

Smoker support for retail and supply interventions: results from the New Zealand ITC project

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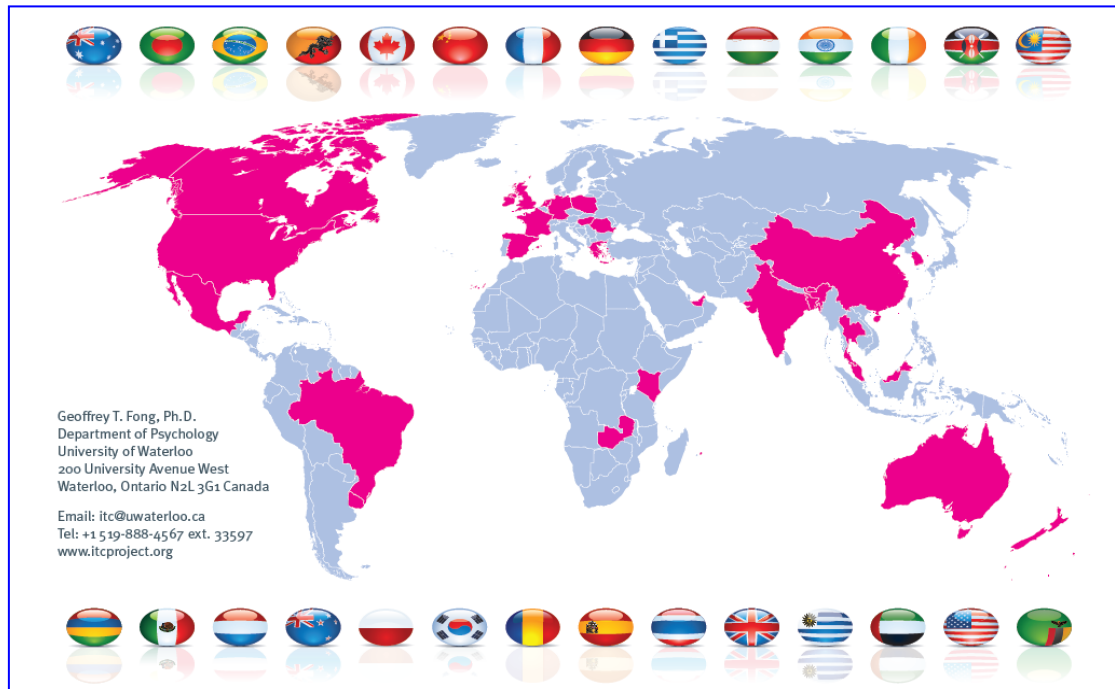
*From vision to reality:
A tobacco-free Oceania*

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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



NZ Team

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

Acknowledgements

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





AOTEAROA
NEW ZEALAND
2025

What is the goal?

“.....the Government agrees with a longer term goal of reducing smoking prevalence **and tobacco availability to minimal levels**, thereby making New Zealand essentially a smoke-free nation by 2025”

March 2011

Tobacco-free Retailer Tool Kit

Since state m Hungary

BBJ

Sales of cigarettes b
government introduct
can only be opened
National Tax and C

WHICH ITEM DOESN'T BELONG?



