

Ending tobacco use – learning from six countries with tobacco endgame goals

Report from the INSPIRED
collaboration



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

Endgame thinking

- Rejects:
 - status quo
 - lack of defined end goal
 - *ad hoc* incrementalism
 - reliance on business-as-usual (BAU) approaches
- Advocates:
 - end not control of tobacco epidemic
 - bold endgame goals in defined (short) timeframe
 - game changer ‘endgame’ interventions
 - strategic, planned approach

Imagining things otherwise: new endgame ideas for tobacco control

Ruth E Malone

May 2013 Volume 22 Supplement 1

TOBACCO CONTROL



tobaccocontrol.bmj.com

BMJ

INSPIRED project

Scope and aims

Six countries with govt endgame goals:

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

Methods

Information gathered through document review and information from in-country key informants

Canada

Finland

Ireland

New Zealand

Scotland

Sweden

**INSPIRED -
Phase 1 findings (2018)**

Timing and 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
- Govt strategy/action plan (except NZ) – variable extent and detail
- Equity focus
- Strong civil society engagement & partnership - especially Sweden, Ireland, Finland, Scotland
- No cutting-edge endgame interventions implemented or being considered

Differences

- Contexts diverse (important)
- Nature of goal (Finland = nicotine-free)
- Timelines (2025-35)
- Approaches to harm reduction

Govt strategy/action plan

- Strategies in place in 5 of the 6 countries
- But measures generally BAU
- In NZ, non-govt strategy – but included endgame measures



IMPROVING SCOTLAND'S HEALTH

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

Tobacco Free Ireland

A comprehensive strategy for alcohol, narcotics, doping and tobacco policy 2016-2020
Ministry of Health and Social Affairs

Canada's Tobacco Strategy

Reaching Less Than 5% Use by 2035

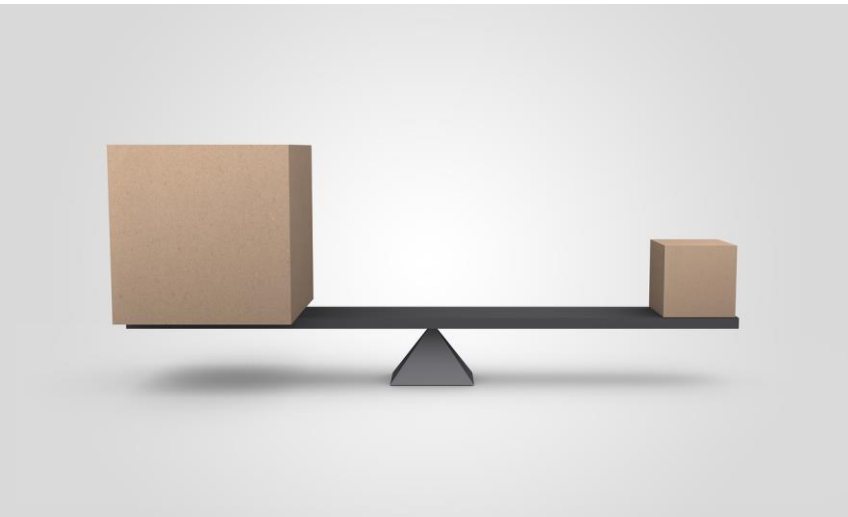
Tobacco use continues to be the leading preventable cause of premature death in Canada. While tobacco use has decreased, a significant number of Canadians still use tobacco and cigarette smoking kills **45,000 Canadians each year**. The total costs of tobacco use are more than \$16B per year. The Government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

The Government of Canada will continue its legislative and regulatory efforts to protect youth and non-smokers, including

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

Today, there are approximately **4.6 million Canadians** (15%) using tobacco, of which approximately 3.9 million are cigarette smokers.

Equity focus



All six countries have a stated focus on addressing inequity e.g:

- Scotland's strategy has very high priority on reducing socioeconomic inequality
- NZ goal includes mid-term targets by ethnicity, strong Māori and Pacific leadership, Māori-led national advocacy organisation

But – inadequate progress at reducing inequity often highlighted

INSPIRED - Enablers

Political support

Strong
NGOs and
NGO
advocacy

Cross-sector
collaboration and
supporting
structures



Public support

Govt commitment,
strategy and
timeframe

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 and integrate work of Govt and NGO sector often present (NZ = exception)



Challenges and threats

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



Implications



- Diverse goals and approaches appropriate
- Addressing inequity = key challenge
- Need to intensify measures and consider endgame interventions
- Learning can help to inform decision-making in other countries

INSPIRED - 2022 update

Data collection underway to assess experiences, progress and lessons learnt in 2022

2022 update (1)

Some major developments:

- Canada – dissuasive sticks proposal, 2021 endgame summit
- Finland - Working Group to make further proposals to reach the endgame goal (2022)
- Ireland – new (2022) Tobacco Free Ireland plan and survey showing strong support for endgame measures
- New Zealand – (2021-22) action plan and legislation, major declines in smoking prevalence in 2020/21
- Scotland – new strategy due in 2023
- Sweden – TBC

2022 update (2)

Next steps for INSPIRED

- Data collection underway (watch this space!)
- New report + paper
- ? Recruit new participants
- ? Develop web-based resource
- ? Other dissemination ideas

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)



Thank you

Further information

<https://aspire2025.org.nz>

<https://blogs.otago.ac.nz/pubhealthexpert/>

richard.edwards@otago.ac.nz

ASPIRE2025 | Research for a
tobacco-free Aotearoa

