

Tobacco Control Research Tūranga



Innovative Ideas to Reach 2025

Associate Professor Chris Bullen, National Institute for Health Innovation
Dr Marewa Glover, Centre for Tobacco Control Research





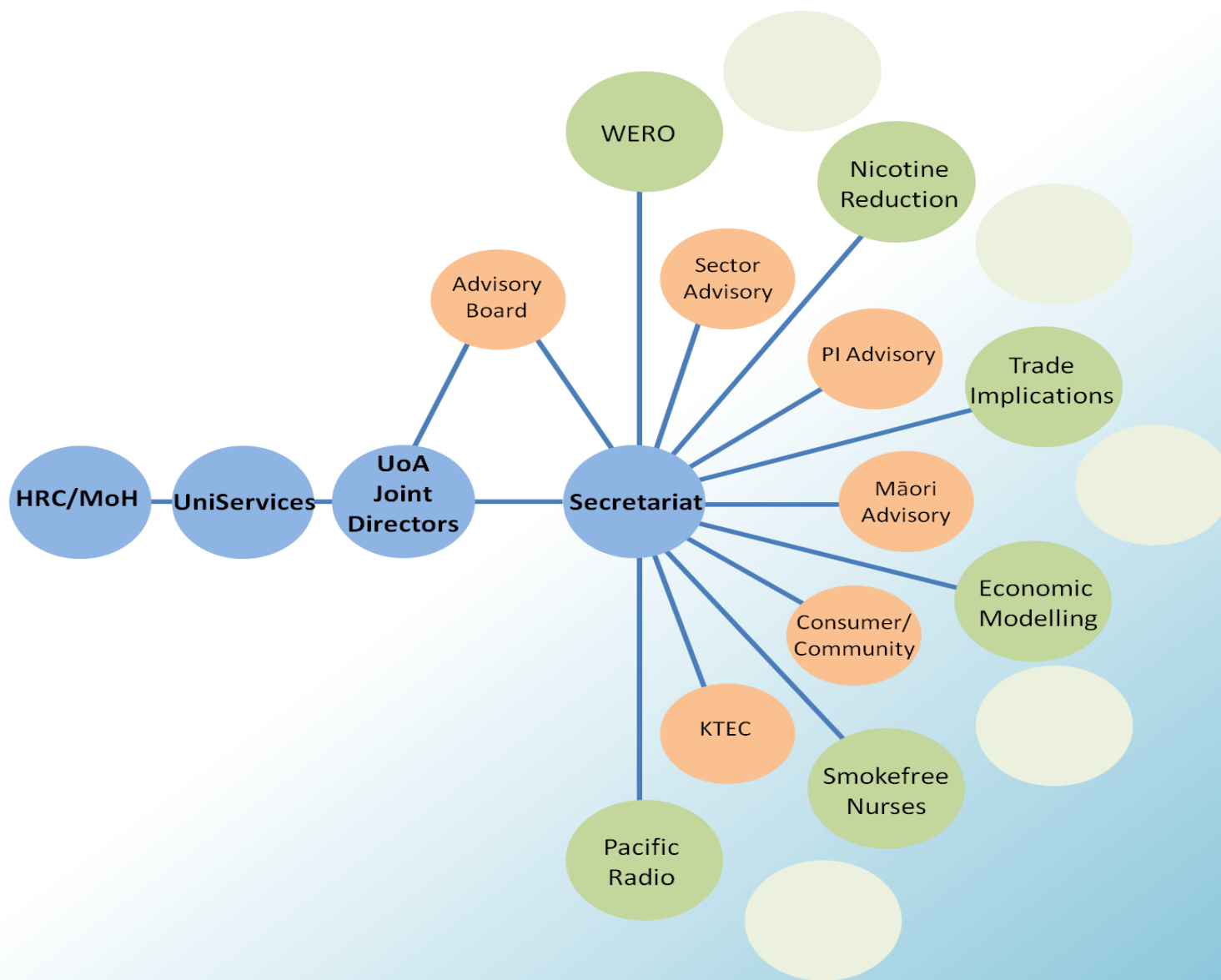
New Research Funding Model

- Established 2011
- Research programmes usually fully scoped and budgeted from the outset
 - Funder knows what they're getting
- Tūranga is charged with identifying research priorities & designing or commissioning research projects as we go



The Tūranga brief

- Innovative, edgy,
- interventions focused,
- Rapid turnaround
- Multi-institution, multi-disciplinary collaboration
- Strongly linked to information needs of end users
- Inform rapid prevalence reduction overall but also in priority population groups
- Ability to be scaled up





