



ASPIRE 2025

Research for a tobacco-free Aotearoa

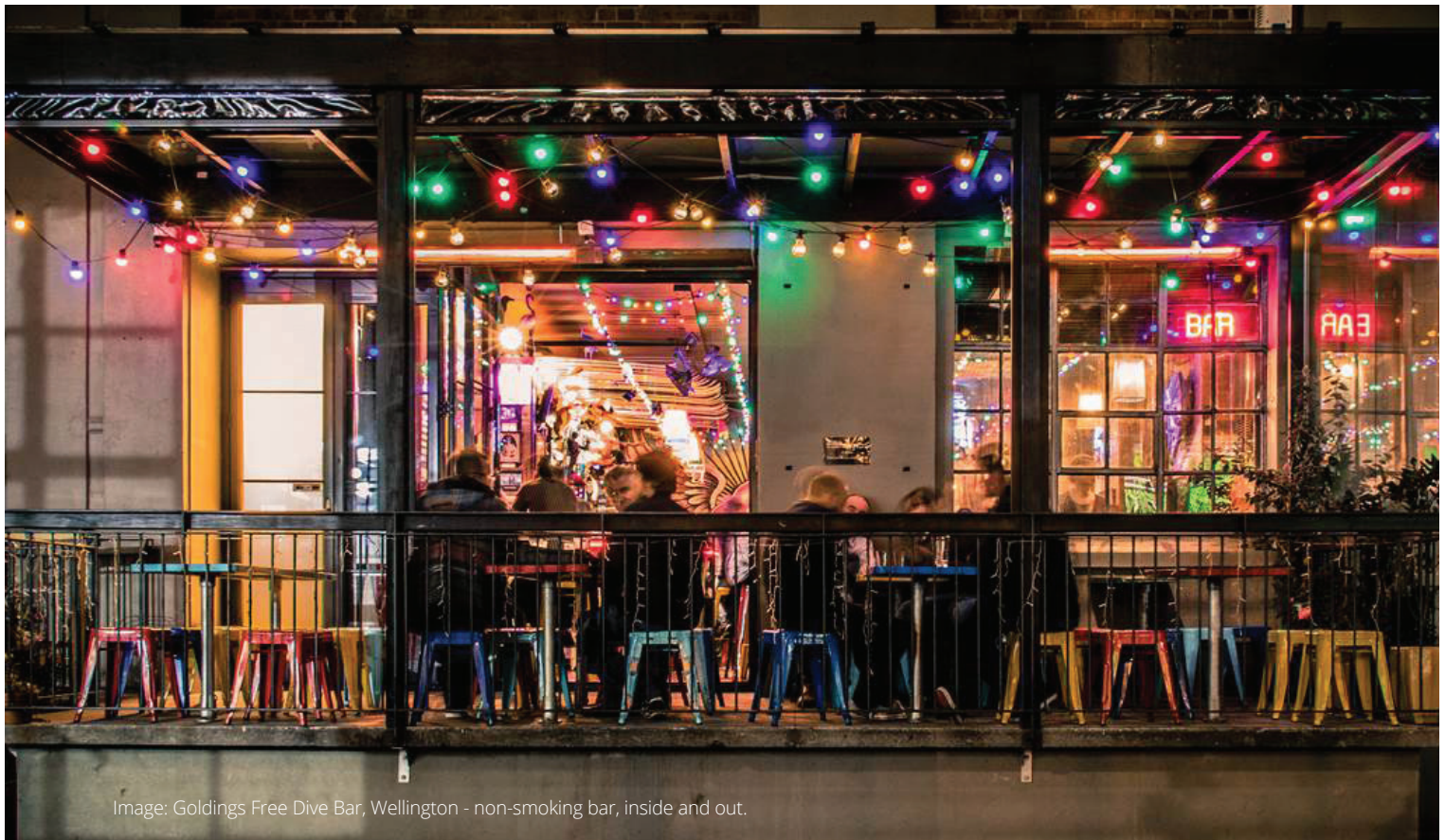


Image: Goldings Free Dive Bar, Wellington - non-smoking bar, inside and out.

Annual Report

2015

ASPIRE
2025

2015 Annual Report
For the year ending December 2015

*Me ka moemoeaa ahau, ko au anake
Me ka moemoeaa e taatou ka taea e taatou*

If I am to dream, I dream alone
If we all dream together then we shall achieve

Te Puea Herangi, CBE

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Foreword

We are delighted to present the 2015 ASPIRE 2025 annual report. The report provides a brief overview of our research and researchers at an exciting and sometimes challenging time for the endeavour to achieve a Smokefree Aotearoa.

We have adopted a new format for the report. We continue to profile some of our excellent researchers and research students, and now also showcase some highlights from our programme of research – the new Health Research Council funded New Zealand ITC Project and the leading edge programme of work on smokefree outdoor areas led by Associate Professor George Thomson. We also describe one of our key international collaborations with the University of California San Francisco and highlight some of our key research outputs from 2015.

Our research group was boosted this year by being awarded University of Otago ‘Research Theme’ status for another five years – an excellent achievement for the whole team.

We have maintained a high degree of productivity through publications and conference participation, and have continued to disseminate our research in innovative ways including through blogs, twitter, video-linked seminars and online videos. However, we are always open to new ideas for how we can ensure that our research has the maximum impact on policy and practice to help achieve the Smokefree 2025 goal.

These often seem very challenging times for the Smokefree 2025 goal. There are real concerns that we are going to fall short, unless a comprehensive range of measures are implemented that will support rapid reductions in prevalence, particularly among Māori. However, we are constantly impressed by the tremendous work that occurs all over Aotearoa and the passion and commitment that so many people display in striving towards the Smokefree 2025 goal. We hope that our research can continue to support those efforts and make a contribution to eliminating the scourge of tobacco once and for all for all the peoples of New Zealand.



Richard Edwards



Janet Hoek

March, 2016

The ASPIRE2025 team

– bringing great researchers together
from many different backgrounds
across multiple organisations to help
achieve a Smokefree Aotearoa by 2025

ASPIRE2025 research team

Co-Directors

Professor Richard Edwards (University of Otago, Public Health)

Professor Janet Hoek (University of Otago, Marketing)

Team members

Jude Ball (University of Otago, Public Health)

Dr Brent Caldwell (University of Otago, Medicine)

Professor Julian Crane (University of Otago, Medicine)

Professor Chris Cunningham (Massey University, Te Pumanawa Hauora Māori Health Research Centre)

Stephanie Erick (ASH New Zealand)

Dr Shelagh Ferguson (University of Otago, Marketing)

Emeritus Professor Phil Gendall (University of Otago, Marketing)

Dr Heather Gifford (Whakauae Research for Māori Health and Development)

Dr John Guthrie (University of Otago, Marketing)

Dr Ben Healey (University of Otago, Marketing)

Dr Richard Jaine (University of Otago, Public Health)

Associate Professor James Maclaurin (University of Otago, Philosophy)

Dr Louise Marsh (University of Otago, Preventive and Social Medicine)

Professor Rob McGee (University of Otago, Preventive and Social Medicine)

Dr El-Shadan Tautolo (AUT University, Centre for Pacific Health and Development Research)

Associate Professor George Thomson (University of Otago, Public Health)

Anaru Waa (University of Otago, Public Health)

Professor Nick Wilson (University of Otago, Public Health)

Postgraduate students

Rebecca Gray (PhD Public Health/Marketing, University of Otago)

Lindsay Robertson (PhD Preventive and Social Medicine/Marketing, University of Otago)

Manal Murad (Master of Public Health, University of Otago)

Marketing administration and support

Fran Wright (University of Otago, Public Health)

Sector partners

ASH New Zealand

Cancer Society of New Zealand

Hapai Te Hauora Tapui Ltd

Health Promotion Agency

The Quit Group Trust

Smokefree Coalition

Tala Pasifika

Profiling some of our researchers and collaborators



Lindsay Robertson

ASPIRE2025 congratulates our PhD candidate, Lindsay Robertson, who in 2015 was awarded a place in the prestigious World Heart Federation Emerging Leaders Programme which took place at St John's Research Institute in Bangalore, India. As part of this programme, Lindsay was involved in a think-tank with global leaders in tobacco control and helped to establish a new research collaboration with individuals from Canada, the U.S., the Philippines, Uganda, Cameroon, Rwanda, and Nigeria. Their pilot project aims to increase compliance with smoke-free laws in bars and restaurants in Uganda, and they intend to maintain a long-term focus on research to increase adoption of, and compliance with, smoke-free legislation in low- and middle-income countries.



Heather Gifford

For the past ten years Heather has been the Director of Whakauae Research for Māori Health and Development. Heather is passionate about the work Whakauae undertake as an iwi based research centre and the ability research has to impact positively on Māori health outcomes. Heather's research interests focus on health service delivery and intervention, and the development of whānau, hapū and iwi based models to address Māori health issues, in particular tobacco control research. Heather enjoys being a member of the ASPIRE2025 team and believes that as a collective of Pākehā and Māori researchers there is a shared commitment to improving health outcomes for Māori.



George Thomson

George is a Research Associate Professor at the University of Otago in Wellington. His current research includes the policy process for smokefree outdoor areas, observing signage for smokefree areas, and the ethics of tobacco taxation. He also leads a project on possible positive directions for health in international trade and investment law. During 2015 his main focus was on a Health Research Council funded project on ways to advance the idea of a smokefree city, using Wellington City as a case study.



Erin Court

Erin is a University of Otago BA (English and Linguistics) and DipGrad (Marketing) student. Her summer scholarship project with Professor Janet Hoek closely examined RYO tobacco use among young adults, exploring how they managed the negative stereotype RYO tobacco has. The study revealed the importance of ritualistic behaviours among RYO users; rituals represented a shared set of actions where RYO users could showcase unique rolling skills they had developed.



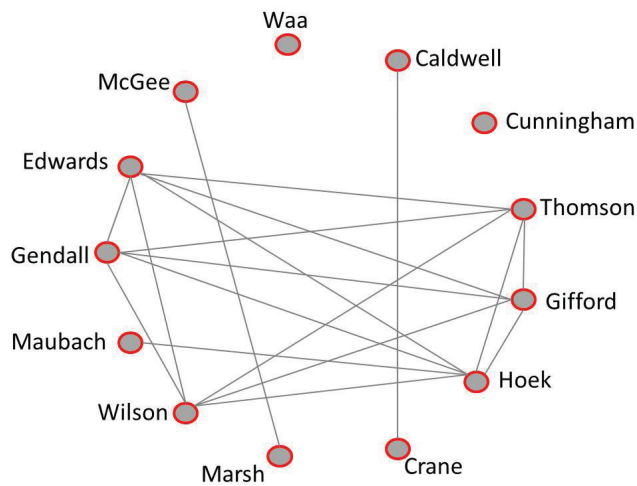
James Maclaurin

James is a member of the Department of Philosophy and Associate Dean (Research) in the Division of Humanities at the University of Otago. He specialises in philosophical issues in the life sciences and in philosophical methodology. He has recently been working with researchers in ASPIRE2025 on exploring logic and reasoning in a tobacco industry advertising campaign which aimed to prevent the implementation of plain packaging of tobacco products.

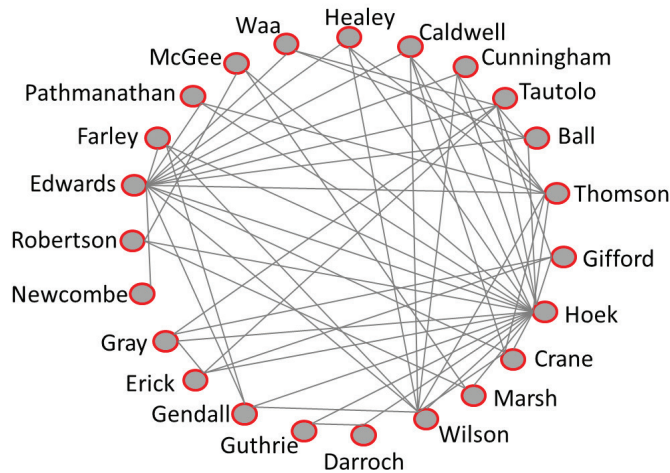
Growing our collaborative outputs

The ASPIRE2025 team has diverse interests and is involved in many tobacco control projects. Since becoming a University of Otago Research Theme, our collaborations have grown significantly and we are proud of the talented early-career and mid-career staff who contribute to ASPIRE2025's work, and the team of post-graduate students attracted to tobacco control.

