

# The National Smokefree Working Group (NSFWG)

Planning initiatives to ensure:



# ***Purpose, Role & membership***

- Providing national strategic leadership on tobacco control initiatives by acting as an organising and planning body for national multi-stakeholder projects.
- Working in cooperation and collaboration with each other & the sector and undertaking national collaborative projects
- Facilitating communication and information sharing with the sector
- Members are national organisations or represent a national service
- Have an active commitment to Tobacco Control
- Recognise the priority needs of tangata whenua and other communities of interest
- Full & observer members

# ***Current focus and commitment***

- Many members of the group were instrumental in Developing the Smokefree Coalition Vision for 2020
- Following the Māori Affairs Select Committee Inquiry into the harmful effects of Tobacco on Māori and the subsequent Government commitment to Smokefree Aotearoa 2025 the working group developed a logic model of how we could there. Three work streams:
  - increasing successful **cessation**
  - **regulation and legislation** to restrict the demand and supply of tobacco
  - **increasing public support** to reduce the number of New Zealanders, especially children, starting to smoke



*Together,  
we're building a  
social movement  
and creating a  
national identity.*



**NZ Government Goal**

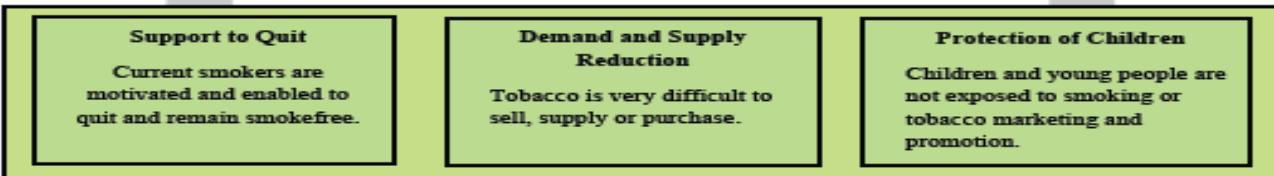
**SMOKEFREE AOTEAROA/NEW ZEALAND 2025**

**Outcomes**

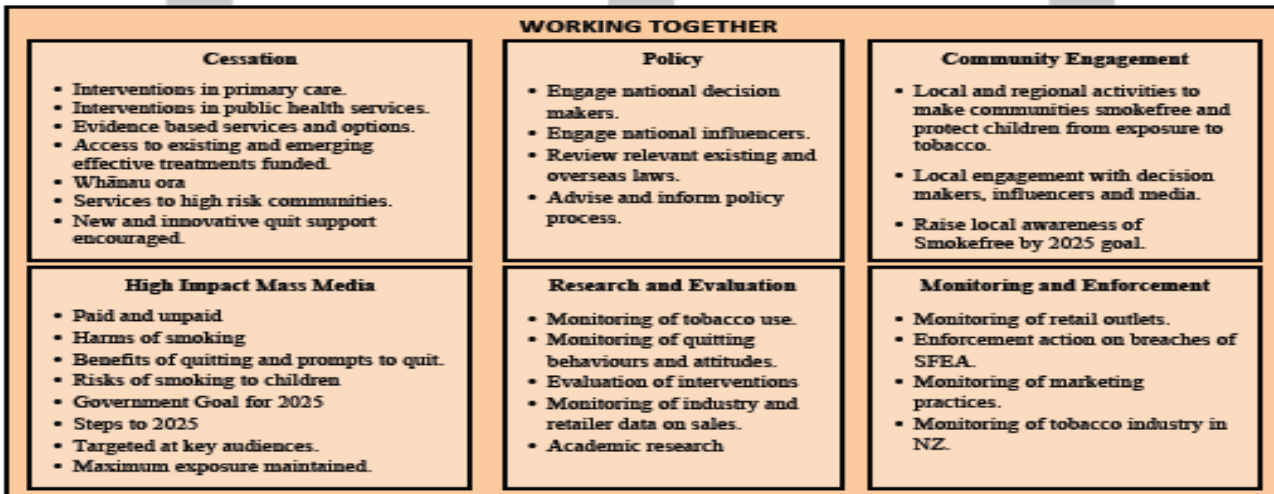
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**Impacts of Tobacco Control Sector Activities**



