



HARDENING AMONG INDIGENOUS AND NON-INDIGENOUS SMOKERS: FINDINGS FROM THE ITC NEW ZEALAND SURVEY

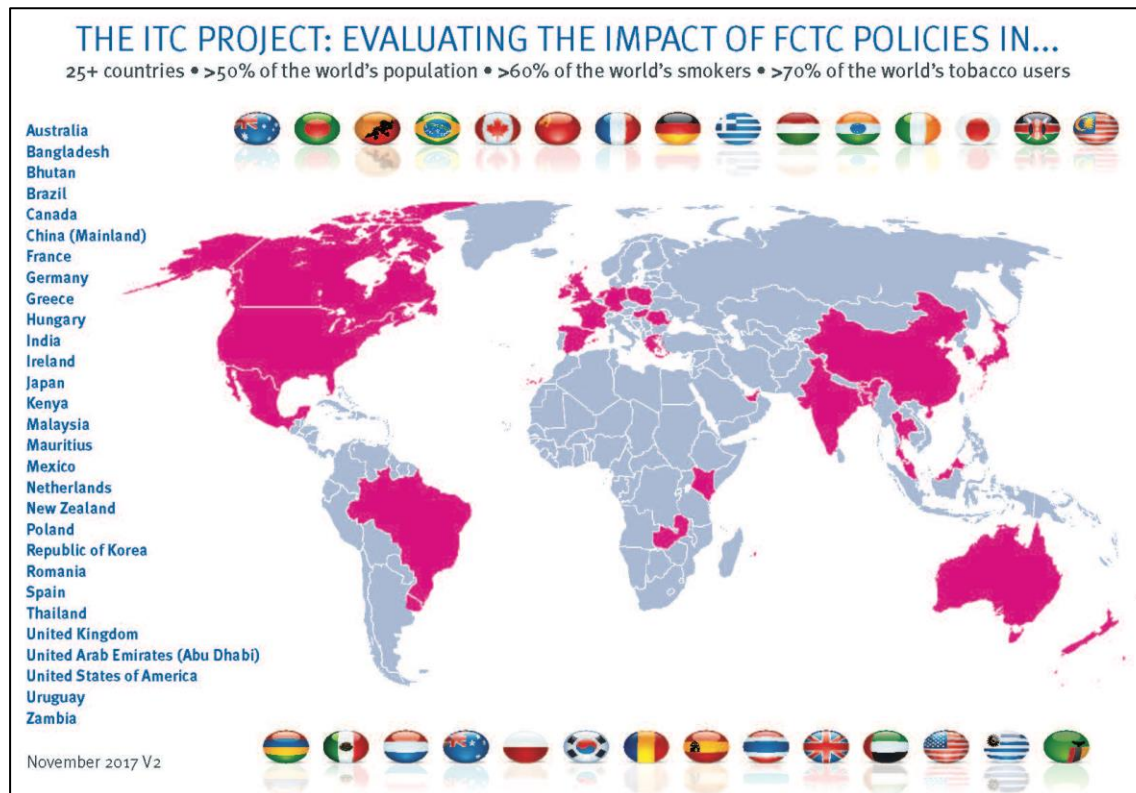
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BALTIMORE | HILTON | FEB 21-24



The International Tobacco Control (ITC) Project

- International collaboration currently in 29 countries
- Monitors progress towards FCTC
- Robust cross-country comparable cohort study design
- Coordinated through University of Waterloo, Canada



ITC Project Research Organizations



ITC Project Research Support



ASPIRE
2025

Core support provided by the
U.S. National Cancer Institute
(P01 CA200512)

Core support provided by a
Canadian Institutes of Health
Research Foundation Grant



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- Mary E Thompson, Mi Yan and other members of Waterloo ITC data management team

Acknowledgements

- Health Research Council of New Zealand
- Ministry of Health NZHS team
- Canadian Institutes for Health Research
- Research NZ
- Other ITC Project teams and investigators
- Advisory Group