The charts below document the increased collaborations, as evidenced by jointly authored research outputs, that have developed since becoming a Research Theme.



ASPIRE2025 researcher interconnections 2010



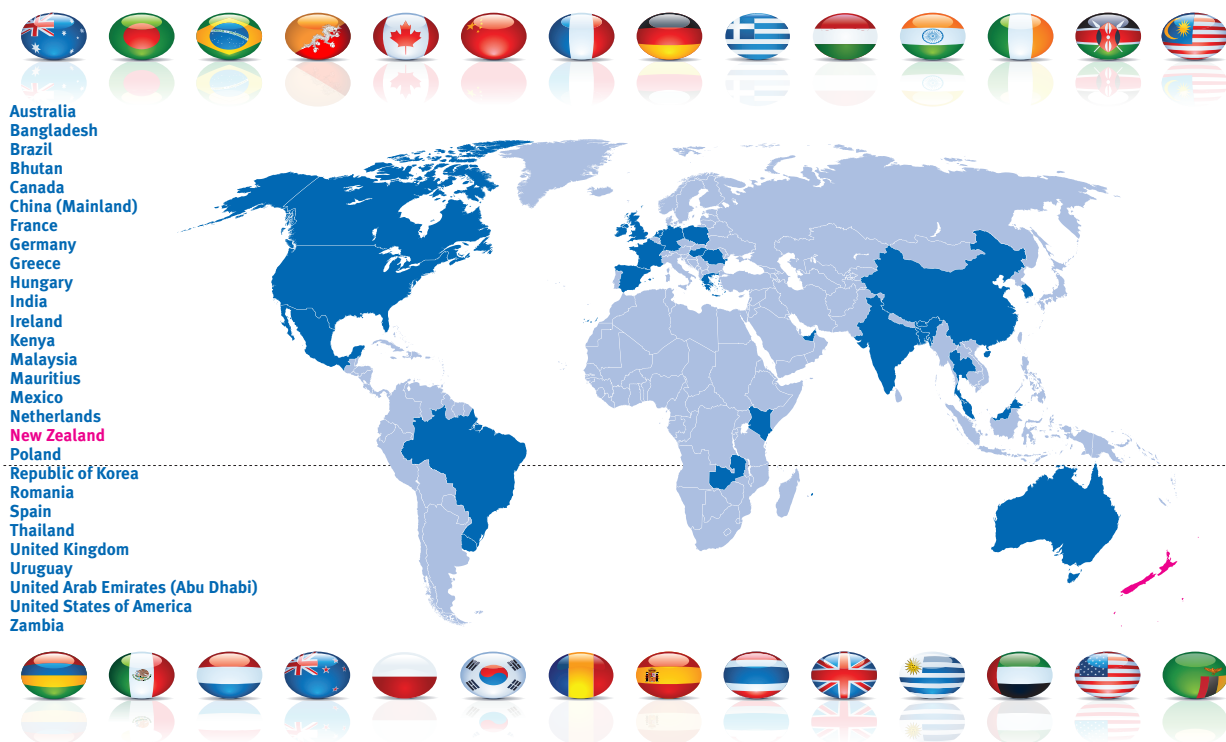
ASPIRE2025 researcher interconnections 2015

Features 2015

– some highlights from a
productive and exciting year

THE ITC PROJECT: EVALUATING THE IMPACT OF FCTC POLICIES IN...

25+ countries • >50% of the world's population • >60% of the world's smokers • >70% of the world's tobacco users



The ITC Project is a transdisciplinary collaboration of over 100 researchers across 28 countries—Canada, United States, United Kingdom, Australia, Ireland, Thailand, Malaysia, South Korea, China, Mexico, Uruguay, New Zealand, France, Germany, The Netherlands, Spain, Greece, Hungary, Poland, Romania, Mauritius, Brazil, Bangladesh, Bhutan, India, Kenya, Zambia, and United Arab Emirates (Abu Dhabi). The dual mission of the ITC Project is to predict and understand the factors that are responsible for tobacco use in each of the 28 countries, and to conduct rigorous evaluation of the psychosocial and behavioural effects of national-level tobacco control policies of the WHO Framework Convention on Tobacco Control (FCTC), the first-ever international treaty on health, as they are implemented in the 28 countries. In all, the ITC Project has conducted prospective cohort surveys of tobacco use to evaluate FCTC policies in countries inhabited by >50% of the world's population, >60% of the world's smokers, and >70% of the world's tobacco users and is playing a leading role in establishing the evidence base for the FCTC and for other tobacco control policies and regulations. The ITC Project is the only research project in the world that focuses explicitly on measuring and understanding the population-level impact of the FCTC and tobacco control policies and regulations more generally.

New project

International Tobacco Control Policy Evaluation Project

ASPIRE2025 is delighted to announce the initiation of the Health Research Council funded New Zealand arm of the International Tobacco Control Policy Evaluation Project (the NZ-ITC project), which started in October 2015. The NZ-ITC represents a major enhancement to NZ tobacco control research and will help provide evidence to inform policy and strategy development for Smokefree 2025 (SF 2025). The project follows on from a similar HRC-funded project led by Professor Nick Wilson from 2006-2009.

The international ITC project is a globally significant programme of research that includes many of the leading international tobacco control researchers, and which has been providing evidence about the effectiveness of tobacco control policy for over 15 years. The ITC began with four cohorts of smokers in USA, Canada, Australia and the UK. It has now expanded to over 20 countries, including major lower and middle income countries like India and China. The key issue that the ITC addresses is that most tobacco control/public health policy-related evaluation research is hampered by lack of comparison groups – forcing a reliance on evidence from study designs with major limitations. The ITC programme creates a system in which the impact of policy interventions on populations of smokers can be evaluated through comparisons with populations of smokers in other countries where the policy has not been introduced, a much more robust design.

The aim of the ITC NZ study (NZ-ITC) is to establish and follow-up a cohort of New Zealand smokers and ex-smokers in order to:

- describe trends in smoking-related behaviours, attitudes, experiences and perceptions;
- identify determinants of and estimate trends in smokers' and ex-smokers' smoking-related behaviours;
- assess the impact of tobacco control measures on smoking-related behaviours;
- explore patterns of use and impacts of alternative nicotine delivery devices;
- and explore the feasibility and acceptability of novel policy and practice interventions.

The NZ ITC study will recruit a cohort of 1,500 adult (≥ 15 years old) current smokers (1,200) and ex-smokers (300). Around 600 of the sample will be Māori and 160 Pacific. We will construct the cohort using the NZ Health Survey, a continuous cross-sectional survey administered by the Ministry of Health. The NZ cohort will be unique as the NZ Health Survey provides detailed linked data on participants not available in other ITC cohorts. We will include NZ-specific questions to explore relevant facets of smoking among Māori (e.g. greater use of roll-your-own tobacco) and Pacific (e.g. sharing and gifting of tobacco) and to assess awareness and impact of NZ interventions and policies.

There will be two waves of data collection, the first scheduled for July-October 2016 and the second in September-December 2017.

The ITC Project will contribute to advancing knowledge about smoking and tobacco control interventions that will foster realisation of the SF 2025 goal. Outputs will be widely disseminated to the tobacco control and policy sectors, and will include data and findings about patterns and determinants of smoking-related behaviours, impact of national tobacco control policies and interventions, feasibility of new innovative interventions, and attitudes towards SF 2025 and key tobacco control policies.

Research team

Richard Edwards (PI), Anaru Waa, James Stanley, Jude Ball, El-Shadan Tautolo, Heather Gifford, Janet Hoek and Phil Gendall

Funding

Health Research Council (HRC 15/072)

IT'S OFFICIAL. On August 22, 2014, the U.S. Centers for Disease Control and Prevention (CDC) reported:

“Because of exposure to smoking in movies, 6.4 million children alive today will become smokers, and 2 million of these children will die prematurely from diseases caused by smoking...”


“Giving an R rating to future movies with smoking would be expected to reduce the number of teen smokers by nearly 1 in 5 and prevent one million deaths from smoking among children alive today.”


Health professionals and public polls agree:

All future films with tobacco imagery should be R-rated, with two categorical exceptions:

- If they portray actual people who actually smoked (as in documentaries and biographical dramas) or
- If they unambiguously depict the serious health consequences of tobacco use.

The only questions left: How soon will the U.S. film industry start saving a million lives? Why not now?



One little letter  will save 1 million lives.

Smoking in movies kills in real life. Smokefree Movie policies—the R-rating, anti-tobacco spots, certification of no payoffs, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Los Angeles County Dept. of Public Health, New York State Dept. of Health, New York State PTA, Truth Initiative, and many others. This ad is sponsored by Smokefree Movies, UCSF School of Medicine, San Francisco, CA 94143.



Collaborative success

University of California San Francisco (UCSF) and ASPIRE2025

The Centre for Tobacco Control Research and Education (CTCRE) at the University of California San Francisco (UCSF) is internationally recognised for its pioneering research using the Legacy Documents collection. The CTCRE's work analysing the vast archive of formerly secret tobacco industry documents has provided unprecedented insights into the strategies tobacco companies use to undermine and challenge proportionate tobacco control measures.

Like many research groups throughout the world, ASPIRE2025 has benefitted from these insights, which have supported our emphasis on environmental and policy measures that reduce smoking uptake and support cessation. Since 2010, ASPIRE2025 has developed closer links with the CTCRE; ASPIRE2025 co-director Janet Hoek visited the CTCRE on a Fulbright Travel Award and CTCRE directors, Professors Stanton Glantz and Pamela Ling, have each travelled to New Zealand to speak at ASPIRE2025 seminars. ASPIRE2025 is also proud to have welcomed CTCRE Fellows and we are delighted that our PhD students have had an opportunity to visit the CTCRE.

Our exchanges have led to exciting research collaborations, including a recently published study examining the effects of exposure to smoking incidents in movies and new projects examining e-cigarette use among young adults.

Led by Emeritus Professor Phil Gendall, our research into smoking incidents in movies drew on an extensive body of work led by Professor Stanton Glantz. Stan's work has documented a dose-response relationship between exposure to smoking incidents and smoking behaviour, and supports calls for restricting movies featuring smoking incidents to audiences aged 18 and over. Although New Zealand has a progressive policy environment, our measures restricting tobacco advertising and sponsorship do not extend to movies, and thus leave an important loophole. Our collaborative study found similar results to those reported from other countries. Even after accounting for the effects of friends and family smoking, exposure to smoking in movies had a significant dose-response relationship with smoking. ASPIRE researchers will be using these findings to support policies that better protect New Zealand young people from smoking cues.

Professor Pamela Ling has an outstanding reputation for her innovative work examining smoking behaviours among young adult populations. Her interests in 'social' smoking and the growing uptake of e-cigarettes by young people aligns well with ASPIRE2025's work and has led to collaborations examining New Zealand young adults' e-cigarette use. Again, despite the very different policy environments in the United States and New Zealand, young adults' motivations for using e-cigarettes appear very similar and highlight the importance of examining the social context of smoking behaviours. We identified very different typologies, ranging from users who sought to replicate smoking as closely as possible through to those who aimed to differentiate themselves from smokers and who adopted behaviours and devices that were strikingly different from smoking. This work provides an important new dimension to research into e-cigarettes, which has placed less emphasis on the psycho-social appeals of e-cigarettes.



Image: Goldings Free Dive Bar, Wellington – non-smoking bar inside and out.

Outstanding research

Smokefree outdoor areas: A chance for Wellington to lead

ASPIRE2025 research has helped demonstrate how new smokefree outdoor area policies provide an opportunity for Wellington City to lead New Zealand, and bring Wellington into a world focus.

The ASPIRE2025 Smokefree Wellington Research Project at the University of Otago, Wellington, found strong public support in Wellington and across New Zealand for smokefree outdoor areas, and for making the policies enforceable. It found that Wellington could move from a position where it had fallen behind other cities in New Zealand and around the Pacific Rim, to one where it could be a world leader.

