

# Māori smoker support for achieving a Smokefree Aotearoa by 2025

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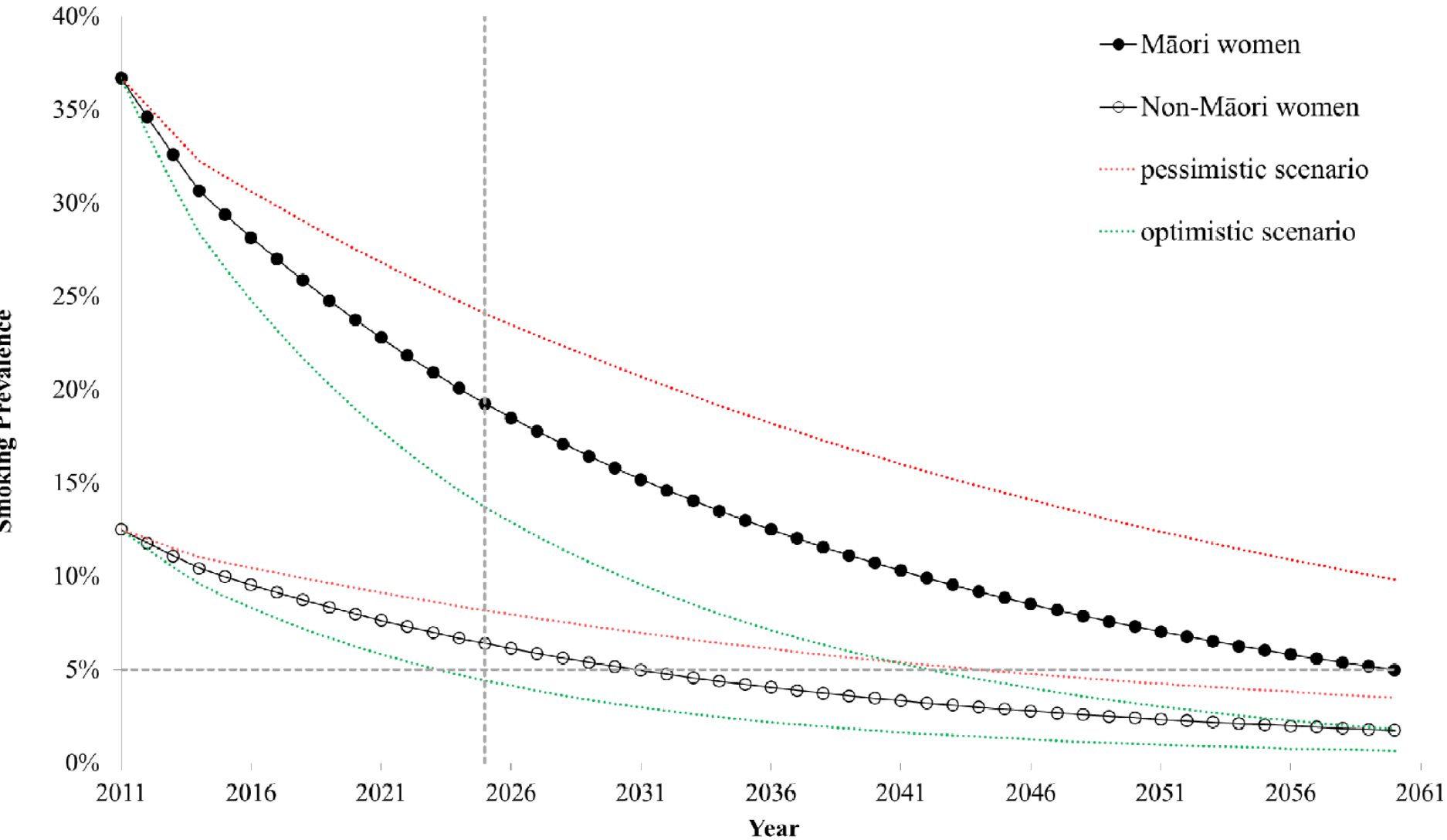
# Background

- ▶ Ongoing Māori /non-Māori smoking disparities
- ▶ 2005 Hone Harawira calls to get rid of tobacco
- ▶ 2006: Tupeka Kore Aotearoa proposed
- ▶ 2010: Government commitment to Smokefree 2025 (below 5%)
- ▶ 2017: Continued high smoking prevalence (36%M cf 13%E)

