

Experiences from the first six countries to implement tobacco endgame goals

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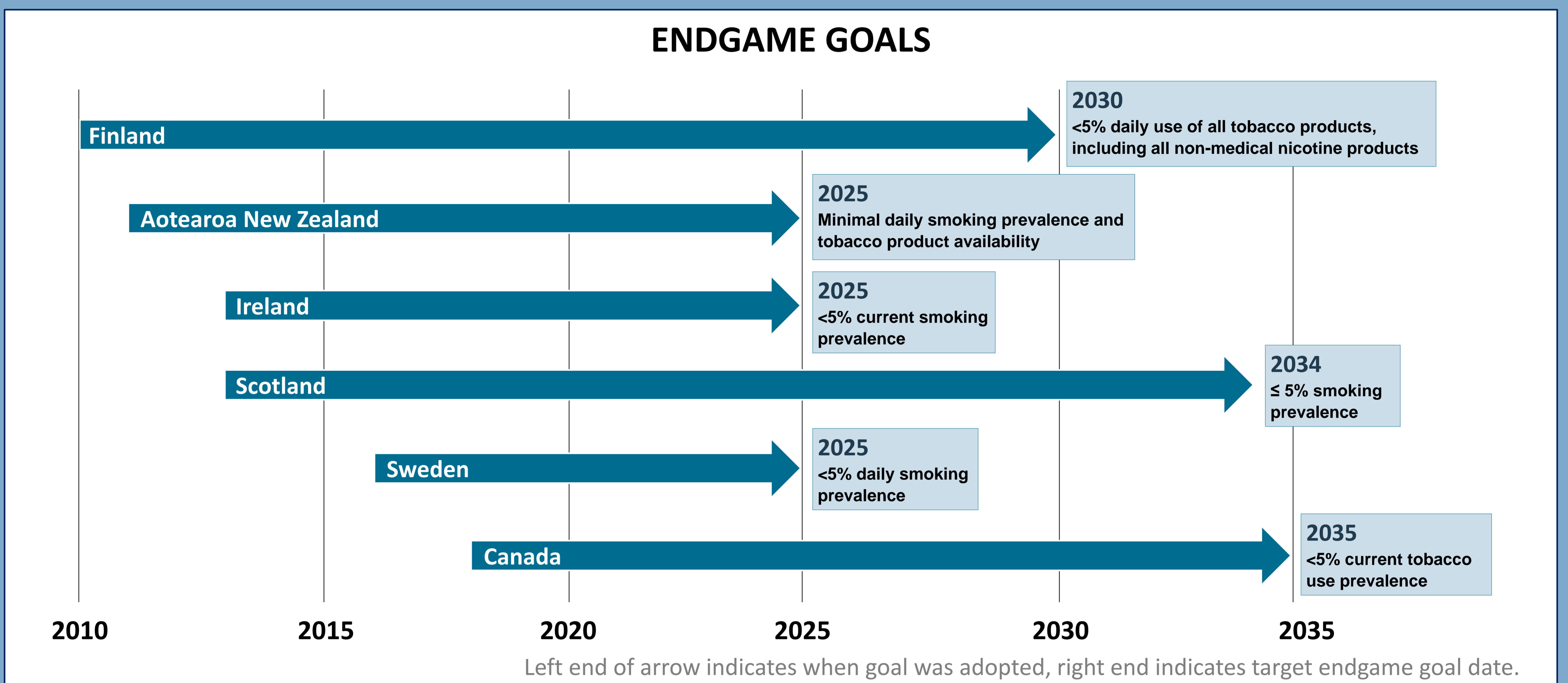
BACKGROUND & AIM

- Some governments have adopted 'endgame' goals to reduce smoking or tobacco use to a low level over a defined time period.
- By 2018, government endorsed endgame goals had been introduced in Finland, Aotearoa New Zealand, Ireland, Scotland, Sweden, and Canada.
- The INSPIRED project aims to describe and critically review progress with endgame goals in these countries.

METHODS

- Performance towards achieving endgame goals was assessed by completion of data collection templates by tobacco control experts from each country.
- Key measures included prevalence patterns, nature of the endgame goal, action plans, progress reports, and introduction of tobacco control measures.
- Data were collected in 2018 and 2023.

RESULTS



KEY FINDINGS

Current smoking prevalence ranged from 8% (Aotearoa New Zealand, 2022/23) to 18% (Ireland, 2022).

Adoption of harm reduction approaches to achieve the endgame goal varied. Finland had the only goal to include ending nicotine use.

Progress in reducing smoking prevalence varied and inequities remain in each country.

All countries have an endgame strategy and interventions beyond MPOWER measures; but debatably none had implemented endgame measures.

The Aotearoa New Zealand government recently introduced but then abandoned three key endgame policies.

DISCUSSION AND CONCLUSIONS

- Participants agreed that having an endgame goal helped achieve progress in minimising smoking prevalence.
- To ensure INSPIRED countries equitably achieve their endgame goals, it is likely that further interventions, including endgame measures, are needed.
- The recent repeal of legislation in Aotearoa New Zealand by an incoming government highlights the importance of having cross-party support to enact bold endgame policies to achieve endgame goals.

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	Tobacco Industry	E-cigarette & nicotine product industry (excluding pharma)	Pharma Industry
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Research for a tobacco free future

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