**Tobacco Control Sector Activities**



**RESEARCH AND EVIDENCE**

**Key strategic document**  
**Smokefree Aotearoa 2025**  
**Next Steps Action Plan**  
**2013 -2015**



# ***Purpose***

- Describes the focus for 2013 to 2015, that members consider are most urgent.
- Further actions will be identified and prioritized as progress is made and as needs change.
- The aim is a national, regional and local focus on these evidence based goals to get to 2025
- The action plan has been communicated to the sector as widely as possible
- The action plan includes performance indicators that are reported on every six months.
- One page updates are produced and communicated to the sector after each meeting to reflect progress

# ***Who needs to work together to achieve the plan:***

- Researchers and evaluators- provide evidence
- Policy workers – determine possible legislation & regulation and the possible impact of changes
- Service providers - support cessation
- Communication managers - messaging & media
- Mass & social media marketers –public communication
- CEOs – talk to people of influence
- Communities –iwi, hapu, whanau & individuals
- health promoters & health workers -change makers
- Enforcement officers – support legislation &regulation



# ***Increasing Successful Cessation: GOALS***

1. Smokers make more quit attempts.
2. More smokers use NRT
3. Full access to excellent cessation support and treatments.
4. Smokers know about the support they need.
5. Smokers are regularly nudged toward quitting.

# ***Increasing public support***

1. New Zealanders know about and support 2025 goal and the steps needed to achieve it.
2. New Zealanders anti-tobacco and pro-smokefree attitudes increase.
3. More smokefree settings.

# ***Increasing effective legislation and regulation***

1. Higher Tax increases per year
2. Mandatory retail licence
3. Plain packaging
4. Smokefree cars
5. Effective pack warnings
6. Full FCTC implementation
7. Full industry disclosure

## *New issues*

- *Ban Duty Free Tobacco (added 2014)*
- *E cigarette regulation*

# *Increasing effective legislation and regulation*

## **Higher Tax increases per year**

**Rationale:** Increasing tax is the single most effective evidence based policy to reduce tobacco consumption

10% x 4 years (to 2016) good but it has been modelled to reduce all smoking prevalence we need at least 20% - some say 40% .

# *Increasing effective legislation and regulation*

## **Mandatory retail licences**

**Rationale:** We lack a comprehensive database of how much tobacco is sold where which creates compliance difficulties

Difficulty communicating regulation changes and monitoring sales to under 18s

A licensing scheme would enable stronger controls and provide valuable information

# ***Increasing effective legislation and regulation***

**Plain packaging – the current main focus**

**Rationale:** Will be covered by Louise Marsh, Richard Edwards & Janet Hoek after lunch

Along with information about a toolkit for submissions to support you to be part of the legislative process by Prudence Stone.

# ***Increasing effective legislation and regulation***

## **Smokefree cars**

**Rationale:** To protect children from second hand smoke

Example of local action to be covered after the morning tea break by Smokefree South Canterbury group member

# *Increasing effective legislation and regulation*

## **Effective pack warnings**

**Rationale:** Part of plain packs –to refresh and develop effective warning labels that are effective in getting smokers to think about quitting



# *Increasing effective legislation and regulation*

## **Full FCTC implementation**

Rationale: Some outstanding and important areas of compliance remain, such as eliminating duty free tobacco sales, and ensuring equity of outcomes for Maori.

# *Increasing effective legislation and regulation*

## **Full industry disclosure**

**Rationale:** Disclosure by Tobacco Companies rules over 10 years old. Annual returns have limited value at present.

International best practice expects disclosures of most harmful additives

Following MASCI government noted it would consider a more specific and effective information disclosure regime

# ***NSFWG contact and communications***

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- Cessation: Bruce Bassett – Quit
- Public Support: Skye Kimura Paul, CSNZ
- Regulation & Legislation: Prudence Stone, SFC & Stephanie Erick, ASH

**Questions and/or comments welcome**