

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 & AIM

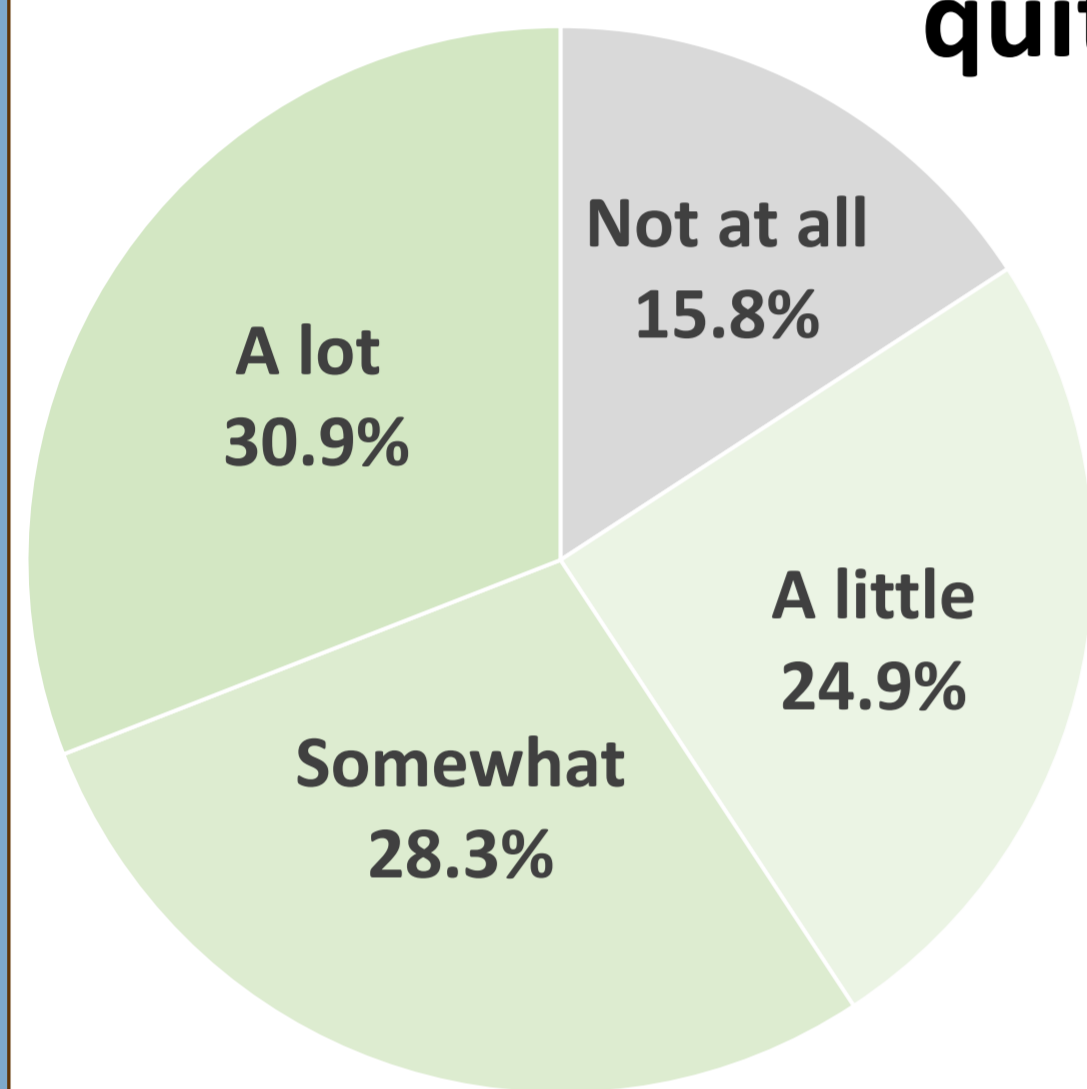
- Aotearoa New Zealand has a Smokefree Aotearoa goal to reduce smoking prevalence to less than 5% for all peoples by 2025.
- This study aimed to assess key smoking and quitting related attitudes and behaviours among people who smoke in Aotearoa New Zealand and whether these varied by ethnicity. Data from the 2022 EASE / International Tobacco Control New Zealand Survey were used.

