



INTERNATIONAL CONFERENCE
ON PUBLIC HEALTH PRIORITIES
IN THE 21st CENTURY

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Are we game for the endgame? – Daring to Dream



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ASPIRE2025

Outline

Contexts and origins

Smokefree 2025

Current status – glass half empty or half full?

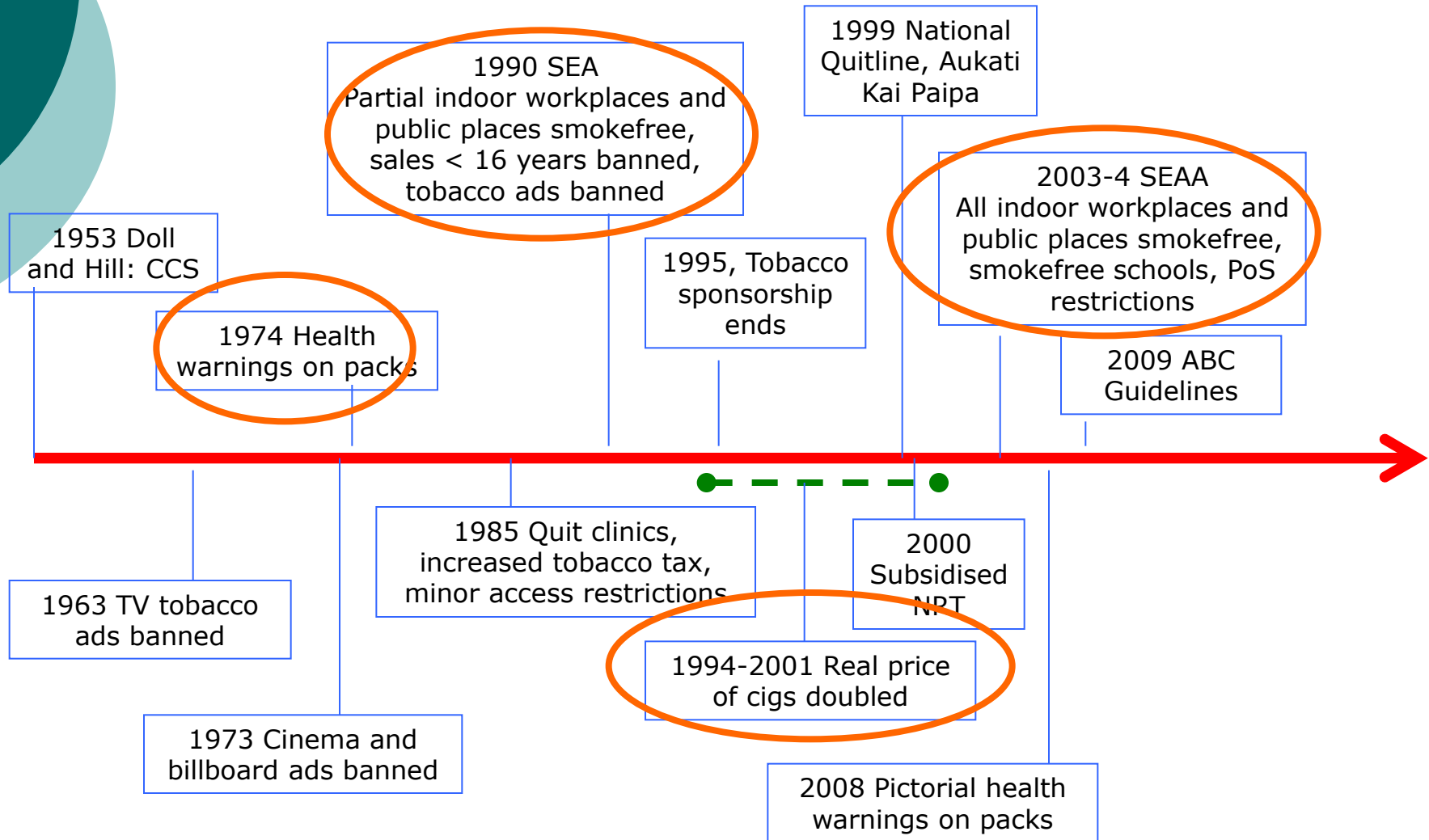
Can we do it, and if so how?

Endgame thinking

Points for discussion



NZ Tobacco Control landmarks



Māori Affairs Select Committee, 2010

L10A



**Inquiry into the tobacco industry
in Aotearoa and the
consequences of tobacco use
for Māori**

Report of the Māori Affairs Committee

Forty-ninth Parliament
(Hon Tau Henare, Chairperson)
November 2010

Presented to the House of Representatives

“We recommend to the Government that it aim for tobacco consumption and smoking prevalence to be halved by 2015 across all demographics, followed by a longer-term goal of making New Zealand a smoke-free nation by 2025.”

Government response

“The Committee’s report is clear that “the term ‘smoke-free’ is intended to communicate an **aspirational goal** and not a commitment to the banning of smoking altogether by 2025” (p.10). On that basis, **the Government agrees with a longer term goal of reducing smoking prevalence and tobacco availability to minimal levels, thereby making New Zealand essentially a smoke-free nation by 2025.**”



What is a 'Smokefree Aotearoa'?

- That almost no-one will smoke (<5% prevalence)
 - Across all population groupings
- That our children and grandchildren will be free from tobacco and enjoy tobacco free lives
- That it will be very difficult to supply and sell tobacco

First country in the world to set a government tobacco endgame goal



What does 2025 look like?

