



# Learning from countries with endgame goals

**INSPIRED** project findings



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### Endgame thinking

- Tobacco use crisis
- 'Endgame' ideas
- Features:
  - overarching radical goal
  - time limited
  - reject businessas-usual



'Imagine things otherwise'

#### INSPIRED project

Canada

**Finland** 

**Ireland** 

**New Zealand** 

**Scotland** 

Sweden

Six countries with govt endgame goals:

- 1. Document & disseminate nature, progress and status of endgame goals
- 2. Share experiences, and learning

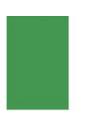
#### Methods

- 1. Select countries; recruit key informants
- 2. Design & distribute template
- 3. Info gathered by incountry team
- 4. Report to synthesise each country's experience and overall learning



#### Nature of endgame goals

2025 – Ireland New Zealand Sweden





2030 – Finland(nicotine-free goal)



**2034** – Scotland



**2035** – Canada



#### Comparing approaches

#### **Similarities**

- MPOWER measures mostly in place
- No cutting-edge novel endgame interventions (except additives)
- Strategy/action plan in almost all countries – variable extent and detail
- Stated equity focus

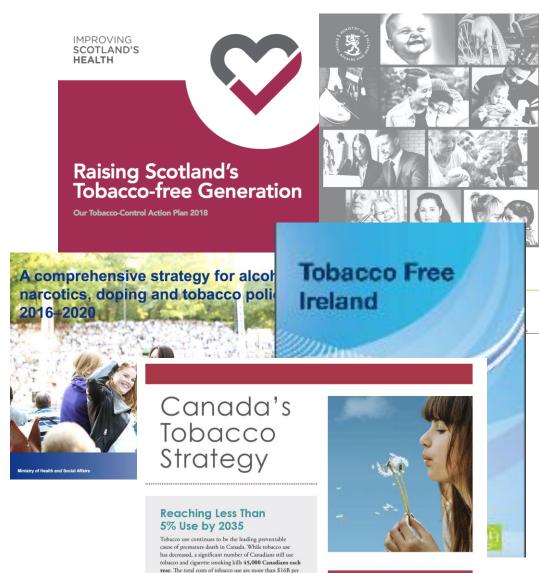
#### **Differences**

- Context important -> diverse
- Strong civil society engagement & partnership approach in Sweden, Ireland, Finland, Scotland
- Varying approaches to harm reduction

## Govt strategy/action plan

- Strategies in place in 5 of the 6 countries
- In NZ, only nongovt strategies





year. The Government of Canada has announced a target of less than 5% tobacco use by 2035 to reduce the staggering

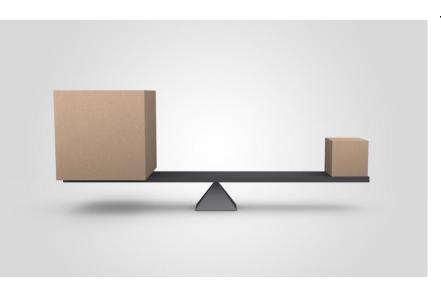
death and disease burden of tobacco use. Reaching this

target will save millions of lives and billions of dollars.

What does "Less than

5% by 2035" mean?

#### **Equity focus**



**But** – inadequate progress at reducing disparities often highlighted

All six countries have a stated focus on reducing disparities e.g:

- Scotland's strategy has a high priority on reducing socioeconomic inequalities
- NZ goal includes mid-term targets by ethnicity, strong Māori and Pacific leadership, Māori-led national advocacy organisation with a strong focus on reducing indigenous inequity

#### **INSPIRED** - Enablers

Political support

Strong
NGOs and
NGO
advocacy



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support

**Public** 

Govt commitment, strategy and timeframe

Cross-sector collaboration and structures

Interim targets, review mechanisms, evaluation and research

# Cross-sector work and strong NGOs

- Strong cross-sectoral activities in several countries
- NGO sector often described as key strength
- Mechanisms to coordinate integrated work btwn govt and NGO sector often present (NZ exception)





#### Challenges and threats

- Competing political priorities
- Persisting disparities in smoking
- Patchy application of proven measures
- Resources & capacity
- Lack of unity in tobacco control community
- Tobacco industry tactics



#### **Implications**



- Diverse goals and approaches
- Ongoing disparities= key challenge
- Need to intensify and consider bold endgame interventions
- This learning can help to inform decisionmaking in other countries

### Acknowledgements

Rob Cunningham (Canada) Meri Paavola, Heikki Hilamo and Otto Ruokolainen (Finland) David Evans, Fenton Howell (Ireland) Andrew Waa, George Thomson and Jane Chambers (New Zealand) Morris Fraser and Amanda Amos (Scotland) Göran Boethius (Sweden)



