is typically less expensive per stick than tailor-made cigarettes. However, RYO tobacco has some unappealing stereotypes that may be compounded by the social denormalisation of smoking. We explored how RYO users manage these stereotypes and their continued smoking in a society where smoking is no longer a socially accepted practice. We identified four typologies that reflect how inner and outer-directed participants were and the extent to which they sought comfort or identified with RYO stereotypes.

### Progress

This study has concluded; the findings have been presented at the World Public Health Congress and a manuscript is under second review.

### Project team

Shelagh Ferguson, Janet Hoek, Jan Brace-Govan, Mathew Mulconroy

### Funding

University of Otago summer scholarship scheme.

## CAPSULES

### Capsule cigarettes: A new “starter” product?

#### Background and aims

Tobacco companies have consistently argued their marketing aims to shift market share; however, product innovations, such as capsule cigarettes, appear designed to attract new users. We tested these competing explanations using an online survey of smokers and susceptible non-smokers. The results show capsule cigarettes appeal to susceptible non-smokers more than to smokers. These findings raise concerns that tobacco companies' new marketing initiatives are recruiting non-smokers rather than prompting smokers to change from one brand to another.

#### Progress

A paper reporting on these findings has been submitted.

#### Project team

Janet Hoek, Phil Gendall, Christine Eckert, Mei-Ling Blank, Jordan Louviere

#### Funding

University of Otago Research Committee.

### Capsule cigarettes' effect on market structure

#### Background and aims

As tobacco excise tax has increased, tobacco companies have developed more “value” brands and attempted to enhance the value of existing brands by offering new variants. Using tobacco returns data provided to the Ministry of Health, we analysed the introduction and growth of capsule cigarettes. Capsule variants grew quickly since their introduction as a premium brand variant in 2012 and are now represented in the premium, everyday and value market partitions. Capsules offer no health benefits and, as our earlier work has shown, appeal more to susceptible non-smokers than to smokers.

#### Progress

Analysis of the tobacco returns data is nearly complete and a paper will be submitted in 2018.

#### Project team

Janet Hoek, Kerri Haggart, Mei-Ling Blank

#### Funding

Internally funded.

## POLICY AND REGULATORY RESEARCH

This theme aims to inform the development, implementation and evaluation of regulatory and other policies.

### SMOKEFREE PLACES

#### Signage relating to smokefree suburbs, playgrounds, sports ground and racecourses

##### Background and aims

This study aimed to describe levels and quality of smokefree signage in various places.

One aspect of the study compared signage in all plausible smokefree settings in a low-deprivation suburb (Karori) with a high-deprivation suburb (East Porirua).

A second part surveyed 63 New Zealand playgrounds and found that less than half of the playgrounds (44 per cent) had smokefree signage. Even when present, many of the signs were small and poorly designed, with some being only postcard sized.

A third component investigated smokefree signage at sports grounds and racecourses.

##### Progress

This study is now complete. Articles have been published during 2017 in academic journals including *Tobacco Induced Diseases*, the *Australian and NZ Journal of Public Health* and the *New Zealand Medical Journal*.

##### Project team

Nick Wilson and George Thomson

##### Funding

Internally funded.

#### Google Street View methods for health

##### Background and aims

Google Street View (GSV) is an increasingly used data collection method for objectively measuring observable features of the environment. This study aimed to provide a brief review of the potential of using GSV for studying tobacco control-related issues.

##### Progress

Analysis was completed and a paper published during 2017 in leading journal *Tobacco Control*.

##### Project team

Nick Wilson, Amber Pearson, George Thomson, Richard Edwards

##### Funding

Internal funding.

## TOBACCO AVAILABILITY AND SUPPLY

### Tobacco control experts' perceptions of tobacco retailing policies

#### Background and aims

Previous research has identified various policy interventions that could help reduce tobacco retail availability, several of which have been implemented internationally. Examples include licensing of tobacco retailers, or licensing with conditions imposed on licensees, for instance, in regards to store location. More far-reaching options include tobacco sales only at limited R18 outlets, government-controlled outlets, or pharmacy-only tobacco sales. No NZ studies have yet examined experts' views on different policies that could reduce tobacco retail availability. Identifying experts' preferred policies may support and refine advocacy efforts in this area. This qualitative study assessed attitudes towards a range of policy options amongst New Zealand tobacco control experts (n=25).

#### Progress

A paper was published in the *New Zealand Medical Journal* in 2017 and the work was presented at a number of international conferences. Furthermore a press release "Experts call for urgent changes to tobacco sales", received considerable coverage in the media.

#### Project team

Lindsay Robertson, Louise Marsh, Rob McGee, and Janet Hoek

#### Funding

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

### Systematic review on density and proximity of tobacco retail outlets

#### Background and aims

A growing body of research suggests the density and proximity of tobacco retail availability near homes and schools may be associated with increased risk of smoking among adults and youths in a number of ways. However, the research in this area has mixed findings and no comprehensive systematic review has been published in this area of research. The aim of this study is to undertake a systematic review to examine the association between the density and proximity of tobacco retail outlets and smoking behaviours.

#### Progress

A collaboration was established with Lisa Henriksen and colleagues at Stanford University in the United States, and researchers from Cancer Council New South Wales, to undertake two systematic reviews in this area; an adult-focused review and a youth-focused review.

Data collection began in late 2017 and will be completed in early 2018. Two draft papers will be completed and submitted to peer reviewed journals in 2018.

#### Project team

Louise Marsh, Lindsay Robertson, Claire Cameron, Crile Doscher, Lisa Henriksen, Trent Johnson, Nina Schleicher, and Pavla Vaneckova

#### Funding

Cancer Society of New Zealand.

### Exploring small retailers' claims of reliance on tobacco sales

#### Background and aims

Reducing the retail availability of tobacco is an important element of achieving NZ's smokefree 2025 goal. A barrier likely to impede the adoption of policies to reduce retail availability of tobacco is opposition from tobacco retailers, particularly convenience store owners. Tobacco is known to be a low profit product, yet convenience retailers argue that tobacco increases footfall in their stores, and that it increases their overall profit due to tobacco being sold in conjunction with other products. However it is not known whether this argument is valid, or is the result of tobacco industry misinformation to retailers. The aim of this study is to examine the prevalence and characteristics of tobacco purchases at convenience stores in Dunedin, New Zealand.