New Zealand context

- Generally strong implementation of FCTC measures
- In 2011 NZ government adopted goal of becoming smokefree by 2025
- Current smoking prevalence in NZ decreasing, now 15.7% (2016/17 NZHS)
- Marked disparities in smoking prevalence by social disadvantage and ethnicity – Māori 35% (2016/17 NZHS)

The hardening hypothesis

As prevalence of smoking reduces, remaining smokers are increasingly ‘hardcore’ or ‘hardened’ and hence progress to reduce smoking prevalence slows

Facet	Manifestation in smoking population	Examples of possible measures
Attitudes to smoking and quitting	Decreasing desire/motivation to quit Low and decreasing support for tobacco control measures and goals	Quit intentions Attitudes to smoking/tobacco control
Degree of addiction	Increasing level of addiction and intensity of smoking	Fagerstrom score Nos smoked/day
Demographics and health	Smokers increasingly concentrated among multiply disadvantaged groups	SES measures, co-morbidities
Quit outcomes	Reducing population level quit rates	Quit success rates

Empirical evidence

- Mixed, but most population based studies do not support hardening e.g.
 - Lund et al (Norway) – motivation to quit, future smoking intent and quit attempts
 - Pierce et al (California) – nos smoked per day
 - Gartner et al (Australia) – psychological distress, social disadvantage levels
- Previous multifaceted study in NZ found little evidence of hardening 2008-2014 (*Edwards et al, Tobacco Control 2017*)
- Possible concern is that Māori smokers may be a more ‘hardened’ population

Aim

To compare the degree of hardening among Māori and non-Māori smokers using a multi-faceted approach

New Zealand ITC Project

- Cohort recruited from national health survey (NZHS)
- CATI survey, Wave 1 Sept 2016 – April 2017
 - Follow-up 2018
- 1082 participants, 825 smokers & 257 recent quitters
 - Māori : 296 smokers, 65 recent quitters
- Response – 41.5% of all contacted eligible subjects, 27.6% among all eligible subjects
- Analysis accounts for over-sampling of some participant groups in the NZHS/ITC sampling stages