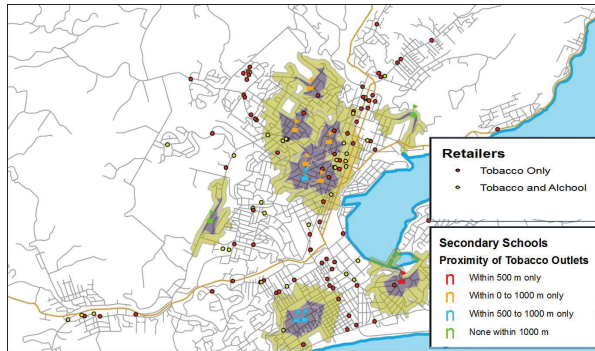
The potential policies include making all outdoor public seating smokefree, and making the whole downtown business district a smokefree zone. Policies such as these would help achieve the city's goals to become a healthy, liveable city that is attractive to locals and visitors. The evidence found indicated that smokefree outdoor policies could reduce the uptake of smoking and increase quit rates.

Another major finding of the project was that efforts by cities such as Wellington should be supported by national-level smokefree outdoors legislation. This legislation could both specifically enable local authorities to use smokefree bylaws, and also could set minimum standards for New Zealand. The addition of national laws would have many advantages over just using local bylaws.

The most contentious topic investigated was making the outside areas of bars smokefree. The project found that key informants in the hospitality industry were divided in their knowledge about and attitudes to smokefree drinking. Some hospitality industry spokespersons did not appear to have learnt the lessons of the 2004 Smokefree Environments Amendment Act, where following the introduction of smokefree policies in indoor areas of bars, staff and businesses adapted rapidly. New survey evidence from Wellington City Council indicated that the hospitality industry would have a large net gain in customers with a change to smokefree outdoor policies.

The project recommendations included that local authorities advocate to central government for better smokefree legislation and policies at a national level, and that local authorities develop long term plans, including comprehensive smokefree outdoors policies, to help achieve the New Zealand Smokefree 2025 goal of under 5% smoking prevalence.

Published research highlights from 2015



Tobacco retail outlet density and risk of youth smoking in New Zealand

Tobacco retailers are widespread in NZ, retail outlets are more densely located in areas of higher deprivation, and one-half of NZ secondary schools have at least one retailer within a 500 m walk. We investigated whether the density of tobacco outlets around secondary schools in NZ (500 and 1000 m) is associated with current smoking, experimental smoking, susceptibility to future smoking among non-smokers, and attempted and successful tobacco purchasing among our youth. Of the 27 238 Year 10 students surveyed, 3.5% were current smokers, 4.1% were experimental smokers, and 39.8% of nonsmokers were susceptible to smoking. Our results showed that current smokers were significantly more likely to attempt to purchase tobacco if the density of tobacco retail outlets around their school was high. Non-smoking students were more likely to be susceptible to smoking if the density of tobacco outlets around their school was high. There was no statistically significant association between density of tobacco outlets and successful purchasing, nor experimental smoking. We conclude that restricting the permitted density of tobacco retail outlets around schools should be part of a comprehensive tobacco control strategy.

Citation

Marsh, L., Ajmal, A., McGee, R., Robertson, L., Cameron, C., & Doscher, C. (2015). Tobacco retail outlet density and risk of youth smoking in New Zealand. *Tobacco Control*, doi: 10.1136/tobaccocontrol-2015-052512.

Funding

Cancer Society of New Zealand



Is the NZ Government responding adequately to the Māori Affairs Select Committee's 2010 recommendations on tobacco control? A brief review

The 2010 Māori Affairs Select Committee (MASC) report on its inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori made 42 recommendations, including that the Government set a goal of making New Zealand a smoke-free nation by 2025. In 2015 the Ministry of Health reported back to the committee on progress with the recommendations.

This brief report concluded that failure to complete or adequately advance 34 of the MASC recommendations is hindering achievement of the Smokefree 2025 goal, particularly for Māori. Key missed opportunities include a lack of progress on implementation of a comprehensive government strategy and action plan to achieve Smokefree 2025; reduced availability and supply of tobacco; introduction of standardised packaging; further disclosure of product additives, and the regulation of nicotine and additives; comprehensive and effective use of mass media and extension of smokefree environments, in particular smokefree cars carrying children. We conclude that progress towards Smokefree 2025 is inadequate and key interventions have not been implemented sufficiently as recommended by the MASC. We suggest that the MASC should hold the Government to account on its original response to the Committee's recommendations and demand that it rapidly develop a credible action plan to achieve the Smokefree 2025 goal, reduce disparities and protect Māori from tobacco-related harm, and ensure full Māori participation in that process.

Citation

Ball, J., Edwards, R., Waa, A., Bradbrook, S.K., Gifford, H., Cunningham, C., Hoek, J., Blakely, T., Wilson, N., Thomson, G., & Taylor, S. (2015). Is the NZ Government responding adequately to the Māori Affairs Select Committee's 2010 recommendations on tobacco control? A brief review. *New Zealand Medical Journal*, 129 (1428): 93-97.



\$16.00

Option A

\$16.90

Option B

Estimating the 'consumer surplus' for branded versus standardised tobacco packaging

Tobacco companies have opposed plain packaging by arguing that its effects remain unknown. We addressed this question by estimating the consumer surplus (how much more smokers would be prepared to pay) of branded packages relative to plain packages in two ways. We used a choice experiment where we manipulated the level of branding, warning image and price of the packages to assess the relative importance of each attribute. Second, we used the Juster Scale to produce demand curves for plain and branded packages at four different price points. Respondents had higher purchase likelihoods for the branded pack (with a 30% warning) than the standardised pack (with a 75% warning) at each price level tested, and, on average, were willing to pay approximately 5% more for a branded pack. The choice experiment produced a very similar estimate of 'consumer surplus' for a branded pack. However, the size of the 'consumer surplus' varied between warning themes and by respondents' demographic characteristics. This study suggests standardised packaging and larger warning labels could have a similar overall effect on adult New Zealand smokers as a 5% tobacco price increase. The findings provide further evidence for the efficacy of standardised packaging, which focuses primarily on reducing youth initiation, and suggest this measure will also bring notable benefits to adult smokers

Citation

Gendall, P., Eckert, C., Hoek, J., Farley, T., Louviere, J., Wilson, N., & Edwards, R. (2015). Estimating the 'consumer surplus' for branded versus standardised tobacco packaging. *Tobacco Control*, doi:10.1136/tobaccocontrol-2015-052488.

Funding

Health Research Council SMIRQ study. (HRC 13/062)

Stick Appearance



Dissuasive cigarette sticks: the next step in standardised ('plain') packaging?

Plain packaging of tobacco has focused strongly on external product packaging and, surprisingly, has paid little attention to the actual object of consumption – the cigarette stick itself. Following a qualitative study with young adult women smokers, we designed an experimental study where we estimated the relative effects of branding level, warning image size, warning theme and stick appearance. Irrespective of the measure we used – a standard assessment of appeal or a choice behaviour study – all the test sticks were less attractive than the status quo stick. Across all demographic and smoker groups, a stick featuring a graphic showing the 15 minutes of life lost per cigarette smoked was the least appealing and least likely to be selected in the choice experiment. Introducing an on-stick graphic as part of plain packaging could amplify the effects of the latter policy by triggering quit attempts among smokers and making smoking less appealing to susceptible non-smokers.

Citation

Hoek, J., Gendall, P., Eckert, C., & Louviere, J. (2015). Dissuasive cigarette sticks: the next step in standardised ('plain') packaging?. *Tobacco Control*, doi: 10.1136/tobaccocontrol-2015-052533.

Funding

Heart Foundation grant 1544.



Youth preferences for roll-your-own versus factory-made cigarettes

A very high proportion of New Zealand smokers (around 38%) smoke roll-your-own (RYO) cigarettes. This is much higher than in similar countries like the UK (15%) and Australia (9%). We examined RYO use among Year 10 students who smoke from 2006 to 2013. Youth smoking prevalence (at least monthly) declined during this period from around 12% to 6%. RYO tobacco use was high throughout the study period, and in 2013 was 44% among regular (weekly) smokers. Trend data suggested that a differential excise tax increase for RYO tobacco in 2010 reduced youth usual use of RYO tobacco. The results suggest that RYO tobacco use plays an important role in NZ uptake of smoking among youth and that the extensive use of RYO cigarettes needs to be taken into account in tobacco control policy decisions. Specific interventions targeting use of RYO cigarettes such as further differential tax increases may be required to accelerate progress toward the Smokefree 2025 goal.

Citation

Healey, B., Edwards, R., & Hoek, J. (2015). Youth preferences for roll-your-own versus factory-made cigarettes: trends and associations in repeated national surveys (2006–2013) and implications for policy. *Nicotine & Tobacco Research*, doi:10.1093/ntr/ntv135.

Funding

Internally funded

Research activity

- what we were up to in 2015
- research funding and students

Research activity

The following sections outline our core research themes and the new and continuing projects underway in each of these themes during 2015. Projects which were completed prior to 2015 but had resulting publications during 2015 are listed in the outputs section of this report.

Summary list of ASPIRE2025 projects which were active during 2015 (New projects are shown in RED)

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SMOKEFREE COMMUNICATIONS – led by Janet Hoek

This theme explores the broad area of how smokefree communications can be most effectively used to help achieve the Smokefree 2025 goal. Research in this theme explores questions such as:

- How do packaging design, descriptors and information affect perceptions of tobacco and smoking, and smoking behaviours?
- Which cessation messages are most effective among different populations?
- How can we reverse-engineer strategies employed by tobacco companies to enhance the appeal of smoking and use these to deter smoking initiation?
- What effect do policies restricting marketing have on smokers?

Plain Packaging

Dissuasive sticks – UK Study

Background and aims

The UK proposes implementing plain packaging from May 2016. To help extend the policy in place in Australia, we undertook a survey of 500 smokers and 500 non-smokers and examined their perceptions of dissuasive stick options including a slimy green colour, a stick with “smoking kills” written on it, and a control stick.

Progress

The fieldwork has been completed and the data are now being analysed. Conference papers and a journal article will be prepared and submitted this year.

Project team: Crawford Moodie, Phil Gendall and Janet Hoek.

Funding: Cancer Research UK.

Cessation Messages and Attitudes

Smokers’ attitudes towards financial incentives for quitting

Background and aims

Financial incentives have been shown to be successful in helping people quit smoking, particularly while the rewards are in place. However, little research has been conducted on smokers’ perceptions of these types of incentive schemes. This research examines whether financial incentives are a potential cessation intervention that NZ should consider in its quest to become smokefree by 2025.

Progress

Data was collected and analysed in late 2015. A draft paper will be completed and submitted for publication during 2016. This research was also presented as a poster at the Society for Research on Nicotine and Tobacco conference in Chicago, March 2016.

Project Team: Louise Marsh, Lindsay Robertson, Rob McGee, Phil Gendall and Janet Hoek.

Funding: NZ Lottery PhD scholarship, NZ Asthma Foundation and Cancer Society of New Zealand.

SMIRQ smokefree messages, interpretation, response and quitting

Background and aims

ASPIRE2025's earlier work has found strong evidence that young adults rationalise and reject health warnings, which questions the widespread reliance on medical information in warning messages. We used a novel micro-survey to examine varied image candidates; findings from this study were published in *Nicotine & Tobacco Research*. These results helped us develop a new set of 33 warning images, which we used in in-depth interviews with young adult smokers, quitters and former smokers. Findings from the in-depth interviews allowed us to refine the set of images and warning messages, and the nine most effective messages were selected and used in a choice experiment along with three warning message styles: a factual statement, a socially-oriented statement, and a question. In addition, we used a novel emotion-wheel to estimate the valence and intensity of emotion elicited by each warning image.

Progress

The in-depth interview findings have been presented in several international research seminars and at SRNT-Europe in 2015. Analysis of the choice data is currently underway and further outputs are currently under review.

Project team: Janet Hoek, Jude Ball, Phil Gendall, Ben Healey, Richard Edwards, Heather Gifford, Teresa Taylor and Stephanie Erick.

Funding: Health Research Council.

Exploring how members of the LGBA community respond to cessation messages

Background and aims

Members of the LGBA (Lesbian, Gay, Bi-Sexual and Asexual) communities often have much higher smoking prevalence than other population groups. These communities have often been directly targeted by tobacco companies and members have also used smoking as a symbol of defiance that challenges discriminatory mainstream attitudes and behaviours. We tested whether cessation messages that used themes and imagery with greater salience to these communities would stimulate stronger cessation related thoughts and intentions. Findings suggest that industry denormalisation messages and messages that communicate a community stance against tobacco merit further investigation and testing.