2012

Prevalence
17%

640,000
smokers

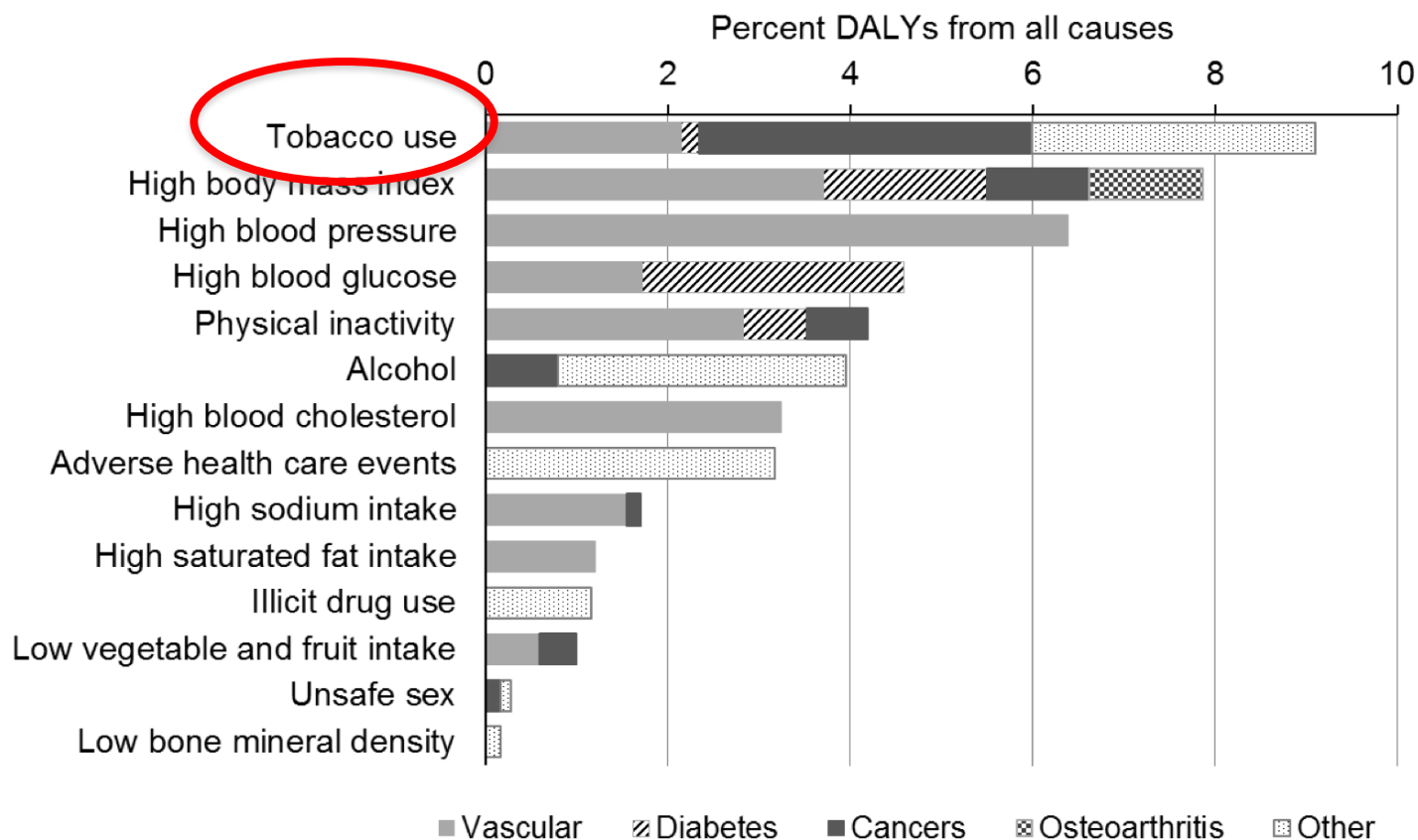
2025

Prevalence
<5%

<160,000
smokers

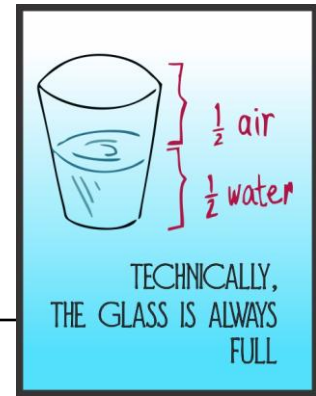
Burden of disease due to tobacco in NZ

Attributable burden (percentage of DALYs) for selected risk factors, 2006



Health Loss in New Zealand: A report from the New Zealand Burden of Diseases, Injuries and Risk Factors Study, 2006–2016. Ministry of Health, 2013.

Current developments – glass half full



- National Smokefree Working Group (Feb 2012)
- The Next Steps 2011-2015
<http://www.sfc.org.nz/documents/urgent-next-steps.pdf>
- Research collaborations – ASPIRE 2025 and Tūranga
 - Champion – Associate Minister for Health
 - SF 2025 beginning to gain traction
 - public support (ahead of policy-makers)
 - local smokefree 2025 strategies
 - Continued tobacco control landmarks in NZ
 - Sustained reductions in children smoking

