

Māori smoker perceptions of tobacco tax

Andrew Waa, Richard Edwards (PI), James Stanley

University of Otago

New Zealand

Susan Kaai, Anne Chiew Kin Quah, Geoff Fong

University of Waterloo

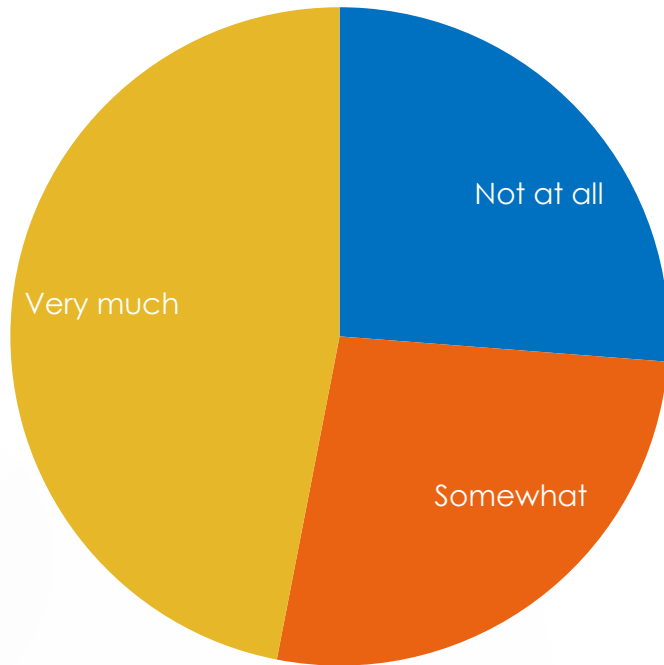
Canada

Background



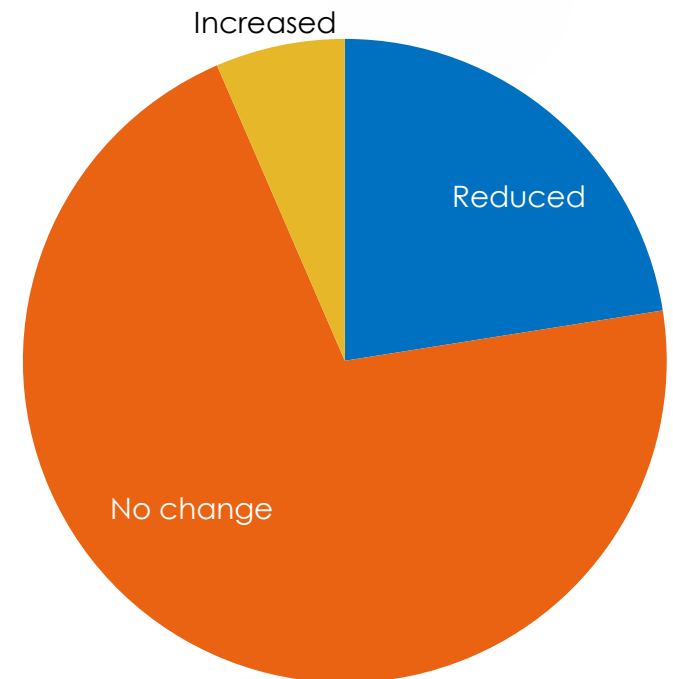
- Annual 10% increases in NZ since 2010
- NZ tobacco now around \$25/20 pack
- Good international evidence for effectiveness
- Debate about -ve impact for Māori
- **Aim**
 - Māori smokers perceptions of tobacco tax
- **Method:**
 - Part of International Tobacco Control Project
 - CATI survey of smokers and recent quitters
 - NZ ITC Wave 1 Sept 2016 – April 2017
 - Māori sub-sample n = 386 (66 recent quitters)

Did tax increases impact on quitting thoughts past 6 mths?