#### Progress

Data collection occurred at the end of 2017 and analysis will be undertaken in early 2018. A draft paper will be completed and submitted to a peer reviewed journal in 2018.

#### Project team

Lindsay Robertson, Janet Hoek, Phil Gendall, Claire Cameron, Louise Marsh, Trudy Sullivan, and Elizabeth Peterson

#### Funding

Cancer Society of New Zealand.

### How will tobacco retailers in New Zealand respond to new legislation allowing the sale and promotion of electronic nicotine delivery systems (ENDS)?

#### Background and aims

This study aims to estimate the proportion of convenience stores, supermarkets and service stations that sell ENDS, and describe the extent and nature of ENDS promotion at those outlets, before legislative change. It will explore tobacco retailers' attitudes towards selling ENDS, and their suitability for selling ENDS as a smoking cessation aid. Refer page eight.

#### Progress

Store data collection was completed at the end of 2017. Qualitative interviews with tobacco retailers began at the end of 2017 and will be completed in early 2018. Two draft papers will be completed and submitted to peer reviewed journals in 2018.

#### Project team

Lindsay Robertson, Louise Marsh, Janet Hoek, Louise Thornley, Rose Richards, Claire Cameron, and Mei-Ling Blank

#### Funding

Preventive and Social Medicine Strategic Grant, Cancer Society of New Zealand, University of Otago Research Grant.

## ASSOCIATED RESEARCH

### International endgame comparisons project

#### Background and aims

Six individual countries (NZ, Sweden, Finland, Scotland, Canada and Ireland) have now announced 'endgame' goals for tobacco smoking which aim to achieve minimal smoking prevalence within a defined time period. However, there has been no systematic investigation of the nature, context and progress towards these goals. This project aims to: document and disseminate progress and status of endgame goals, and share experiences, ideas and best practice across the six countries.

#### Progress

We developed a data collection template and this has been completed by five of the six countries (Canada is outstanding). During 2018, analyses and published outputs will be drafted and findings presented at conferences and seminars. We also aim to seek funding to support the continuation of the project, and will explore extending the project to documenting progress with Tobacco Free Pacific 2025.

#### Project team

Louise Thornley, Richard Edwards

#### Funding

Internally funded.

### Covering our butts? An examination of strategies to reduce tobacco product waste

#### Background and aims

Tobacco product waste (TPW) represents a major environmental problem that costs local authorities hundreds of thousands of dollars in clean-up costs. Currently, tobacco companies argue smokers themselves are responsible for butt litter; however, it is the companies that manufacture cigarettes with non-degradable filters. In a two phase project, we explored how smokers and non-smokers perceive TPW, particularly who they see as responsible for TPW, and used an online survey to examine responses to policy options that could reduce TPW.

#### Progress

Data collection for both phases was completed in 2017. Conference papers and articles outlining the findings will be submitted in 2018.

#### Project team

Janet Hoek, Philip Gendall, Mei-Ling Blank, Kerri Haggart, Louise Thornley, Rose Richards, Lindsay Robertson and Louise Marsh

#### Funding

University of Otago Research Grant.

### Local authority long term plans and Smokefree 2025

#### Background and aims

The harmful effects of tobacco is not restricted to smokers, but extends to non-smokers such as children and young people through second-hand smoke. The Government's smokefree goal will require a multi-sector approach and coordinated effort to achieve, in which local authorities could play an important role. The aim of this study is to examine the commitment of local councils in the Canterbury/West Coast region to Smokefree 2025 using their Long Term Plan as a measure.

#### Progress

A Master's thesis based on this research was completed in 2016, and a paper is under review with the *Health Promotion Journal of Australia*.

#### Project team

Manal Murad, Louise Marsh, and Rob McGee

#### Funding

University of Otago, and Cancer Society of New Zealand.

### Analysis of 2013 census smoking data

#### Background and aims

The New Zealand census includes a question on smoking status, making it the largest smoking prevalence survey in the world and a rich source of information for assessing progress towards Smokefree 2025. We have initiated a series of analyses using the census data, focusing initially on:

- Prevalence of smoking in 2013 and trends since the 2006 census by age, gender, ethnicity and socio-economic status (completed)
- Smoking among key occupational groups (e.g. health professionals) in 2013 and trends since 2006

#### Progress

The occupational analyses are underway, and a paper on smoking among doctors and nurses in NZ was published during 2017. Further papers on smoking among key occupational groups and groups with high and low smoking prevalence are planned, but may now be deferred until data from the 2018 census is available.

#### Project team

Richard Edwards, James Stanley, June Atkinson, Rhiannon Newcombe, Greg Martin, Danny Tu and Kirsten Lovelock

#### Funding

Internally funded.

### New Zealand arm of the International Tobacco Control Policy Evaluation Project (NZ-ITC project)

#### Background and aims

The ITC NZ study (NZ-ITC), led by researchers from ASPIRE2025, is the NZ arm of the international ITC project. Further detail is on page sixteen of this report.

#### Progress

First wave data collection completed on around 1100 current smokers and ex-smokers in mid-April 2017. Findings from cross-sectional analysis of wave 1 data were presented at local and international conferences. Drafting of papers is currently underway. The second wave of data collection is planned to start in mid-2018.

#### Project team

Richard Edwards (PI), Andrew Waa, James Stanley, Beck O'Shaughnessy, El-Shadan Tautolo, Heather Gifford, Janet Hoek and Phil Gendall.

#### Funding

Health Research Council (HRC 15/072).

### Achieving a Smokefree Aotearoa Project – (ASAP)

#### Background and aims

New Zealand's Smokefree 2025 goal was adopted in 2011, with mid-term targets set for 2018. However, the Government did not develop a strategy or action plan setting out how the goal would be achieved, and trends in smoking prevalence suggest the goal will not be achieved, particularly for Māori and Pasifika peoples. This project aimed to develop and disseminate an evidence-based action plan for Smokefree Aotearoa 2025. Further detail can be found on page fifteen of this report.

#### Progress

Developing the plan involved a thorough review of the evidence for potential interventions and a wide-ranging consultation with the tobacco control sector, particularly Māori and Pacific leaders, led by Hapai Te Hauora. The plan was launched by Dame Tariana Turia at Parliament in July 2017, with extensive media coverage. It has created considerable interest and has been further disseminated through a range of means.

