



2016 Smokefree Research Symposium

Endgames and Smokefree Aotearoa 2025 update

Richard Edwards

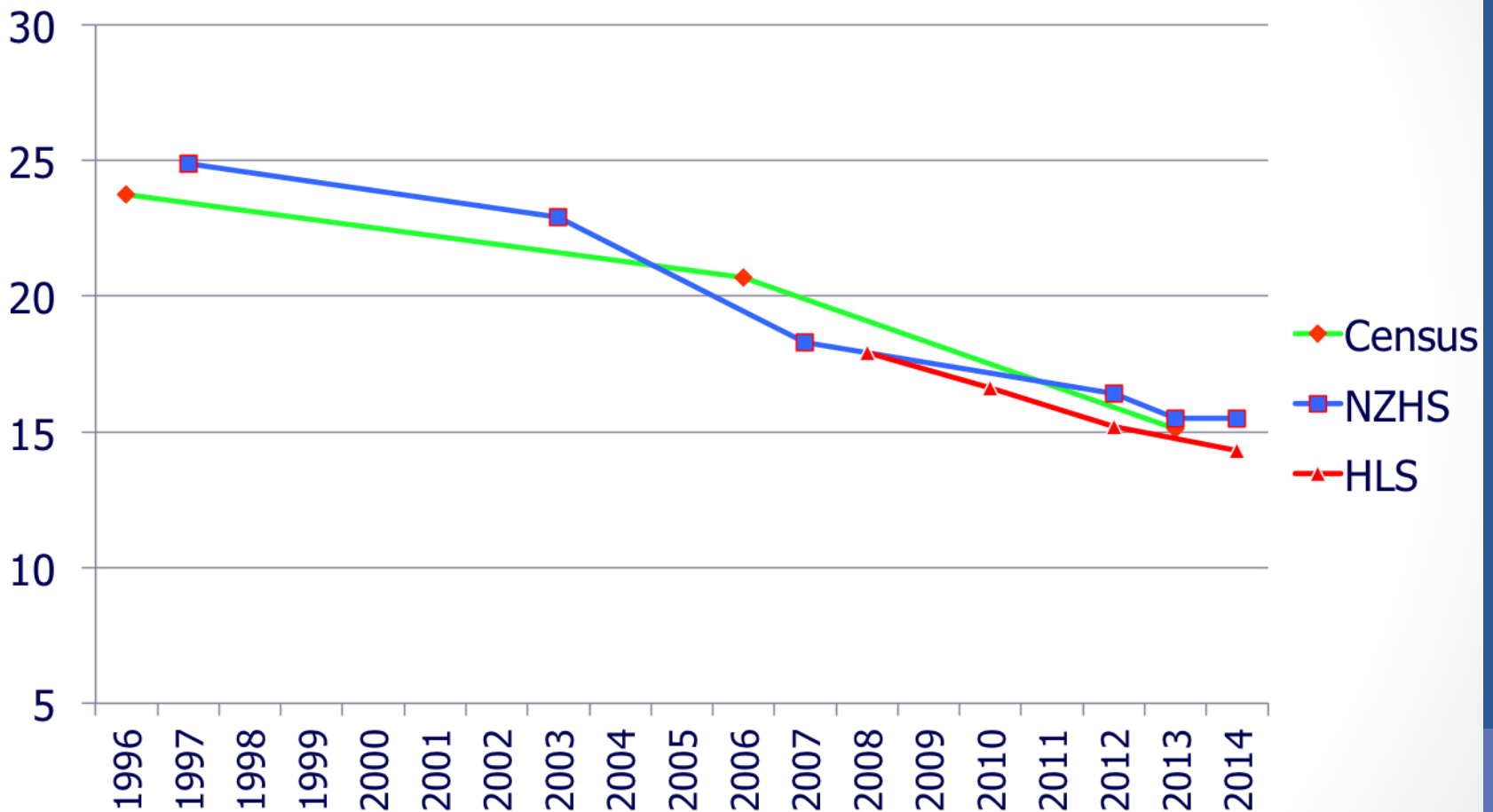
Outline

- Endgame goals internationally
- Progress towards Smokefree 2025
 - Prevalence trends and hardening
 - Intervention implementation
- Stakeholder views on radical options
- Political will?
- Conclusions