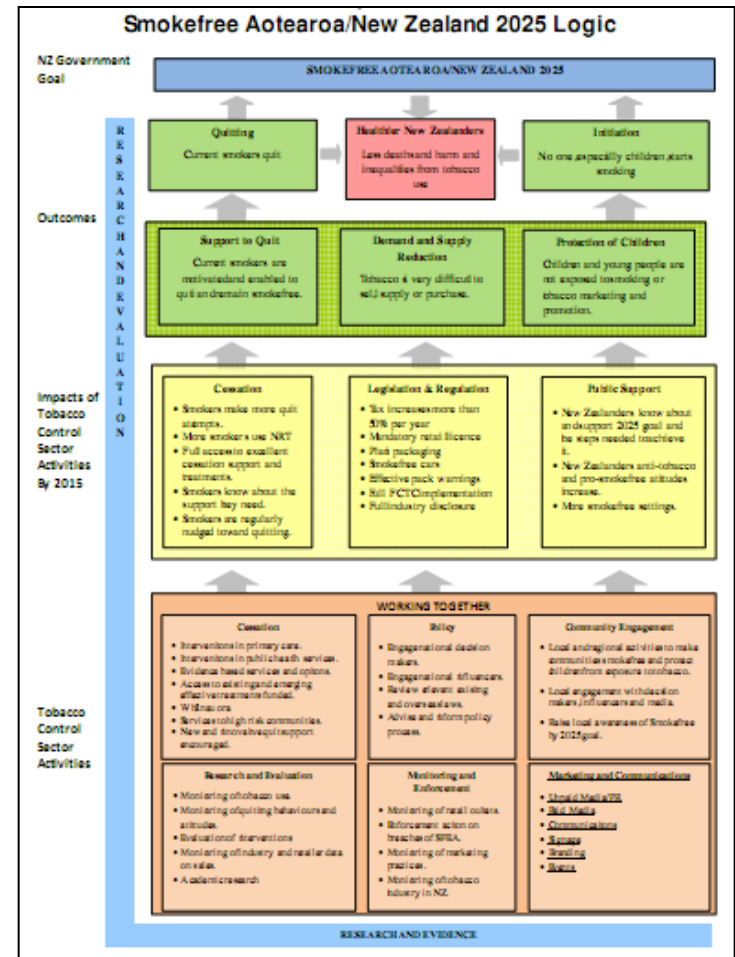


The Plan 2013-15

Smokefree Aotearoa 2025 Next Steps Action Plan 2013 -2015



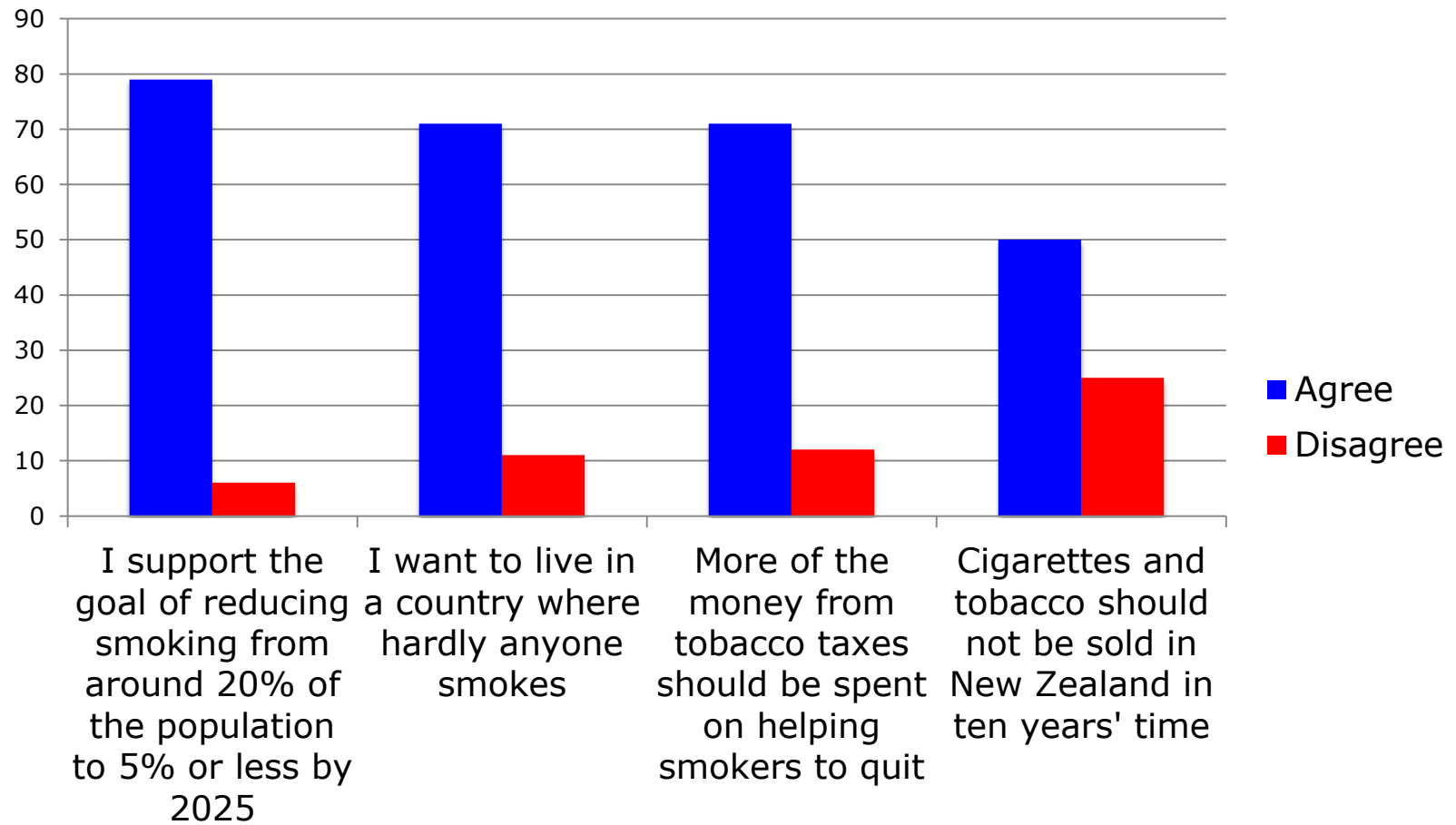
<http://smokefree.org.nz/smokefree-2025>



