

Smoking denormalisation: What can we do now?

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Aim: To review the practical policy options for reducing the normality of smoking in New Zealand 1

Methods

- Searches were made for primary and secondary documentary material and literature
- Over 80 interviews with politicians and officials, advocates and others in NZ and elsewhere
- Criteria adopted for policy options included likely:
 - ◆ Effectiveness
 - ◆ Equity impacts
 - ◆ Practicality
 - ◆ Simplicity
 - ◆ Political feasibility



Results

The options include (besides comprehensive):

- Smokefree outdoor public areas
- Smokefree vehicles
- Smokefree broadcast visual media (TV, film)
 - ◆ Adult rating / time restrictions
 - ◆ Parallel smokefree ads
 - ◆ No brand images
- Reducing tobacco retail outlets
- Denormalisation mass media campaigns



Discussion



The international evidence indicates that smokefree outdoors may be the most *developed* option for New Zealand

- Smokefree introduction has been aided by:
 - the ability of local government to act
 - the incremental nature of the policies
 - policy-maker knowledge about and attitudes to secondhand smoke
 - concerns for health impacts on children
 - Litter and cleaning costs
- Smokefree broadcast media: Low cost, requires law
- Mass media campaigns: Cost, but proven cost effective