International endgames

Country	Goal	Notes
Finland	Tobacco free Finland 2040	Govt goal included in law (2010) Aim <2% use tobacco products Action plan (2014)
Ireland	Tobacco free Ireland 2025	Govt goal (2014) Aim <5% adult smoking Action plan (2015)
New Zealand	Smokefree 2025	Govt goal (2011) Minimal prevalence and availability
Pacific Island States	Tobacco free Pacific 2025	Pacific Health Ministers 2013 Aim <5% smoking all Pacific Islands
Scotland	Tobacco free Scotland 2034	Govt goal (2013) Aim <5% adult smoking Tobacco Control Strategy (2013)
Sweden	Smokefree Sweden 2025	Govt goal (2016) Prevalence not specified (but Snus use excluded)

NZ Adult (age 15+) Daily Smokers (%) 1996 - 2014

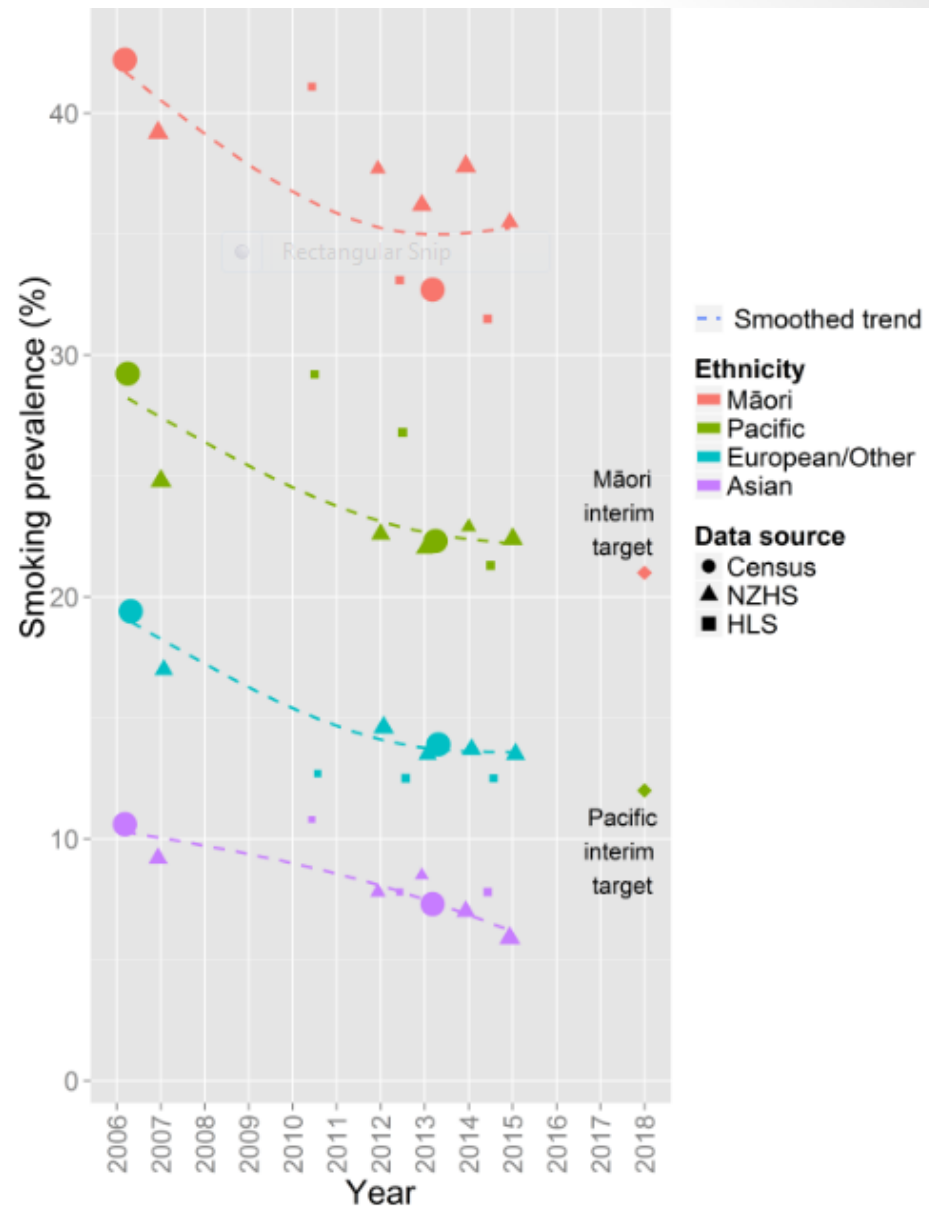


Daily Smoking Prevalence 2006-2015 by ethnicity: smoothed trends based on Census, NZHS and HLS data.

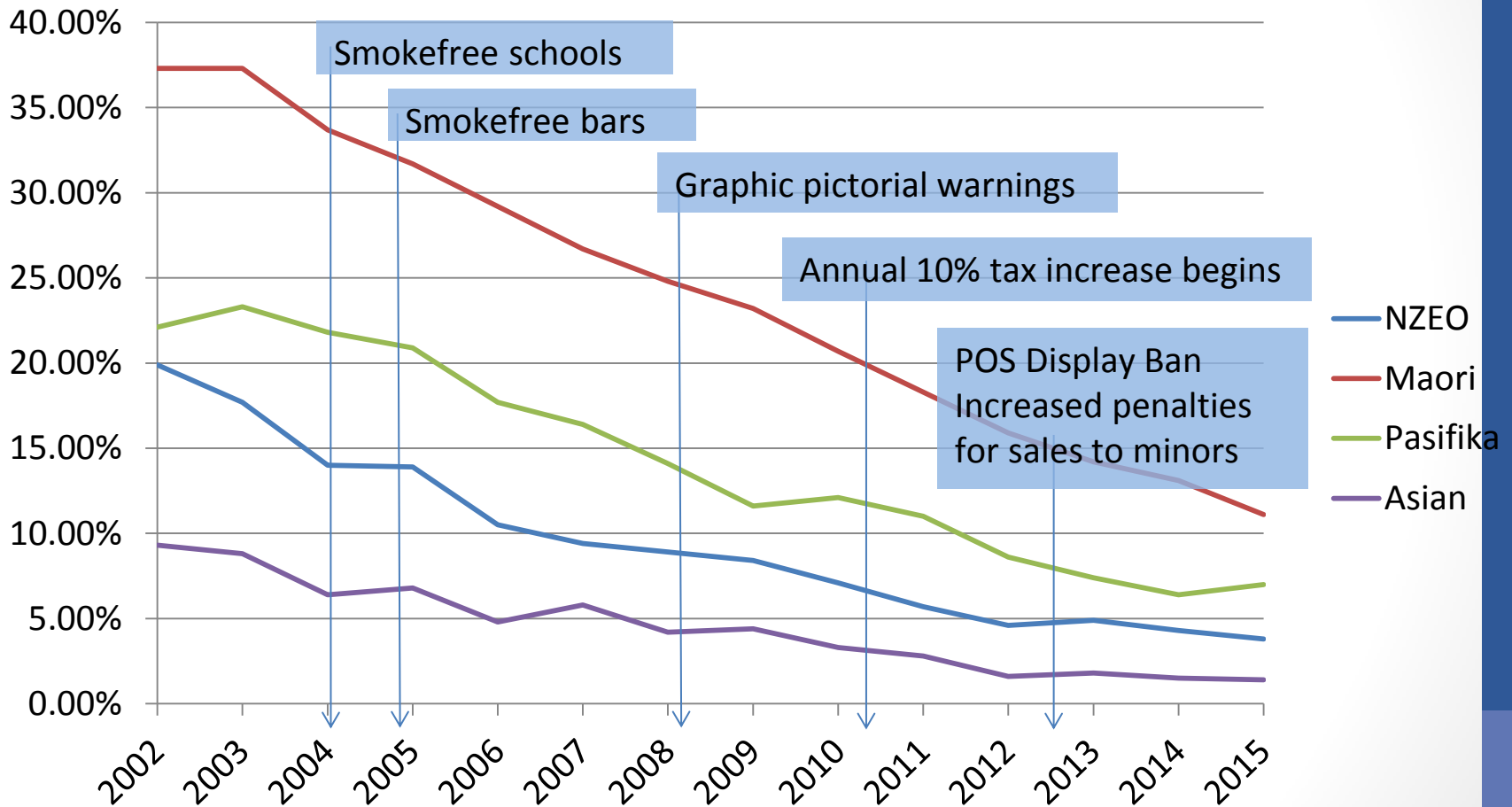
Source: Ball Jet al, N Z Med J 2016;129(1439):11-22.

