

Janine Nip¹, Richard Edwards¹, Jude Ball¹, James Stanley¹, El-Shadan Tautolo², Andrew Waa¹, Jane Zhang¹, Geoffrey T. Fong^{3,4}, Thomas Agar³, Anne C.K. Quah³

1. University of Otago Wellington, Wellington, New Zealand, 2. Auckland University of Technology, Auckland, New Zealand, 3. University of Waterloo, Waterloo, ON, Canada, 4. Ontario Institute for Cancer Research, Toronto, ON, Canada.

BACKGROUND

- In 2021, the New Zealand Government implemented Aotearoa New Zealand's Smokefree Action Plan, with world-first measures to rapidly and substantially reduce smoking prevalence:
 - Mandated very low nicotine cigarettes (VLNCs).
 - Substantial reduction in tobacco retailer outlet numbers.
 - Introduction of a 'smokefree generation' by banning the sale of tobacco products to people born after 2008.
- In January 2022, the New Zealand Government passed legislation to support the plan. However, after a change of government in November 2023, the legislation has since been repealed.

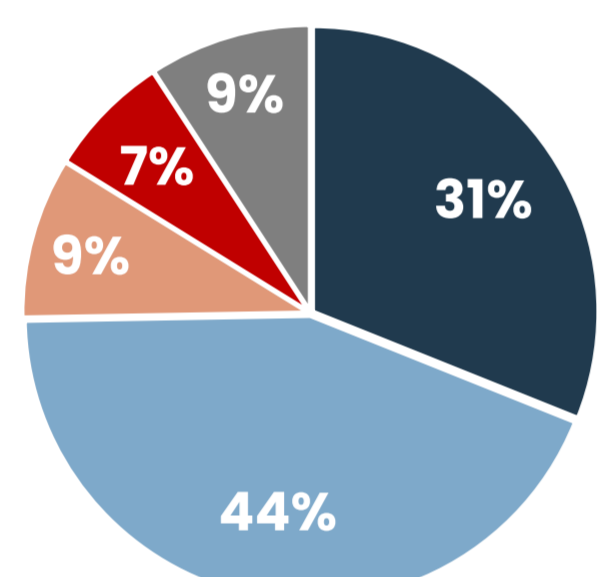
AIM & METHODS

- This study aimed to investigate support for the Smokefree Action Plan measures using data from the 2022 EASE / International Tobacco Control New Zealand Survey of people who smoke or recently quit smoking.
- We analysed data from 1478 participants (698 smoked daily, 342 smoked less than daily, 438 quit smoking in the last 2 years). 597 participants were Māori.
- Data were weighted to represent the national profile of people who smoke or recently quit smoking.
- "Refused" responses were excluded.

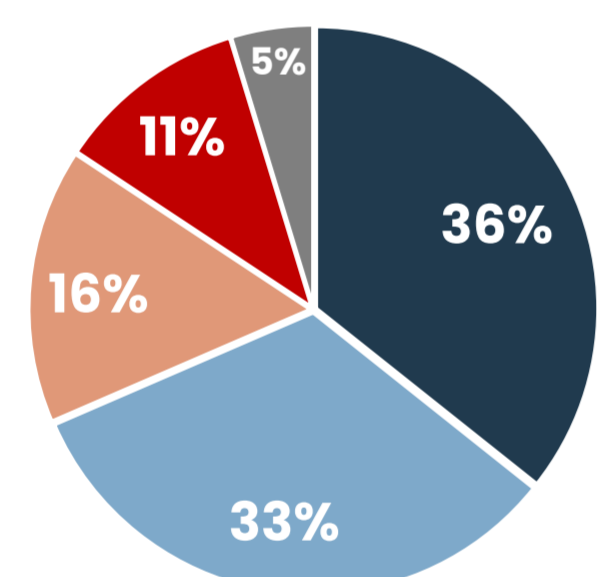
RESULTS

Support for measures among participants that quit smoking

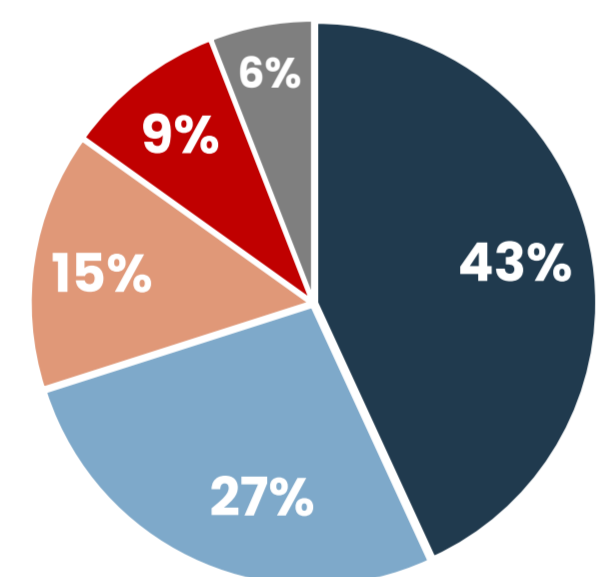
Very low nicotine cigarettes (n=432)