#### Project team

Numerous ASPIRE team members involved, including the writing team led by Louise Thornley, with Andrew Waa, George Thomson, Richard Edwards, Nick Wilson, and Janet Hoek all contributing. Our partners Hapai Te Hauora led the sector consultation, notably Zoe Hawke and Stephanie Erick.

#### Funding

The Quit Group.

## Smoking cessation support for ex-prisoners following release from prison

### Background and aims

Prisoners in most jurisdictions have extremely high smoking prevalence. In New Zealand prisons were made smokefree in 2011. However, there has been no investigation of what happens to prisoners following their release from prison. Data from Australia suggests many quickly resume smoking, suggesting that an important opportunity for smoking cessation is being missed.

The aim of this project is to investigate what happens to prisoners' smoking status following release from prison and to encourage and evaluate interventions to help ex-prisoners remain smokefree.

### Progress

We supervised a medical student project in collaboration with the Salvation Army. This small pilot project explored prisoners and prisoner support service staff experience and views about prisoner smoking post-release. This suggested that many prisoners stop smoking in prison and want to stay quit on release, but often relapse to smoking. The findings were published in a letter to the NZMJ. We plan to seek partners to extend and gain funding to carry out larger more definitive studies in 2018 and beyond.

### Project team

Jude Ball, Richard Edwards.

### Funding

Internally funded.

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## SMOKING CESSATION SYSTEMS

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 smoke free 12 months later. Therefore new, more effective, nicotine replacement therapies are needed. The 'Inhale' study, completed in 2014, examined whether a world-first nicotine inhaler helps people to quit smoking when used in combination with nicotine patches. Results published in early 2016 indicate it is highly effective. This project is now looking at how to make the inhaler available to all smokers who would like to use it.

#### Progress

We have been working with OIL and an Australian partner to explore commercialisation of the MDI ( Meter-Dose-Inhaler). The MDI has been made available in the US as an OTC product and in New Zealand we are exploring a medicines approval process through Medsafe. We are also working with the Quit group, through Professor Chris Cunningham to help with the Medsafe approval.

Our Australian partners have been receiving very positive feedback from US consumer testing groups, with universal desire to continue using the inhaler after the initial orientation and trial period.

We are also considering a further 'real world' cessation study using the MDI through current quit service providers.

#### Project team

Julian Crane, Brent Caldwell, Chris Cunningham and Pete Hodgson.

#### Funding

Quitta and Quit Group.

## RESEARCH ON SMOKING AMONG YOUNG PEOPLE

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.

### New Zealand adolescents' discouragement of smoking among their peers

#### Background and aims

Evidence shows that discouraging smoking among peers has been shown to be more common than peer influence of the promotion of smoking. Students who promote a non-smoking message may well influence the social norms within schools towards being smokefree, and may lead to an opportunity for health education in schools to "co-opt" students as agents of change in spreading the Smokefree 2025 message. The aim of this research is to determine the extent to which students discourage other students at their school from smoking, and what factors are associated with discouraging smoking amongst peers.

#### Progress

A paper has been published in the Australian and New Zealand Journal of Public Health in 2017. This research was presented at the *Behavioural Research in Cancer Control Conference*, Melbourne, May 2017, presented at the *Smokefree 2025 Research Symposium*, Auckland in December 2017, and presented during the CSNZ Tobacco Issues Group meeting September 2017. A press release "Youth more likely to discourage than promote smoking among peers" also received considerable media attention.

#### Project team

Louise Marsh, Ella Iosua, Rob McGee, and Joanna White.

#### Funding

The Ministry of Health, Health Promotion Agency, and Cancer Society of New Zealand.

### Adolescent smoking decline project

#### Background and aims

Adolescent smoking has declined dramatically over the past 15 years. This study aimed to better understand the drivers of this trend, so as to inform smoking prevention initiatives and ensure the decline continues. We used ASH Year 10 data 2002 to 2015 to examine trends in adolescent smoking and exposure to risk factors.

#### Progress

A journal article was published in *Nicotine and Tobacco Research* in early 2018, and another is under review. Findings have also been disseminated at *Society for Research of Nicotine and Tobacco (SRNT)* conferences in 2017 and 2018.

#### Project team

Jude Ball, Dalice Sim, Richard Edwards.

#### Funding

University of Otago Research Grant

### Smoking in Pacific adolescents

#### Background and aims

This study used ASH Year 10 data to examine ethnic-specific smoking rates and risk factors in Samoan, Tongan, Cook Island and Niuean 14-15 year olds. See feature on page ten.

#### Progress

Analysis is complete and a journal article is currently being drafted.

#### Project team

Dalice Sim, Jude Ball, Richard Edwards, El-Shadan Tautolo.

#### Funding

Wellington Branch of the Cancer Society.

## MĀORI AND PACIFIC TOBACCO CONTROL

The prevalence of smoking among both the Māori and Pacific populations in New Zealand is disproportionately high compared to the wider population. Progress towards the 2025 goal is disappointing; research to evaluate the most effective approaches to reduce the incidence of smoking among Māori and Pacific people is a critical theme for the ASPIRE 2025 group and our partners Whakauae Research Services, Eru Pomare Research Centre and Hāpai Te Hauora. All of our research projects aim to include a Māori and Pacific focus, wherever appropriate.

### ENDS use among Māori and Pacific smokers

#### Background and aims

As part of our larger project examining ENDS uptake and information needs, we recruited several Māori and Pacific participants so we could analyse their perceptions and experiences of ENDS separately. We are interested to explore how Māori and Pacific find access to ENDS, their experiences moving from smoking to ENDS, and their on-going plans for ENDS use.

#### Progress

The analyses are currently underway.

#### Project team

Lindsay Robertson, Lizzie Strickett, Janet Hoek, Mei-Ling Blank, Rose Richards

#### Funding

Health Research Council 16/149.

### Smoking initiation among Pacific young adults

#### Background and aims

For some time, smoking prevalence has remained at similar levels among Pacific peoples. Using in-depth interviews, we explored how smoking uptake occurs among Pacific young adults. We found smoking uptake often occurs when young people have left home and in settings where they consume alcohol. In addition, some participants used smoking to deal with high stress levels. Many stopped smoking when returning to visit family, but resumed once they returned to the same social settings.