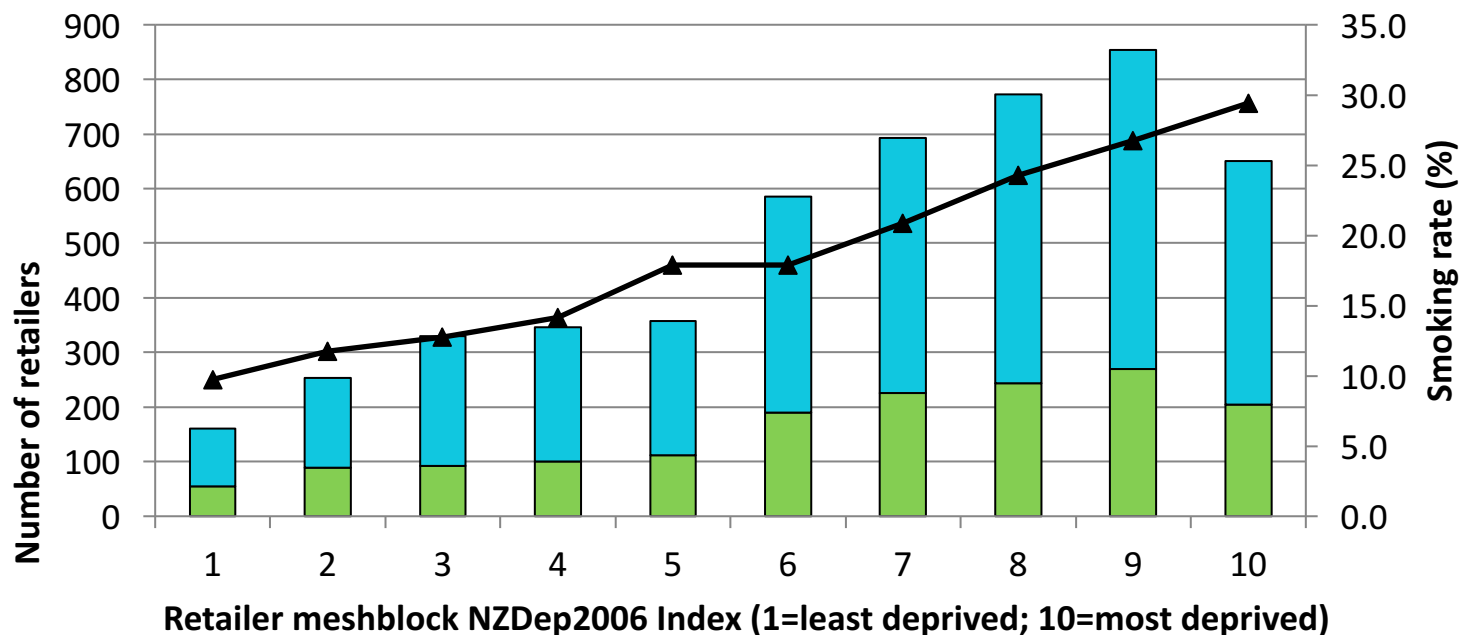
Characteristics of tobacco retailers in New Zealand

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Retailers by neighbourhood deprivation



■ Tobacco retailer selling alcohol
 ■ Tobacco retailers (not selling alcohol)
 ▲ Smoking rate

SMOKEFREE AOTEAROA 2025 PLAN

1. Make tobacco products less affordable:

- Raise tobacco tax by 20%
- Introduce a minimum retail price for all tobacco products

2. Make tobacco products less available:

- Support retailers to move away from selling tobacco in the next 3 years, and then cap the number of retailers
- End tobacco sales in bars and pubs
- Introduce a cut-off birth date for legal purchase of tobacco, to create future 'tobacco-free' generations

3. Make tobacco products less appealing and less addictive:

- Remove additives and flavours that enhance taste or appeal (e.g. menthol, sugar)
- Reduce nicotine content to very low levels so they are no longer addictive

4. Do more of what we already do

Such as:
enhanced targeted smoking cessation, mass media campaigns and moving to greater availability of e-cigarettes



