

Emerging lessons from countries with tobacco endgame goals.

Findings from the INSPIRED (Network to Share Insights on Tobacco Endgames) project



25th SRNT Annual Meeting
February 20-23 2019, San Francisco

**Louise Thornley, Richard Edwards,
Robert Schwartz, Mervi Hara, Luke
Clancy, Sheila Duffy, Hans Gilljam**

Background

- Growth in ‘endgame’ ideas in tobacco control
- Features:
 - over-arching radical goal
 - time-limited
 - rejection of BAU for ‘endgame’ approaches
- 6 countries adopted Government endgame goals

‘Imagine things otherwise’



INSPIRED aims

1. Document and disseminate nature, progress and status of endgame goals

2. Share experiences, ideas and best practice



Methods

1. Select countries (Canada, Finland, Ireland, New Zealand, Scotland and Sweden) and recruit key informants
2. Design & distribute a template to gather info
3. Information gathered by in-country team using template and key documents
4. Drafted summary report of:
 - context/origins, current status and situation analysis of endgame goal in each country;
 - synthesised key learnings across countries

Nature of endgame goals



- Nicotine-free goal: less than 5% daily prevalence by 2030 for tobacco smoking and nicotine use



- Goal for minimal smoking prevalence and tobacco availability by 2025



- Goal to achieve less than 5% smoking prevalence by 2025



- Goal to achieve 5% or less smoking prevalence by 2034



- Goal to achieve less than 5% smoking prevalence by 2025 (snus excluded)



- Goal to achieve less than 5% smoking prevalence by 2035

Contexts

All (or most) countries have:

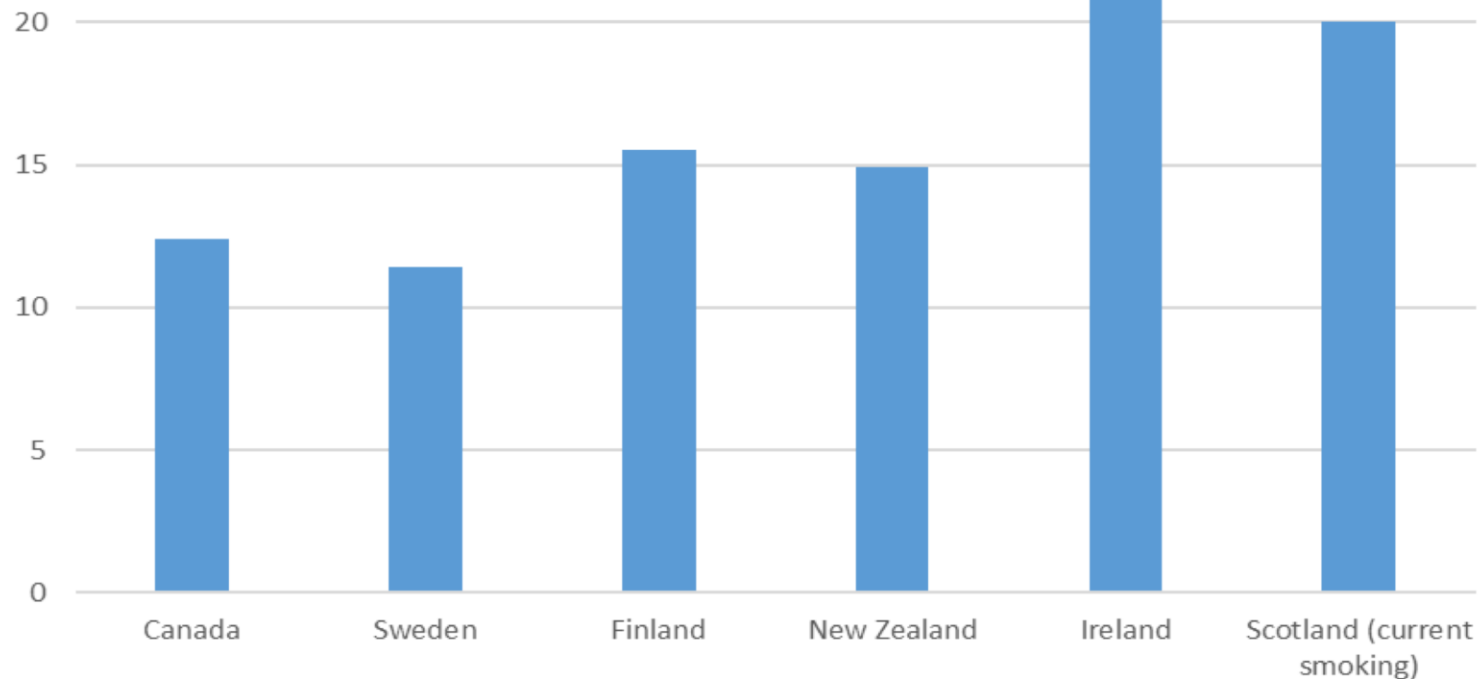
- relatively low, declining smoking prevalence
- history of strong TC policy implementation
- equity concerns as a key driver in endgame strategies
- public support for strong action on smoking
- advocacy from influential political ‘champions’
- strong NGO/civil society TC sector