Advisory Group

- Chair: Dr Lynne Lane, CEO MHC
- Joint Directors:
 - Associate Professor Chris Bullen, NIHI, University of Auckland
 - Dr Marewa Glover, Centre for Tobacco Control Research, University of Auckland
- Members:
 - Dr Vili Nosa, Pacific Health, University of Auckland
 - Prof Alistair Woodward (tobacco control expertise)
 - Paul Badco, Ministry of Health
 - Ana Apatu, Hawke's Bay District Health Board
 - Dr Tana Fishman, General Practice and Primary Healthcare

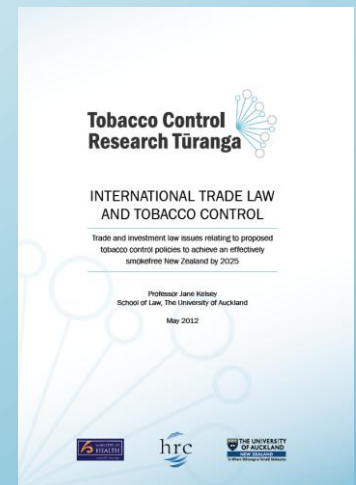


INTERNATIONAL TRADE LAW AND TOBACCO CONTROL

Professor Jane Kelsey¹

- Policy Analysis that considered Endgame strategies against existing international trade and investment treaties.
- Highlighted critical potential barriers for strategies needed to advance NZ to being smokefree.
- Completed May 2012
- Available from <http://turanga.org.nz>

1. Faculty of Law, University of Auckland

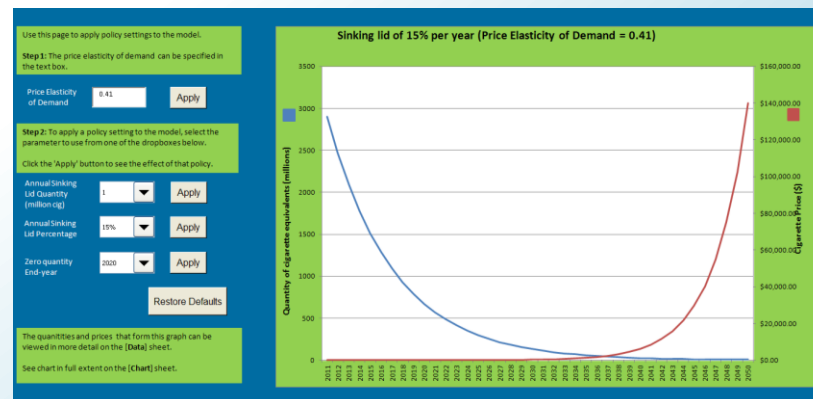




QUOTA MANAGEMENT POLICY FOR NZ TOBACCO SUPPLY

Professor Caroline Saunders¹, Dr Peter Tait¹, Paul Rutherford¹


- Economic modelling study considering the potential for a quota management system for tobacco.
- Completed February 2012.
- Available from www.turanga.org.nz

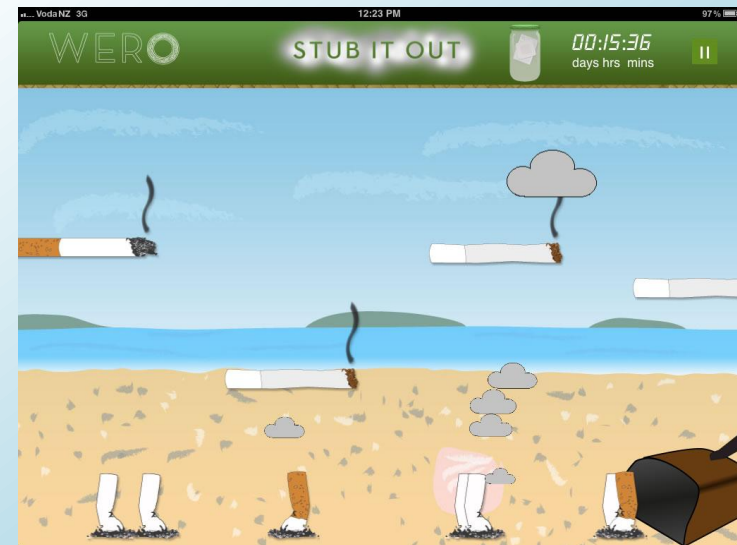




WERO: A GROUP STOP SMOKING COMPETITION

Dr Marewa Glover¹, Dr Chris Paton², Nathan Cowie¹, Dr Anette Kira¹

- Group stop smoking contest to potentially trigger ‘mass quitting’.
- www.wero.me + iPad App + iPad Game
-  WeroChallenge



1. Centre for Tobacco Control Research (CTCR), University of Auckland
2. National Institute for Health Innovation (NIHI), University of Auckland



MONOAMINE OXIDASE INHIBITORS – ARE THERE MORE THERE THAN HAVE YET BEEN FOUND?