NSWG: Priorities for next year

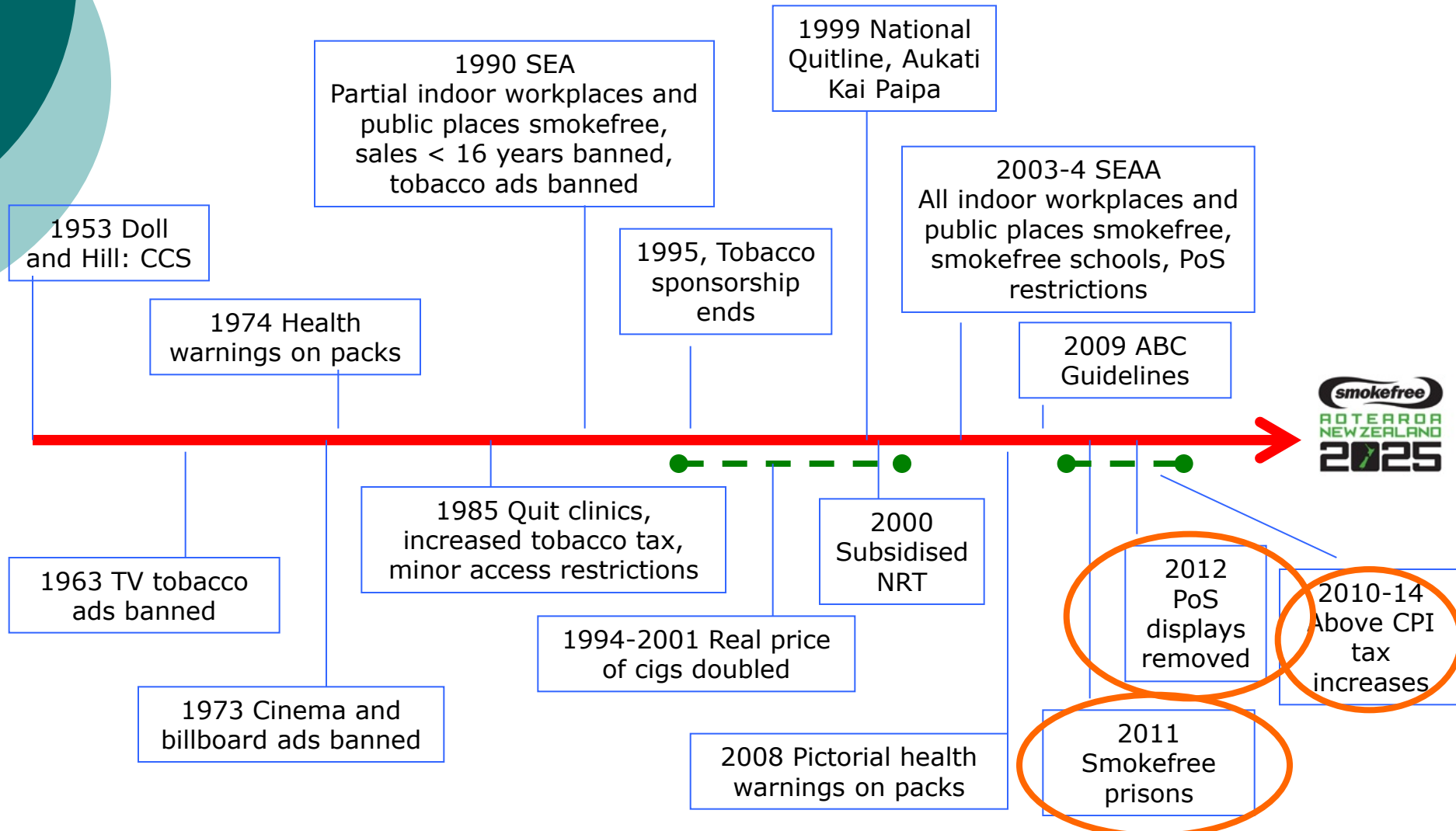
- Substantial increase in tobacco taxation
- Implement plain packaging and expand legislation to include:
 - Update product disclosure scheme
 - Implement control of harmful constituents
 - Introduce retail licensing
 - Smokefree cars with children legislation
 - Ban duty free sales
 - Increase mass media spend
 - E-cigarette regulation on MoH workplan
- Establish monitoring and accountability framework for SF 2025 goal

Public support for SF 2025

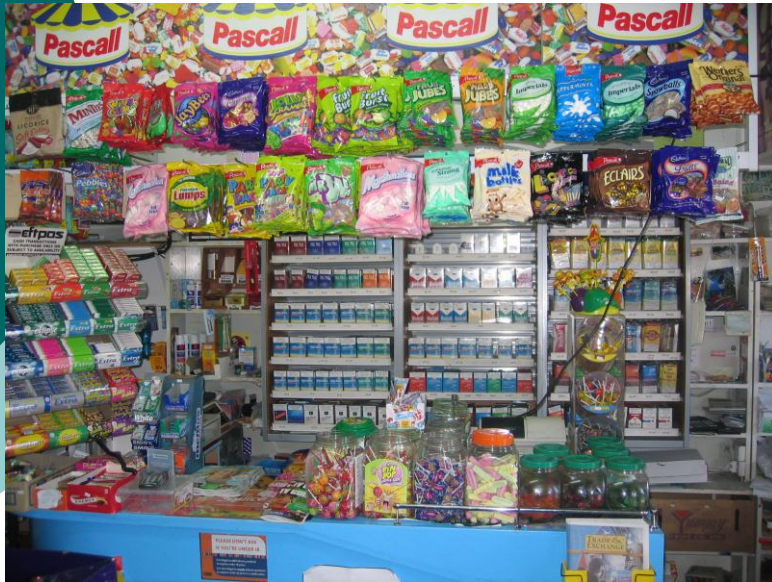


Gendall P et al. Public Support for More Action on Smoking. NZMJ 2013; 126:1375.

NZ Tobacco Control landmarks



Point of sale displays removed



**Out of Sight
Out of Mind**

Protect our children from
tobacco marketing



Cancer
Society



www.ProtectOurChildren.org.nz

Displays go up in puff of smoke



Local coalitions and Local action

Auckland Plan includes Smokefree by 2025

Wednesday, 11 April 2012, 3:55 pm
Press Release: Cancer Society

Auckland Plan includes Smokefree by 2025

Cancer Society Auckland commends Auckland Council on the inclusion of Smokefree into the newly released Auckland Plan.

The Auckland Plan includes a clear Smokefree goal of reducing smoking rates to less than 3% by 2025. The Plan states that 'by 2025 all parks, reserves, children's play areas and other public spaces will be Smokefree', and is in-line with the Government's goal of a Smokefree New Zealand by 2025.