#### Progress

Data have been collected and analysed; journal article preparation is about to commence.

#### Project team

Eirenei Tauai, Mei-Ling Blank, Janet Hoek, Rose Richards

#### Funding

Health Research Council 16/149.

### Te Ara Auahi Kore (TAKe)

#### Background and aims

Smoking among Māori continues to be significantly higher than among Pākehā. There are significant gaps in knowledge about the determinants of smoking for Māori and the effectiveness of current cessation and wider tobacco control measures. The TAKE project was developed to help fill these knowledge gaps and inform policies and legislation to achieve the 2025 goal.

#### Progress

Further details featured earlier in this report.

#### Project team

Andrew Waa, Bridget Robson, Heather Gifford, James Stanley, Ruruhira Rameka, Richard Edwards, Gill Potaka-Osborne

#### Funding

Health Research Council 16/088.

# Dissemination of ASPIRE2025 Research

# 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:

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

## ASPIRE2025 Seminars

The ASPIRE2025 seminar series was a major success in 2017. Each seminar was attended by over 50 people from all areas of tobacco control including government ministries, NGOs, DHBs and University staff and students. In order to further extend our reach, all ASPIRE2025 seminars were also offered through web-conferencing, which was again very well-received by the sector, particularly those people outside main centres. Content from each seminar is also made available on our website.

We also took the opportunity to hold internal workshops with visiting researchers where we explored more about different methodologies.



### Smoking and substance use among young adults: Technology-based assessment and intervention

**Johannes Thrul**

University of California, San Francisco (UCSF)

For the first event in our ASPIRE2025 seminar/webinar series for 2017, we hosted Johannes Thrul, a postdoctoral scholar at the Center for Tobacco Control Research and Education at UCSF. Johannes discussed innovative technology-based studies on smoking among young adults. With such a high proportion of young adults using both smartphones and social media, those technologies are of growing interest to tobacco researchers and this was evident in the excellent turnout, both at the seminar and those viewing the livestream.



### The current state of tobacco control in the United States: Lessons for NZ?

**Professor Jonathan Samet**

University of Southern California

In July, we were privileged to host the eminent American physician and epidemiologist, Professor Jonathan Samet. Jonathan updated us on the current state of tobacco control in the US and some key areas which have particular relevance to NZ including:

- the implementation of the US Tobacco Control Act.
- the reports and analyses of the FDA's Tobacco Products Scientific Advisory Committee addressing issues such as the use of additives and the effects of altering nicotine content in tobacco products.
- the work and findings of the Tobacco Regulatory Science Program at the National Institute for Health.
- the emergence of electronic cigarettes and other products.



### Engaging American Indian Communities in Tobacco Control Research: Potential Relevance for Māori People?

**Dr Patricia Nez Henderson**

Black Hills Center for American Indian Health

In October, we were proud to host Dr Patricia Henderson who is considered one of the leading authorities on tobacco control in American Indian communities. In this presentation, she discussed her outstanding work in engaging tribal communities in the United States in tobacco control research and the key processes that could be relevant for the Māori People and academia.

### Changing the tobacco supply landscape Public Health Summer School

In conjunction with the University of Otago's annual Public Health Summer School, ASPIRE2025 offers a 1-day course on a topic of current interest. In February 2017, ASPIRE2025's summer school course was 'Changing the tobacco supply landscape' and looked at the latest evidence on tobacco retailing in New Zealand. We also hosted leading tobacco control researcher, Professor Suzan Burton from Western Sydney University, who provided insights into retailer licensing in Australia.



## Conference attendance and invited presentations

ASPIRE2025 members presented papers and posters at numerous international and local conferences in 2017.

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

- Society for Research on Nicotine and Tobacco (SRNT) 23rd Annual Meeting – Florence, Italy March 2017
- 15th World Congress on Public Health – Melbourne, Australia – April 2017
- Academy of Marketing Science (AMS) World Marketing Congress, California, USA – May 2017
- 13th Behavioural Research in Cancer Control Conference, Victoria, Australia – May 2017
- Public Health seminar series – Wellington, New Zealand, May 2017
- 42nd Macromarketing Conference, Queenstown, New Zealand – June 2017
- 2017 International Conference on Tobacco Control. Taipei, Taiwan – September 2017
- Oceania Tobacco Control Conference – Hobart, Australia, October 2017
- The Public Health Association of New Zealand Conference – Christchurch, New Zealand – October 2017
- Australian and New Zealand Marketing Academy Conference – Melbourne, Australia, December 2017

## ASPIRE 2025 website

The ASPIRE 2025 website ([aspire2025.org.nz](http://aspire2025.org.nz)) is a major publicity and dissemination medium for the group and in 2017 attracted around 15,000 page views. All new publications are promoted in summary form through the website.

## Policy submissions

ASPIRE2025 researchers make regular policy submissions on tobacco control issues. In 2017 this included submissions on:

- Ashburton smokefree alfresco policy review
- Auckland City smokefree bylaw
- Wellington City Council public places bylaw

## Other contributions to the tobacco control sector

ASPIRE2025 members are fully engaged with tobacco control advocacy and practice supporting the achievement of the New Zealand's Smokefree 2025 goal.

One of our most important contributions this year was in leading the development of the Achieving a Smokefree Aotearoa Action Plan (ASAP). This was funded by the Quit Group and was developed in partnership with Hāpai Te Hauora. Key NGOs and others from the tobacco control sector participated as members of the Expert Advisory group. The action plan was developed following extensive consultation with the tobacco control sector, focusing particularly on Māori and Pacific leaders, led by Hāpai Te Hauora. Further details of the plan are on page fifteen.

A memorandum of understanding is in place between the national tobacco control advocacy organisation, Hāpai Te Hauora and both ASPIRE2025 and BODE<sup>3</sup> from the University of Otago (see page twenty one in this report for details).

The ASPIRE 2025 team also meet regularly with the tobacco control team at the Ministry of Health and work closely with the Health Promotion Agency.

The ASPIRE 2025 team participate in the dissemination of research to the tobacco control sector in New Zealand, for example through taking part in the HPA Webinar series, co-organising (with the National Institute for Health Innovation team) an annual Research Symposium (see page twenty two for more details), and organising an annual tobacco control course at the University of Otago Wellington Public Health Summer School.