The hardening hypothesis

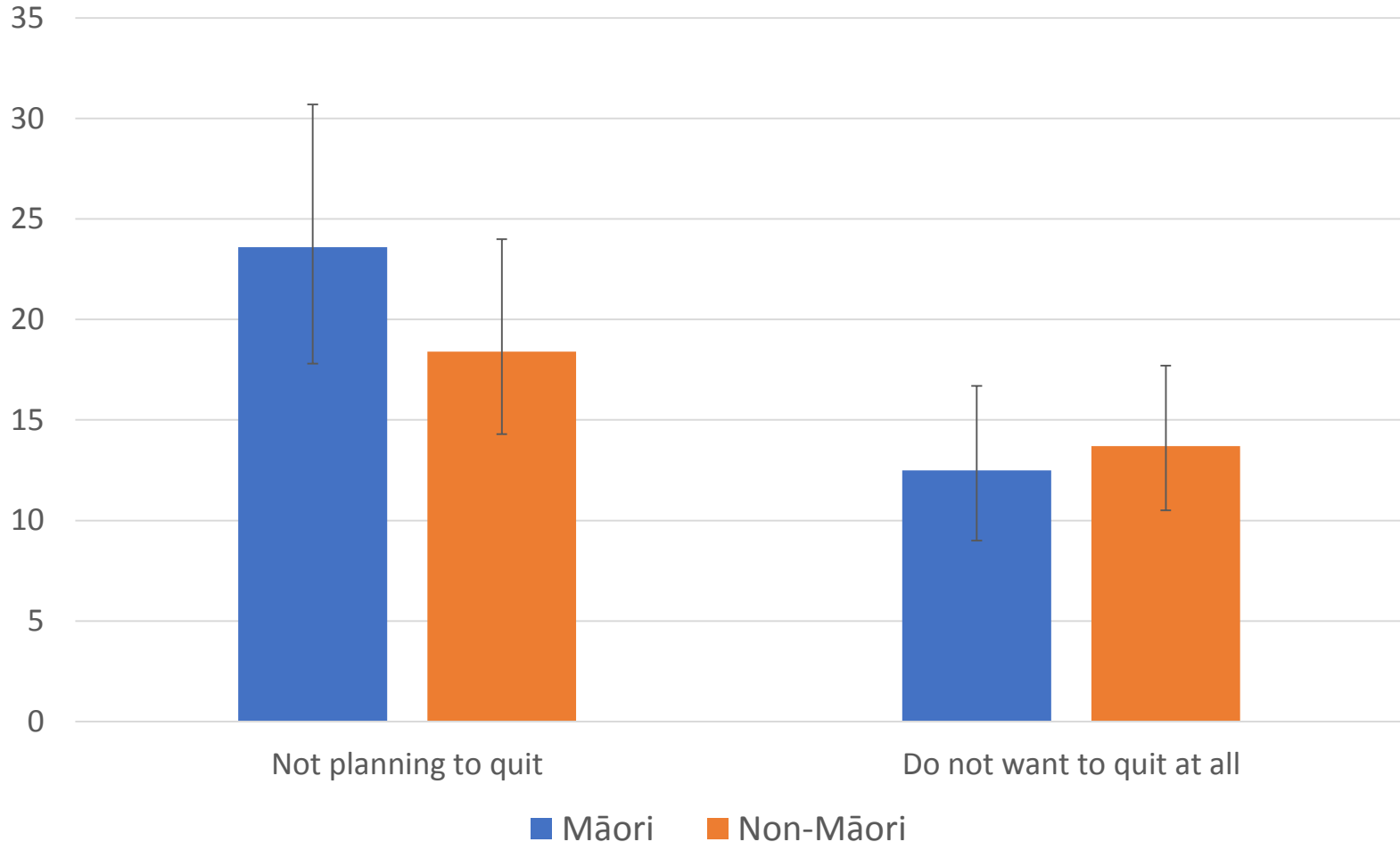
As prevalence of smoking reduces, remaining smokers are increasingly ‘hardcore’ or ‘hardened’ and hence progress to reduce smoking prevalence slows

Facet	Manifestation in smoking population	Examples of possible measures	Current study
Attitudes to smoking and quitting	Decreasing desire/motivation to quit Low and decreasing support for tobacco control measures and goals	Quit intentions Attitudes to smoking/tobacco control	Not tried quitting ever or in last year Not motivated to quit Not planning to quit Positive view of smoking
Degree of addiction	Increasing level of addiction and intensity of smoking	Fagerstrom score Nos smoked/day	Smoke > 20/day Smoke within 30 mins of waking
Demographics and health	Smokers increasingly concentrated among multiply disadvantaged groups	SES measures, co-morbidities	Low income (< NZ\$30K) Experience of financial stress High psychological distress score (K8)
Quit outcomes	Reducing population level quit rates	Quit success rates	Quit in last year