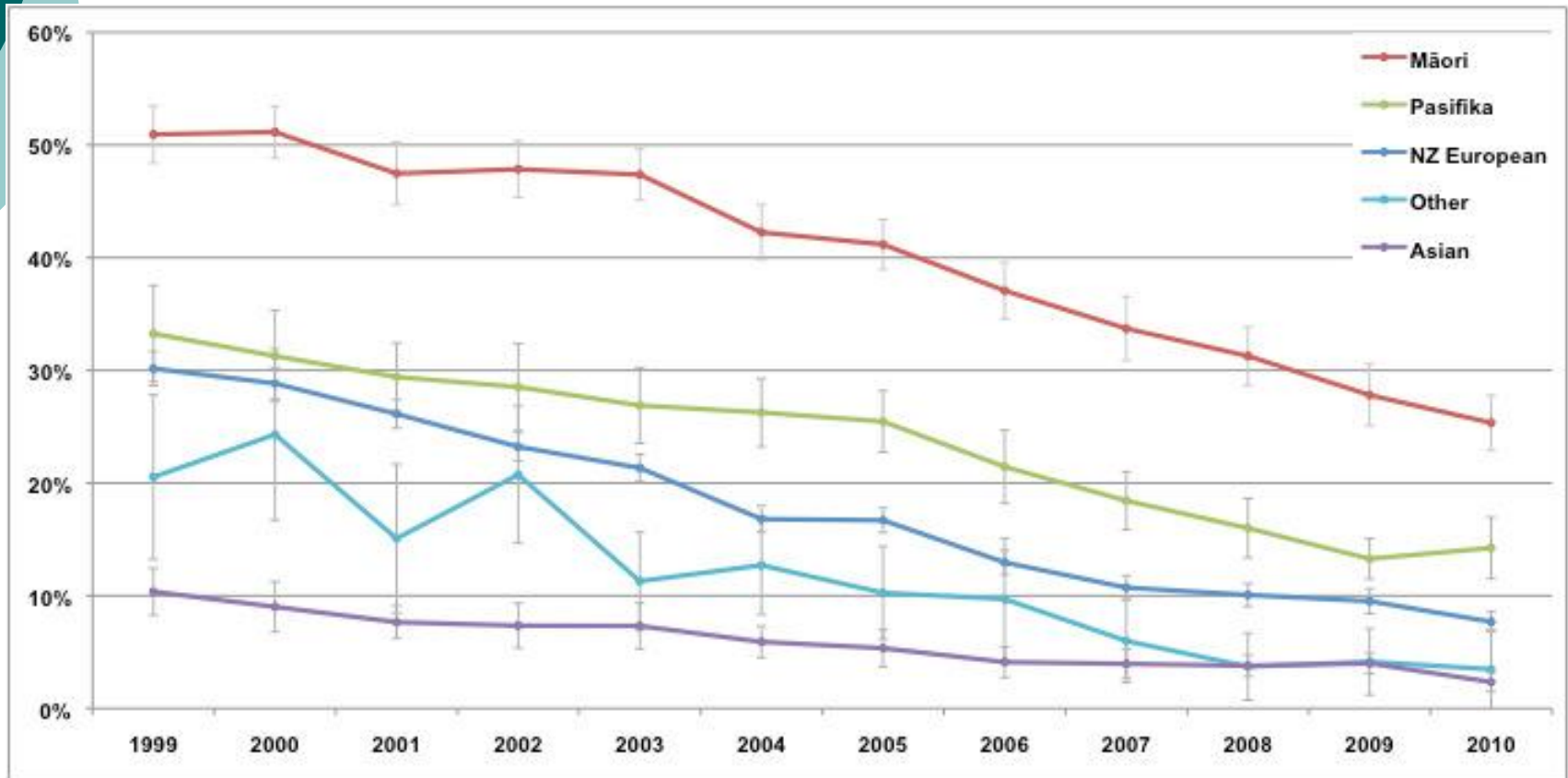
More Wellington Parks Go Smoke-Free

7 June 2012

All Wellington City sports parks and playgrounds are to become smoke-free areas as the Council moves to support the Government's goal of making New Zealand smoke-free by 2025.

Smoking among children

Figure 1: Trends in regular smoking for female students by ethnicity, 1999-2010



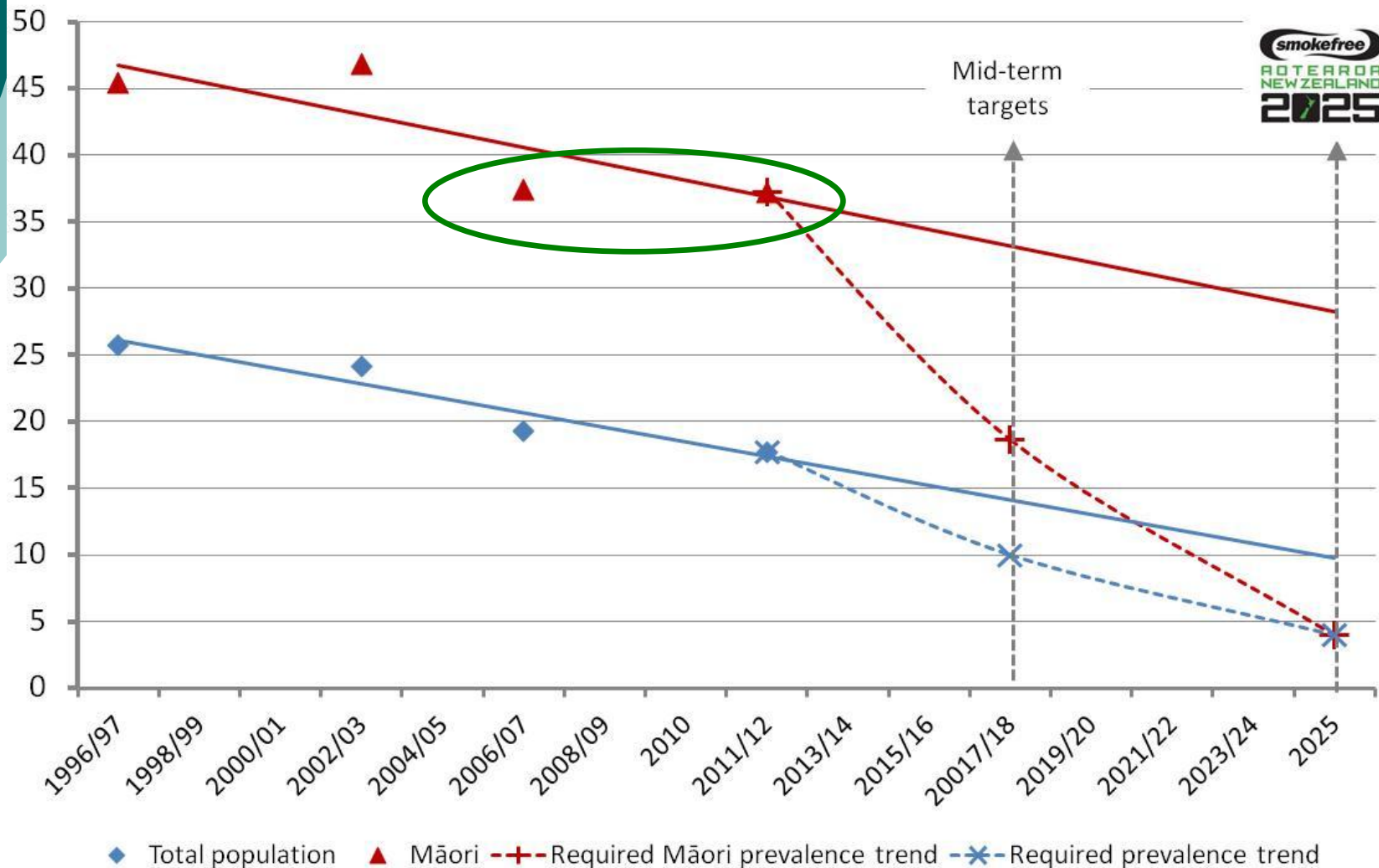
Error bars show a 95% confidence interval, adjusted for clustering of data by school