Dr Penelope Truman¹, Dr Peter Northcote²

- Experimental Laboratory methodology
- Aims to purify and characterise unrecognised monoamine oxidase inhibitors
- To test if it causes changes in the addictive response to nicotine
- End result to investigate if monoamine oxidase inhibitors can make NRT more effective
- Completed by July 2013

1. ESR

2. Victoria University, Wellington



NICOTINE REDUCTION STUDY

Dr Natalie Walker¹, Dr Murray Laugesen², Dr Penny Truman³,
Trish Fraser⁴, Associate Professor Chris Bullen¹,
Dr Marewa Glover⁵

- 3 arm RCT that explores smoking behaviour of those with access to de-nicotinised cigarettes
 - In addition to their usual cigarettes
 - Instead of their usual cigarettes
 - Along with Nicotine Replacement products
- Will help to inform the potential contribution of removal of nicotine from tobacco as a strategy

1. NIHI
2. End Smoking NZ
3. Institute of Environmental Science and Research (ESR)

4. Global Public Health
5. CTCR



COST OF SMOKING STUDY: QUIT PRICE POINT

Prof Randolph Grace¹, Dr Murray Laugesen², Dr Bronwyn Kivell³

- Face to face questionnaire in 4 cities
- How many cigarettes would you smoke if they were X price (free-\$5 per stick)?
- Pre-tax increase baseline, post-tax increase follow-up (Feb/March 2013)
- E-Cigarette component – cigarettes smoked if e-cigs affordable and available
- Tūranga contributing Auckland data collection
- Completed by April 2013

1. University of Canterbury
2. Health New Zealand
3. Victoria University



FINDING WAYS AROUND TOBACCO TAX: PACIFIC PEOPLE AND DUTY FREE CIGARETTES

Dr El-Shadan Tautolo¹, Dr Heather Gifford¹, Professor Richard
Edwards¹

- Qualitative study addressing the lack of information around purchase and distribution of duty-free tobacco
- Specifically focussing on Pacific population
- Explores patterns of behaviour around purchasing duty-free tobacco
- Aims to assess the degree that duty-free undermines tobacco tax increase
- Completed by June 2013



SMOKEFREE ROHE

Dr Janine Paynter¹, Associate Professor Chris Bullen², Dr Marewa Glover¹

- To test the feasibility of establishing tobacco-free (then smokefree) communities
- Participatory Action Research methodology
- Trialled within Auckland under collaboration with Tūranga, Auckland City, Cancer Society, ARPHS, CMDHB, Waitemata DHB
- Opportunity to target a large population group



TALANOA SAMOA: CESSATION ON PACIFIC RADIO

Dr Vili Nosa¹, Dr Marewa Glover², Dudley Gentles², Associate Professor Chris Bullen³

- No documented cessation programmes delivered over radio at present.
- Randomised controlled trial of a smoking cessation intervention delivered over Samoan radio.



AWHI - Incentives

Dr Marewa Glover¹, Dr Anette Kira¹, Dr Natalie Walker², Professor Linda Bauld³

“Innovators are inevitably controversial.”

Eva Le Gallienne.

- Paying pregnant women who smoke to quit appears to be highly successful, but it has met with strong criticism in the UK.
- We undertook a Randomised Controlled Trial to test the feasibility of using financial incentives to decrease smoking rates among pregnant Māori women.



INTRODUCING E-CIGARETTES IN CLINICAL PRACTICE FOR SMOKERS WITH MULTIPLE ADDICTIONS

Dr Penny Truman¹, Dr Geoffrey Robinson²

- Observational study
- Aims to test the uptake and acceptability of electronic cigarettes for patients undergoing alcohol and drug detoxification in a hospital setting.



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Emerging Issues Fund

- \$100,000 per year
- Open to any NZ researchers
- Assessing panel
- Terms of Reference



Scholarship Fund

- Build tobacco control research capacity & capability
 - 1 x 3yr PhD - \$25,000 + fees + expenses
 - 4 x 1yr Masters - \$10,000 + fees + expenses



PhD Scholarship Recipient

James Greenwell

- University of Auckland
- Examining the effects of social network modelling among adolescent Māori females

Mapping relationship characteristics of social networks

- Identifying social network structures influencing tobacco use rates
- Using behaviour diffusion to assess how individual behaviours aggregate to collective health behaviours

Supervisors: Dr Judith McCool & Assoc. Prof Cliona Ni Mhurchu





Masters Scholarship Recipient

Fraser Putt

- Victoria University, Wellington
- Experimental Laboratory study examining the biochemical and behavioural cause of addiction to tobacco smoking

Supervisors: Dr Bronwyn Kivell and Dr Penelope Truman





The Tūranga is supported through the Reducing Tobacco-related Harm Research Partnership co-funded by the Health Research Council of New Zealand and the Ministry of Health (HRC grant 11/818)

Follow the Tūranga:

- www.turanga.org.nz
-  Tobacco Control Research Turanga NZ
-  @TurangaNZ
- m.glover@auckland.ac.nz





Acknowledgements