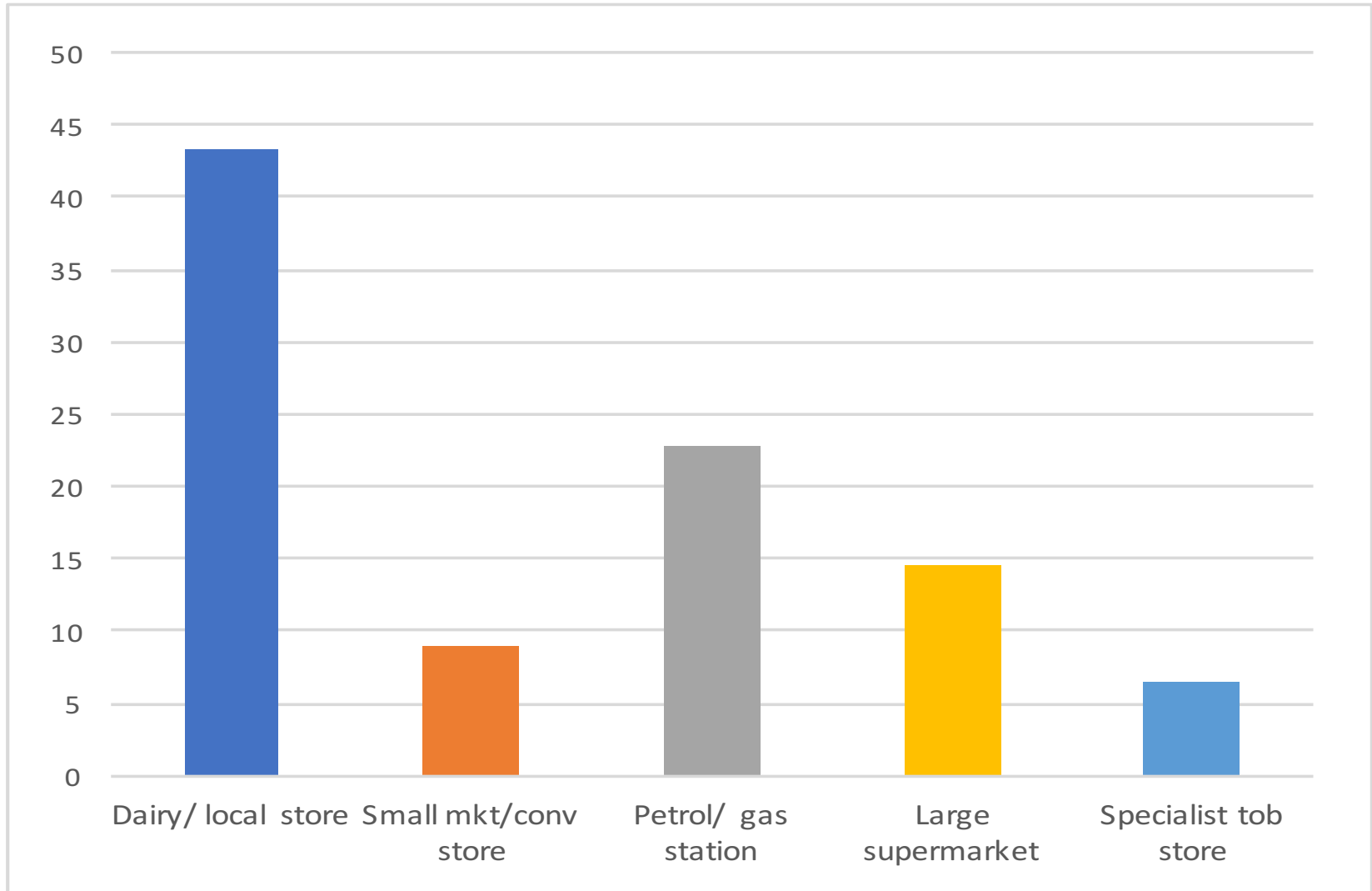
Objective

To explore support for tobacco control measures targeting the retail supply of tobacco products in New Zealand