Current developments – glass half empty

- Current smoking prevalence still around 18%, and 40% among Māori
- No govt plan or strategy - lukewarm support?
- Mass media funding cuts
- Tax increases only moderate
- Plain packs – will it happen?
- Concerns about International Trade agreements (TPPA)
- Tobacco industry activation
- Young adult smoking



Current vs. Required Prevalence/ Why act now?

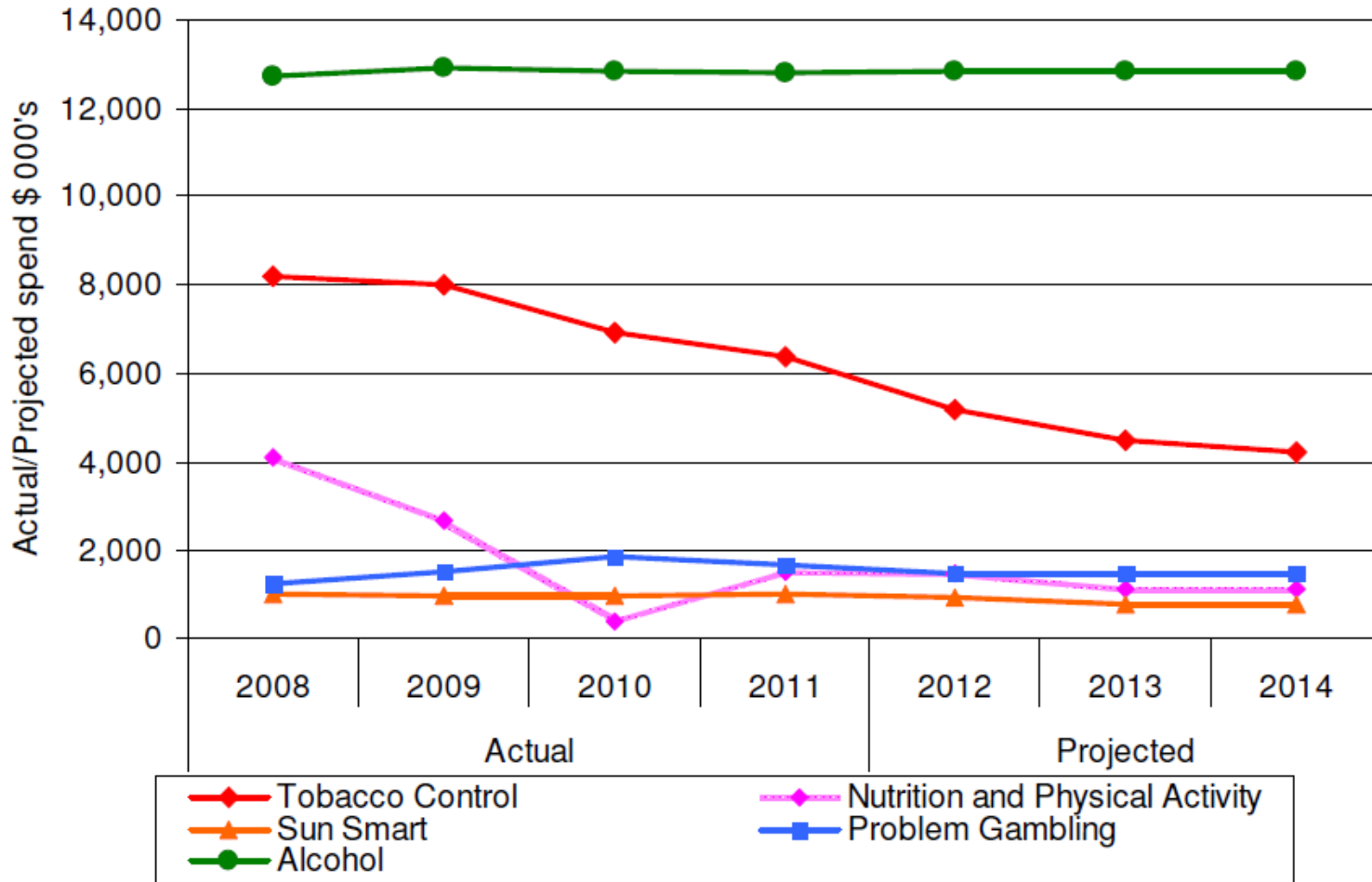


Lukewarm support: politicians (not) talking about SF 2025

	Items	Goal Ref.
Tariana Turia	59	28
Tony Ryall	26	1
Rahui Katene	14	1
Hone Harawira	13	1
Iain Lees-Galloway	13	3
Te Ururoa Flavell	12	1
Jim Anderton	8	0
Phil Goff	7	1
Bill English	7	1
John Key	7	0

Ben Healey et al,
submitted for
publication

Figure 2. Year on year actual and projected project expenditure for ALAC and HSC 2008-2014.