Retailer reduction (n=430)



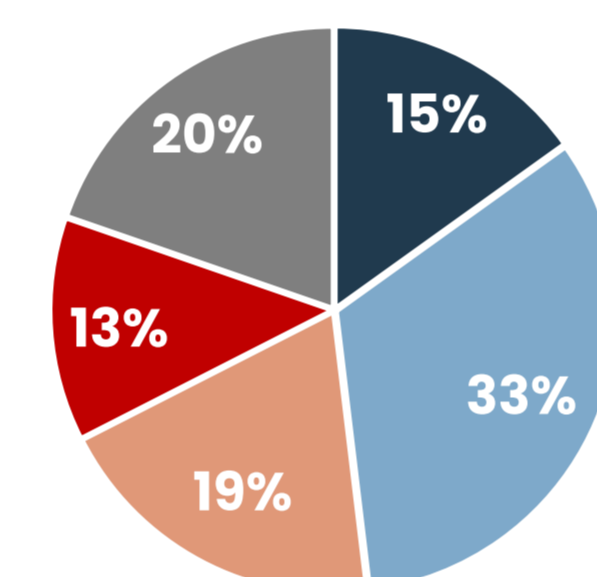
Smokefree generation (n=432)



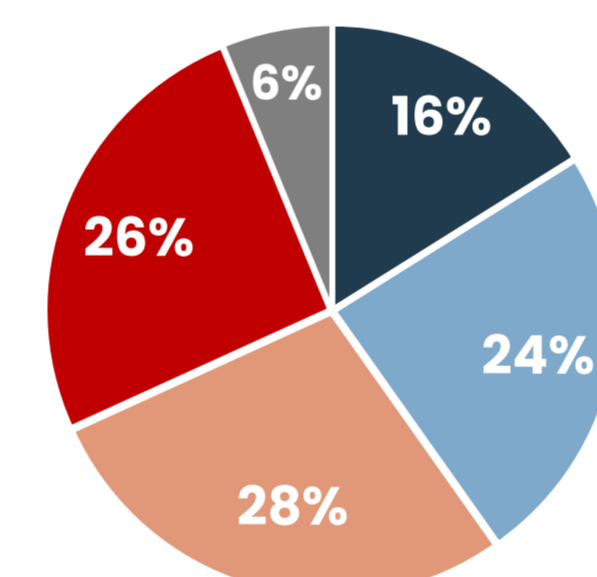
Legend: Strongly support (dark blue), Support (light blue), Oppose (red), Strongly oppose (dark red), Don't know (grey)

Support for measures among participants that smoke

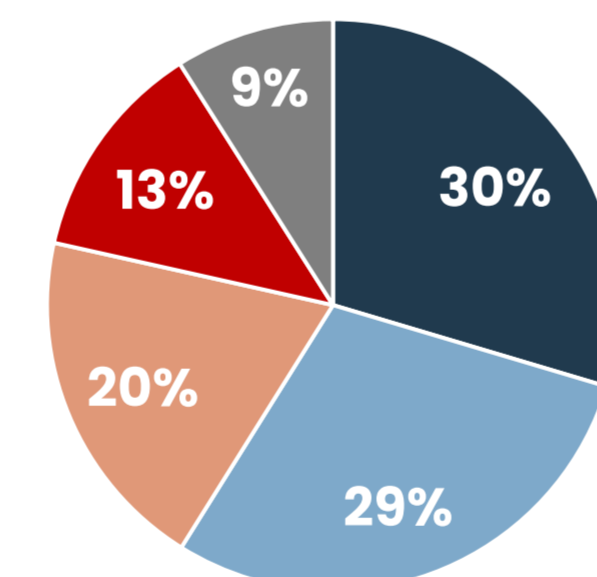
Very low nicotine cigarettes (n=1027)



Retailer reduction (n=1025)