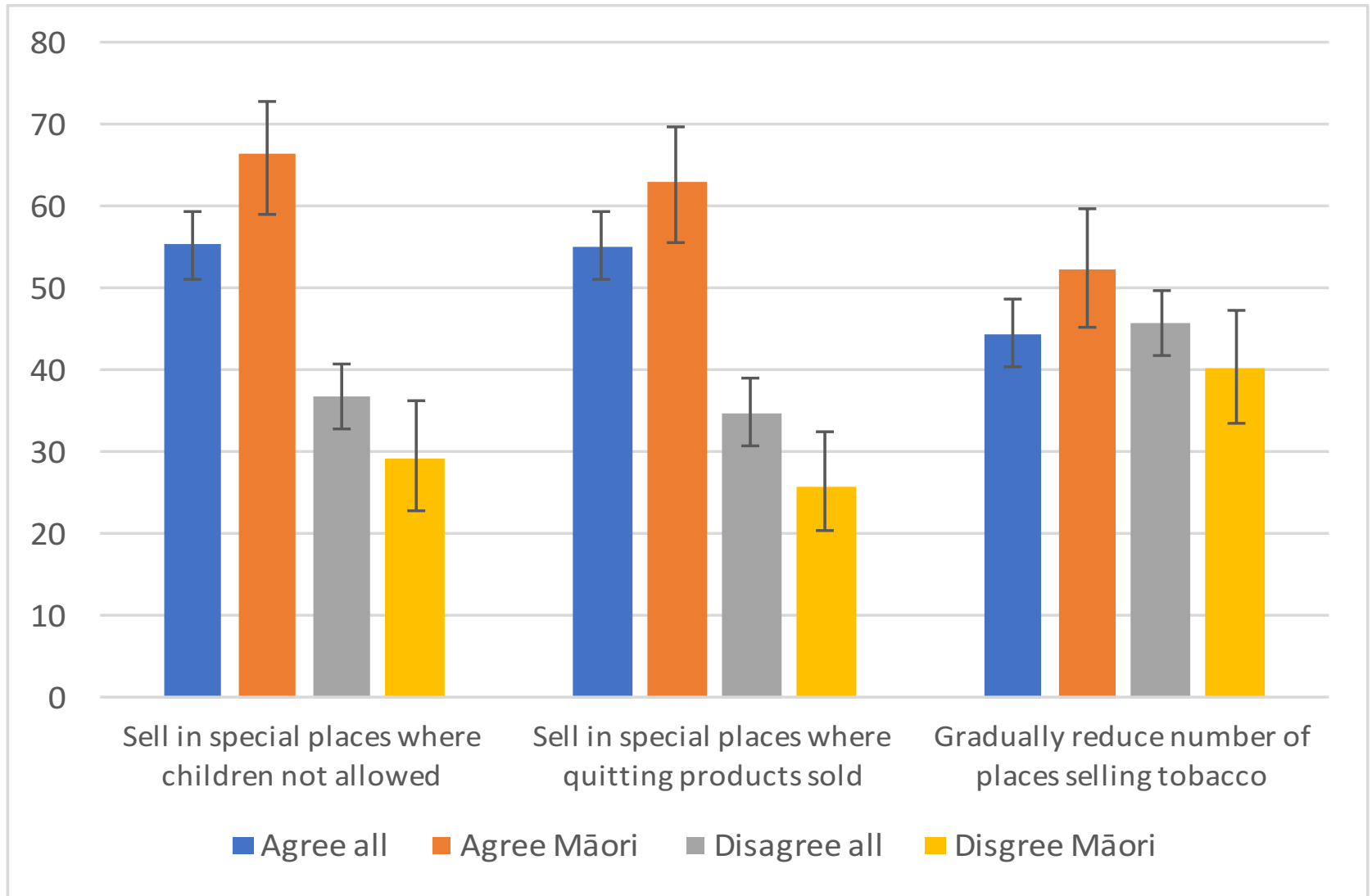
New Zealand ITC Project

- Cohort recruited from large national health survey (NZHS)
- CATI survey, Wave 1 Sept 2016 – April 2017
 - Follow-up 2018
- 881 smokers & 274 recent quitters
 - 35.2% of invited participants completed at least some of the survey after excluding invalid phone numbers)
 - Māori : 320 smokers, 66 recent quitters
- Analysis accounts for over-sampling of some participant groups in the NZHS/ITC sampling stages
- Analysis presented for questions relating to support for a range of retail/supply tobacco control interventions

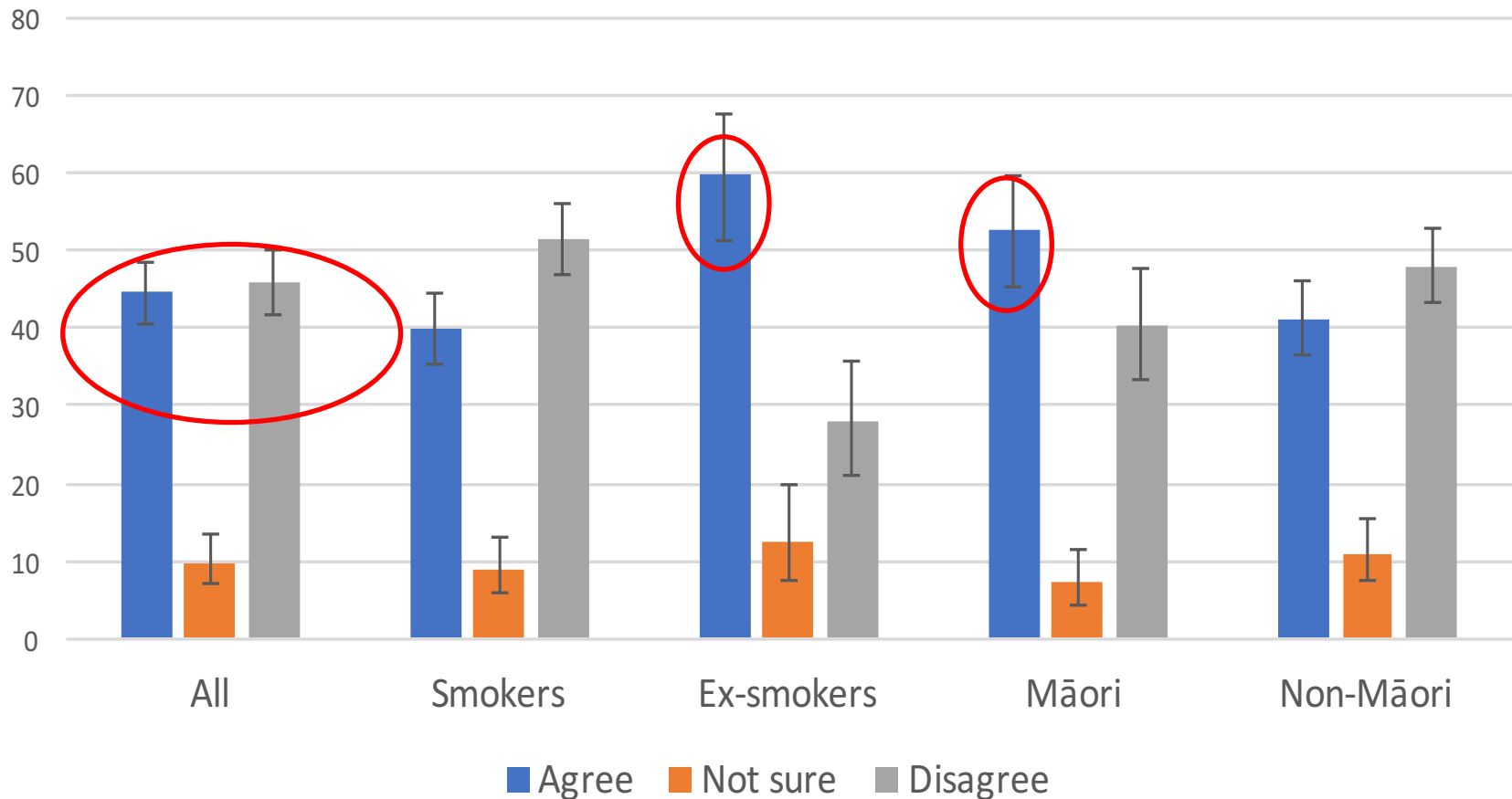
Usual source of cigarettes or tobacco among smokers