Agree disagree (BAT)

AgreeDisagree.co.nz



IF I **CREATE** IT I SHOULD OWN IT

agree disagree

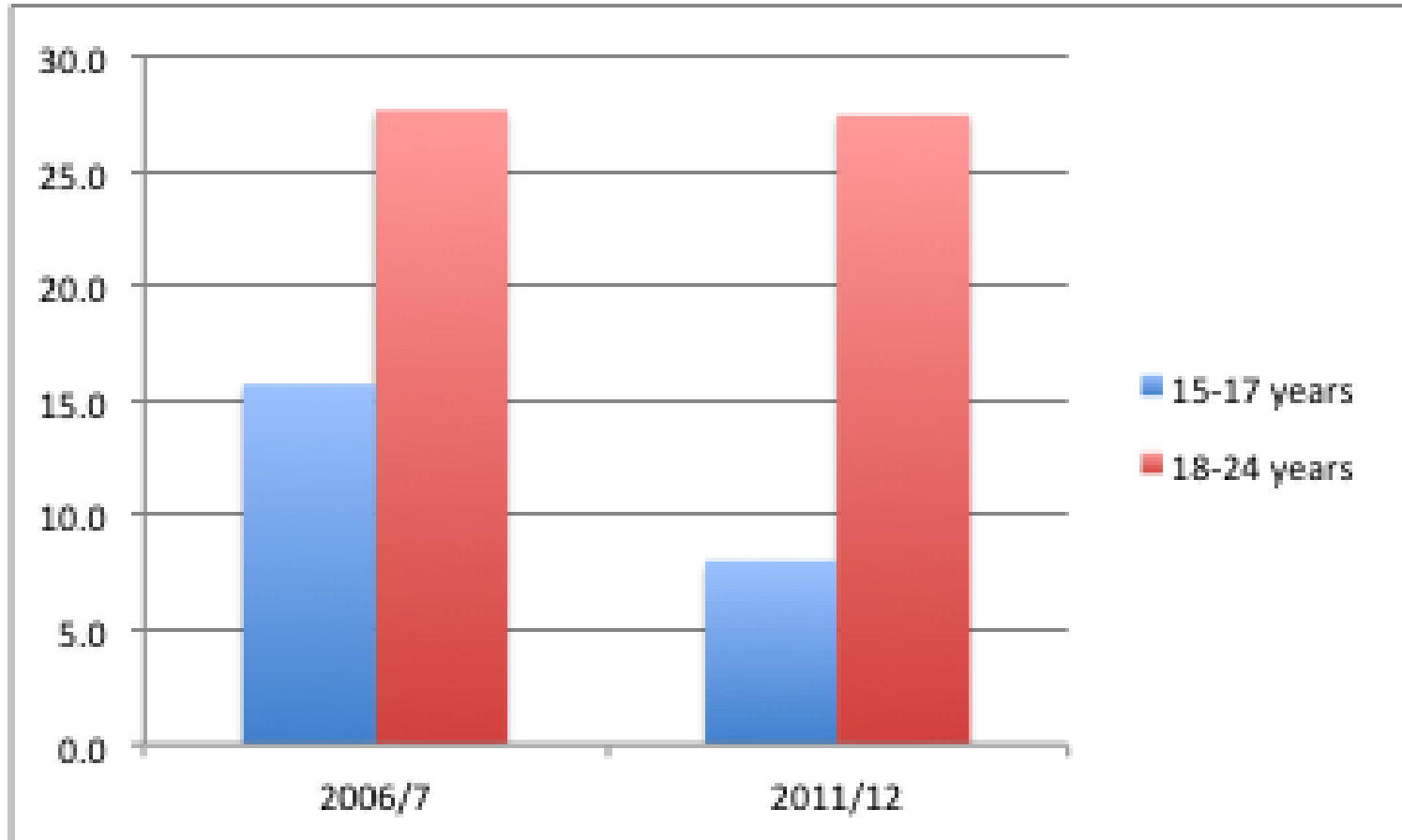
We agree that tobacco is harmful. We disagree with plain packaging because it prevents companies using the logo branding they've invested and created in.