METHODS

- We analysed data from 1040 participants who currently smoke (698 smoked daily and 342 smoked less than daily).
- 415 participants were Māori (Indigenous people of Aotearoa).
- Data were weighted to represent the national profile of people who smoke.
- “Don’t know” and “Refused” responses were excluded.

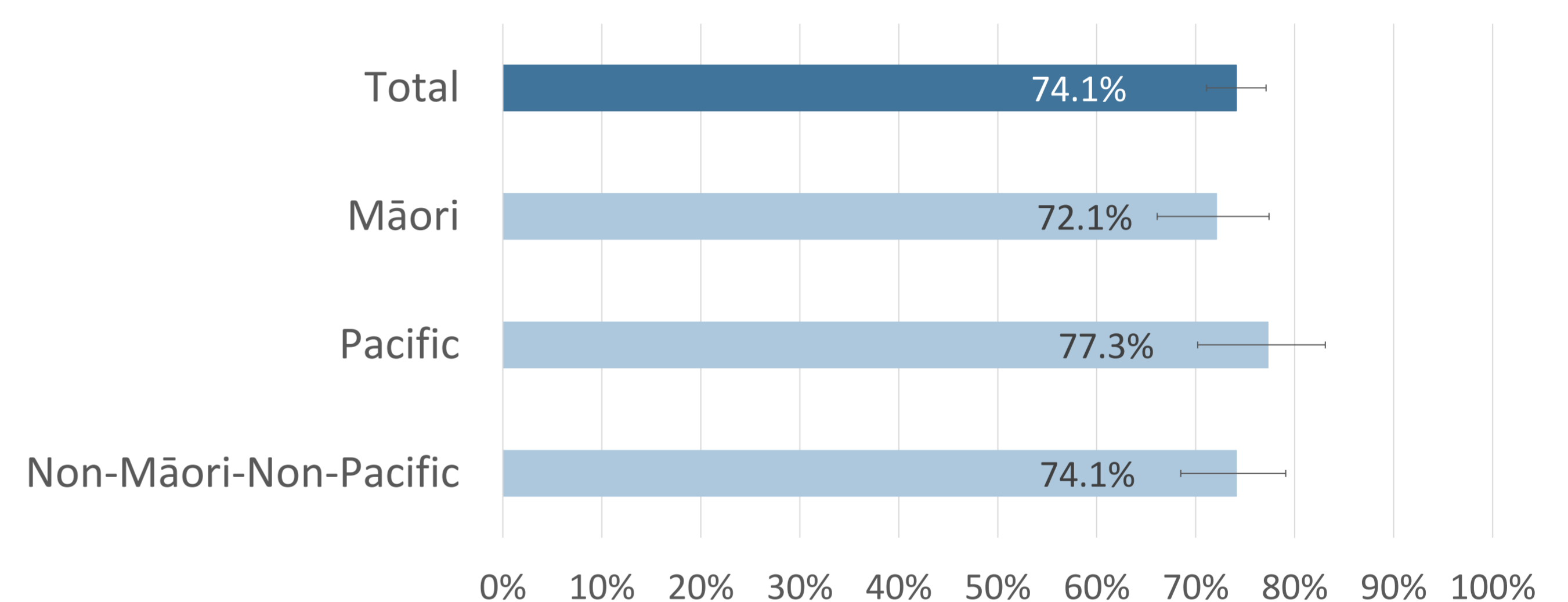
RESULTS

Percentage of participants that want to quit smoking (n=1020)