Results

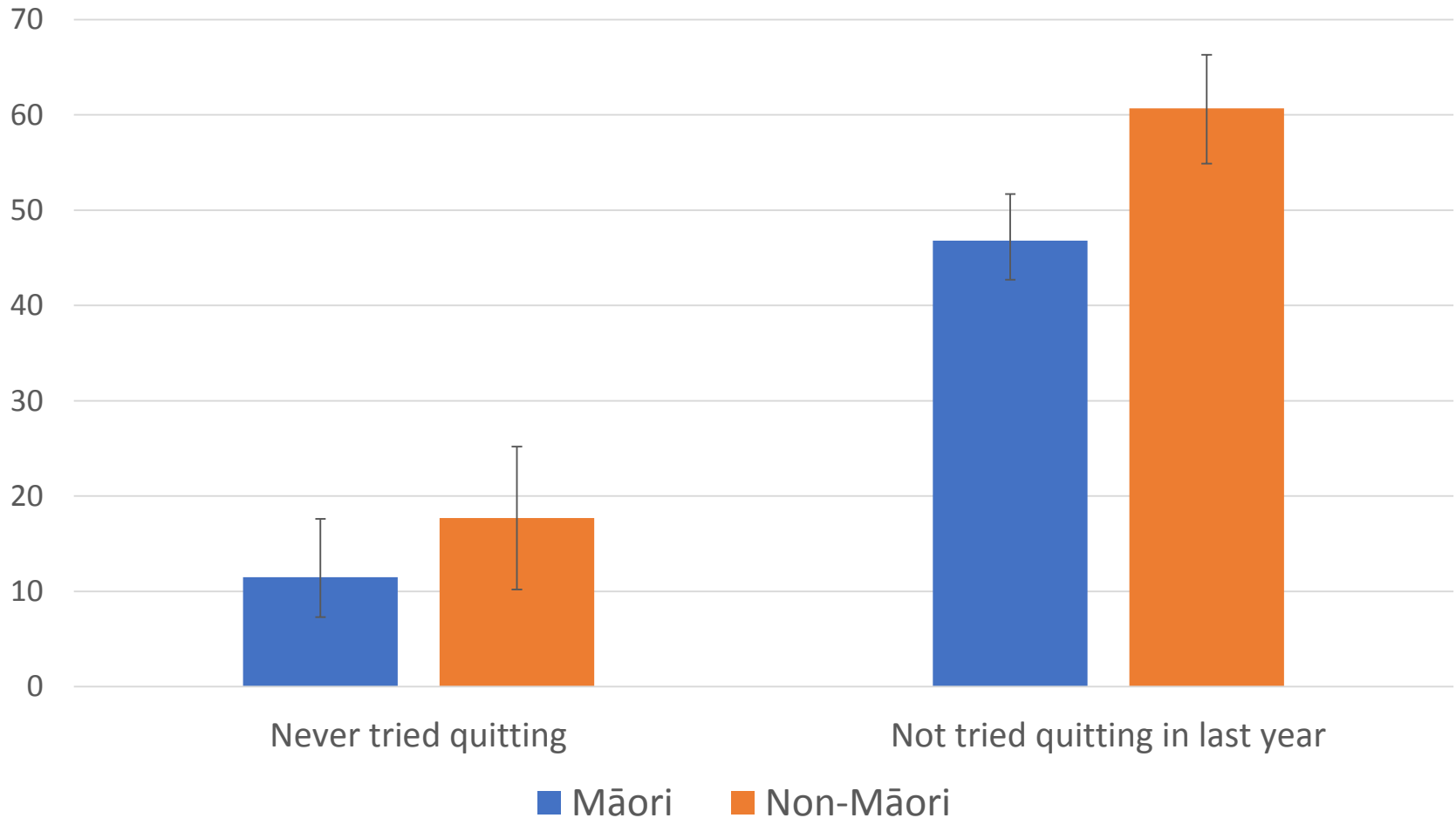
- **Attitudes to smoking and quitting**
- **Degree of addiction**
- **Demographics and health**
- **Quit outcomes**