ASPIRE members also lead or participate in several tobacco control groups and organisations across the health and NGO sectors, including:

- Andrew Waa and Richard Edwards are members of the Hāpai Te Hauora expert advisory group
- Richard Edwards is a member of the Expert Advisory Group of the Asthma and Respiratory Foundation.
- Janet Hoek is a member of the Australian Government's Expert Advisory Group on plain packaging.
- Andrew Waa is a board member of ASH New Zealand.
- Richard Edwards, Andrew Waa and Rob McGee are members of the Research Coordinating Group of the NZ Youth and Tobacco Monitor Survey.
- Lindsay Robertson is a member of the Cancer Society of New Zealand 'Reducing the retail availability of tobacco' working group.
- Andrew Waa is a member of the Interim Society for Research into Nicotine and Tobacco, Oceania Board.
- George Thomson is a member of working groups on smokefree vehicles and smokefree local councils – members include NGOs and DHB health promoters. Letters on tobacco control issues were sent to the Minister of Health, November 2017, and the Associate Minister of Health for tobacco. He also attended a consultation meeting on MoH tobacco regulatory framework, June 2017.



## Media Activities and Expert Commentary

We have had very strong media interest in our research findings. Many 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.

Examples of coverage which included members of the ASPIRE team during 2017 include:

### January

NZ smoking study grills Bond's licence to kill  
*New Zealand Herald* (Nick Wilson)

Professor airs concerns over mysterious new tobacco product  
*New Zealand Herald, Otago Daily Times* (Janet Hoek)

### March

Nicotine e-cigs will be legal  
*Otago Daily Times, Scoop, MSN*(Janet Hoek)

Police need to record tobacco robberies: Act Party leader David Seymour  
*New Zealand Herald, Newstalk ZB* (Nick Wilson)

New research towards a Smokefree Wellington  
*Māori Television, Scoop, Voxy* (George Thomson)

### May

Smoking in the car? Time to stub it out!  
*Otago Daily Times* (Richard Edwards, Janet Hoek)

Debate over cost as quit-smoking factor  
*NZ Herald, Otago Daily Times* (Janet Hoek)

'Tobacco sticks' not welcome  
*Otago Daily Times, Newstalk ZB, Newshub* (Janet Hoek)

Researchers to propose new Smokefree 2025 action plan  
*Voxy, Scoop, Livenews* (Richard Edwards)

### June

Experts call for urgent changes to tobacco sales  
*Widespread* (Lindsay Robertson)

Horrifying new cigarette graphic warnings revealed  
*Stuff* (Nick Wilson, Janet Hoek)

### July

Thousands of NZ children continue to be exposed to second-hand smoke in cars  
*Widespread* (Richard Edwards)

Youth more likely to discourage than promote smoking  
*Newshub, Scoop, Voxy, MSN, NZ City* (Louise Marsh)

### August

NZ falling far short of its Smokefree 2025 goal (Launch of ASAP)  
*Widespread* (Richard Edwards)

Exposure to smoke in cars high  
*Sunmedia, Newsie* (Richard Edwards)

Smokefree signs lacking in children's playgrounds  
*Newshub, Scoop, Voxy, Yahoo News* (Nick Wilson)

Māori looking to lead outdoors smokefree push  
*NZ Doctor, Waatea News* (Heather Gifford)

### September

Surge in outdoor smokefree action around NZ  
*Livenews, Scoop, Voxy* (George Thomson)

### October

Is social media preventing teens from smoking, drinking and taking drugs?  
*NZ Herald, Otago Daily Times, Newshub, NZ City, NZ Doctor* (Jude Ball)

No smokefree signs at New Zealand racecourses  
*Newstalk ZB, Scoop, Voxy* (George Thomson)

### November

Call for more smoke-free areas  
*Otago Daily Times* (Janet Hoek)

Health Minister urged to lead on Smokefree 2025  
*Newshub, Yahoo News, NZ City* (Richard Edwards)

### December

Should vaping be treated as smoking in public places?  
*Radio Live* (Nick Wilson)

Many of these stories were also picked up internationally including by media in Argentina, Australia, Austria, Belgium, Brazil, Canada, China, Denmark, France, Germany, Mexico, Spain, Switzerland, United Kingdom and United States of America.

## Blogs

Smokefree cars legislation: Should the new government make this a priority? – Dec

Patterns of Declining Smoking in NZ – But More Action Needed by the New Government – Nov

"Achieving Smokefree Aotearoa by 2025": a response to critiques – Oct

"Achieving Smokefree Aotearoa by 2025": a new Action Plan to achieve our smokefree goal – Sept

Only eight more years to go to 2025: Time for the NZ Government to step up its tobacco endgame – July

# ASPIRE2025 Research Outputs

# ASPIRE2025 Research Outputs 2017

## Journal Contributions

(Including Research Articles, Letters and Commentaries)

- Ball, J., Edwards, R., Waa, A., & Tautolo, E.-S. (2017). Stakeholder Appraisal of Selected Tobacco Endgame Policy Options in New Zealand. *Tobacco Regulatory Science*, 3(1), 56-67. <https://doi.org/10.18001/TRS.3.1.6>
- Ball, J., Hoek, J., Tautolo, E. S., & Gifford, H. (2017). New Zealand policy experts' appraisal of interventions to reduce smoking in young adults: a qualitative investigation. *BMJ Open*, 7(12), e017837. <https://doi.org/10.1136/bmjopen-2017-017837>
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- Hoek, J. (2017). Is there an intersection between "market justice" and "social justice"? An analysis of ENDS marketing. *Journal of Social Marketing*, 7(3), 241-249. <https://doi.org/10.1108/JSOCM-04-2017-0023>
- Hoek, J., Ball, J., Gray, R., & Tautolo, E. S. (2017). Smoking as an 'informed choice': Implications for endgame strategies. *Tobacco Control*, 26(6), 669-673. <https://doi.org/10.1136/tobaccocontrol-2016-053267>
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- Hoek, J., & Gendall, P. (2017). Policy options for extending standardized tobacco packaging. *Bulletin of the World Health Organization*, 95(10), 726-728. <https://doi.org/10.2471/BLT.16.190082>
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- Moodie, C., Gendall, P., Hoek, J., MacKintosh, A. M., Best, C., & Murray, S. (2017). The response of young adult smokers and non-smokers in the United Kingdom to dissuasive cigarettes: An online survey. *Nicotine & Tobacco Research*. <https://doi.org/10.1093/ntr/ntx261>
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- Wilson, N., & Tucker, A. (2017). Die Another Day, James Bond's smoking over six decades. *Tobacco Control*, 26(5), 489-490. <https://doi.org/10.1136/tobaccocontrol-2016-053426>