Progress

A poster was presented at SRNT 2016 and a journal article is in preparation.

Project team: Cathy Hinder, Janet Hoek and Shelagh Ferguson.

Funding: Student stipend supported by the University of Otago; research expenses supported by ASH New Zealand.

Smokefree Communications in the Media

Tobacco, alcohol and other drug imagery on New Zealand television: Ten years on

Background and aims

One third of young people in New Zealand watch television for more than three hours a day, and daily television viewing has increased among youth between 2001 and 2007. Levels of tobacco use portrayed on New Zealand television remained stable between 2002 and 2004 and most tobacco incidents portrayals were neutral or positive. Tobacco use was also associated with drinking contexts. New Zealand has had a ban on tobacco marketing and sponsorship on TV for many years, yet tobacco smoking is shown on children's television, prime-time television, and popular films. This research examines changes in the frequency and context of alcohol and tobacco imagery on NZ television from 2004 to 2014.

Progress

One week of evening television imagery (programmes, advertisements and trailers) was recorded in 2014 using ETV and has been coded for tobacco and alcohol imagery. A paper detailing little change in tobacco imagery on NZ television from 2004 to 2014 has been accepted for publication in the *Australian & New Zealand Journal of Public Health*.

Project Team: Louise Marsh, Rob McGee, Ella Iosua, Brett MacLennan, Rebecca Llewellyn and Matthew Ward.

Funding: University of Otago Research Grant, and Cancer Society of New Zealand.

BAT advertising campaign

Background and aims

In 2012, a large tobacco company launched a mass media campaign opposing plain packaging (the 'Agree-disagree' campaign). This research project estimated expenditure on the campaign, analysed the key messages used and the logic on which these rely, and examined how the media and public responded to the tobacco company's arguments.

Progress

Data analysis is now complete. Findings have been presented at a national and international conference. The first report looking at logical fallacies used in BAT arguments will be submitted in early 2016. A second paper looking at public response to the campaign analysing online comments and blogs is in preparation.

Project Team: Anaru Waa, James Maclaurin, Janet Hoek and Richard Edwards.

Funding: University of Otago Research Grant (UORG).

E-Cigarettes

A videography of mods users

Background and aims

E-cigarettes include very different devices, ranging from cigalikes, which are purchased ready-made, to mods or RBAs that users often construct or personalise. By designing and building their own device, mods users create an artefact that they use to showcase their skills. We explored mods users, performance behaviours using videography and in in-depth interviews where we probed the creation and use of their device.

Progress

In-depth interviews and filming have concluded and a report outlining the findings is in preparation. A conference paper and journal article will be prepared this year.

Project team: Shelagh Ferguson, Janet Hoek and Chloe Banks.

Funding: University of Otago Summer Scholarship and Ministry of Health.

Policy options around regulating e-cigarettes in NZ

Background and aims

To outline the policy options for regulating e-cigarettes in NZ.

Progress

A blog was published in "Public Health Expert" and also a more detailed analysis as a Viewpoint article in the NZ Medical Journal (November 2015).

Project team: Nick Wilson, George Thomson, Janet Hoek, Richard Edwards, Julian Crane (and other non-ASPIRE2025 colleagues).

Funding: Internally funded.

A qualitative exploration of young adult e-cigarette users' experiences

Background and aims

Experimentation with e-cigarettes has grown rapidly among adolescents and young adults. However, we currently know little about the motivations for use among young adults, how and why they select particular e-cigarette devices, their experiences with these, and how e-cigarettes affect their use of smoked tobacco. We examined e-cigarette use among young adults who were regular as well as intermittent users, and whose use of smoked tobacco varied.

Progress

In-depth interviews have concluded and a poster was presented at SRNT-Europe. A journal article is nearing completion.

Project team: Janet Hoek, Pamela Ling and Johannes Thrul.

Funding: Internally funded.

RYO Tobacco

Perceptions and use of RYO tobacco among young adults

Background and aims

New Zealand has higher levels of RYO tobacco use than many other countries and use is highest among young adults and people on lower incomes. Although RYO tobacco often has a negative stereotype as a “cheap” tobacco, it is also perceived as more natural and even less harmful than tailor made cigarettes. Furthermore, there is some evidence RYO users develop rituals that create value and offset negative impressions of RYO tobacco. We explored how young adults came to choose RYO tobacco and their perceptions of RYO relative to tailor made cigarettes; we also examined the art of rolling and its importance to RYO users.

A replication study will be undertaken in France in 2016; smoking prevalence among young adults is much higher in France than in New Zealand and France also proposes introducing plain packaging this year. These behavioural and policy differences will create interesting points of comparison.

Progress

In-depth interviews with RYO users have been completed and a report outlining the findings has been prepared. A conference paper and journal article will be submitted later this year.

Project team: Janet Hoek, Shelagh Ferguson, Karine Gallopel-Morvan and Erin Court.

Funding: University of Otago summer scholarship scheme and Ministry of Health.

A videography of RYO tobacco users

Background and aims

Evidence that young adults are moving to RYO tobacco because they see it as a more cost effective option has raised questions about how they use RYO tobacco and the micro-behaviours that become incorporated into an RYO usage ritual. This project combined in-depth interviewing with videography to explore the art of rolling, and the benefits this process confers on RYO users.

Progress

In-depth interviews and filming with RYO users have been completed and a report outlining the findings is in preparation. A conference paper and journal article will be submitted later this year.

Project team: Shelagh Ferguson, Janet Hoek, and Matthew Mulconroy.

Funding: University of Otago summer scholarship scheme and Ministry of Health.

POLICY AND REGULATORY RESEARCH – led by George Thomson

This theme aims to inform the development, implementation and evaluation of regulatory and other policies. Policy and regulatory research areas in which we work include:

- Smokefree places – particularly for outdoors and in vehicles
- Policy interventions addressing tobacco availability and supply
- Tobacco affordability, price and tax revenue use

Smokefree Places

Smoking at a café in a smokefree park

Background and aims

This observational study compared outdoor smoking at a café situated in a smokefree park with outdoor smoking at the nearest seven other cafés (in Karori and two other adjacent suburbs). The hypothesis was that outdoor smoking at the café inside the smokefree park would be less (including when adjusting for the presence of children).

Progress

Data collection was completed in early 2015. This study was expanded into a more comprehensive evaluation study (including cigarette butt counts in the smokefree park). A letter has been submitted to a journal (in early 2016). Preliminary findings suggest that there is substantial scope for further reducing smoking in this large public park, and that the evaluation method of counting discarded cigarette butts is much more efficient than observing smokers.

Project team: Nick Wilson and George Thomson.

Funding: Internally funded.

Smokefree central Wellington

Background and aims

Exposure to smoking and the perceived normality of smoking are major risk factors for uptake by children and young adults, and for relapse by ex-smokers. This study aims to develop, inform and test effective policy options for denormalising smoking in pedestrian-dense New Zealand urban outdoor public spaces. Options were developed using official documents, 12 in-depth interviews, three small workshops and a day symposium.

Progress

Results showed considerable survey and participant support for further smokefree areas, except from some businesses. Policy priorities found included secondhand smoke protection, protecting children, and the effective and positive communication of policies. The types of new outdoor places to be prioritised included building entrances, transport waiting areas, areas with families, public seating and events.

This study concluded that there appears to be substantial scope for progressing smokefree outdoor policies in New Zealand. Policies in Wellington could include a smokefree downtown area, which could send a powerful message about the values and image of the city. The use of bylaws appears legally and practically feasible. Nevertheless, national smokefree outdoors legislation may be preferable for many types of areas.

A report will be online in April 2016, and a journal article has been submitted.

Project team: George Thomson, Heather Gifford, Kiri Parata, Jennifer Martin and Nick Wilson.

Funding: Tobacco Control Research Tūranga.

Signage relating to smokefree playgrounds and smokefree suburbs

Background and aims

To describe levels and quality of smokefree signage in children's playgrounds and in whole suburbs.

Progress

The playground survey was completed (covering 17 local authorities) and the results are "in press" with the Australian and NZ Journal of Public Health. Signage was compared in all plausible smokefree settings in a low-deprivation suburb (Karori) with a high-deprivation suburb (East Porirua). George Thomson has presented some of the results in a number of forums (PHA Conference in 2015, Summer School in 2016).

Project team: Nick Wilson and George Thomson.

Funding: Internally funded.

Anticipation and acceptance of a tertiary smoke-free policy

Background and aims

In 2014, the University of Otago declared all its campuses would be smoke-free spaces. The Vice-Chancellor approved a proposal to use this policy change as a research opportunity and two studies were undertaken: the first was an observational study where researchers monitored smokers' behaviour in areas known to be smoking hot spots. The second study comprised a two-wave set of in-depth interviews exploring smokers' perceptions and experiences of the new policy.

Progress

Pre-implementation observations were made in September and October 2013 and were then repeated in March and April 2014. Nineteen in-depth interviews were undertaken during the same period and 16 participants were successfully re-interviewed in April 2014. An abstract has been accepted at the Society for Nicotine and Tobacco Research Conference and was presented in February 2015. A journal article is in preparation.

Project Team: Janet Hoek, Robin Quigg and Louise Marsh.

Funding: Vice-Chancellor's Discretionary Fund.

Policy Interventions Addressing Tobacco Availability and Supply

Quitting and tobacco retailer density

Background and aims

The widespread availability of tobacco is a major form of tobacco marketing. Greater access to tobacco retail outlets in an area is associated with higher rates of smoking, and exposure to a tobacco retail outlet can undermine smokers' attempts to quit, even in the absence of point-of-sale tobacco displays. In this study we will map the home and daytime addresses of a sample of "motivated quitters" (i.e. smokers who are attempting to quit) in relation to a Geographic Information System database of national tobacco retail outlets that we compiled in a previous research study.

Progress

The survey was developed in 2015, and data collection will begin in January 2016 and be completed in March 2016. Data analysis will begin mid-2016.

Project Team: Lindsay Robertson, Louise Marsh, Ella Iosua and Crile Doscher.

Funding: NZ Lottery PhD scholarship, NZ Asthma Foundation and Cancer Society of New Zealand.

Tobacco retail regulation in overseas jurisdictions

Background and aims

Despite our reputation as a leader in tobacco control, the retail environment for tobacco is relatively unregulated in this country. There are currently no restrictions on who can sell tobacco, nor where it can be sold. There is no single accurate register of who sells tobacco, which presents a challenge for enforcement of retail-level legislation. The aims of this research were to summarise the range of tobacco retail licensing schemes implemented in overseas jurisdictions, review the evidence of their effectiveness as a tobacco control strategy, and make recommendations for New Zealand.

Progress

A viewpoint article is appearing in the New Zealand Medical Journal, April 2016. This study found that a considerable number of overseas jurisdictions have implemented licensing schemes for tobacco retailers, some of which have resulted in (or will result in) large reductions in tobacco retail outlet density. We conclude that a positive licensing scheme could increase compliance with existing smokefree legislation, and enable the introduction of further measures to control the supply of tobacco in NZ.

Project Team: Lindsay Robertson, Louise Marsh, Richard Edwards, Rob McGee, Janet Hoek and Frederieke van der Deen.

Funding: NZ Lottery Health PhD Scholarship, NZ Asthma Foundation and Cancer Society of New Zealand.

The impact of point of sale tobacco promotion on smoking

Background and aims

As restrictions on tobacco advertising in traditional media have increased, the industry has become more reliant on the retail environment as a marketing medium. The vast majority of the tobacco industry's expenditure on advertising and promotion is in the form of retail incentives and tobacco promotion at the point-of-sale (POS). Our 2014 systematic review published in *Nicotine and Tobacco Research* found continuing evidence of a positive association between exposure to POS tobacco promotion and increased smoking and smoking susceptibility.

We have now combined the evidence identified in the 2009 and 2014 systematic reviews to provide an estimate of the effect size of the association between POS tobacco promotion and smoking. The meta-analysis focussed exclusively on smoking among children and youth.

Progress

A paper reporting this meta-analysis was accepted for publication by Tobacco Control at the end of 2015.