No evidence of 'hardening' of smoker population

Source: Edwards R et al. Tob Cont 2016 (ePub July 5 2016) & Public Health Expert blog: August 22 2016



Year 10 Regular smoking 2002-15 by prioritised ethnicity



Data source: ASH Year 10 Snapshot Survey

Review of progress towards Smokefree 2025

- 34 of 42 MASC recommendations not been fully implemented, including:
 - Implementing comprehensive and effectively resourced mass media campaigns
 - National level progress on extending smokefree environments, particularly for cars carrying children
 - Investigating measures to reduce tobacco supply in order to reduce tobacco availability to minimal levels
 - Mandating additional disclosure of additives and exploring regulation of nicotine content and additives in tobacco products
 - **Developing a tobacco control strategy and action plan with a strong emphasis on Māori-focused outcomes**

Ball J et al. New Zealand Medical Journal 2016; 129 (1428): 93-97.

MAPPING NEW ZEALAND COUNCILS

SMOKEFREE OUTDOOR POLICIES AND SPACES



Playgrounds



Parks



Additional Areas



Sport Grounds



Beaches



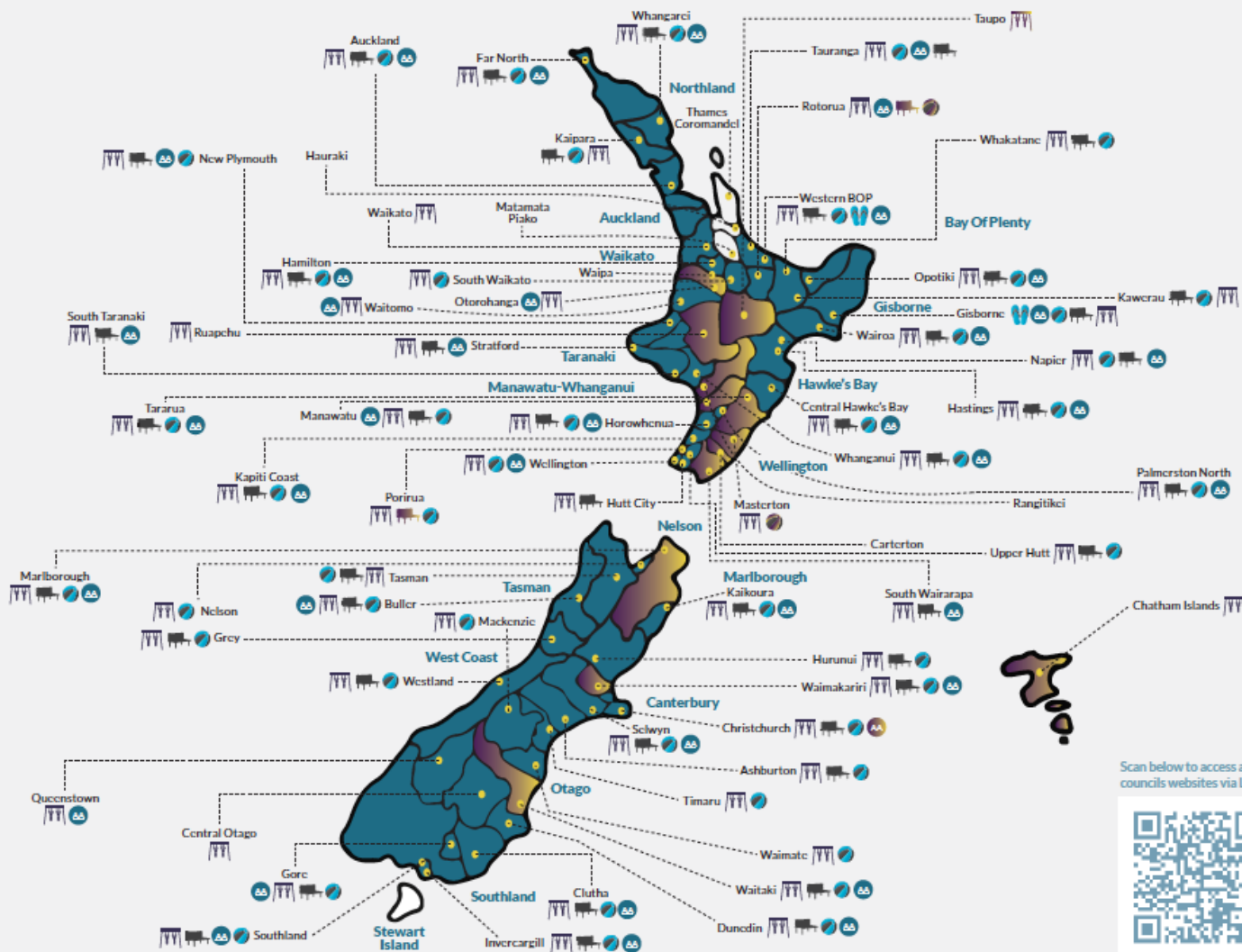
Partly Adopted



Adopted



No Policy (see database for further information)