## Conference presentations

(oral presentations and posters)

- Ball, J., Edwards, R., & Cook, H. (2017, October). *Why are New Zealand's rates of teen smoking, drinking, drug use and pregnancy much lower now than in the 1990s?* Paper presented at the The PHANZ Conference, Ōtautahi, Christchurch.
- Ball, J., Edwards, R., & Cook, H. (2017, April). *Why are the adolescents of today in many high-income countries less likely to smoke, drink, take drugs or have sexual intercourse than those of the 1990s?* Paper presented at the 15<sup>th</sup> World Congress on Public Health, Melbourne, Australia.
- Ball, J., Sim, D., Erick, S., & Edwards, R. (2017, March). *Declining exposure to smoking in the home is an important driver of rapidly declining smoking in 14-15 year olds in New Zealand.* Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Blank, M.-L. (2017, October). *Changing identities: How do smokers become vapers?* Paper presented at the Oceania Tobacco Control Conference, Hobart, Australia.
- Blank, M.-L. (2017, November). *An exploration of transitions from smoking to vaping using a "smart" electronic nicotine delivery system.* Paper presented at the Smokefree 2025 Research Symposium, Auckland, New Zealand.
- Blank, M.-L. (2017, November). *Key findings from the smart e-cigarette study.* Paper presented at the Achieving a Smokefree Aotearoa by 2025, Christchurch, New Zealand.