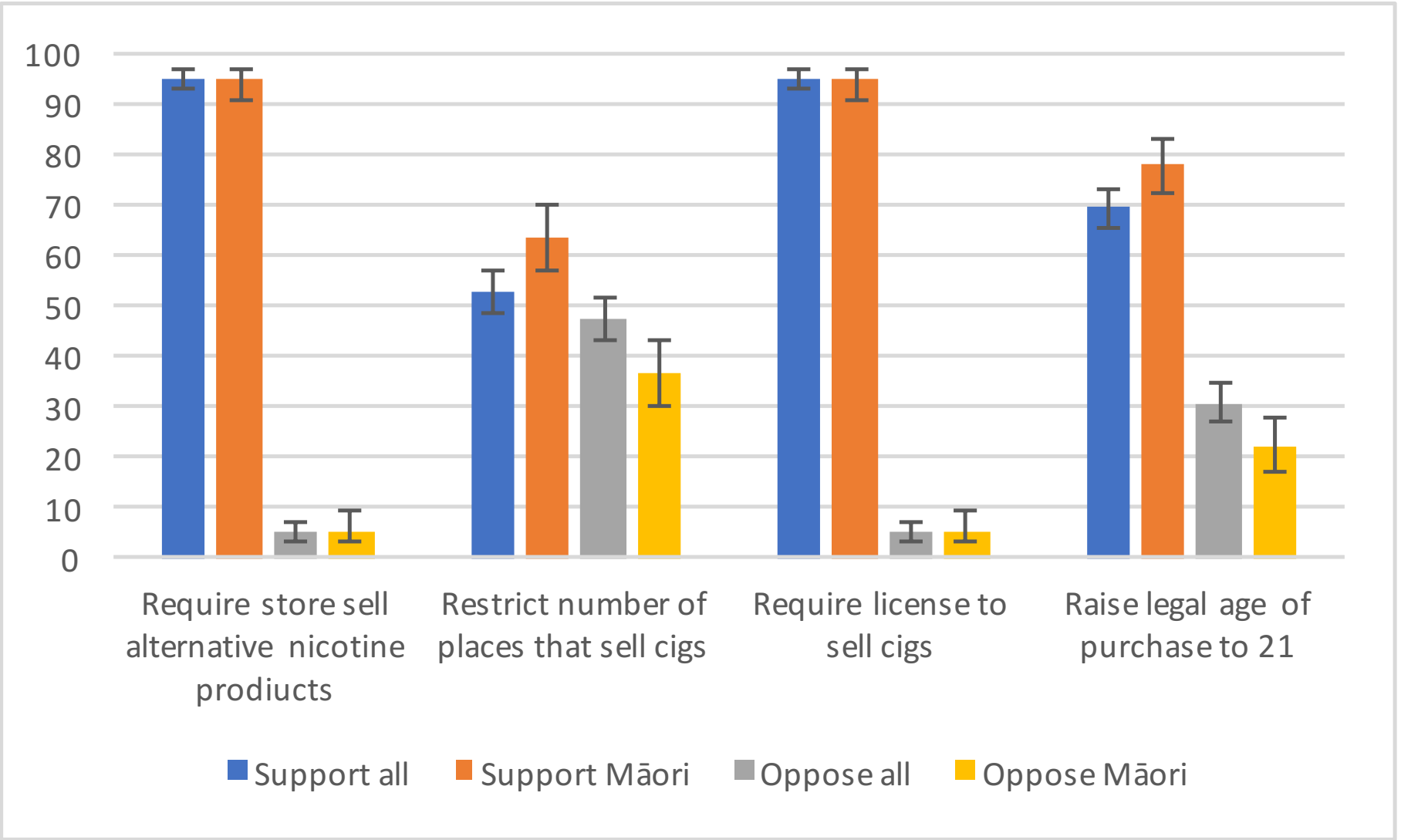
Level of agreement with 3 retail tobacco control measures: NZ ITC survey 2016-17