% Not planning or not wanting to quit



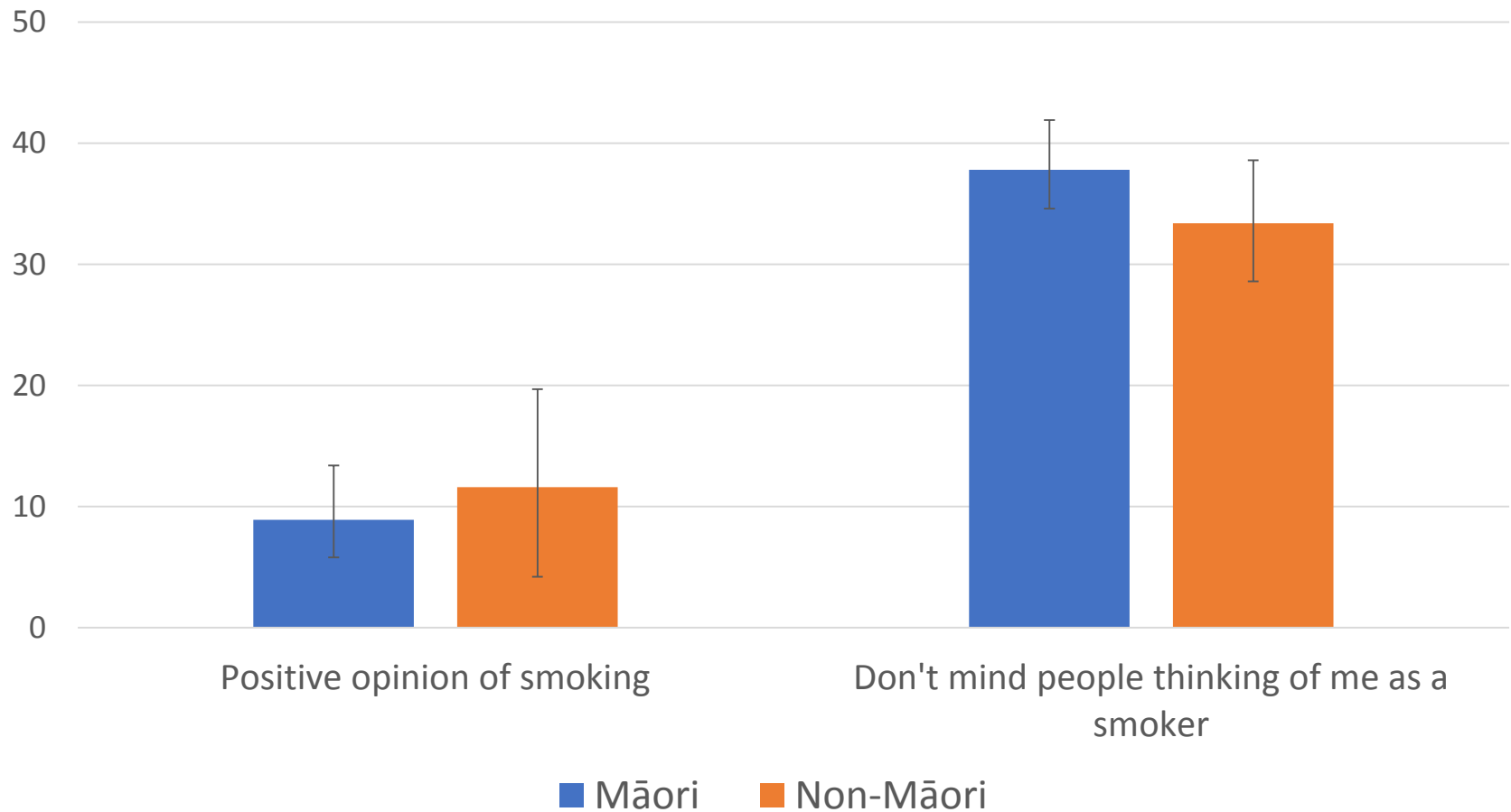
Results – quit attempts

% Not tried quitting - ever or in last year



Results – attitudes to smoking