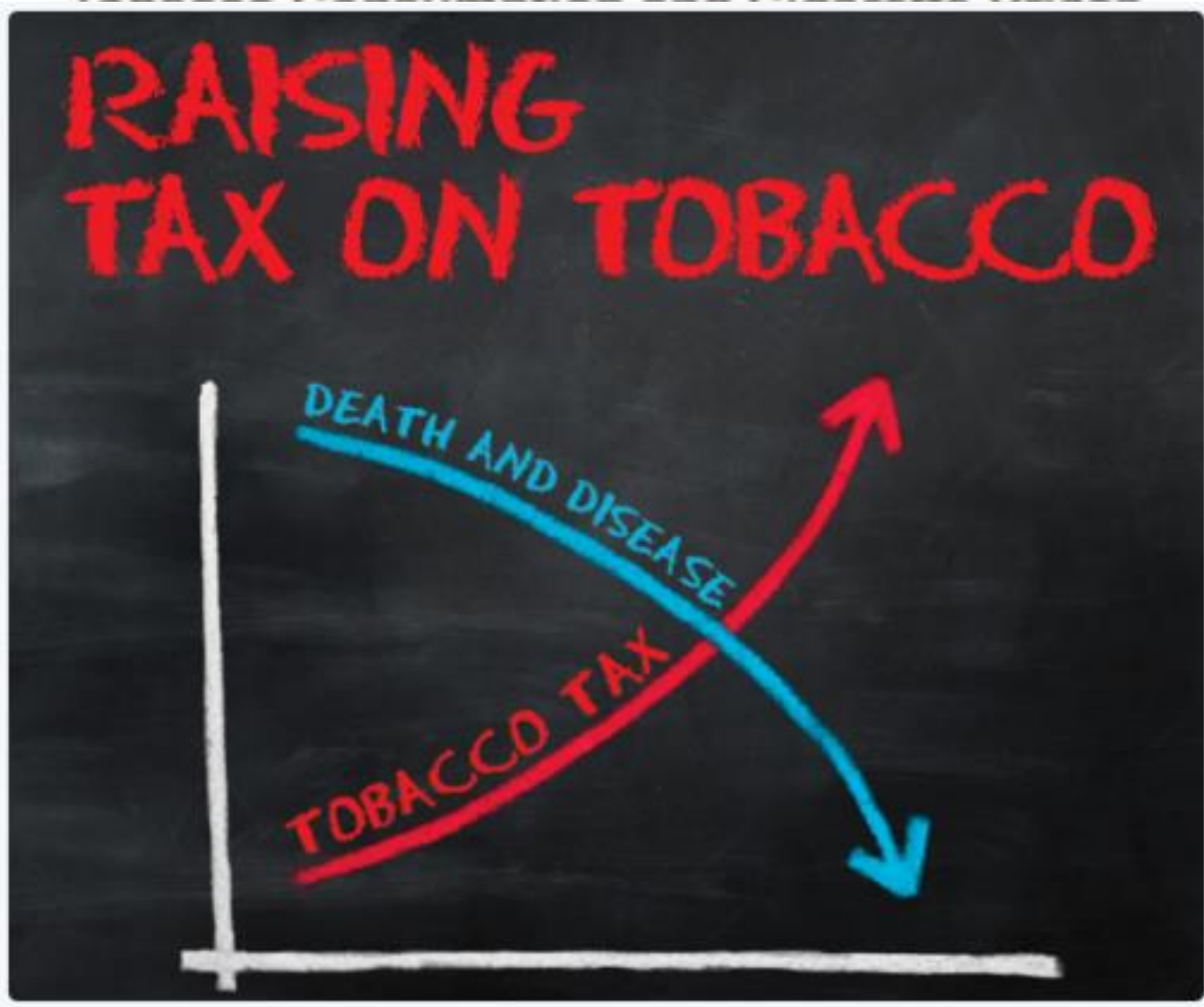


Scan below to access all councils websites via LGNZ.