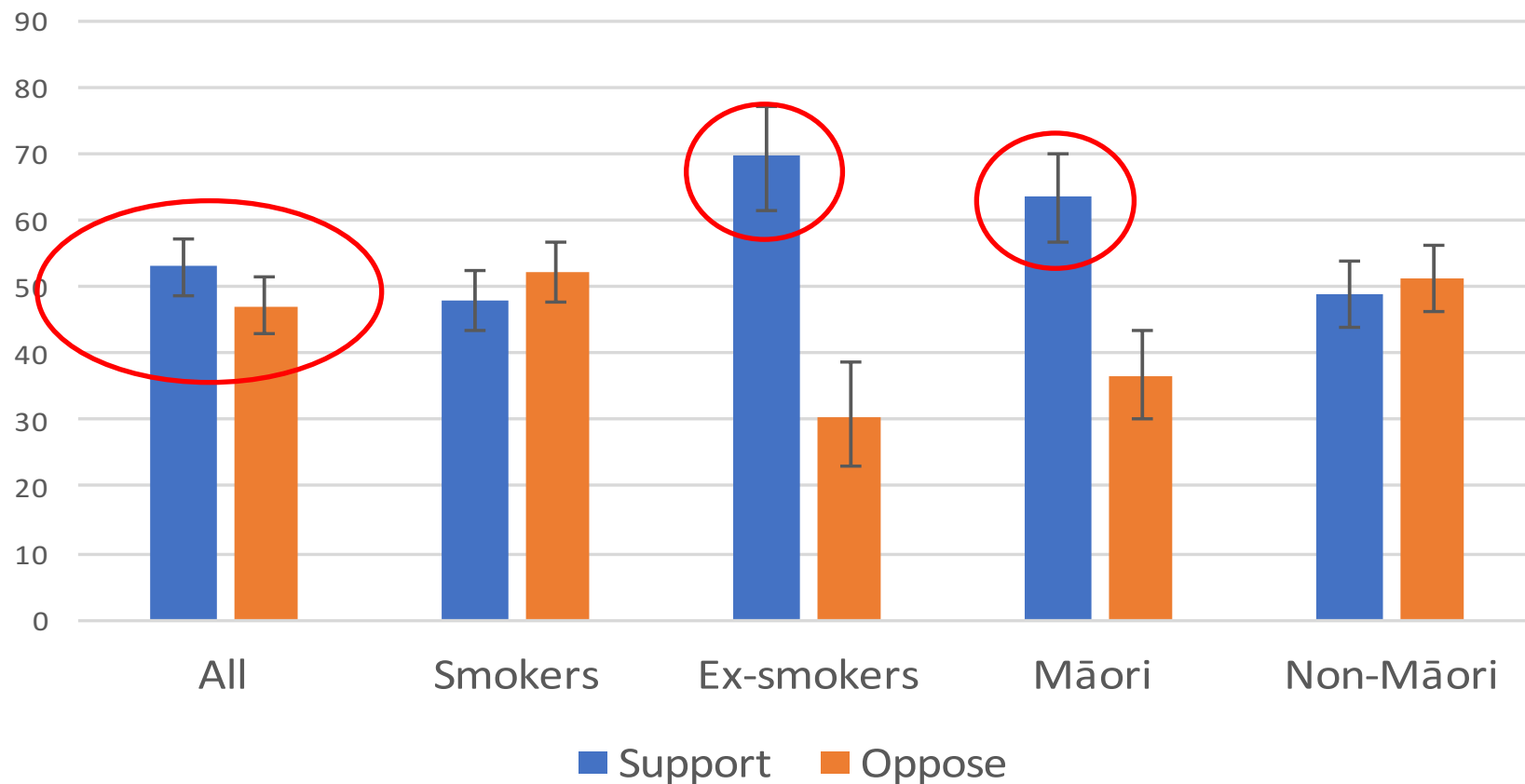
The number of places allowed to sell tobacco products should be reduced gradually to make them less easily available