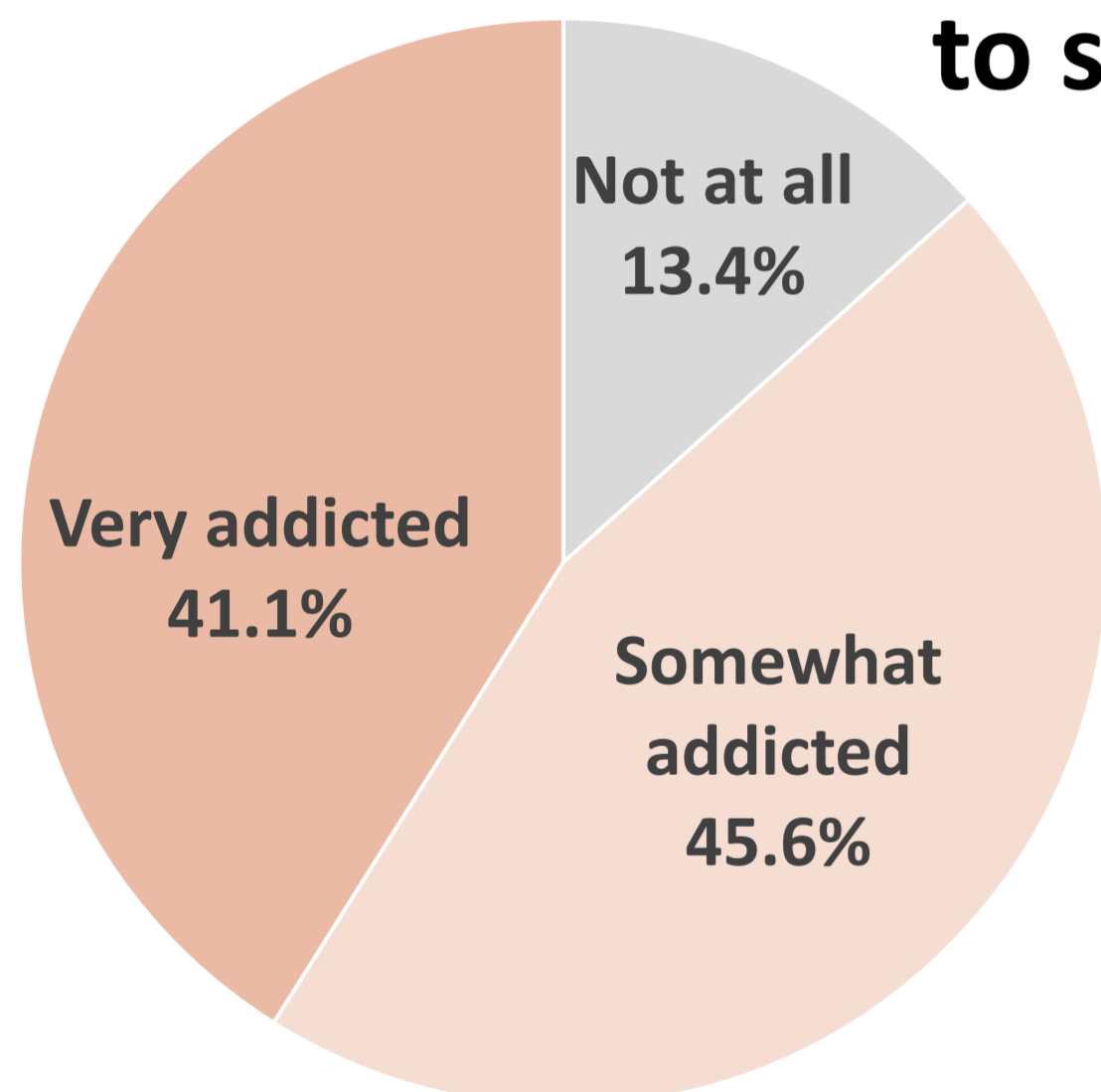


	Percentages by ethnicity		
	Māori	Pacific	Non-Māori-Non-Pacific
Not at all	12.0% (8.5, 16.8)	13.0% (8.6, 19.1)	18.9% (13.9, 25.0)
A little	23.9% (18.6, 30.2)	22.5% (17.0, 29.0)	26.2% (21.5, 31.5)
Somewhat	27.1% (22.1, 32.8)	29.8% (23.3, 37.3)	28.8% (23.9, 34.3)
A lot	37.0% (31.1, 43.2)	34.7% (27.6, 42.6)	26.1% (21.3, 31.5)

Percentage of participants that regretted having started smoking* (n=1016)

