

# Tobacco-Free Generation: What, Why and How?

## ASPIRE 2025

SEMINAR

Friday 27 November 2015  
University of Otago, Wellington  
Mein St, Newtown.

With more than 80% of smokers starting by age 18, preventing youth initiation may be key component of ending the tobacco epidemic. One novel preventive measure is the tobacco-free generation proposal. It addresses the current problem that under-age laws inadvertently stimulate youth demand, by instead moving to a cohort-based approach. This would confine sales to those born before a specified year, such as the year 2000, effectively increasing the legal age of sale by one year every year; hence creating a tobacco free generation.

The idea was originally proposed in Singapore and Tasmania is the first jurisdiction in the world to put forward a legislative proposal. Is the Tobacco-Free Generation an idea we should consider in New Zealand?

ASPIRE2025 is delighted to bring you this opportunity to hear from Professor Jon Berrick, one of the pioneers of the Tobacco-Free Generation proposal. His seminar will describe the rationale for the Tobacco-Free Generation, and report back on evidence of its feasibility and progress with implementation in various jurisdictions.

The **BODE<sup>3</sup>** research team will also present new modelling data on the impact of the Smokefree Generation in NZ.

We invite you to **register now** for this ASPIRE2025 seminar .

### Keynote Address: **Professor AJ Berrick**

Professor Berrick is a Professor of Science (Mathematics) at the National University of Singapore and a previous winner of Singapore's National Science Award .

Along with his books and numerous research papers in mathematics, he has a strong interest in tobacco control. Arguing for a tobacco-free generation approach to tobacco eradication, Professor Berrick has published in the leading journal *Tobacco Control* and been invited to lecture on the Tobacco-Free Generation across the globe.



### Seminar Schedule

- 12.45pm Registration
- 1.00 pm Welcome
- 1.05pm Keynote address
- 1.40pm BODE<sup>3</sup> data
- 1.50pm Questions & discussion

### HOW TO REGISTER

**There is no cost to attend this seminar but registration is required.**

To register, please email [fran.wright@otago.ac.nz](mailto:fran.wright@otago.ac.nz) by Wednesday 25 November.

NOTE: This seminar is also available by web-conference. Email Fran for details as above.

## ASPIRE2025

is a national collaboration of leading New Zealand tobacco control researchers with experts from the University of Otago, Massey University, AUT, Tala Pasifika and Whakauae Research for Māori Health and Development.