Smokefree 2025 – Reaching the goal

Janet Hoek and Nick Wilson,
ASPIRE2025, University of Otago
Overview

Re-asserting the agenda

• Developing a comprehensive strategy
  • Crucial for government to show commitment, determination and leadership

• Proposing a realistic but ambitious timeline
  • We have made progress, but not enough and not quickly enough

• Providing for on-going monitoring and evaluation
  • We *could* lead the world so have a responsibility to provide a map
A Comprehensive Strategy

GREAT NEWS!!

- Strong public support for smokefree 2025
- When they know what this goal means
A Comprehensive Strategy

EVEN BETTER NEWS!

- The NSFWG has prepared a plan
  - Represents endorsement from all sectors bar government
  - Very simple for government now to adopt, endorse and fully support this plan

- Extremely important as BAU approach will not achieve the goal
A mistake to rely on BAU

van der Deen et al, BODE³ (NZ Med J 2014)
A mistake to rely on BAU

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Where should our immediate priorities lie?

Completing the tasks in hand

- Seeing plain packaging legislation implemented
- Improving and extending Australia’s leadership
Where should our immediate priorities lie?

**Communicating the 2025 goal**

- People support it, when they know about it
  - Need to dispel misconceptions about prohibition
  - Celebrate advancement of a popular, world-leading goal
Where should our immediate priorities lie?

Normalising smokefree behaviour

• Much stronger mass (and social) media presence
• Sensitive (but powerful) recognition of higher prevalence and priority groups
I am not a replacement. I am a musician.

I am an athlete.

I am not a replacement. I am the future.
Where should our immediate priorities lie?

Normalising smokefree behaviour

• Increased emphasis on smokefree settings
  • Cars where children are present (very strong public support, undeniable harm)
  • Public spaces (strong public support)
Where should our immediate priorities lie?

Restricting tobacco supply

• Needs to recognise both commercial and social routes
  • Retailer licensing and vastly reduced supply
  • **BUT** also supply to young people
Where should our immediate priorities lie?

**Continued decrease in tobacco affordability**
- Larger excise tax increases (20% p.a. minimum)
- Leavened with *vastly* increased and enhanced cessation support
Where should our immediate priorities lie?

Developing better cessation options

• Need to take a stance on ENDS
  • MUST be evidence-based
  • MUST focus on wider-population (85% of which does not smoke) as well as smokers

• Implement existing approaches more effectively
  • Hypothecated tax could support more tailored approaches

BUT

• Greatest overall change will be through policy
Summary

Knowing what to do is not the problem!

Onus on government
• To respond to the evidence
• “To do what most New Zealanders want”
Kia ora, thank you

Any questions?

Janet.hoek@otago.ac.nz

www.aspire2025.org.nz