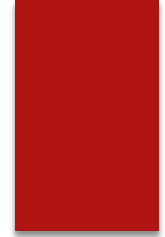


*Jump on* **WAKA**  
**TUPEKA KORE**

# Business as usual projections of daily smoking prevalence: Females



# New Zealand ITC Project



## Study aims

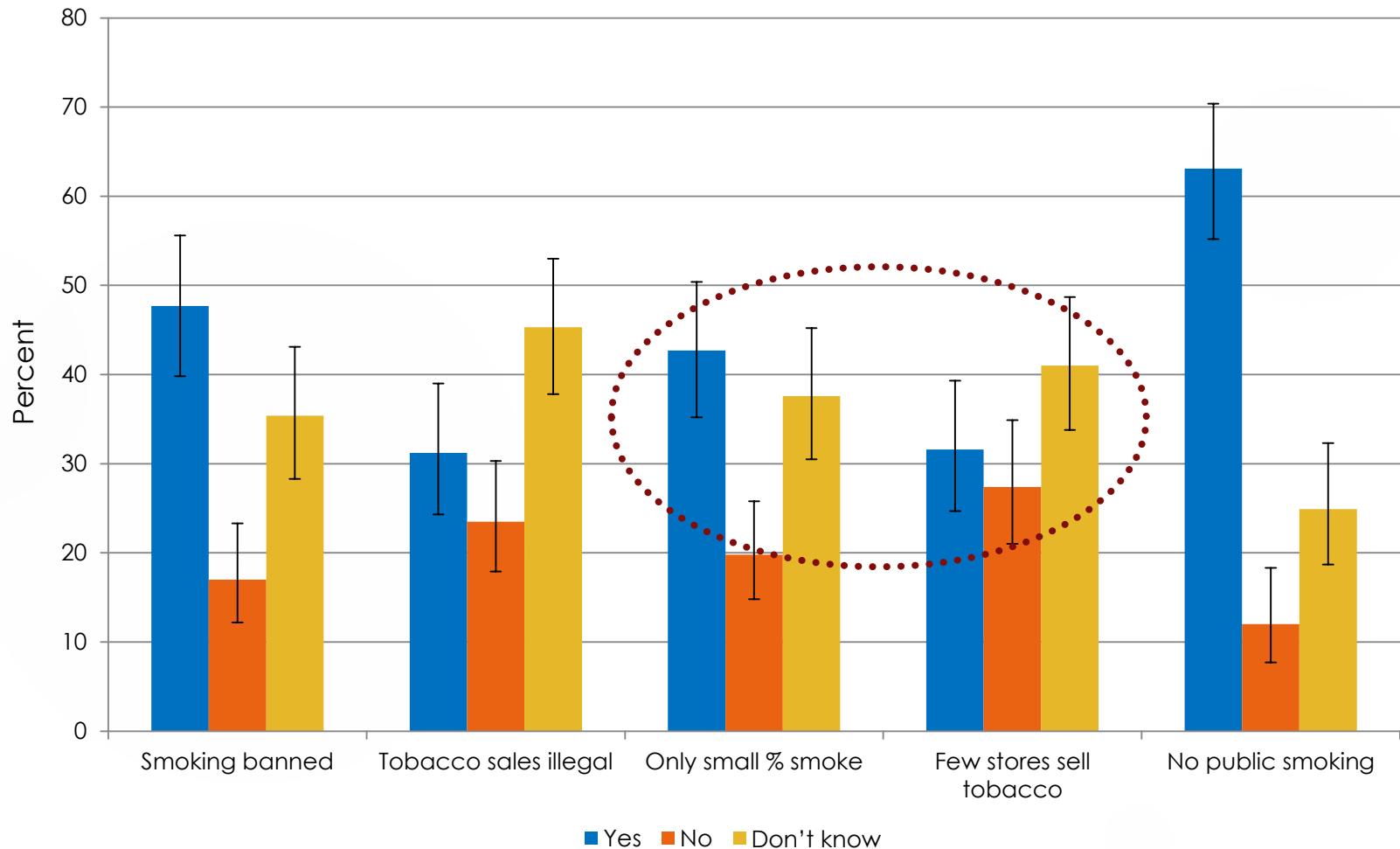
- Māori awareness and support for 2025 goal
- Māori support for 2025 enabling actions

## Methods

- International Tobacco Control (ITC) Project in 29 countries
- Monitors progress towards FCTC
- Coordinated by University of Waterloo, Canada (PI Geoff Fong)
- NZ Arm:
  - Prospective cohort study
  - Recruited from large national health survey (NZHS)
  - CATI survey
  - Wave 1 data: Sept 2016 – April 2017
  - 35% response rate
  - Overall sample: 881 smokers & 274 recent quitters
  - Māori : 320 smokers, 66 recent quitters
  - Weighted back to population figures