RAISING TAX ON TOBACCO

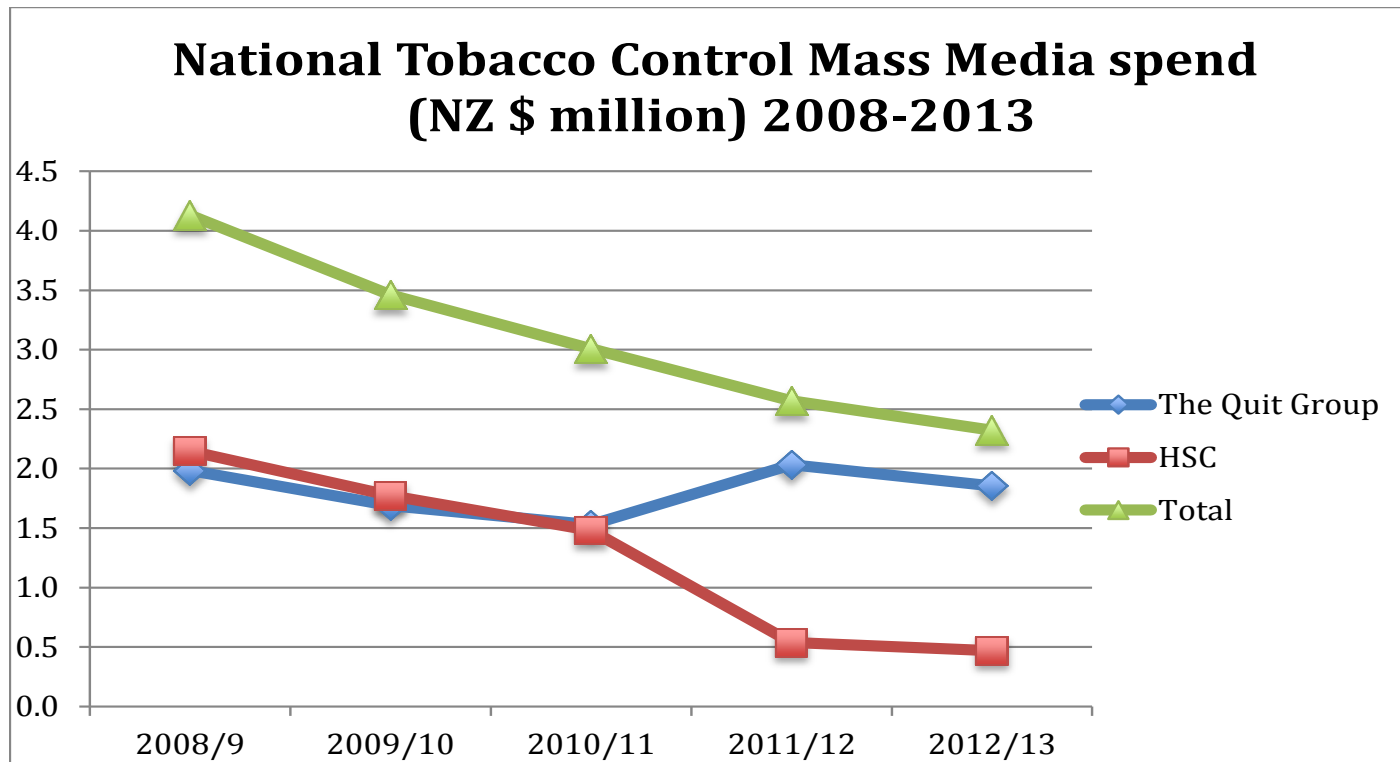
Tobacco, Grams per Capita



Price per Pack, 2014 NZ Dollars

Mass media - Expenditure

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



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

Stakeholder appraisal of selected tobacco endgame policy options in New Zealand

	Perceived Effectiveness	Perceived Adverse Effects	Perceived Impact on Equity	Perceived Political Feasibility
Dramatic tax increases	High	Moderate/high	Positive	Moderate
Retail restrictions	Mixed	Low/uncertain	Positive	Low
Denicotinisation	Mixed	High	Neutral	Low/uncertain
Regulation of additives	Mixed	Low	Neutral	Moderate/uncertain.
Tobacco-free generation	Moderate	Low	Negative	Low/uncertain

Funded by Tobacco Control Turanga; Ball J et al. Tobacco Regulatory Science (in press)

Overarching themes

- Lack of political will seen as a key barrier to any option being introduced.
- Māori expressed a sense that the spirit of the MASC report is not being carried through.

"We had faith that they would adhere to the recommendations that were suggested by the MASC report... We haven't seen that happen, even the plain packaging of course, and many recommendations there. So no... [the Government has] no commitment." (Māori key informant)

Politicians and the 2025 smoke-free goal



~**30,750** Releases and Speeches



beehive.govt.nz

The official website of the New Zealand Government

Ben Healey, Richard Edwards, Janet Hoek, George Thompson

Lukewarm support: politicians (not) talking about SF 2025

	Period	SF2025 Goal	Tobacco
Tariana Turia	4/10-9/14	51	67
Sam Lotu-iiga	9/14-3/16	7	9
Te Ururoa Flavell	4/10-3/16	6	18
Jo Goodhew	4/10-9/14	6	11
