

# 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](http://www.legislation.govt.nz)
  - First reading was 11<sup>th</sup> 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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