

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 business-as-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 in-
country 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 non-govt strategies



IMPROVING SCOTLAND'S HEALTH



Raising Scotland's Tobacco-free Generation
Our Tobacco-Control Action Plan 2018



A comprehensive strategy for alcohol, narcotics, doping and tobacco policy 2016–2020




Ministry of Health and Social Affairs

Tobacco Free Ireland

Canada's Tobacco Strategy

Reaching Less Than 5% Use by 2035

Tobacco use continues to be the leading preventable cause of premature death in Canada. While tobacco use has decreased, a significant number of Canadians still use tobacco and cigarette smoking kills **45,000 Canadians each year**. The total costs of tobacco use are more than \$16B per 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?
Today, there are approximately 4.6 million Canadians

Equity focus



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

But – inadequate progress at reducing disparities often highlighted

INSPIRED - Enablers

Political support

Public support

Strong
NGOs and
NGO
advocacy



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 decision-making in other countries

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