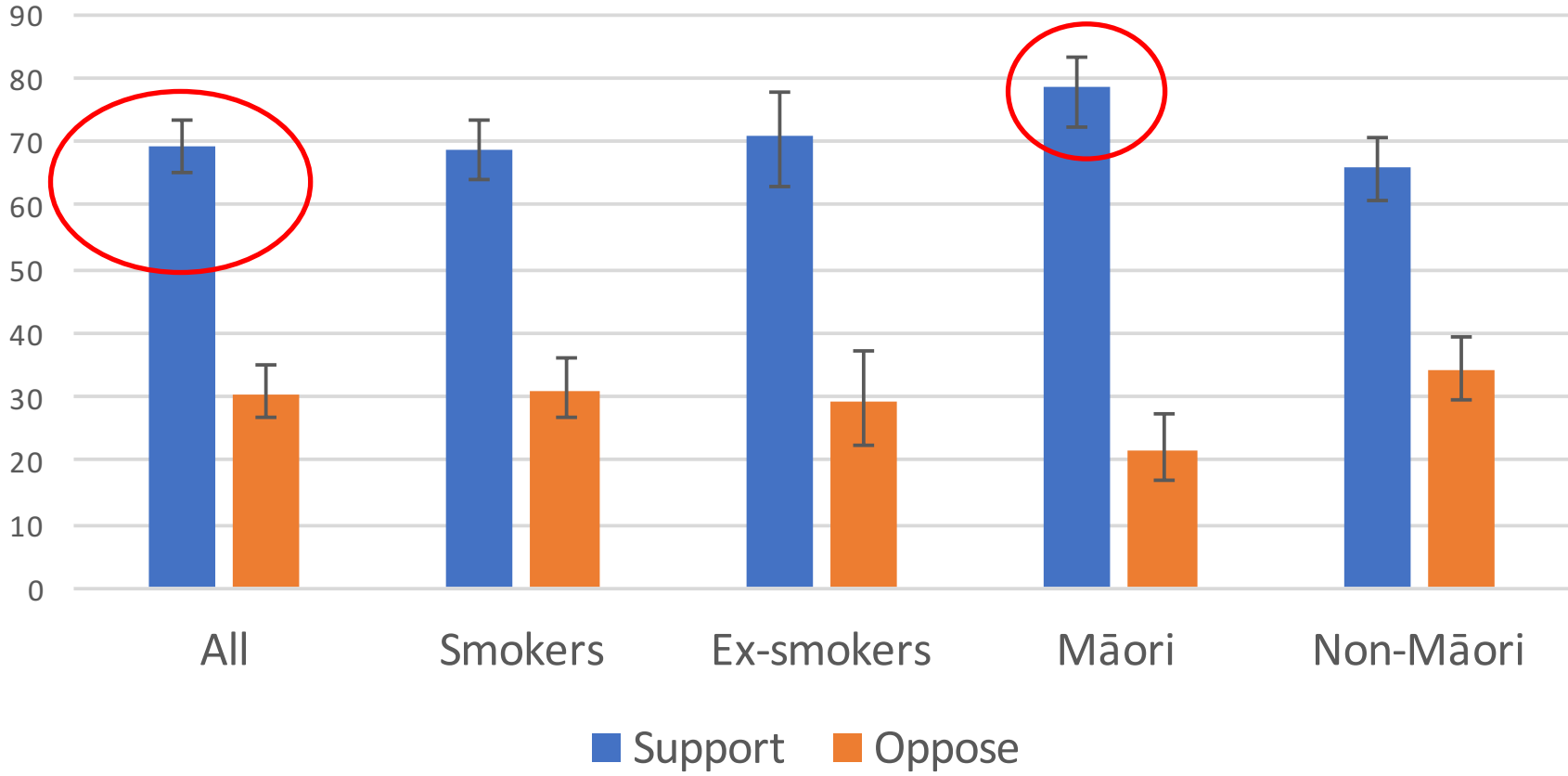
Level of Support for 4 proposed retail tobacco control laws: NZ ITC survey 2016-17



