

Experiences of smoking unacceptability in people who currently smoke in Aotearoa New Zealand:

Findings from the 2022 EASE/ International Tobacco Control New Zealand Survey

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BACKGROUND & AIM

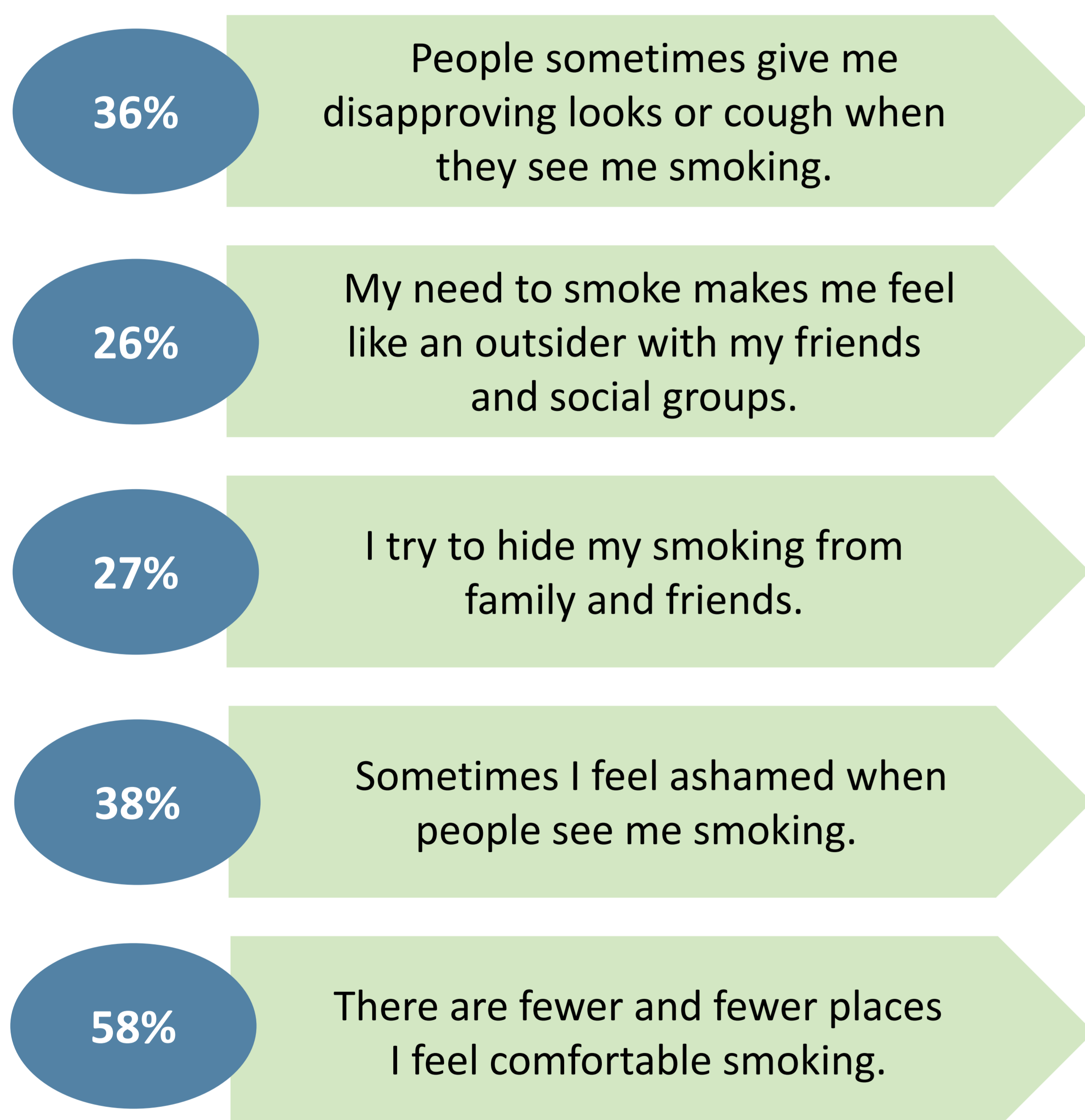
- Smoking prevalence in Aotearoa New Zealand decreased from 18.4% in 2011/12 to 8.3% in 2022/23.
- Several studies have reported associations between smoking's decreased social acceptability and declines in smoking prevalence.
- This study explored perceptions and experiences of social disapproval/social unacceptability of smoking among people who smoke.