% Positive attitudes to smoking

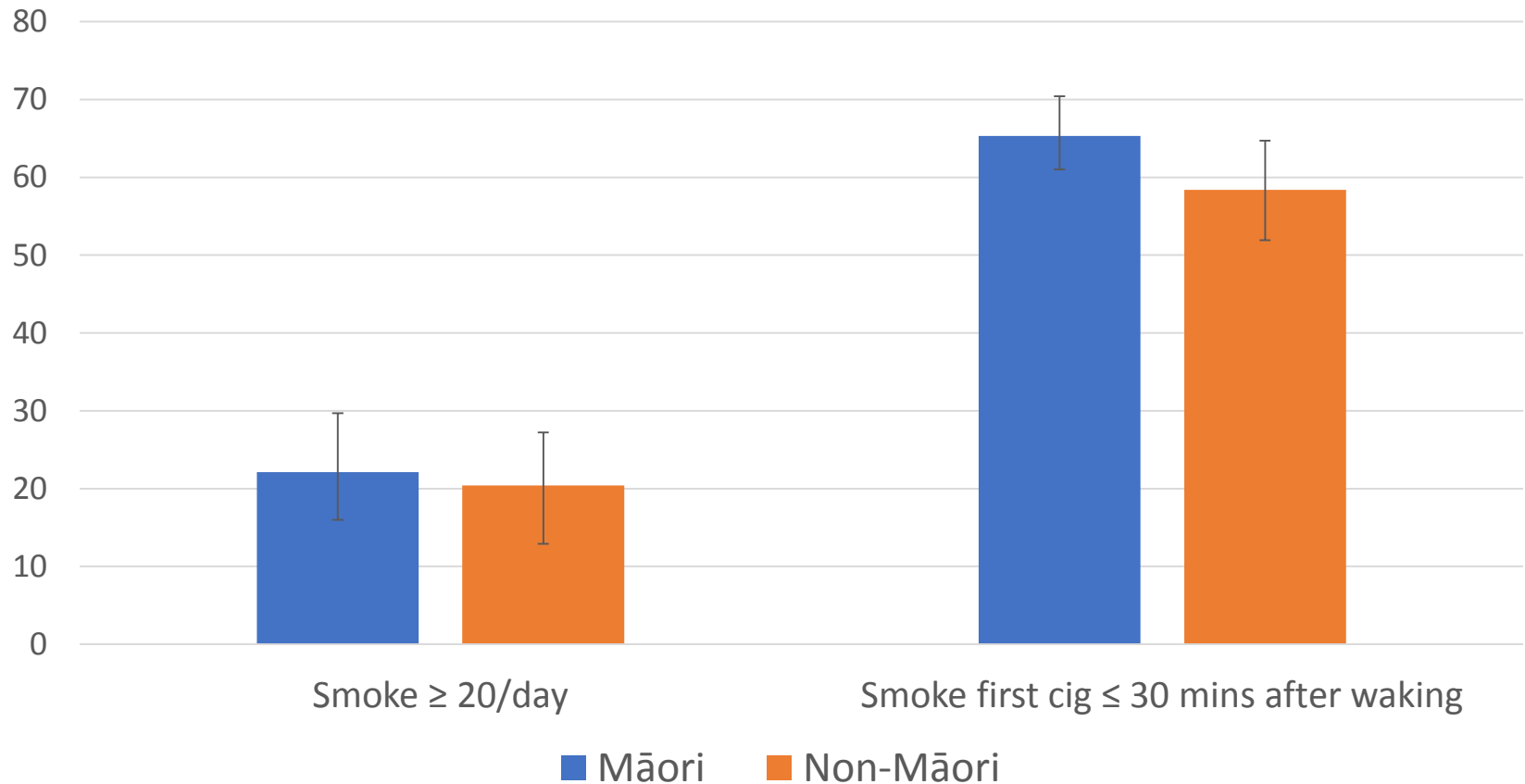


Results

- Attitudes to smoking and quitting
- **Degree of addiction**
- Demographics and health
- Quit outcomes