Hone Harewira	4/10-9/14	5	12
Marama Fox	9/14-3/16	4	4
Peter Dunne	4/10-3/16	3	7
Ian Lees Galloway	4/10-3/16	3	6
Tony Ryall	4/10-9/14	2	49
Jonathan Coleman	9/14-3/16	0	19

Promise of a tobacco control strategy

"We have made extraordinary progress on reducing the rates of smoking, but tobacco remains the biggest preventable cause of death. It requires an approach commensurate with the magnitude of the problem.

*As a result **the Government is developing a separate tobacco control plan** which will sit alongside the National Drug Policy."*

Peter Dunne - Speech for the release of the
2015-2020 National Drug Policy, August 25 2015

Promise of interventions to accelerate progress to SmokeFree 2025

*"One important example of preventative action is Smokefree 2025; the Government intends to **put a range of measures in place to accelerate** New Zealand's **progress** towards the goal of making New Zealand smokefree."*

The New Zealand Health Strategy: Future Directions. Wellington: Ministry of Health, April 2016.

Conclusions

- Mixed data on prevalence, but acceleration needed to achieve 2025 goal, especially for Māori;
- Action plan for Smokefree 2025 is urgently required;
- Key measures (other than standardised packaging) likely to include enhanced mass media and retail restrictions, and possibly greater availability of e-cigarettes;
- One or more 'endgame' strategies likely to be required – work on these needed now;
- Interventions to address **political determinants of health** and to enhance 'political will' for Smokefree 2025 probably the most important.



2016 Smokefree Research Symposium

Kia ora Thank you

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