Find out more at AgreeDisagree.co.nz

British American Tobacco (New Zealand) Limited



Smoking in young adults, NZ



Source, New Zealand Health Survey

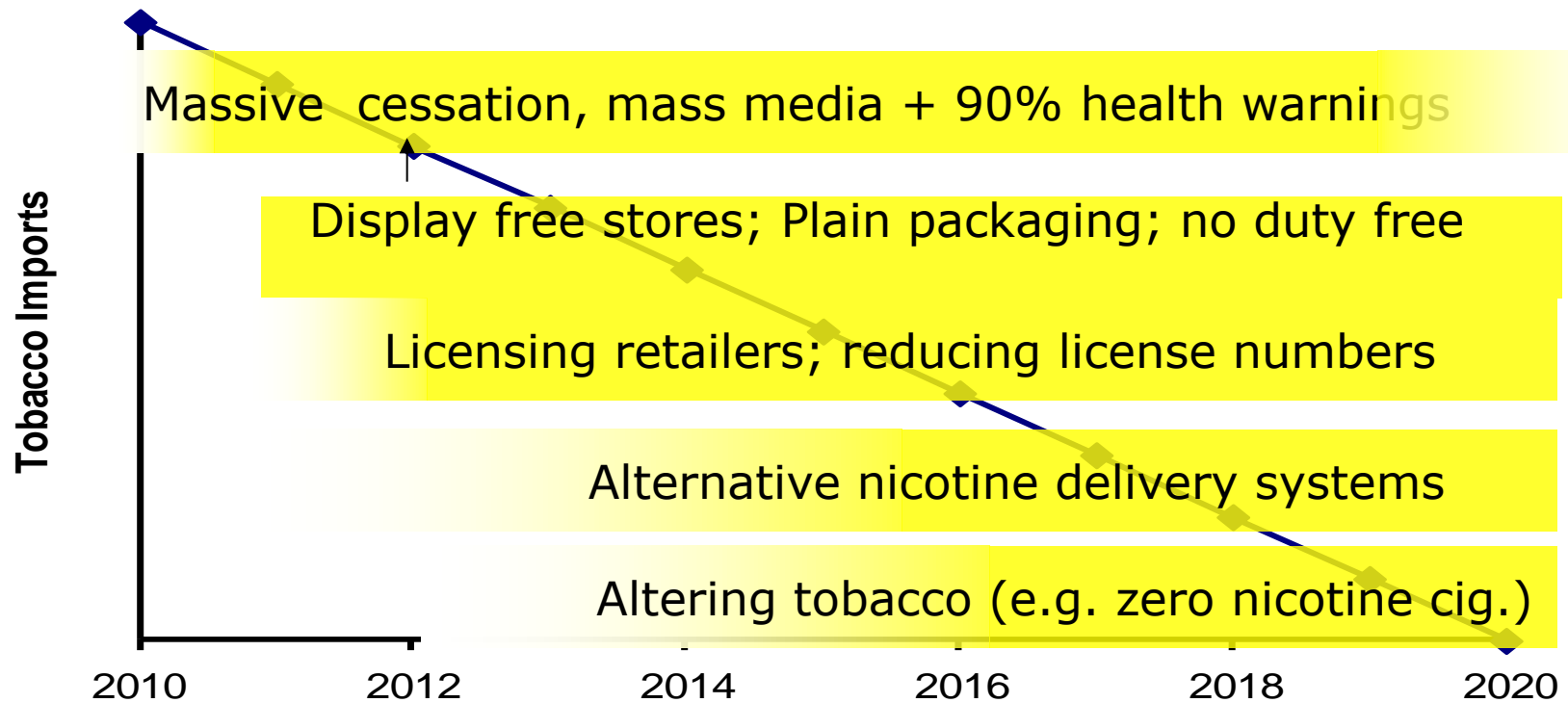


Two endgame strategies

1. Incremental
2. Incremental + radical

Sinking Lid

- Absolute reduction in tobacco released for sale by 10% per year
- Phased supply and demand-side adjuncts



Thomson G et al. Tobacco Control 2010; 19: 431-435.
Wilson N et al. Tobacco Control (in press)

Smoking - Can we stub it out by 2025? Yes, and here is how

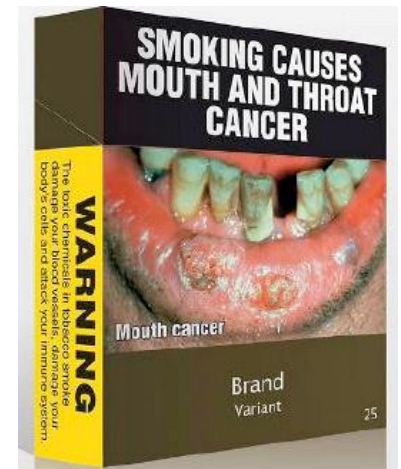
Enhanced cessation promotion and support (within key populations)

Substantial and sustained tax increases + co-interventions (duty free etc)

Greatly enhanced and sustained mass media interventions

Other incremental measures

- Plain packaging, new health warnings
- Smoke-free cars and other smokefree policies
- Retail based interventions (licensing, proximity/density etc etc)



Smoking - Can we stub it out by 2025? Yes, and here is how

One or more radical measures e.g.

- Progressively increase age of purchase to 25 years
- Rapid and frequent tax increases
- Product modification – nicotine, additives
- Sinking lid or radical reductions in retailer supply

[Substitute nicotine delivery products (E-cigs etc)]

Politics

- Reduce industry power and influence (? Denormalisation)
- Political will, social movement



Maori Murder
Have you heard how the tobacco industry kills Maori?

R.I.P.

NEW ZEALAND
Early death a Maori life

A Maori Maid
When Corbin Cook fell
sick in 1916 he found the
cause a firm and warlike
Maori a firm and warlike
man. Given in his charge
in the power of a modern
Maori, would demand to the
Maori the big cigarette.

D. H. O. WILSON
WELLINGTON, N.Z.

Here are the facts:

- > Tobacco is the single biggest killer of Maori.
- > It accounts for a third of all Maori deaths.
- > This means higher rates of lung cancer, heart disease, colic death.
- > Respiratory infections, glue ear, meningococcal disease and diabetes.
- > Almost one in two Maori smoke. That's way higher than any other group in the country.

It's legal genocide.

Te Reo Marama
Maori Smokefree Coalition

Tobacco company cigarette card circa 1916.

Te Reo Marama (the Maori Smokefree Coalition) is the organisation charged with advocacy around Maori tobacco control issues.
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Why endgame ideas are important

- Clarity of purpose and timelines
- Philosophical - Paradigm shift
 - Enough is enough – rejection of status quo
- Stimulates new thinking
 - Radical solutions for unacceptable situation
- Signal to smokers and stimulus to quit
- Galvanises us, the public, the media and policy-makers

Daring to Dream

- Explored acceptability of a range of radical endgame strategies with policy-makers, media, practitioners and public
- Key findings
 - Ideas can be communicated to a range of audiences
 - **Smokefree vision = key component of successful communication**
 - Policy-maker and media interest in radical solutions
 - Public most accepting of radical ideas

*Edwards et al. BMC Public Health
2011, 11:580 and 2012, 12:782*

Points for discussion

- Equity – achieving the endgame for all
- Social and political mobilisation
- New attitude to evidence and policy
- Addressing late uptake
- Rapid mass cessation
- Unintended impacts
- Role of substitution/harm minimisation
- Which (if any) radical endgame strategies?

What do these occupations have in common?

Smoking prevalence, NZ 2006 census <5%

Religious Professionals	2.64
Medical Doctors	3.46
Dietitians and Public Health Nutritionists	3.59
Other Health Professionals (Except Nursing)	3.65
Meteorologists	3.77
Mathematicians, Statisticians and Related	4.12
Judges	4.72
Veterinarians	4.78
Economists	4.83

Young smoker responses to Smokefree 2025 goal

“I’ll be really pissed off when they it smokefree and I can’t buy cigarettes any more. At least for the first two weeks .. but in the long run, I think smoking is something our country can do without.”

“I reckon it’s pretty cool. I don’t want to be a smoker in fifteen years.”

“This is awesome...This makes me feel really proud to be a New Zealander”

Maubach et al. “The times are changing”. in Press Tobacco Control

Daring to Dream?

Yes....

If people aren't
laughing at
your dreams,

your dreams
aren't *big* enough. Robin Sharma

But also daring
to do

Kia ora
Thank you

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www.aspire2025.org.nz

Additional information

- NZ Parliament. Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori, Report of the Māori Affairs Committee. Wellington: New Zealand (NZ) Parliament 2010.
- Blakely T, Thomson G, Wilson N, et al. The Maori Affairs Select Committee Inquiry and the road to a smokefree Aotearoa. N Z Med J 2010;123(1326):7-18.
- Thomson G, Wilson N, Blakely T, Edwards R. Ending appreciable tobacco use in a nation: Using a sinking lid on supply. Tobacco Control 2010; 19: 431-435.
- Smokefree 2025 documents - <http://smokefree.org.nz/smokefree-2025>