Results – degree of addiction

% Heavy and highly addicted daily smokers

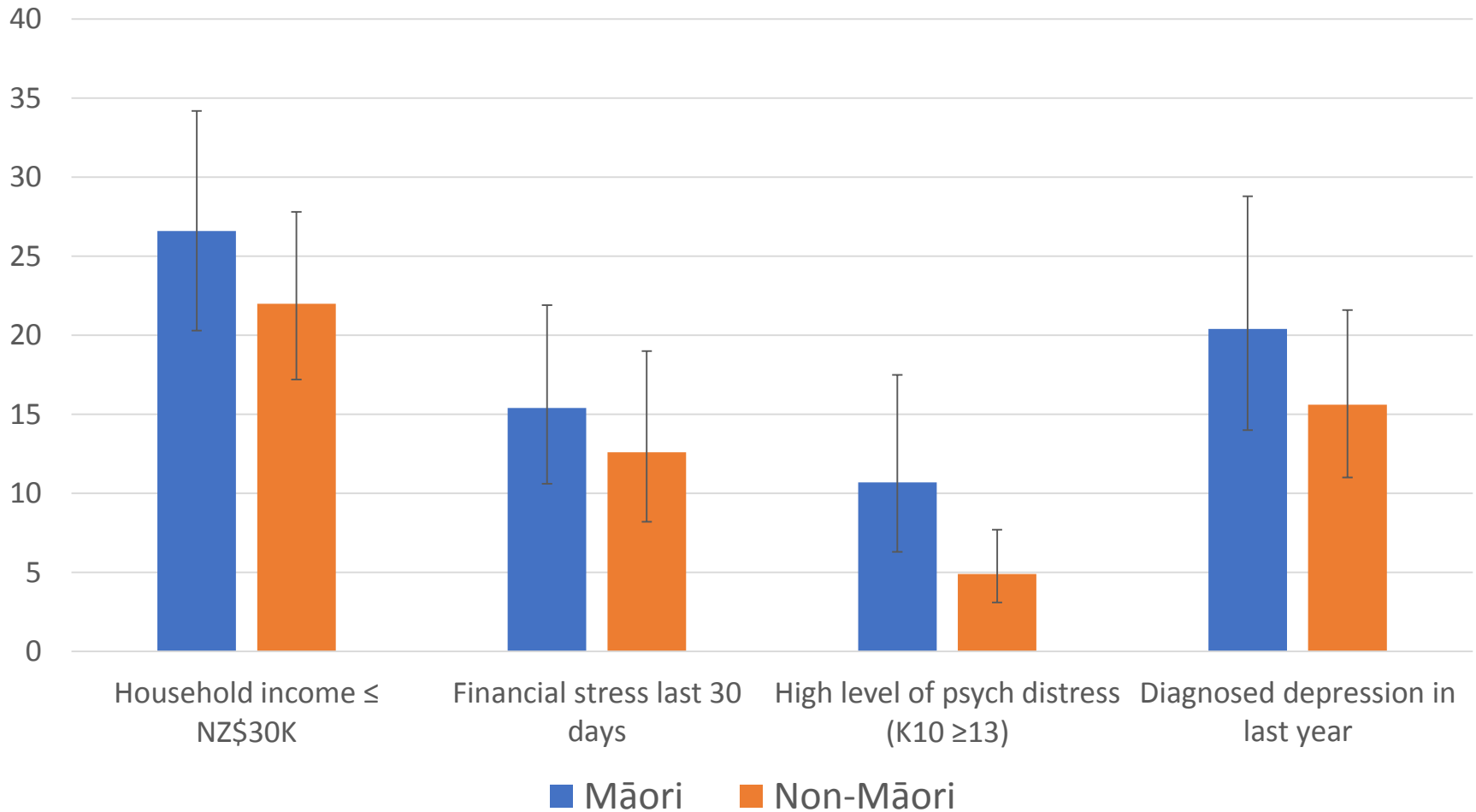


Results

- Attitudes to smoking and quitting
- Degree of addiction
- **Demographics and health**
- Quit outcomes