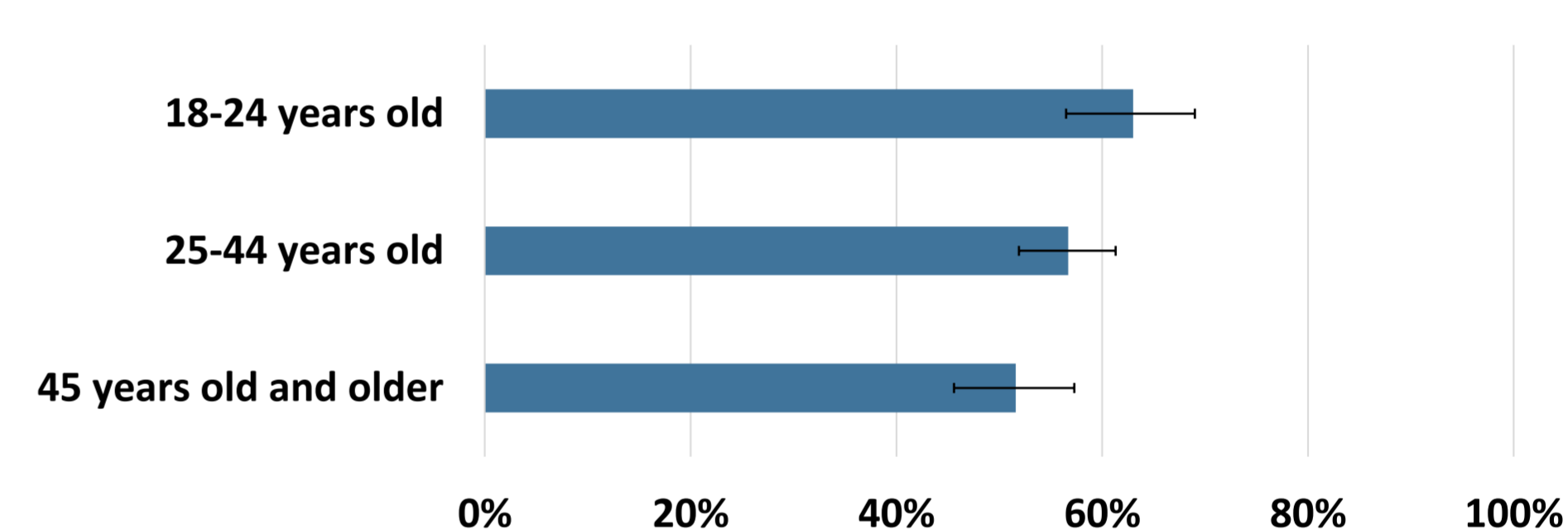


Smokefree generation (n=1014)