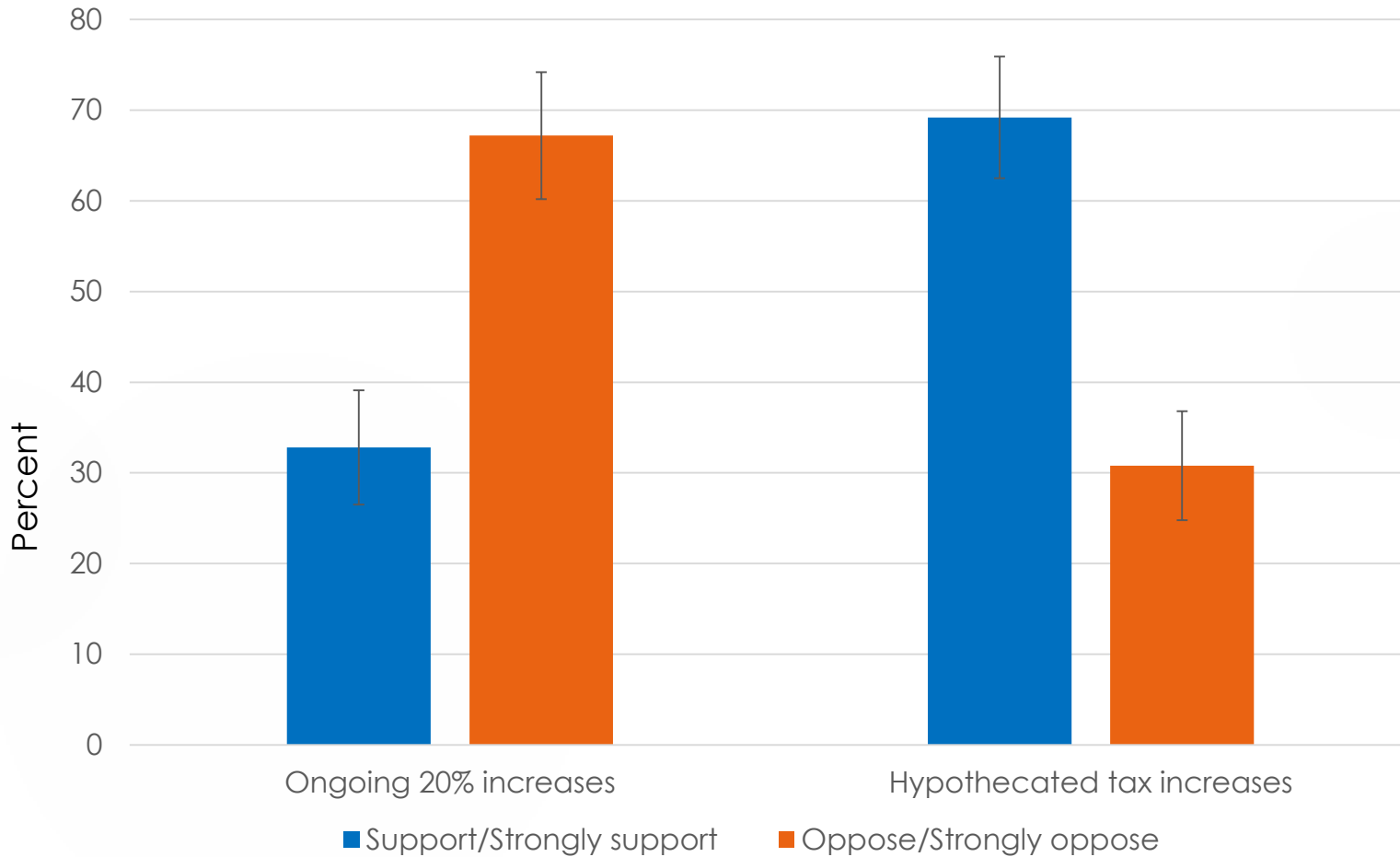


- Tax impacts on thoughts to quit
- Modest impact on consumption

Impact of last increase on consumption



Support for new tax interventions



- 1/3 support for annual 20% tax increases
- Over 2/3 support for hypothecated tax on general increase

Conclusions



- +ve impacts on quitting thoughts and consumption
- Reasonable level of support
- Good support for hypothecated tax
- Need to be part of a comprehensive strategy:
 - Reduce access, affordability & appeal
 - Access to cessation or alternatives
 - Maori community engagement (as per FCTC)

Acknowledgements

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