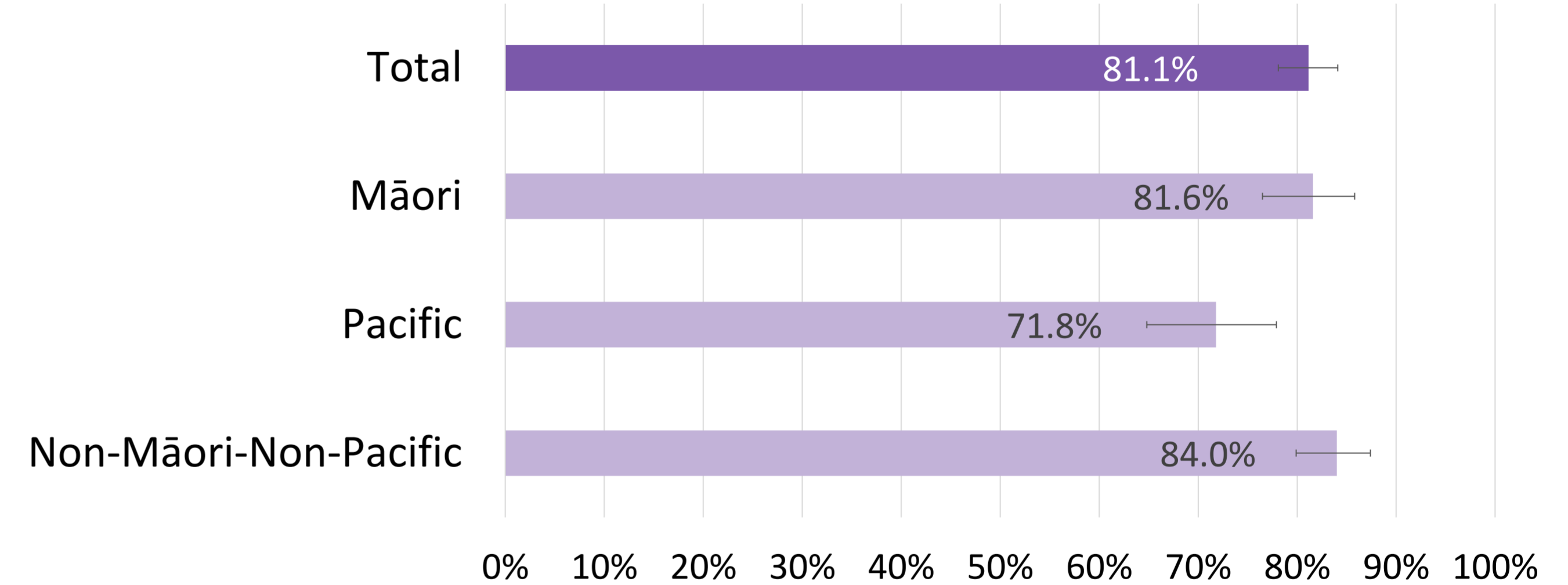


Percentage of participants that feel addicted to smoking (n=1014)



	Percentages by ethnicity		
	Māori	Pacific	Non-Māori-Non-Pacific
Not at all	10.1% (7.1, 14.1)	23.8% (17.8, 31.1)	11.3% (8.5, 14.8)
Somewhat	42.2% (36.0, 48.6)	45.1% (37.7, 52.7)	47.3% (41.3, 53.3)
Very	47.7% (41.4, 54.0)	31.1% (24.4, 38.7)	41.4% (35.7, 47.4)

Percentage of participants that had tried to quit smoking in the past (n=1040)



Values in brackets above are 95% confidence intervals.

Error bars above are 95% confidence intervals.

* Participant agrees that if they had the chance to live their life again, they would not have started smoking.

DISCUSSION AND CONCLUSIONS

- The findings from this study demonstrate that most people who smoke want to quit smoking and regret having started smoking.
- However, over 80% of participants had tried to quit in the past but were unable to and over 85% reported that they were addicted to smoking.
- Findings were similar across different ethnicity groups. However, wanting to quit ‘a lot’ trended towards being higher for Māori and Pacific peoples, demonstrating the importance of support to do so.
- These results underscore the necessity for more robust measures to help people to quit smoking, and suggest denicotinisation of cigarettes to make them non-addictive would be a highly effective measure.

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	Tobacco Industry	E-cigarette & nicotine product industry (excluding pharma)	Pharma Industry
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Janine.nip@otago.ac.nz ASPIREaotearoa.org.nz



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