- Blank, M.-L. (2017, October). "Smart" e-cigarettes and smartphones: Real-time data collection among smokers attempting to quit using an e-cigarette. Paper presented at the Oceania Tobacco Control Conference, Hobart, Australia.
- Blank, M.-L., Hoek, J., George, M., Gendall, P., Conner, T., Thrul, J., & Langlotz, T. (2017, December). *Smart technology: Insights into smoking and "vaping"*. Paper presented at the Australian & New Zealand Marketing Academy Conference (ANZMAC), Melbourne, Australia.
- Edwards R. (2017, March). Smokefree 2025 and ASPIRE 2025 – research to achieve the endgame for tobacco smoking. Paper presented for Innovations in Tobacco Control Seminar series at Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health.
- Edwards, R., Healey, B., & Hoek, J. (2017, March). *Patterns of roll-your-own tobacco use among adolescents and young adults in New Zealand*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Edwards, R., Healey, B., Hoek, J., & Thomson, G. (2017, March). *Politicians' references to New Zealand's smokefree 2025 goal: A barometer of political will*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Edwards, R., Hoek, J., & Waa, A. (2017, 3-7 April). *Smokefree Aotearoa 2025: Experience and lessons from the first five years of trying to end the smoking epidemic in New Zealand*. Paper presented at the 15<sup>th</sup> World Congress on Public Health, Melbourne, Australia.
- Edwards, R., Li, J., Stanley, J., & Hoek, J. (2017, March). *How does the impact of pictorial health warnings vary by ethnicity and type of cigarette smoked?* Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Edwards R. (2017, October). *Oceania today, our realities: New Zealand*. From vision to reality: a tobacco-free Oceania. Opening Plenary. Paper presented at Oceania Tobacco Control Conference, Hobart, Australia, 17-19 October 2017.
- Edwards R, Tu D, Stanley J, Martin G, Newcombe R. (2017, October). *High and very low smoking prevalence occupations: data from the New Zealand census*. From vision to reality: a tobacco-free Oceania. Paper presented at Oceania Tobacco Control Conference, Hobart, Australia.
- Edwards R, Waa A, Stanley J, Kaai S, Quah ACK, Fong G. (2017, October). *Smoker support for retail and supply interventions: results from the New Zealand ITC project*. From vision to reality: a tobacco-free Oceania. Paper presented at Oceania Tobacco Control Conference, Hobart, Australia.
- Edwards R, Waa A, Stanley J, Kaai S, Quah ACK, Fong G. (2017, October). *Smokers' awareness, understanding and support for Smokefree 2025: results from the New Zealand ITC project*. From vision to reality: a tobacco-free Oceania. Paper presented at Oceania Tobacco Control Conference, Hobart, Australia.
- Edwards R, Waa A, Stanley J, Kaai S, Quah ACK, Fong G. (2017, October). *Patterns of use of e-cigarettes among smokers and recent quitters: results from the New Zealand ITC project*. From vision to reality: a tobacco-free Oceania. Paper presented at Oceania Tobacco Control Conference, Hobart, Australia.
- Edwards R, Waa A, Stanley J, Kaai S, Quah ACK, Fong G. (2017, October). *Views about e-cigarettes among smokers and recent quitters: results from the New Zealand ITC project*. From vision to reality: a tobacco-free Oceania. Paper presented at Oceania Tobacco Control Conference, Hobart, Australia.
- Ferguson, S., Hoek, J., & Mulconroy, M. (2017, 3-7 April). *An experience based typology of young RYO smokers*. Paper presented at the 15<sup>th</sup> World Congress on Public Health, Melbourne, Australia.
- Ferguson, S., Martin, D., & Hoek, J. (2017, 19<sup>th</sup> - 22<sup>nd</sup> June, 2017). *Smokefree messages and LGBA smokers: An example of neglect*. Paper presented at the 42<sup>nd</sup> Macromarketing Conference, Queenstown, New Zealand.
- Gartner, C., & Wilson, N. (2017, March). *Systematic review of biomarker studies on e-cigarettes*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Gendall, P., Eckert, C., Hoek, J., & Louviere, J. (2017, March). *Pictorial warning labels 2.0: An evaluation of novel warnings*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Gifford, H., Thomson, G., Martin, J., Parata, K., & Wilson, N. (2017, March). *Issues and options for progress towards a smokefree city: A case study for smokefree outdoor policies*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Gravely, S., Nyamurungi, K. N., Kabwama, S. N., Robertson, L., Heng, K. K. C., Ndikum, A. E., & Kakoulides, S. (2017, March). *An evaluation of compliance, knowledge, and attitudes related to the 100% smoke-free law in bars and restaurants in Kampala Uganda*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Gravely, S, Nyamurungi, K\*, Kabwama, S, Robertson, L, Khow, K, Achiri N, Oginni, A\*, Rusatira, J, Kakoulides, S. An evaluation of compliance, knowledge, and attitudes related to the 100% smoke-free law in bars and restaurants in Kampala, Uganda. Poster accepted for 48th World Union Conference on Lung Health, Guadalajara, Mexico, 11-14 Oct 17.
- Gravely, S, Nyamurungi, K, Kabwama, S, Robertson, L, Khow, K, Achiri N, Oginni, A\*, Rusatira, J, Kakoulides, S. An evaluation of compliance, knowledge, and attitudes related to the 100% smoke-free law in bars and restaurants in Kampala, Uganda. Oral presentation at The 20th Conference of The Union Africa Region, Accra, Ghana, 10-13 July, 2017.
- Hoek, J. (2017, October). *Perceptions of e-cigarette regulation among vapers*. Paper presented at the Oceania Tobacco Control Conference, Hobart, Australia.
- Hoek, J., Ball, J., Gifford, H., Tautolo, E. S., Edwards, R., Erick, S., & Taylor, T. (2017, March). *Young adult smokers' perceptions of endgame interventions: A qualitative analysis*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Hoek, J., & Blank, M.-L. (2017, December). *Smokefree pregnancy interventions and non-smoking identities*. Paper presented at the Australian & New Zealand Marketing Academy Conference (ANZMAC), Melbourne, Australia.
- Hoek, J., & Edwards, R. (2017, March). *Could social movements galvanise endgame momentum?* Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Hoek, J., Ferguson, S., & Banks, C. (2017, 3-7 April). *Exploring mods users' psycho-social experiences of vaping*. Paper presented at the 15<sup>th</sup> World Congress on Public Health, Melbourne, Australia.
- Hoek, J., Ferguson, S., Court, E., & Gallopel-Morvan, K. (2017, March). *How do young adult roll-your-own smokers manage negative stereotypes?* Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Hoek, J., & Gendall, P. (2017, 3-7 April). *On-pack tobacco warnings 2.0*. Paper presented at the 15<sup>th</sup> World Congress on Public Health, Melbourne, Australia.
- Hoek, J., & Gendall, P. (2017, March). *Young adult smokers' and non-smokers' affective responses to novel on-pack warnings*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Hoek, J., & Ling, P. (2017). *Motivations for E-Cigarette Use Among Young Adults: An Abstract*. Paper presented at the Academy of Marketing Science (AMS) World Marketing Congress, Coronado, CA.
- Hoek, J., McMillan, L., Robertson, L., Latu, A., Blank, M. L., & Richards, R. (2017, March). *Information seeking by ENDS users: A qualitative analysis*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Marsh, L., Iosua, E., McGee, R., & White, J. (2017, May). *New Zealand adolescents' discouragement of smoking among their peers*. Paper presented at the 13<sup>th</sup> Behavioural Research in Cancer Control Conference, Victoria, Australia.
- Marsh, L., McGee, R., MacLennan, B., Robertson, L., Llewellyn, R., and Ward, M. (2017, May) Alcohol imagery on New Zealand television: ten years on. Paper presented at the 13<sup>th</sup> Behavioural Research in Cancer Control Conference, Victoria, Australia.
- Maynard, O., Sillero-Rejon, C., Leonards, U., Hoek, J., Toll, B., Hedges, C., & Munafo, M. (2017, March). *The impact of health warning severity, location and immediacy on visual attention and self-reported avoidance*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Pickworth, W., Evans, D., Edwards, R., & Hoek, J. (2017, March). *Roll your own cigarettes: Shining a light on a neglected aspect of the smoking epidemic*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Robertson, L., Hoek, J., Blank, M.-L., & Richards, R. (2017, October). *"It didn't fill the void": Reasons for e-cigarette and tobacco dual use*. Paper presented at the Oceania Tobacco Control Conference, Hobart, Australia.
- Robertson, L., Hoek, J., McMillan, L., Blank, M.-L., & Richards, R. (2017, October). *Information-seeking by ENDS users: What do they look for and what do they find?* Paper presented at the Oceania Tobacco Control Conference, Hobart, Australia.
- Robertson, L., Marsh, L., Hoek, J., & McGee, R. (2017, March). *Policy options for reducing tobacco retail availability in New Zealand: A review and analysis of key informants' perceptions*. Poster presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.
- Robertson, L., Marsh, L., Hoek, J., and McGee, R. New Zealand stakeholders' views on tobacco retail regulation. Oral presentation, Behavioural Research in Cancer Control Conference, Melbourne, May 2017.
- Robertson, L, Nyamurungi, K, Gravely, S, Achiri N, Khow, K, Kakoulides, S, Oginni, A\*, Rusatira, J, Kabwama, S. Compliance with Uganda's new smokefree law in hospitality venues: challenges and opportunities from a Civil Society perspective. Oral presentation at The 20th Conference of The Union Africa Region, Accra, Ghana, 10-13 July, 2017.
- Robertson, L, Nyamurungi, K, Gravely, S, Achiri N\*, Khow, K, Kakoulides, S, Oginni, A, Rusatira, J, Kabwama, S. Compliance with Uganda's new smokefree law in hospitality venues: challenges and opportunities from a Civil Society perspective. Poster accepted for the 48th World Union Conference on Lung Health, Guadalajara, Mexico, 11-14 Oct 17.
- Tautolo, E. S., & Hoek, J. (2017, March). *"Mini-businesses": Tobacco supply networks within New Zealand secondary schools*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.

Tautolo, E. S., & Hoek, J. (2017, March). *Smoking amongst NZ Pacific young adults: The role and influence of friends, family, and environment*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.

Thomson, G., & Wilson, N. (2017, October). *Health promotion opportunities: Smokefree signage at sports facilities and racecourses with outdoor stands*. Paper presented at the PHANZ Conference, Ōtautahi, Christchurch.