METHODS

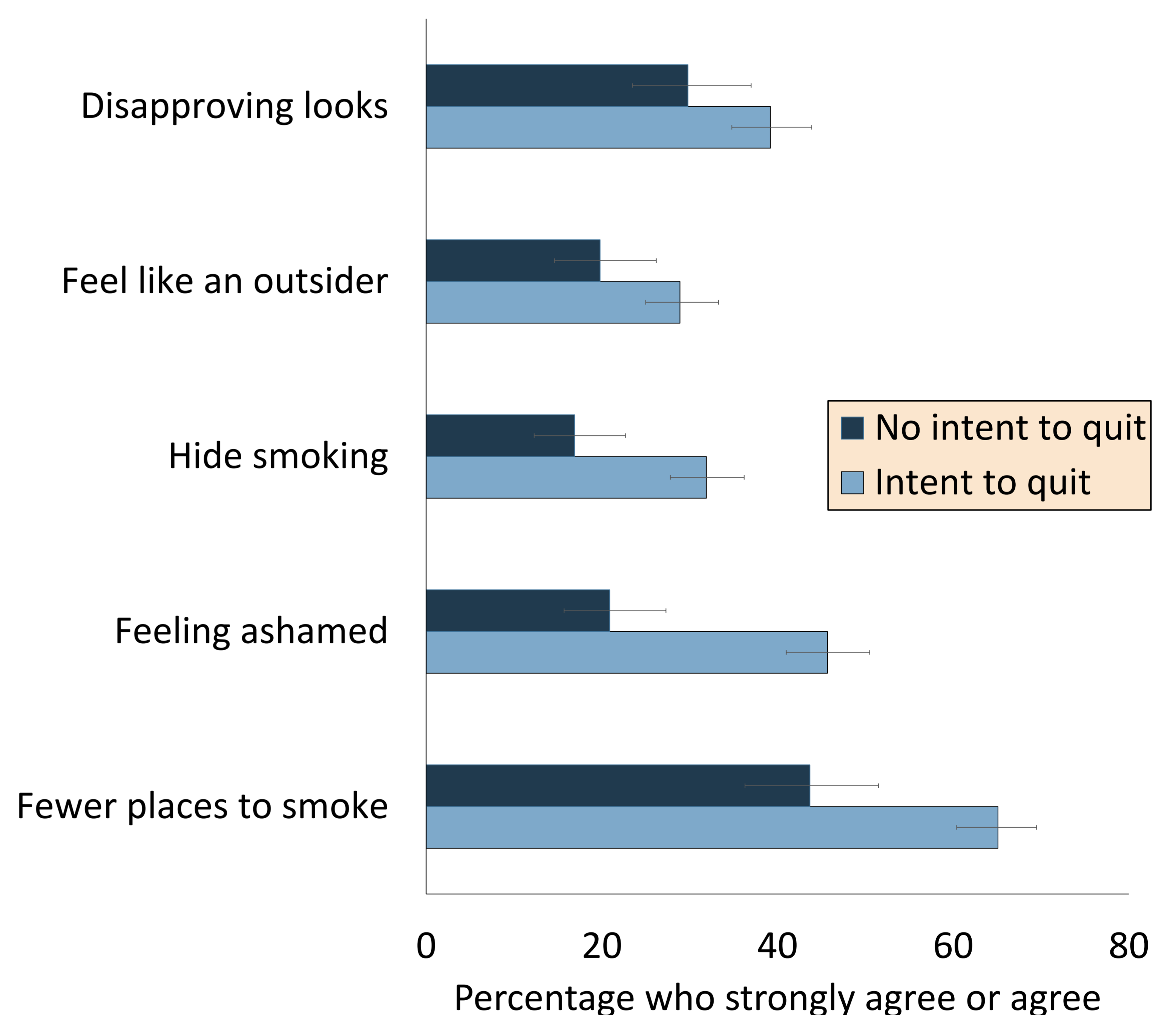
- We analysed data from the 2022 EASE/International Tobacco Control New Zealand Survey, which included 1,040 participants who currently smoke (691 participants reported they planned to stop smoking in the future, with 284 reporting no plan to stop smoking).
- Data were weighted to represent the national profile of people who smoke. "Don't know" and "Refused" responses were excluded.

RESULTS

Percentage of participants who strongly agreed or agreed with statements



Percentage of participants who strongly agreed or agreed with statements by intention to quit



DISCUSSION AND CONCLUSIONS

- A substantial proportion of people who smoke in Aotearoa New Zealand reported social unacceptability and experiencing others' disapproval.
- Intention to quit smoking was positively associated with reports of unacceptability.
- These findings suggest that, as smoking becomes less socially acceptable, intentions to quit increase. While denormalising smoking remains important, interventions also need to avoid marginalising people who smoke.