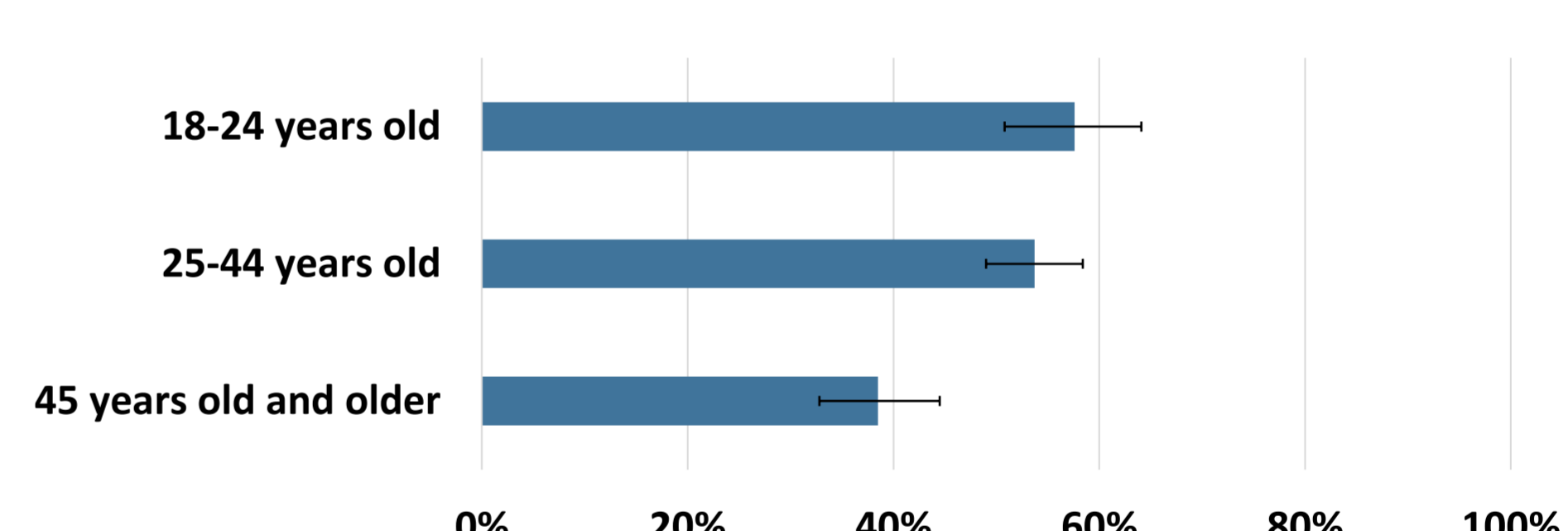


Support* by age group

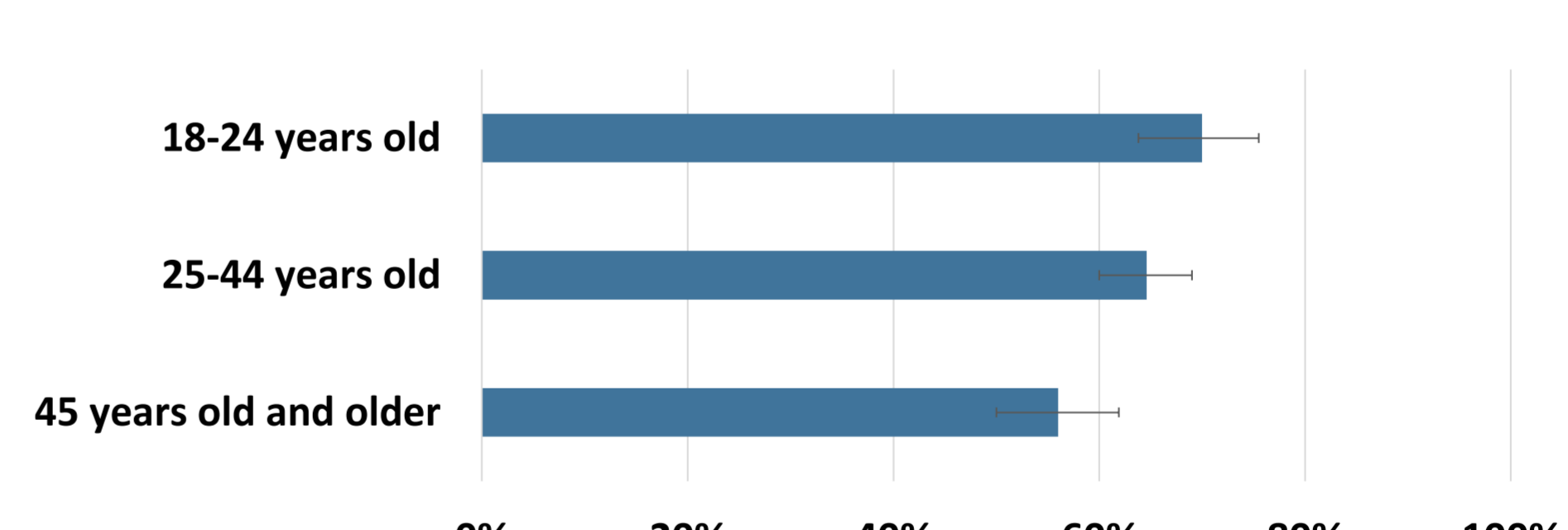
Very low nicotine cigarettes (n=1459)



Retailer reduction (n=1455)



Smokefree generation (n=1446)



Error bars above are 95% confidence intervals. * Support= strongly support + support

DISCUSSION AND CONCLUSIONS

- Overall, the measures have substantial support from people who smoke or recently quit smoking.
- Support for the measures (including the smokefree generation) trended towards being higher in the youngest age group.
- These findings strengthen the case for retaining or reintroducing key measures included in Aotearoa New Zealand's Smokefree Action Plan and legislation.

This research was funded by the New Zealand Health Research Council (19/641) with additional support from Canadian Institutes of Health Research (FDN-148477) and the Ontario Institute for Cancer Research (IA-004).

	Tobacco Industry	E-cigarette & nicotine product industry (excluding pharma)	Pharma Industry
The work being presented has received funding or other means of support from any of the following sources:	NO	NO	NO
Any of the authors have received funding (including consultancy) from any of the following sources in the past 5 years:	NO	NO	NO