Project team: Lindsay Robertson, Louise Marsh, Rob McGee, Claire Cameron and Janet Hoek.

Funding: NZ Lottery Health PhD Scholarship, NZ Asthma Foundation and Cancer Society of New Zealand.

Evaluation of the impact of the 2012 point of sale display ban

Background and aims

In 2012, all tobacco displays were eliminated in retail settings in New Zealand. To date there has been no evaluation of the impact of this major tobacco control intervention. This study aims to document trends in relevant indicators before and after the point of sale display ban using data from the ASH Year 10 survey.

Progress

Analysis has been completed and a paper is under review by Tobacco Control.

Project Team: Richard Edwards, Ben Healey, Janet Hoek and Ali Ajmal (ASH).

Funding: Internally funded.

Perceptions of tobacco retailing policies

Background and aims

A growing body of research suggests widespread retail availability of tobacco may be associated with increased risk of smoking in a number of ways. This may be due to increased exposure to cigarette advertising in jurisdictions without a point-of-sale display ban, greater chance of relapse after a quit attempt, and the creation of a more competitive local market, possibly driving cigarette prices down and increasing sales to minors. The density of tobacco retail outlets tends to be higher in areas of socioeconomic deprivation, which may contribute to a higher smoking prevalence amongst socioeconomically disadvantaged groups. Research also suggests that a higher density of tobacco retail outlets around a school is associated with higher levels of experimental smoking. Various policy interventions have been put forward by tobacco control advocates, however, research regarding attitudes to tobacco retail interventions is scarce, both in New Zealand and internationally.

This is an important area of research because the views of stakeholders can be influential in the policy-making process. This qualitative research project assesses attitudes towards policy options (e.g. licensing or registration of tobacco retailers) amongst key stakeholders in New Zealand.

Progress

The findings of interviews undertaken with tobacco retailers have been reported in the International Journal of Drug Policy. Findings have also been presented at the regional Health Promotion Agency Tobacco Control seminar series in Dunedin. The interviews with other key stakeholders are being written up for publication.

Project team: Lindsay Robertson, Louise Marsh, Rob McGee, Richard Egan and Janet Hoek.

Funding: NZ Lottery Health PhD Scholarship, NZ Asthma Foundation and Cancer Society of New Zealand.

Smokers' perceptions of the relative effectiveness of five retail reduction policies

Background and aims

Reducing the widespread retail availability of tobacco could help realise tobacco endgame strategies. We conducted a randomised experimental survey in which smokers were asked to rate the effectiveness of one tobacco retail policy on i) preventing smoking initiation for a never-smoker and ii) supporting quitting for an adult smoker. The perceived effectiveness of these five policies was compared relative to a 'benchmark' policy of a 10% tobacco tax increase.

Progress

A draft manuscript has been prepared and now has been submitted to Nicotine and Tobacco Research. This research was also presented as a poster at the Society for Nicotine and Tobacco Research Meeting in Chicago, March 2016.

Project Team: Lindsay Robertson, Phil Gendall, Janet Hoek, Claire Cameron, Louise Marsh and Rob McGee.

Funding: NZ Lottery PhD scholarship, NZ Asthma Foundation and Cancer Society of New Zealand.

How do low SES smokers adapt to excise tax increases?

Background and aims

Regular excise tax increases are recognised as the most effective means of stimulating cessation among existing smokers. However, although some argue this approach reduces inequalities, because smokers on lower incomes are more price sensitive and thus more responsive to excise tax increases, others suggest this approach may be causing hardship among lower income smokers. We investigated how smokers earning less than the median income of \$28,600 and, in several cases, less than the definition of poverty (\$17,100) adjusted to tobacco excise tax increases.

Progress

Twenty seven in-depth interviews were conducted with a varied sample of smokers that included young people in tertiary education, beneficiaries (single parents and people with physical and mental disabilities), and retired people. Data collection concluded in March 2014; a full conference paper was presented in December 2014 and an abstract was presented at the 2015 Society for Nicotine and Tobacco Research Conference. A journal article is in preparation.

Project Team: Janet Hoek, Katie Smith and Dan Tautolo.

Funding: University of Otago summer studentship.

Associated Research

Analysis of 2013 census smoking data

Background and aims

The New Zealand census includes a question on smoking status, making it the largest smoking prevalence survey in the world and a rich source of information for assessing progress towards Smokefree 2025. We have initiated a series of analyses using the census data, focusing initially on:

- Prevalence of smoking in 2013 and trends since the 2006 census by age, gender, ethnicity and socio-economic status
- Smoking among key occupational groups (e.g. health professionals) in 2013 and trends since 2006

Further analyses are planned such as detailed analysis of smoking by Iwi and by different Pacific Island populations in New Zealand.

Progress

The overall prevalence analysis has been completed and a paper submitted for publication. The occupational analyses are underway.

Project team: Richard Edwards, James Stanley, June Atkinson, Rhiannon Newcombe, Danny Tu and Darren Walton.

Funding: Internally funded.

Local Authority long terms plans and Smokefree 2025

Background and aims

The government has set a goal to make NZ smokefree by 2025, which will require a multi sector approach and coordinated effort to achieve. Local authorities can play an important role in improving community well-being through local policies and projects. This research examines the commitment of local councils in the Canterbury/West Coast region to Smokefree 2025 using their long term plan as a measure. In addition, it aims to examine the role of community consultation which is an essential part of each authority's long term plan.

Progress

A Master's thesis based on this research has been submitted in March 2016 for examination, and a journal article will be submitted to a peer reviewed journal.

Project Team: Manal Murad, Louise Marsh and Rob McGee.

Funding: University of Otago and Cancer Society of New Zealand.

Stakeholders' appraisal of "game changer" policy options

Background and aims

Modelling suggests that NZ will not achieve the smokefree 2025 goal with a business as usual or incremental approach. Radical "game-changer" policies are needed, but which should be prioritised? This qualitative research explored the strengths and weaknesses of five radical policy options from the perspective of politicians, policy makers and advocates, including Māori and Pacific stakeholders.

Progress

Fieldwork was undertaken July-November 2015, and findings have been presented at several conferences (PHA 2015, Oceania 2015, SRNT 2016). A paper was submitted to an international journal and the final report was circulated to the NZ tobacco control sector in March 2016.

Project Team: Jude Ball, Richard Edwards, Anaru Waa, Dan Tautolo

Funding: Tobacco Control Tūranga

Smoking prevalence in NZ from 1996-2015: A critical review of national data sources

Background and aims

In this paper, we report on recent trends in adult smoking prevalence, overall and by ethnicity, and progress towards the smokefree 2025 goal and 2018 interim goals. We also present the first critical evaluation of New Zealand's main data sources on smoking prevalence: the New Zealand Census, the New Zealand Health Survey, and the Health and Lifestyles Survey. We explore possible reasons for the discrepancy in Maori and Pacific smoking trends between the Census and the NZHS (the former showing large declines between 2006 and 2013, while the NZHS shows no statistically significant change between 2006/07 and 2014/15).

Progress

The paper has been accepted by the New Zealand Medical Journal and is expected to be published in early 2016.

Project Team: Jude Ball, James Stanley, Nick Wilson, Tony Blakely, Richard Edwards

Funding: Internally funded

Exploring the hardening hypothesis in New Zealand

Background and aims

The hardening hypothesis suggests that as smoking prevalence declines, the remaining smokers will increasingly be variously more addicted, less motivated to quit and to be concentrated among disadvantaged groups in the population. The hypothesised effect is that quit rates decline over time. We aimed to explore whether there is evidence for hardening occurring in New Zealand in the context of the Smokefree 2025 goal using the Health Promotion Agency's Health and Lifestyle Survey (HLS) data from 2008-2014.

Progress

We developed a framework for the different facets of hardening and mapped these to indicators in data included in the HLS. Our analysis found no clear evidence of hardening on any of the facets examined. A paper is under review by Tobacco Control.

Project Team: Richard Edwards, [All from the HPA] Rhiannon Newcombe, Darren Walton, Kate Holland and Danny Tu.

Funding: Internally funded.

SMOKING CESSATION SYSTEMS – led by Julian Crane

This theme covers research into the promotion of smoking cessation systems and treatment for tobacco addiction.

Nicotine inhaler (Inhale project)

Background and aims

Only 10% of people who use nicotine replacement therapy (NRT) to quit will still be smokefree 12 months later. Therefore new, more effective, nicotine replacement therapies are needed. This 'Inhale' study examined whether a world-first nicotine inhaler helps people to quit smoking when used in combination with nicotine patches.

Progress

The nicotine inhaler trial was completed in October 2014. It enrolled 502 smokers in a trial of active nicotine inhaler plus active nicotine patch versus placebo nicotine inhaler plus active nicotine patch. The results show that the inhaler plus patch combination was very effective. The results will be published in *Nicotine and Tobacco Research* in April 2016.

Project Team: Julian Crane and Brent Caldwell.

Funding: Health Research Council.

'Taking the best NRT direct to smokers' community trial

Background and aims

Making effective cessation support available in the right place at the right time might be the trigger some smokers need to take action to quit. This community trial investigates providing readily accessible assistance in varied community settings, such as shopping malls. It aims to reduce any delay between smokers' thoughts of quitting and enactment of those thoughts, and involves a field trial that tests how supplying varied NRTs in community locations to all smokers, including those who are currently not motivated to quit smoking, affects NRT acceptability, usage, and effect on abstinence.

Progress

Over 1,500 smokers took part in this trial in community locations in Wellington, Porirua, Hutt Valley, Levin, Palmerston North, and Dannevirke. The trial was completed in March 2015 and a report has been prepared for the Ministry of Health.

Project Team: Brent Caldwell, Fay Selby-Law, Teresea Olsen, Judy Hutton and Tanya Radford.

Funding: Ministry of Health Innovation Fund.

RESEARCH ON SMOKING AMONG YOUNG PEOPLE – led by Rob McGee

Elimination of youth smoking initiation and promoting quitting among youth who smoke is a key route to achieving New Zealand’s Smokefree 2025 goal. This theme addresses questions pertaining to this key target group such as:

- What are the trends and patterns in smoking among young people?
- What are the key influences for young people in regard to their smoking behaviour?
- What initiatives would have most impact and traction among this group?

New Zealand adolescents’ discouragement of smoking among their peers

Background and aims

Although there is much research on the negative impacts of peers on their friends, smoking behaviour, evidence shows that discouraging smoking among peers has been shown to be more common than peer influence of the promotion of smoking. Students who promote a non-smoking message may well influence the social norms within schools towards being smokefree, and may lead to an opportunity for health education in schools to “co-opt” students as agents of change in spreading the Smokefree 2025 message. The aim of this research is to determine whether students discourage other students at their school from smoking, and what factors are associated with discouraging smoking amongst peers.

Progress

A draft paper has been completed and will be submitted to a peer reviewed journal in early 2016. This research was also presented as a poster presentation at the Society for Research on Nicotine and Tobacco conference in Chicago, March 2016.

Project Team: Louise Marsh, Ella Iosua, Rob McGee and Joanna White.

Funding: The Ministry of Health, Health Promotion Agency and Cancer Society of New Zealand.

The association of smoking with drinking may provide opportunities to reduce smoking among students

Background and aims

Alongside smoking experimentation, many New Zealand university students binge drink. Although international evidence suggests many university students smoke when consuming alcohol, evidence from New Zealand would be of value because its restrictive tobacco marketing environment contrasts starkly with the liberal alcohol marketing and consumption environment. These regulatory disconnections make it possible for promotion of one product to foster uptake of another. We estimated current daily and non-daily smoking among university students in New Zealand, and associations with drinking patterns, demographics and smokefree status of the university.

Progress

This research has been accepted for publication in *Kōtuitui: New Zealand Journal of Social Sciences Online*.

Project Team: Louise Marsh, Kim Cousins, Andrew Gray, Kyp Kypri, Jennie Connor and Janet Hoek.

Funding: University of Otago, and Cancer Society of New Zealand.

Smoking as an informed choice

Background and aims

Tobacco companies often rely on the argument that smoking is an informed adult choice. However, it is not clear what criteria should be met before an assumed choice is regarded as a conscious decision, let alone an informed one. This study explored how late onset young adult smokers came to smoke, and proposed an extended and revised model of informed choice.