But also, unique contextual features shaping nature of the endgame goal and approach

Progress towards endgame goals

Daily adult smoking prevalence in 2015 - women

Source: Global Burden of Disease estimates, The Lancet, April 5, 2017, and the 2015 Scottish Health Survey



Commonalities and differences in approach

Commonalities

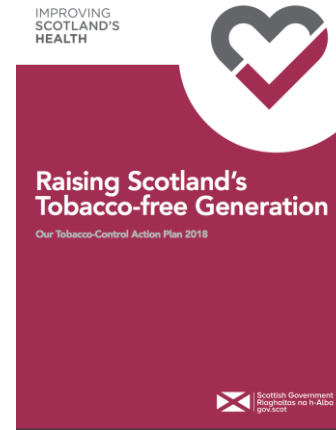
- MPOWER interventions mostly in place
- No cutting-edge novel endgame interventions
- Strategy/action plan in all countries **except NZ** – variable extent and detail
- Equity focus in all countries

Differences

- Context important -> heterogeneity
- Very strong civil society engagement and partnership approach in Sweden, Ireland, Finland and Scotland
- Varying approaches to harm reduction

Government strategy/action plan

- Strategies in place in Scotland, Ireland, Canada, Sweden and Finland
- Mostly limited in specific measures and timelines, no bold measures
- Non-Government strategies only in New Zealand



Proposals for action by the working group
Development of tobacco and nicotine policy

REPORTS AND MEMORANDUMS OF THE MINISTRY OF SOCIAL AFFAIRS AND HEALTH 402/18

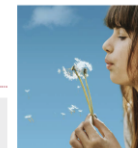


Canada's Tobacco Strategy

Reaching Less Than 5% Use by 2035

Tobacco use continues to be the leading preventable cause of premature death in Canada. With tobacco use in 2014, a significant number of Canadians die from tobacco-related diseases, including 35,000 Canadian youth. The Government of Canada has announced a target of less than 5% tobacco use by 2035 to reduce the ongoing health and disease burden of tobacco use. Reaching this target will save 60,000 lives and billions of dollars.

The Government of Canada will continue to implement and strengthen efforts to prevent youth and adult tobacco use, including the enforcement of the recently enacted Tobacco and E-Cigarette Act. As the first step in this strategy, the Government of Canada has announced a bold, new, comprehensive and integrated approach to addressing tobacco use.



What does 'Less than 5% by 2035' mean?

Today, more than 10 million Canadians are regular smokers. In 2014, only 10 million of which represented 20 million cigarette packs.

Based on population projections, including the fact of tobacco use by those 10 million from smoking 100 cigarettes per day, the number from smoking 100 cigarettes per day is 10 million Canadians using tobacco.

The Strategy will focus on broad population-level approaches needed to achieve the ambitious target of 5% by 2035, and represent approaches based on specific populations suffering from high levels of tobacco use. It recognizes the potential of innovative solutions—beyond those that will or would be using nicotine without tobacco—options—while continuing to prevent youth and adult tobacco use and reduce tobacco use in all provinces and territories, including in remote and underserved, and will provide grants and contribution funding to support the provinces in the current budget. Budget 2014 announced \$660 million in new funding for the Strategy to build on existing resources. Targeting the total investment to approximately \$300 million over the next five years.



Equity focus

- All the endgame countries have a stated focus on reducing disparities in smoking
- For example:
 - Scotland's and Ireland's strategies include a high priority on reducing socioeconomic/ethnic inequalities:
 - NZ includes ethnicity specific mid-term targets, strong Māori and Pacific leadership, Māori led national advocacy organization
- But – inadequate progress at reducing disparities often highlighted

INSPIRED - Enablers

- Political support
- Government commitment with comprehensive strategy and timeframe
- Strong NGOs and NGO advocacy
- Cross-sector collaboration and structures
- Public support
- Interim targets, review mechanisms, evaluation and research

Enablers – cross-sectoral activities and strong NGO sector

- Strong cross-sectoral activities in several countries
- NGO sector often described as key strength
- Specific mechanisms for coordination and Govt integration with NGO sector often present (not NZ)



Challenges and threats

- Competing political priorities
- Challenge of maintaining momentum with long term goals
- Level of resources and capacity to support interventions for endgame goals
- Persisting disparities in smoking prevalence
- Lack of unity in tobacco control community
- Tobacco industry tactics and interference

Conclusions

- Heterogeneity of contexts, goals and approaches (including Tobacco Harm Reduction)
- Marked similarities in enablers and challenges
- Ongoing disparities = key challenge
- ?? Need for intensification and consideration of bold endgame interventions
- Learning from INSPIRED countries important for evaluating effectiveness of approach and informing decision-making in other countries

Acknowledgements

Additional contributors from the 6 INSPIRED countries:

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)

Conflict of interest

The project is funded out of internal sources. The authors have no conflicts of interest to declare.



A Smokefree Aotearoa by 2025

—let's do it for the kids



ASPIRE
2025

Kia ora
Thank you

richard.edwards@otago.ac.nz
louise.thornley@otago.ac.nz

www.aspire2025.org.nz

[@ASPIRE2025](https://twitter.com/ASPIRE2025)