

Tobacco Control Seminar Series

2014

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Overview

- Plain packs legislation
 - E-cigarettes
 - Open areas calculator
 - 2014 tax increase
 - Review of tobacco control services
 - New Zealand guidelines for helping people quit smoking
 - Other work.
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Plain packaging

- Smoke-free Environments (Tobacco Plain Packaging) Amendment Bill introduced to Parliament on 17 December 2013 – now available at www.legislation.govt.nz
 - First reading was 11th February (last night) and has now been referred to the Health Select Committee where the public will be given a chance to make submissions to the Committee.
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E-cigarettes

Ministry of Health's position:

- There is not enough evidence to be able to recommend e-cigarettes as an aid to quit smoking.
- The Ministry recommends that smokers continue to use approved smoking cessation aids, until more evidence is available.

Legal position:

- E-cigarettes that contain nicotine and/or make a therapeutic claim cannot be legally sold, supplied or advertised in New Zealand without approval.
 - E-cigarettes (with or without nicotine) that resemble tobacco products may not be sold to people under 18 years.
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Open areas calculator

- High Court (Auckland) ruled that the ‘Open areas calculator’ was incorrect in law.
 - Definition of “substantially enclosed” in the internal area clause is unclear.
 - A new policy directive is being considered.
 - In the meantime, Smokefree Enforcement Officers will need to exercise their subjective judgement.
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2014 tax increase

- The tax on tobacco products increased by 11.28% on 1 January 2014 (1.28% CPI adjustment).
 - Price changes were varied, particularly for manufactured cigarettes (packs of 20).
 - Loose tobacco increased by about 10.5%.
 - Higher priced (\$19 - \$20) brands increased by about 6 - 8%.
 - Medium priced brands (\$18) increased by about 11%.
 - Lower priced brands (\$16) increased by 2% - 4%.
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Review of tobacco control services

- Review being undertaken by SHORE/Whariki research centre.
 - To inform medium to long term service planning with a view to achieving the Smokefree 2025 goal.
 - Looking at the configuration, location, efficacy and focus of all existing tobacco control services.
 - Stakeholder consultation will begin in February 2014.
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New Zealand guidelines for helping people quit smoking

- Based on a recent review of best practice interventions for smoking cessation.
 - Provides specific information for health professionals working in different areas of tobacco control.
 - Background document will be available online for those who require further information.
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Other work on the go:

- Removing or reducing duty free concessions
 - FCTC's Protocol on Illicit Trade of Tobacco Products
 - Pathway to Smokefree 2025 Innovation Fund and Community Grant Fund
 - Improving performance on the *Better help for smokers to quit* health target
 - Updating the ABC for smoking cessation e-learning tool
 - Supporting large Government (e.g., MSD) to implement smokefree policies.
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