Progress

Data collection for all phases is completed; one Phase one output has been published in Tobacco Control and another is under second review at BMJ Open. Further outputs from related work examining tobacco industry documents and using Phase two data are currently in preparation. A conference paper based on Phase 3 data will be presented in June and an output is nearing completion. A final output from Phase 3 data is underway. A workshop discussing the full findings will be held in 2016 to explore translation of the findings and future research.

Project team: Rebecca Gray, Janet Hoek, Richard Edwards, Heather Gifford, Stephanie Erick and El-Shadan Tautolo.

Funding: Royal Society Marsden Fund.

MĀORI AND PACIFIC PUBLIC HEALTH AND TOBACCO USE – led by Dr Heather Gifford and Dan Tautolo

The prevalence of smoking among both the Māori and Pacific populations in New Zealand is disproportionately high compared to the wider population. Progress against the 2025 goal is disappointing; research to evaluate the most effective approaches to reduce the incidence of smoking among Māori and Pacific people is a critical theme for the ASPIRE2025 group and our partners Whakauae Research Services, Eru Pomare Research Centre and Tala Pasifika. All of our research projects aim to include a Māori and Pacific focus, wherever appropriate.

Māori and Pacific leadership across a number of ASPIRE2025 research projects

In 2015 Māori researchers contributed to research design, data collection, analysis and writing across three ASPIRE2025 research projects: Smoking as an Informed Choice, Smokefree Wellington, and the NZ-ITC project.

There is a cohesive strong team of Māori researchers that contribute to this effort. Dr Heather Gifford, Anaru Waa, Bridget Robson, Teresa Taylor, and Kiri Parata have all participated in research in 2015.

In addition to the work on funded research projects, Anaru Waa, Bridget Robson and Drs Gifford and Boulton have submitted a proposal to HRC to secure sustainability in Māori focused research under the umbrella of ASPIRE2025.

Whakauae as a founding member of ASPIRE2025 has also funded a Kaupapa Māori cessation intervention for Māori student nurses. This intervention has been directly informed by the HRC funded Māori Nurses and Smoking project (2012-2014) reported on in the 2014 annual report.

Māori researchers have also presented at a number of conferences and seminars in the 2015 year including the SRNT conference in Maastricht.

Pacific researchers were also key contributors to research design, data collection, analysis and writing across several ASPIRE2025 research projects including: Smoking as an Informed Choice, the NZ-ITC project, and How do sector stakeholders view and rank tobacco endgame policy options?

Cohesive and collaborative efforts from Pacific researchers and agencies, including Dr El-Shadan (Dan) Tautolo (AUT University), Stephanie Erick (ASH NZ), Edward Cowley (Tala Pasifika), and Louisa Ryan (Pacific Heartbeat) contributed to this effort.

Pacific researchers were also part of research presented at a number of conferences and seminars in 2015 including the SRNT Europe conference in Maastricht, Oceania Tobacco Conference in Perth, and the PHA Conference in Dunedin.

Research Funding

In late 2011, ASPIRE2025 achieved recognition as a University of Otago research theme. Research themes reflect pre-eminent areas of research activity that the University recognises and supports. In 2015 we were successful in our application to continue as a University of Otago research theme for a further five years.

During 2015 we carried out research funded by HRC, the Marsden Fund, and the Ministry of Health, amongst other funders.

Projects newly funded during 2015 included:

- NZ-ITC Project (Health Research Council)
- How do sector stakeholders view and rank tobacco endgame policy options? (Tobacco Control Tūranga)
- Analysis of dissuasive cigarette sticks (Cancer Research UK)
- Observation of smoking in Wellington parks and downtown spaces (Wellington City Council)
- Smokefree central Wellington (Tobacco Control Tūranga)
- Exploration of reasons for decline in smoking among year 10 children in New Zealand (University of Otago Research Grant)
- Health in international trade and investment agreements: designing international law that works for health (University of Otago Research Grant)
- Support for summer student projects (Ministry of Health)

Postgraduate and Summer Students

Recruiting and supervising research students is another important facet of ASPIRE2025. We view this as an important contribution to achieving the Smokefree 2025 goal by building capacity for tobacco control research in New Zealand.

Our current postgraduate students are:

- Rebecca Gray (investigation of exercise of informed choice by young adults starting smoking) – PhD
- Lindsay Robertson (retailer regulation – new policy measures) – PhD
- Manal Murad (Local Authority long terms plans and Smokefree 2025) – Master of Public Health

Four summer students worked with us:

- Erin Court – RYO Tobacco Use Among Young Adult Smokers: A Qualitative Analysis of Perceptions and Usage Practices
- Chloe Banks – A Qualitative Exploration of Mods Users' Motivations and Behaviours
- Matthew Mulconroy – A Typology of Young Adult Roll Your Own Tobacco Users
- Kistina Wu – Exploration of Online Strategies to Identify E-Cigarette Retailers

Dissemination
of ASPIRE2025
Research

Dissemination of ASPIRE2025 research through sector and community engagement

ASPIRE2025 aims to be an international leader in tobacco control research and we work hard to ensure our findings are disseminated, understood and translated into actions that contribute to the Smokefree 2025 goal.

Specific translation initiatives include:

- Hosting a seminar series for the New Zealand tobacco control sector on topical issues;
- Attendance and presentation at international and national tobacco control conferences;
- Providing summaries of our research on our website, www.aspire2025.org.nz;
- Providing media releases, writing op-eds and blogs, and offering expert commentary;
- Making evidence-based policy submissions on tobacco control issues;
- Involvement in tobacco control sector advisory groups.

ASPIRE2025 Seminars

Our ASPIRE2025 seminar programme was a major success again in 2015 with three international guests presenting their research in events held for the wider tobacco control sector. This strategy of hosting senior public health and marketing academics who present research seminars on topical issues has provided us with an excellent opportunity to showcase our own work and extend our reach into the community, policy and research sectors.

In 2015, each seminar was attended by over 60 people from all areas of tobacco control including government ministries, NGOs, DHBs and University staff and students. In order to further extend our reach, all ASPIRE2025 seminars were also offered through web-conferencing software, Otago Connect. This initiative was extremely well-received by the sector, particularly those outside main centres. Each seminar had over 20 people connect remotely, from throughout New Zealand. Web-conferencing also provided the opportunity to share our seminars internationally, and in 2015 we had participants from USA, Canada, Sri Lanka, Scotland, and Australia. We will continue to offer this approach in 2016. Content from each seminar is also made available on our website.

Eric Crosbie

Our first ASPIRE2025 seminar in 2015, 'Constraining Government Regulatory Authority: Tobacco Industry Trade Threats and Tobacco Plain Packaging' was presented by Eric Crosbie, from the University of California, Santa Cruz. Eric presented in both Auckland and Wellington and discussed how transnational tobacco companies are using trade agreements to constrain government regulatory authority.



Professor Frank Chaloupka

We were privileged to host Frank Chaloupka from the University of Illinois for our second seminar, 'Tobacco Taxation: How Can it Best be Used to Help Achieve a Smokefree Aotearoa? Frank is a leading international expert on tobacco taxation, and his seminar described his most recent work and its relevance to the achievement of the Smokefree 2025 goal in New Zealand. Professor Chaloupka's visit also included a number of meetings with government ministers and received considerable media exposure.



Professor Jon Berrick

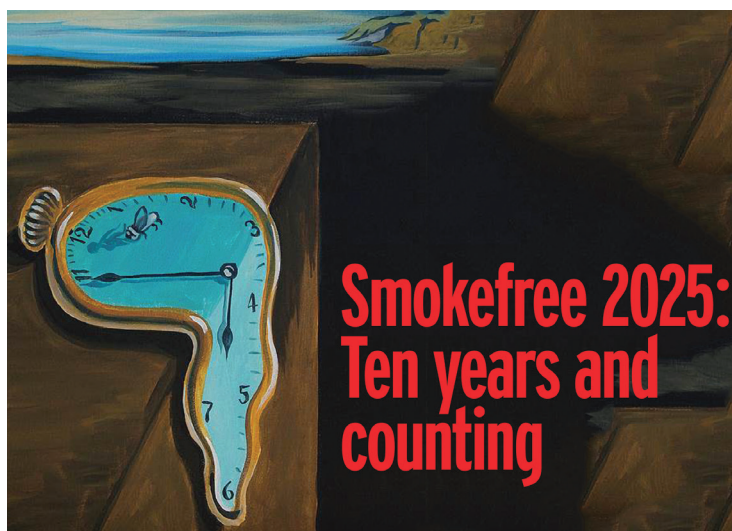
Our third seminar, 'Tobacco-Free Generation: What, Why and How?' was presented by Professor Jon Berrick from the National University of Singapore. He described the rationale for the Tobacco-Free Generation proposal, and evidence of its feasibility and progress with implementation in various jurisdictions. The BODE3 research team from University of Otago, Wellington also presented new modelling data on the impact of the Smokefree Generation in NZ.



Public Health Summer School

In conjunction with the University of Otago's annual Public Health Summer School, ASPIRE2025 offers a 1-day course on a current topic of interest, designed to assist and support policy makers, researchers and members of the smoke-free community.

In February 2015, ASPIRE2025's summer school course was 'Smokefree 2025: Ten Years and Counting' and together with over 20 participants, we looked at whether New Zealand is on track to achieve our goal of a smoke-free Aotearoa by 2025 and what we must do to ensure this goal is met. A report summarising the day's proceedings is available on our website.



Conference Attendance and Presentations

ASPIRE2025 members presented papers and posters at numerous international and local conferences in 2015.

Conferences attended are summarised below. For details of each paper or poster presented, please refer to the Research Outputs section of this report.

- International Meeting of the Society for Research on Nicotine and Tobacco (SRNT) – Philadelphia, USA, February 2015
- Marketing and Public Policy Conference, Washington DC, June 2015
- ASH Scotland Conference: towards a generation free from tobacco, Edinburgh, June 2015
- Australian and New Zealand Marketing Academy Conference, Sydney, December 2015
- The Inaugural Dunedin School of Medicine Symposium – Dunedin, New Zealand, August 2015
- Celebrating 25 years of Social and Behavioural Cancer Research Symposium – Dunedin, New Zealand, September 2015
- NZ Public Health Association Conference – Dunedin, New Zealand, September 2015
- Partnerships as Pathways to Smokefree 2025 Seminar – Christchurch, New Zealand, September 2015
- Population Health Congress – Hobart, Australia – September 2015
- Society for Research on Nicotine and Tobacco (SRNT) Europe Conference – Maastricht, Netherlands, September 2015
- Oceania Tobacco Control Conference – Perth, Australia, October 2015
- Tobacco Retailer Landscape Symposium – Wellington, New Zealand, November 2015

Invited Presentations

ASPIRE2025 researchers are frequently asked to give presentations at conferences, seminars and workshops. For example Janet Hoek made many invited presentations to international groups during 2015 including:

- Norwegian Ministry of Health and Norwegian Directorate of Health – Oslo, Norway
- Swedish NGOs, Tabakfaksta, Swedish Society of Medicine – Stockholm, Sweden
- Swedish Parliament – Stockholm, Sweden
- Department for Health, University of Bath, United Kingdom
- EHESP, École des hautes études en santé publique – Paris, France
- Tobacco-Free Research Institute – Dublin, Ireland
- Scottish Coalition on Tobacco – Edinburgh, Scotland

ASPIRE2025 website

The ASPIRE2025 website (www.aspire2025.org.nz) is a major publicity and dissemination medium for the group and in 2015 attracted around 15,000 page views. All new publications are promoted in summary form through the website.

The screenshot shows the ASPIRE2025 website interface. At the top, the logo 'ASPIRE2025' is displayed with the tagline 'Research for a tobacco-free Aotearoa'. Below the logo is a navigation menu with links for Home, Research Themes, ASPIRE Researchers, Findings & Views, Hot Topics, Events, and Contact. The main content area features an article titled 'Article | Attitudes to smoke-free outdoor regulations in the USA and Canada: a review of 89 surveys'. To the left of the article is a small image of a sign that says 'No Smoking' with a '0mg' sign. To the right of the image is a short text snippet: 'This collaborative study between the University of Otago, New Zealand and University of Alberta, Canada, provides new and some unexpected insights for health promotion in North America.' Below this is another line of text: 'University of Otago, Wellington researcher Dr George Thomson said the study showed that there was substantial and growing public support for outdoor smokefree areas in the USA and Canada.' At the bottom of the article snippet, it says 'The [media release](#) for this study can be read here.' and 'The article was published in the leading international journal for smokefree research.' On the right side of the article, there is a search bar with a 'Search' button, a 'GET EMAIL UPDATES' section with a text input field and a 'Follow' button, and an 'UPCOMING EVENTS' section with a small icon.