Thomson, G., Wilson, N., & Gage, R. (2017). *Healthy playgrounds: Simple methods to gather data for monitoring health risks and for advocacy*. Paper presented at the PHANZ Conference, Ōtautahi, Christchurch.

van der Deen, F. S., & Wilson, N. (2017, March). *Pharmacists' views on restricting tobacco and e-cigarettes sales to pharmacies only: A cross-sectional survey in New Zealand*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.

Waa, A., & Maddox, R. (2017, March). *Framework convention on tobacco control commitments to peoples: How are we doing?* Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.

Waa A, Edwards R, Stanley J, Kaai S, Quah ACK, Fong G. (2017, October). *Māori smoker support for achieving a Smokefree Aotearoa by 2025*. From vision to reality: a tobacco-free Oceania. Paper presented at Oceania Tobacco Control Conference, Hobart, Australia.

Waa A, Edwards R, Stanley J, Kaai S, Quah ACK, Fong G. (2017, October). *Māori smoker perceptions of tobacco tax*. From vision to reality: a tobacco-free Oceania. Paper presented at Oceania Tobacco Control Conference, Hobart, Australia.

Wilson, N., Pearson, A. L., Thomson, G., & Edwards, R. (2017, March). *Actual and potential use of Google street view for studying tobacco issues: A review*. Paper presented at the Society for Research on Nicotine and Tobacco 23<sup>rd</sup> Annual Meeting, Florence, Italy.

Wilson N, Hoek J, Thomson G, Edwards R. (2017, October). *Regulations to ban vaping in indoor settings*. Paper presented at 2017 International Conference on Tobacco Control. Taipei, Taiwan.

## Reports

Edwards, R., Thornley, L., Thomson, G., & Waa, A. (2017). *Smokefree Aotearoa 2025: Progress report*. Retrieved from <https://aspire2025.files.wordpress.com/2017/08/asap-progress-report-for-web.pdf>

ITC Project. (December 2017). ITC New Zealand Wave 1 Survey (2016-2017) Technical Report. University of Waterloo, Waterloo, Ontario, Canada and University of Otago, Wellington, New Zealand.

Thornley, L., Edwards, R., Waa, A., & Thomson, G. (2017). *Achieving smokefree Aotearoa by 2025*. Retrieved from <https://aspire2025.files.wordpress.com/2017/08/asap-main-report-for-web2.pdf>

Thornley, L., Edwards, R., Waa, A., & Thomson, G. (2017). *Achieving smokefree Aotearoa by 2025: Engagement with stakeholders: Summary report*. Retrieved from <https://aspire2025.files.wordpress.com/2017/08/asap-engagement-with-stakeholders-summary-report-for-web.pdf>

Thornley, L., Edwards, R., Waa, A., & Thomson, G. (2017). *Evidence and feasibility review: Summary report*. Retrieved from <https://aspire2025.files.wordpress.com/2017/08/asap-evidence-feasibility-review-for-web-final-24-aug.pdf>

Waa, A., Edwards, R., Thornley, L., & Thomson, G. (2017). *Achieving smokefree Aotearoa by 2025: Monitoring and evaluation plan*. Retrieved from <https://aspire2025.files.wordpress.com/2017/08/asap-monitoring-and-evaluation-plan-17-for-web.pdf>

## Book chapter

Thomson, G., & Wilson, N. (2017). Global Tobacco Industry. In S. R. Quah & W. Cockerham (Eds.), *International Encyclopedia of Public Health* (2<sup>nd</sup> ed., pp. 292-300): Elsevier.

## Thesis

Robertson, L. (2017). *Regulating the tobacco retail environment in New Zealand*. (Doctoral thesis), University of Otago, Dunedin, New Zealand. Retrieved from <http://hdl.handle.net/10523/7075>

## Scientific Blogs and Op-Eds

Hoek, J, Blank, M, Wilson, N, Robertson, L & Marsh, L. (2017). *Will liberalising nicotine availability increase quitting?* April 2017.

Hoek J, Edwards R, Beaglehole R. Smoking in the car? Time to stub it out! Otago Daily Times, May 4 2017 (Op-ed).

Hoek J, Edwards R, Marsh L, McGee R, Robertson L, Blank M-L. Opinion: How might a lethal product be sold safely? Dominion Post, June 1 2017 (Op-ed).

Edwards R. Hefty tax rise pushed in urgent smokefree action plan (Op-Ed). Dominion Post, August 2 2017.

Edwards R, Blakely T, Cunningham C, van der Deen F, Hawke Z, Hoek J, Nahu S, Thomson G, Thornley L, Waa A, Wilson N, Erick S. "Achieving Smokefree Aotearoa by 2025": A new Action Plan to achieve our smokefree goal. Public Health Expert, 17 September 2017.

Edwards R, Blakely T, Cunningham C, van der Deen F, Erick S, Hawke Z, Hoek J, Nahu S, Thomson G, Thornley L, Waa A, Wilson N. "Achieving Smokefree Aotearoa by 2025": A response to critiques. Public Health Expert, 7 October 2017.

Wilson N, van der Deen FS, Edwards R, Thomson G, Waa A, Blakely T. Patterns of Declining Smoking in NZ – But More Action Needed by the New Government. Public Health Expert, 20 November 2017.

Thomson G, Edwards R, Jaine R, Hoek J, Ball J, Wilson N. Smokefree cars legislation: Should the new government make this a priority? Public Health Expert, 11 December 2017.

## Awards

ASPIRE2025, Otago Business School Award for most outstanding research collaboration.

Blank, M-L. Finalist in "Best Abstract" Award, Oceania Tobacco Control Conference, 2017.

Hoek, J. and Blank, M-L. ANZMAC Award for best paper in Social Marketing Track, 2017.

Hoek, J. ANZMAC Award for most outstanding reviewer Macro-marketing Track, 2017.

Hoek, J. Otago Business School Award for researcher whose work has achieved the greatest impact.

Hoek, J. Otago Business School Award for researcher who has made the greatest contribution to the research environment.

Hoek, J. Reviewer of the Year Award, Tobacco Control. Eight of 580 reviewers were recognized: <http://tobaccocontrol.bmj.com/content/25/1/1.full.pdf+html>

Robertson, Lindsay (PhD student, Preventive and Social Medicine and Marketing). Awarded post-doctoral fellowship, Dept of Preventive and Social Medicine.

# ASPIRE 2025