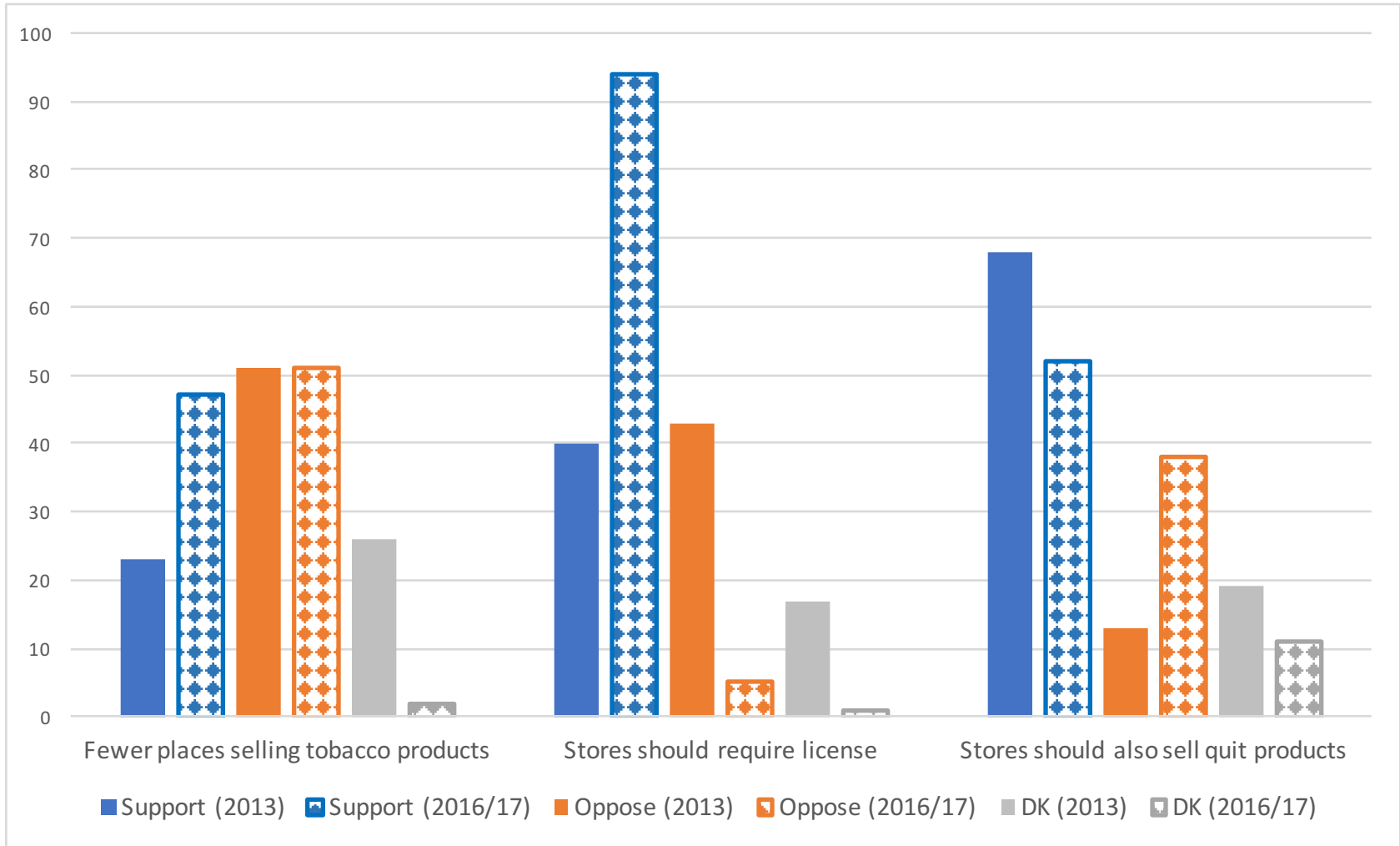
Law restricting the number of places where cigarettes could be purchased



Law raising the legal age of purchasing cigarettes and tobacco to 21 years and older



Smoker support for 3 retail tobacco control measures: 2013 online survey and NZ ITC survey 2016-17



Summary

- Strong support for range of measures to control or reduce retail supply of tobacco products in NZ
 - Support stronger among Māori
 - Support for reducing numbers of retail outlets more balanced
 - Some evidence of growing support among smokers since 2013
- Introduction of interventions to address retail supply of tobacco products are feasible should be included in measures to achieve Smokefree Aotearoa 2025



A Smokefree Aotearoa by 2025

—let's do it for the kids

Kia ora
Thank you

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www.aspire2025.org.nz

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