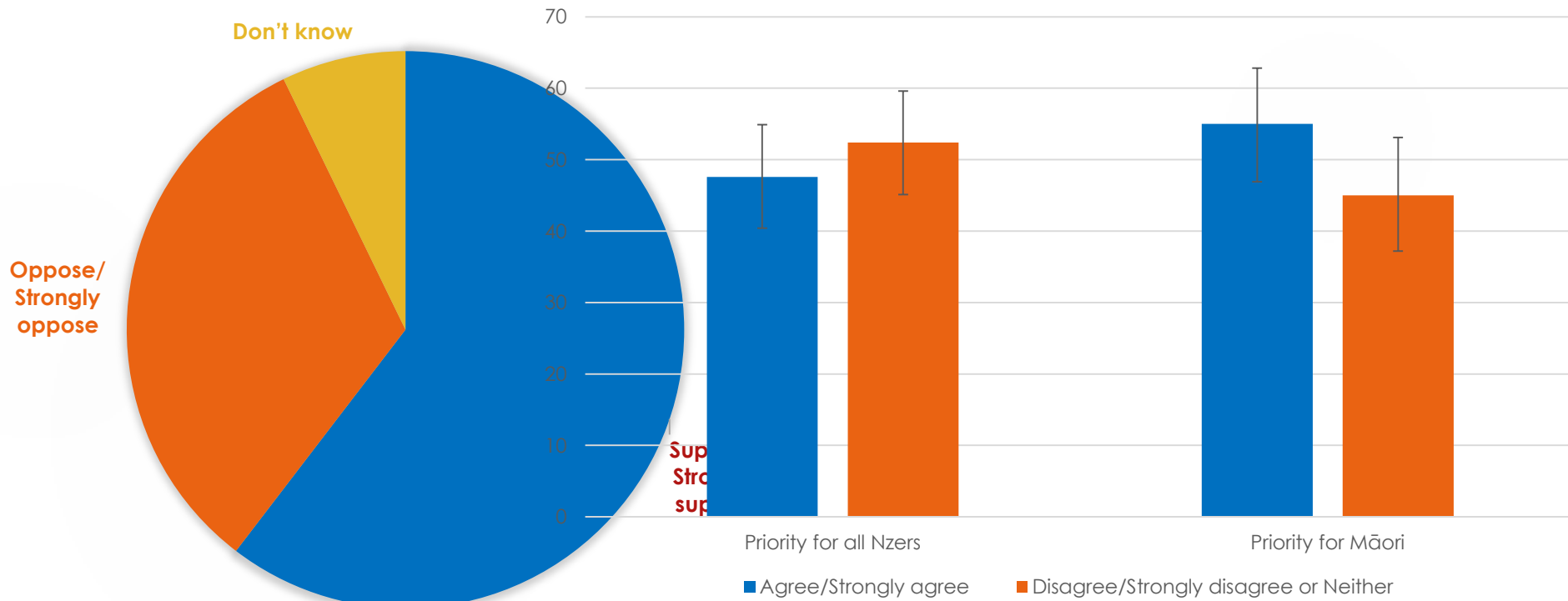
# Awareness of SF2025 Goal

- ▶ 84% prompted awareness of SF2025 Goal
- ▶ Awareness of what goal actually is varied