Results – demographics and health

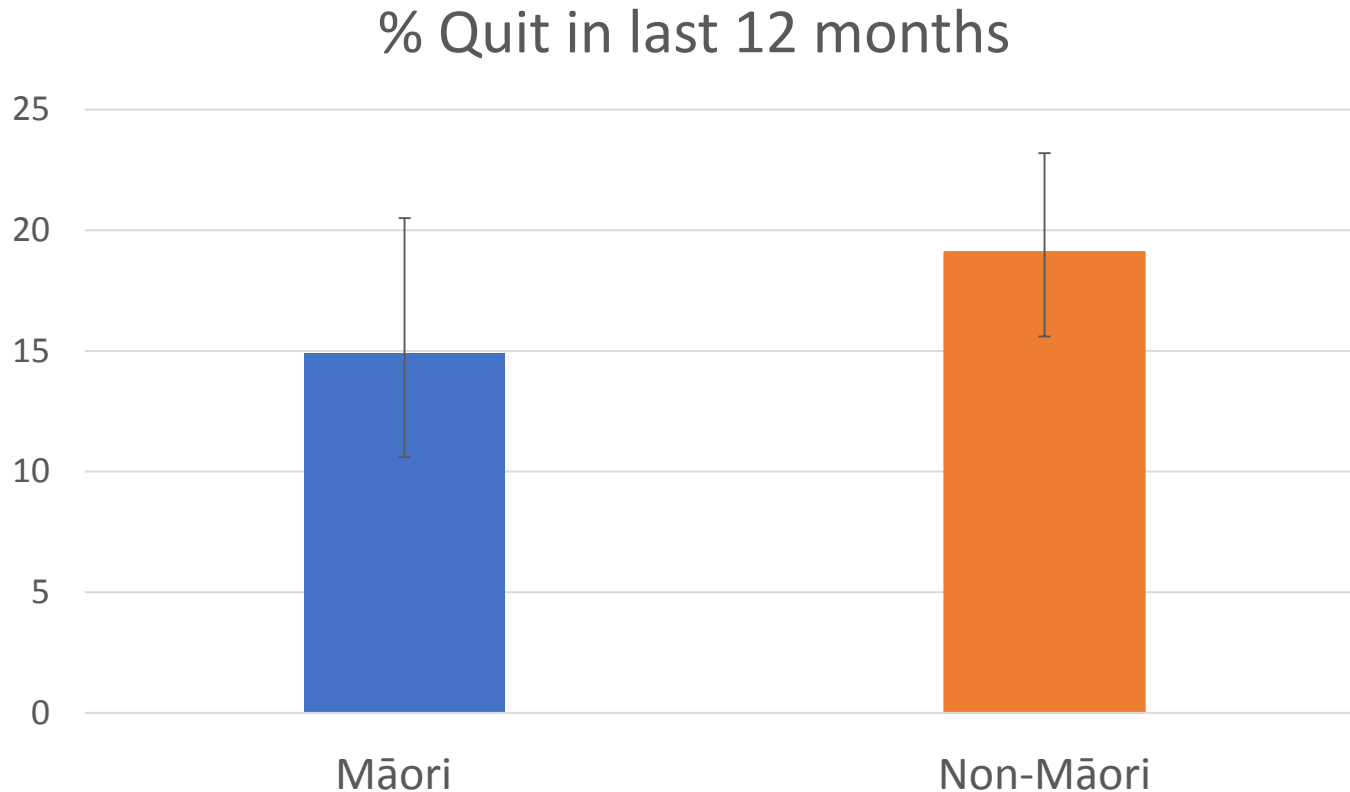
% Current smokers with disadvantage and poor mental health



Results

- Attitudes to smoking and quitting
- Degree of addiction
- Demographics and health
- **Quit outcomes**

Results – quit rates



$$\% \text{ Quit} = \frac{\text{Ex-smokers who quit in last 12 months}}{\text{Quitters in last 12 months} + \text{Current smokers}}$$

Discussion

- Mixed findings but overall similar attitudes to quitting and smoking among Māori and non-Māori
- Greater proportion of Māori smokers had tried to quit overall and in last year
- Māori smokers had higher levels of disadvantage and poor mental health
- Māori quit rates lower
- Note very few Māori and non-Māori smokers had positive attitudes about smoking, most wanted to quit and had tried to quit, and most were not heavy smokers
- Further research – compare findings in Māori and non-Māori with previous ITC surveys in 2007 and 2009 to assess trends



A Smokefree Aotearoa by 2025

—let's do it for the kids

Kia ora
Thank you

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