Media Activities

We have had very strong media interest in our research findings. Many of our published papers have been accompanied by press releases, resulting in a high level of media coverage, and we are frequently asked to provide comment on policy developments.

Opinion piece

An op-ed encouraging the Government to fast-track legislation for plain packaging of cigarettes was written by ASPIRE directors Richard Edwards and Janet Hoek in October 2015 and published in *The Dominion Post* and in *The Press*.

Blogs

ASPIRE2025 researchers wrote a number of blogs in 2015, to help translate the findings of our studies into discussions suitable for a general audience. Blogs are published on the blogsite Public Health Expert (<http://blogs.otago.ac.nz/pubhealthexpert/>) and often also syndicated to the Science Media Centre blogsite, Sciblogs. The topical issues addressed by our blogs in 2015 included:

- The Trans Pacific Partnership Treaty and tobacco: no cause to celebrate
- The race to be the first place in Aotearoa to be smokefree
- Taxing tobacco in NZ: What we know and what could be next
- Potential new regulatory options for e-cigarettes/ANDS in NZ
- The Smokefree 2025 goal is in danger of receding – will the Ministry of Health's 'realignment' get it back on track?
- Highlights of the World Conference on Tobacco or Health

Expert Commentary

The opinion of our team is often sought for interviews with the media or to provide research to include in media articles. Examples of coverage which included members of the ASPIRE team during 2015 include:

- 27 March A study in the *New Zealand Medical Journal* indicates that electronic cigarettes contain more nicotine than they used to. *Newstalk ZB (Wellington) and Science Media Centre commentary (Janet Hoek)*
- 24 April Many schools are failing to show smoke-free signs. *RadioLIVE (George Thomson)*
- 13 May PHA calls on Wellington City Council to ban smoking on the waterfront *Newstalk ZB (George Thomson)*
- 21 May Third-hand smoke threat disputed *Taranaki Daily News, Nelson Mail (Nick Wilson)*
- 8 August Young occasional smokers are almost four times more likely to become daily smokers by their late 30s than their non-smoking peers. *Northern Advocate, Otago Daily Times, Wairarapa Times-Age Southland Times, Manawatu Standard (Lindsay Robertson)*
- 28 September Bar owners expressing opposition to moves by health officials to crack down on outdoor smoking areas. *TV One News (George Thomson)*
- 1 October A case of the vapers *Capital Magazine (Richard Edwards)*
- 21 November Should be higher taxes on cigarettes, *TV3 The Nation (Nick Wilson)*

Policy Submissions

ASPIRE2025 makes regular policy submissions on tobacco control issues. In 2015 George Thomson made submissions to Horowhenua District Council on their Draft Long Term Plan 2015-2025, to the Ministry of Health on the enforcement of the Smoke-Free Environments Act and to the Wellington City Council (for the PHA) on their Waterfront Plan. Richard Edwards led a written submission from the Department of Public Health in response to the Update of the New Zealand Health Strategy Consultation draft. Louise Marsh and Lindsay Robertson also wrote a submission in response to this draft document.

Other contributions to the tobacco control sector

ASPIRE2025 members lead or participate in several tobacco control groups and organisations across the health and NGO sectors. For example, we are invited members of the New Zealand National Smokefree Working Group, and ASPIRE2025 members sit on other influential committees. Richard Edwards is a member of the National Lung Cancer Working Group, the Expert Advisory Group of the Asthma Foundation, and the Cancer Society of New Zealand Health Promotion Committee. Janet Hoek is a member of the Australian Government's Expert Advisory Group on plain packaging. We meet regularly with the tobacco control team at the Ministry of Health. Janet Hoek chaired the University of Otago Smokefree Campus working group and oversaw the successful introduction of this policy in 2014. Janet Hoek was a member of the HPA Advisory group on refreshed health warnings. Richard Edwards, Anaru Waa and Rob McGee are members of the Research Coordinating Group of the NZ Youth and Tobacco Monitor Survey.

Our research partners are also actively involved in sector contributions. For example, Tala Pasifika are represented on the National Smokefree Working Group as a Smokefree Coalition Board member, a member of the Oceania Conference Programme Committee, and on the Ministry of Health's ABC Steering Group. ASPIRE2025 members have contributed to the development of the Hawkes Bay Smokefree 2025 strategy and dissemination through providing expert advice and giving invited presentations.

ASPIRE2025
Research
Outputs

ASPIRE2025 Research Outputs 2015

Journal articles

- Burton, S., **Hoek, J.**, Nesbit, P., & Khan, A. (2015). "Smoking is bad, it's not cool... yet I'm still doing it": cues for tobacco consumption in a 'dark' market. *Journal of Business Research*, 68(10), 2067-2074.
- Caldwell, B.** (2015). "A commentary re quitting activity and tobacco brand switching: findings from the ITC-4 Country Survey." *Australian and New Zealand Journal of Public Health* 39(2): 114-115.
- Gendall, P.**, Eckert, C., **Hoek, J.**, **Farley, T.**, Louviere, J., **Wilson, N.**, & **Edwards, R.** (2015). Estimating the 'consumer surplus' for branded versus standardised tobacco packaging. *Tobacco Control*, doi:10.1136/tobaccocontrol-2015-052488.
- Gendall, P.**, **Hoek, J.**, **Edwards, R.**, & Glantz, S. (In press). Effect of exposure to smoking in movies on young adult smoking in New Zealand. *PLoS ONE*, 11(3), e0148692.
- Guthrie, J.**, **Hoek, J.**, **Darroch, E.**, & Wood, Z. (2015). A qualitative analysis of New Zealand retailers' responses to standardised packaging legislation and tobacco industry opposition. *BMJ Open*, 5(11), e009521.
- Healey, B.**, & **Hoek, J.** (2015). Young adult smokers' and prior-smokers' evaluations of novel tobacco warning images. *Nicotine & Tobacco Research*, doi: 10.1093/ntr/ntv041.
- Healey, B.**, **Edwards, R.**, & **Hoek, J.** (2015). Youth preferences for roll-your-own versus factory-made cigarettes: trends and associations in repeated national surveys (2006–2013) and implications for policy. *Nicotine & Tobacco Research*, doi:10.1093/ntr/ntv135.
- Healey, B.**, **Edwards, R.**, **Hoek, J.**, **Wilson, N.**, **Thomson, G.**, Taylor, S. (2015). Youth exposure to in-vehicle second-hand smoke and their smoking behaviours: trends and associations in repeated national surveys (2006-12). *Tobacco Control* 2015; 24: 146-152.
- Hoek, J.**, **Gendall, P.**, Eckert, C., Louviere, J. (2015). Dissuasive sticks: the next step in standardised (plain) packaging? *Tobacco Control*, doi: 10.1136/tobaccocontrol-2015-052533.
- Hoek, J.** (2015). Informed choice and the nanny state: learning from the tobacco industry. *Public Health*, 129(8), 1038-1045.
- Hoek, J.**, & Robertson, C. (2015). How do young adult female smokers interpret dissuasive cigarette sticks? A qualitative analysis. *Journal of Social Marketing*, 5(1), 21-39.
- Hoek, J.**, **Edwards, R.**, & Daube, M. (2015). Standardised (plain) packaging: the time for implementation has come. *New Zealand Medical Journal*, 127(1417), 47-51.
- Hoek, J.**, **Gendall, P.**, Eckert, C., Kemper, J., & Louviere, J. (2015). Effects of brand variants on smokers' choice behaviours and risk perceptions. *Tobacco Control*, doi:10.1136/tobaccocontrol-2014-052094.
- Marsh, L.**, Ajmal, A., **McGee, R.**, **Robertson, L.**, Cameron, C., & Doscher, C. (2015). Tobacco retail outlet density and risk of youth smoking in New Zealand. *Tobacco Control*, doi: 10.1136/tobaccocontrol-2015-052512.
- Marsh, L.**, Cameron, C., Quigg, R., **Hoek, J.**, Doscher, C., **McGee, R.**, & Sullivan, T. (2015). The impact of an increase in excise tax on the retail price of tobacco in New Zealand. *Tobacco Control*, doi:10.1136/tobaccocontrol-2015-052259.
- Robertson, L. A.**, & **Marsh, L.** (2015). Smoke-free policies in New Zealand public tertiary education institutions. *Health Education Research*, doi: 10.1093/her/cyv004.
- Robertson, L.**, Iosua, E., **McGee, R.**, & Hancox, R. J. (2015). Non-daily, low-rate daily and high-rate daily smoking in young adults: a 17 year follow-up. *Nicotine & Tobacco Research*, doi: 10.1093/ntr/ntv167.
- Robertson, L.**, **Marsh, L.**, **Hoek, J.**, **McGee, R.**, & Egan, R. (2015). Regulating the sale of tobacco in New Zealand: a qualitative analysis of retailers' views and implications for advocacy. *International Journal of Drug Policy*, 26(12), 1222-1230.
- Tautolo, E. S.**, Iusitini, L., Taylor, S., & Paterson, J. (2015) Motivations for smoking cessation and the impact of regulatory tax increases amongst fathers within the Pacific Islands Families Study. *Journal of Smoking Cessation*, 1-6.
- Thomson, G.**, **Wilson, N.** (2015). The Global Tobacco Industry. Reference Module in *Biomedical Sciences*. Waltham, MA, Elsevier, 2015.
- Thomson, G.**, **Wilson, N.**, Collins, D., & **Edwards, R.** (2015). Attitudes to smoke-free outdoor regulations in the USA and Canada: a review of 89 surveys. *Tobacco Control*, Online 14 September. doi:10.1136/tobaccocontrol-2015-052426.
- Wilson, N.**, **Edwards, R.**, **Hoek, J.**, **Thomson, G.**, Blakely, T., van der Deen, F., **Caldwell, B.**, & **Crane, J.** (2015). Potential new regulatory options for e-cigarettes in New Zealand. *New Zealand Medical Journal*, 128(1425), 88-96.

Journal letters

- Edwards, R.,** Blakely, T., & van der Deen, F.S. (2015). Modelling of tobacco control interventions: a response. *New Zealand Medical Journal* 2015; 128:116-118.
- Edwards, R., Hoek, J.,** Beaglehole, R., **Wilson, N., Thomson, G., & Cunningham, C.** (2015). Realignment of tobacco control services—will it be sufficient to achieve the nation's Smokefree 2025 Goal. *New Zealand Medical Journal*, 128(1413), 84-87.
- Wilson, N.,** Oliver, J., & **Thomson, G.** (2015). Ten years of a national law covering smoke-free school grounds: a brief review. *Tobacco Control*, 25(1), 122-122.
- Wilson, N., Thomson, G., & Edwards, R.** (2015). The potential of Google Street View for studying smokefree signage. *Australian and New Zealand Journal of Public Health*, 39(3), 295-296.
- Wilson, N., & Thomson, G.** (2015). Suboptimal smokefree signage at some hospitals: field observations and the use of Google Street View. *New Zealand Medical Journal*, 128(1415), 56.

Blogs

- BODE3, ASPIRE2025.** (2015). Taxing tobacco in NZ: what we know and what could be next. *Public Health Expert*, <https://blogs.otago.ac.nz/pubhealthexpert>, 27 October 2015.
- Delany, L., & **Thomson, G.** (2015). The Trans Pacific Partnership Treaty and tobacco: no cause to celebrate. *Public Health Expert*, <https://blogs.otago.ac.nz/pubhealthexpert>, 21 December 2015.
- Edwards, R., Cunningham, C., Hoek, J., Thomson, G., & Wilson, N.** (2015). The Smokefree 2025 goal is in danger of receding – will the Ministry of Health's 'realignment' get it back on track? *Public Health Expert*, <https://blogs.otago.ac.nz/pubhealthexpert>, 18 May 2015.
- Edwards, R.,** Beaglehole, R., & **Erick, S.** (2015). Highlights of the World Conference on Tobacco or Health. *Public Health Expert*, <https://blogs.otago.ac.nz/pubhealthexpert>, 17 April 2015.
- Thomson, G., & Edwards, R.** (2015). The race to be the first place in Aotearoa to be smokefree. *Public Health Expert*, <https://blogs.otago.ac.nz/pubhealthexpert>, 17 December 2015.
- Wilson, N., Edwards, R.,** & Blakely, T. (2015). The Draft NZ Health Strategy: will it enable New Zealanders to “live well, stay well and get well”? *Public Health Expert*, <https://blogs.otago.ac.nz/pubhealthexpert>, 1 December 2015.
- Wilson, N., Edwards, R., Hoek, J., Thomson, G.,** Blakely, T., van der Deen, F.S., **Caldwell, B., Crane, J.,** & Bullen, C. (2015). Potential new regulatory options for e-cigarettes/ANDS in NZ. *Public Health Expert*, <https://blogs.otago.ac.nz/pubhealthexpert>, 25 May 2015.