# Support for SF 2025 Goal

## Prompted support for 2025 goal

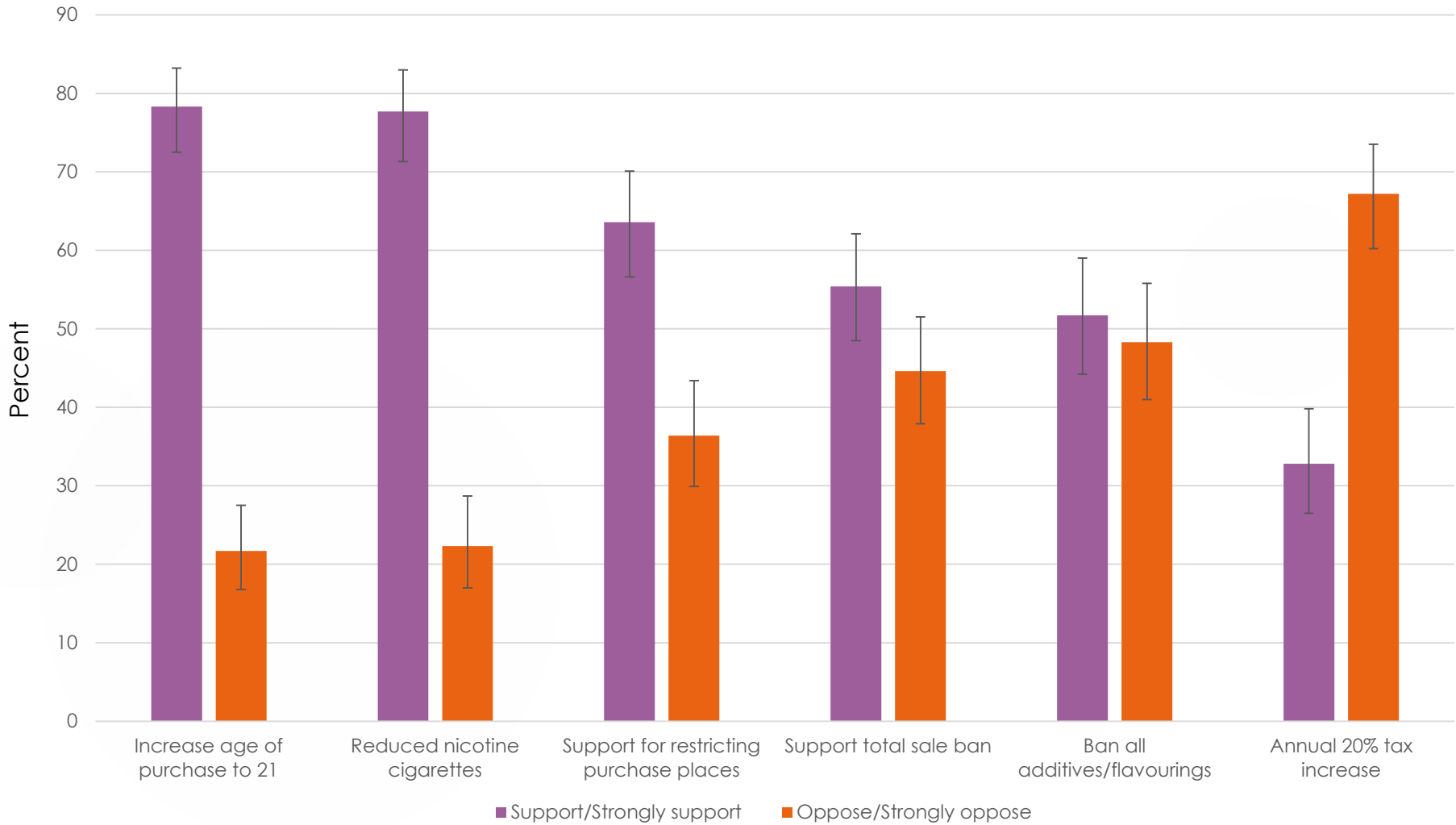


➤ Over half support goal

➤ Over half see goal a priority for Māori



# Support for SF 2025 enabling strategies



➤ Support for reduced nicotine, increase age to 21, reduced access

➤ Most oppose tax

# Conclusions

- ▶ Urgent action required
- ▶ Solid awareness & support for SF2025
- ▶ Many potential strategies strongly supported by Māori smokers:
  - Campaigns to raise support for the goal
  - Increase age to 21
  - Reduce nicotine
  - Reduce access
- ▶ Provides push to quit or alternatives



# Acknowledgements



## NZ:

- ▶ NZ ITC Project team

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- ▶ Health Research Council of New Zealand

- ▶ Ministry of Health NZHS team

- ▶ Research NZ

- ▶ Advisory Group

## University of Waterloo:

- ▶ Waterloo ITC team

Susan Kaai, Anne Chiew Kin Quah, Geoff Fong

Mary Thompson & Waterloo data management team

# The International Tobacco Control (ITC) Project

- ▶ International collaboration currently in 28 countries
- ▶ Monitors progress towards FCTC
- ▶ Robust cross-country comparable cohort study design
- ▶ Coordinated through University of Waterloo, Canada
  - Geoff Fong PI
- ▶ NZ ITC:
  - Richard Edwards (PI)
  - Andrew Waa
  - James Stanley
  - Beck O'Shaugnessy
  - Dan El-Shadan Tautolo
  - Janet Hoek
  - Phil Gendall
  - Heather Gifford