Reports

- Edwards, R., Hoek, J., & Ball, J.** (2015). Smokefree 2025: ten years and counting. Report from the Public Health Summer School, 2015. University of Otago, Wellington, April 2015

Submissions

- Edwards, R.** Department of Public Health, University of Otago, Wellington. Written Submission in response to the Update of the New Zealand Health Strategy Consultation draft.
- Marsh, L., & Robertson, L.** SBRU. Written Submission in response to the Update of the New Zealand Health Strategy Consultation draft.
- Thomson, G.** (2015) Submission to Horowhenua District Council on their Draft Long Term Plan 2015-2025.
- Thomson, G.** (2015) Submission to the Ministry of Health on the enforcement of the Smoke-Free Environments Act.
- Thomson, G.** (2015) submission to the Wellington City Council (for the PHA) on their Waterfront Plan.

Conference contributions (papers, presentations and posters)

- Ball, J., Edwards, R., Waa, A., & Tautolo, D.** (2015). Smokefree 2025: policy experts' views on radical policy options. Presented at NZ Public Health Association Conference, Dunedin, New Zealand, September, 2015.
- Delany, L., **Thomson, G., Wilson, N.,** Curtis, H., & **Edwards, R.** (2015). An Act for Smokefree Aotearoa 2015. Presented at NZ Public Health Association Conference, Dunedin, New Zealand, September, 2015.

- Delany, L., & Thomson, G., (2015). International trade/investment law: changes for action on NCDS? Presented at *NZ Public Health Association Conference*, Dunedin, New Zealand, September, 2015.
- Edwards, R. (2015). How international trends map the way for local action and policy to support progress towards the Smokefree 2025 goal. Presented at *Partnerships as Pathways to Smokefree 2025 seminar*, Christchurch City Council, Christchurch, New Zealand, September, 2015.
- Edwards, R. (2015). Options for achieving the endgame: an appraisal of developed and developing country perspectives. In Symposium 7: Innovative approaches to endgame for tobacco. Presented at *16th World Conference on Tobacco or Health*, Abu Dhabi, March, 2015.
- Edwards, R., Ball, J., Waa, A., & Tautolo, E. (2015). Appraisal of radical options for achieving New Zealand's Smokefree 2025 goal. Presented at *Oceania Tobacco Control Conference*, Perth, Australia, October, 2015.
- Edwards, R., Healey, B., Ajmal, A., & Hoek, J. (2015). Evaluation of the impact of the removal of point of sale tobacco displays: data from a New Zealand youth survey. Presented at *Oceania Tobacco Control Conference*, Perth, Australia, October, 2015.
- Edwards, R., Pathmanathan, N., Hoek, J., De Andrade, M., & Thomson, G. (2015). A preliminary investigation of the consequences of tobacco company involvement in the e-cigarette industry. Presented at *Population Health Congress*, Hobart, Australia, September, 2015.
- Edwards, R., Tu, D., Newcombe, R., & Walton, D. E. (2015). Smoking prevalence in the 2013 New Zealand census: an exploration of socio-demographic patterns and changes since 2006. Presented at *Oceania Tobacco Control Conference*, Perth, Australia, October, 2015.
- Gendall, P., Hoek, J., & Edwards, R. (2015). Smokers' and non-smokers' support for endgame measures. Presented at *SRNT 21st Annual Meeting*, Philadelphia, USA, February, 2015.
- Gendall, P., Hoek, J., Edwards, R. (2015). Use and experiences of e-cigarettes in a dark market. Presented at *SRNT 21st Annual Meeting*, Philadelphia, USA, February 2015.
- Gendall, P., Hoek, J., Eckert, C., Louviere, J. Estimating the 'consumer surplus' for branded vs standardised tobacco packaging. Presented at *ANZMAC Annual Conference*, Sydney, Australia, December, 2015.
- Gifford, H., Erick, S., Tautolo, D., Hoek J., Gray, R. (2015). Smoking as an informed choice among young adult Māori and Pacific smokers. Poster presented at *Society for Research into Nicotine and Tobacco –Europe Conference*, Maastricht, The Netherlands, September, 2015.
- Hoek, J., & Ling, P. (2015). From replication to ostentation: the quest for authenticity among e-cigarette users. Presented at *ANZMAC Annual Conference*, Sydney, Australia, December, 2015.
- Hoek, J., Gendall, P., Eckert, C., & Louviere, J. (2015). Denormalising the object of consumption: could dissuasive sticks enhance standardised packaging? Presented at *ANZMAC Annual Conference*, Sydney, Australia, December, 2015.
- Hoek, J., Gendall, P., & Louviere, J. (2015). The next step in plain packaging? Dissuasive cigarette sticks and smokers' choice behavior. Presented at *AMA Marketing and Public Policy Conference*, Washington DC, United States, June, 2015.
- Hoek J., & Edwards, R. (2015). Radical endgame measures: Tackling "place" and "product". Presented at *ASH Scotland conference*, Edinburgh, Scotland, June, 2015.
- Hoek, J., & Gendall, P. (2015). Plain packaging 2.0: extending Australia's leadership. Presented at *ASH Scotland conference*, Edinburgh, Scotland, June, 2015.
- Hoek, J., (2015). Plain packaging of tobacco products: opportunities to extend Australia's approach. (Invited keynote) Presented at *Oceania Tobacco Control Conference*, Perth, Australia, October, 2015.
- Hoek, J., & Ball, J. (2015). An in-depth analysis of novel on-pack warning labels. Poster presented at *Society for Research into Nicotine and Tobacco –Europe Conference*, Maastricht, The Netherlands, September, 2015.
- Hoek, J., Gendall, P., Eckert, C., & Louviere, J. (2015). Dissuasive sticks: An extension of standardised (plain) packaging. Presented at *Society for Research into Nicotine and Tobacco –Europe Conference*, Maastricht, The Netherlands, September, 2015.
- Hoek, J., & Ling, P. (2015). A qualitative analysis of vaping among young adult smokers and non-smokers. Poster presented at *Society for Research into Nicotine and Tobacco –Europe Conference*, Maastricht, The Netherlands, September, 2015.

- Hoek, J., & Ling, P.** (2015). Perceptions of harm and safety among young adult e-cigarette users. Presented at *Oceania Tobacco Control Conference*, Perth, Australia, October, 2015.
- Hoek, J., Quigley, R., & Marsh, L.** (2015). Smokers' perceptions and experiences of a smoke-free campus. Presented at *SRNT 21st Annual Meeting*, Philadelphia, USA, February 2015.
- Hoek, J., & Smith, K.** (2015). A qualitative investigation of low income smokers' responses to excise tax increases. Presented at *SRNT 21st Annual Meeting*, Philadelphia, USA, February, 2015.
- Marsh, L., Ajmal, A., McGee, R., Robertson, L., Cameron, C., & Doscher, C.** (2015). Tobacco retail outlet density and risk of youth smoking. Presented at *NZ Public Health Association Conference*, Dunedin, New Zealand, September, 2015.
- Marsh, L., Cameron, C., Quigg, R., Hoek, J., & McGee, R.** (2015). The impact of an increase in excise tax on the retail price of tobacco in New Zealand. Presented at *NZ Public Health Association Conference*, Dunedin, New Zealand, September, 2015.
- Marsh, L., Cousins, K., Gray, A., Kypri, K., Connor, J., & Hoek, J.** (2015) The association of smoking with drinking patterns: opportunities to reduce smoking among students. Presented at *NZ Public Health Association Conference*, Dunedin, New Zealand, September, 2015.
- Thomson, G., & Wilson, N.** (2015). Taking the smoke out of 'a smoke and a drink. Presented at *NZ Public Health Association Conference*, Dunedin, New Zealand, September, 2015.
- Thomson, G., Wilson, N., & Delany, L.** (2015). Taming the monsters – tobacco industry corporations: problems, trends and solutions. Presented at *NZ Public Health Association Conference*, Dunedin, New Zealand, September, 2015.
- Thomson, G., Wilson, N., & Edwards, R.** (2015). Better smokefree signs at schools and hospitals? Presented at *NZ Public Health Association Conference*, Dunedin, New Zealand, September, 2015.

Seminars, Public Lectures

- Hoek, J.** (2015). ASPIRE 2025: evolution and endgame challenges. Presentation at *Tabakfaksta, Swedish Society of Medicine*, September, 2015.
- Hoek J.** (2015). ASPIRE 2025: evolution of a research group. Presentation at *Swedish Parliament*, September, 2015.
- Hoek J.** (2015). Could aversive sticks enhance plain packaging? Presentation at *Centre for Tobacco Control Research and Education, University of California San Francisco*, May, 2015.
- Hoek J.** (2015). The Smokefree 2025 Goal: New Zealand's tobacco endgame. Presentation to *Swedish NGOs, Tabaksfakta, Swedish Society of Medicine*, October, 2015.
- Hoek, J.** (2015). A qualitative exploration of young adults' responses to second generation on-pack warnings. Presentation at *Centre for Tobacco and Alcohol Studies, University of Edinburgh*, June, 2015.
- Hoek, J.** (2015). ASPIRE 2025: working towards a smokefree aotearoa. Presentation at *École des hautes études en santé publique*. September, 2015.
- Hoek, J.** (2015). Communicating risk to disbelievers. Presentation at *Tobacco Centre of Regulatory Science, University of California San Francisco*, May, 2015.
- Hoek, J.** (2015). Communicating risk to the invulnerable, *Department for Health, University of Bath*, September, 2015.
- Hoek, J.** (2015). Harnessing the Best of Both Worlds: combining US and NZ expertise to advance tobacco control. *Fulbright Association, Invited "Thought Leaders" lecture*, November, 2015.
- Hoek, J.** (2015). Plain packaging of tobacco products: opportunities to extend Australia's approach. Presentation to *Norwegian Ministry of Health and Norwegian Directorate of Health*, October, 2015.
- Hoek, J.** (2015). Plain packaging of tobacco products: opportunities to extend Australia's approach. Presentation at *Tobacco-Free Research Institute Ireland*. August, 2015.
- Hoek, J.** (2015). Pursuing a tobacco endgame: progress and opportunities from New Zealand. Presentation at *Swedish Parliament*, September, 2015.
- Hoek, J.** (2015). Tobacco control in New Zealand: progress, problems, opportunities. Presentation to *Scottish Coalition on Tobacco*, August, 2015.

Marsh, L. (2015). Using evidence to demonstrate support for Smokefree 2025. Presented at *Partnerships as Pathways to Smokefree 2025 seminar, Christchurch City Council*, Christchurch, New Zealand, September, 2015.

Marsh, L., & Robertson, L. (2015). How are we going to achieve a smokefree NZ Aotearoa by 2025? Reducing the Impact of Cancer. Presented at *Celebrating 25 years of Social and Behavioural Cancer Research: a symposium in collaboration with the Otago & Southland Branch of the NZ Cancer Society*, September, 2015.

Robertson, L. (2015). Retail: the evidence. Presented at *New Zealand's Tobacco Retailer Landscape*, November, 2015.

Robertson, L., Marsh, L., Hoek, J., McGee, R., & Egan, R. (2015). Regulating the sale of tobacco in New Zealand: a qualitative analysis of retailers' views. Presented at *The Inaugural Dunedin School of Medicine Symposium*, August, 2015.

Thomson, G., & Delany L. (2015). New ideas for a smokefree Aotearoa. Presented at *Department of Public Health, University of Otago, Wellington seminar*, August, 2015.

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