



AOTEAROA
NEW ZEALAND

2025

Smokefree Aotearoa 2025 Action Plan for 2015-2018

Planning to ensure:



NSFWG Purpose and Role

- 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

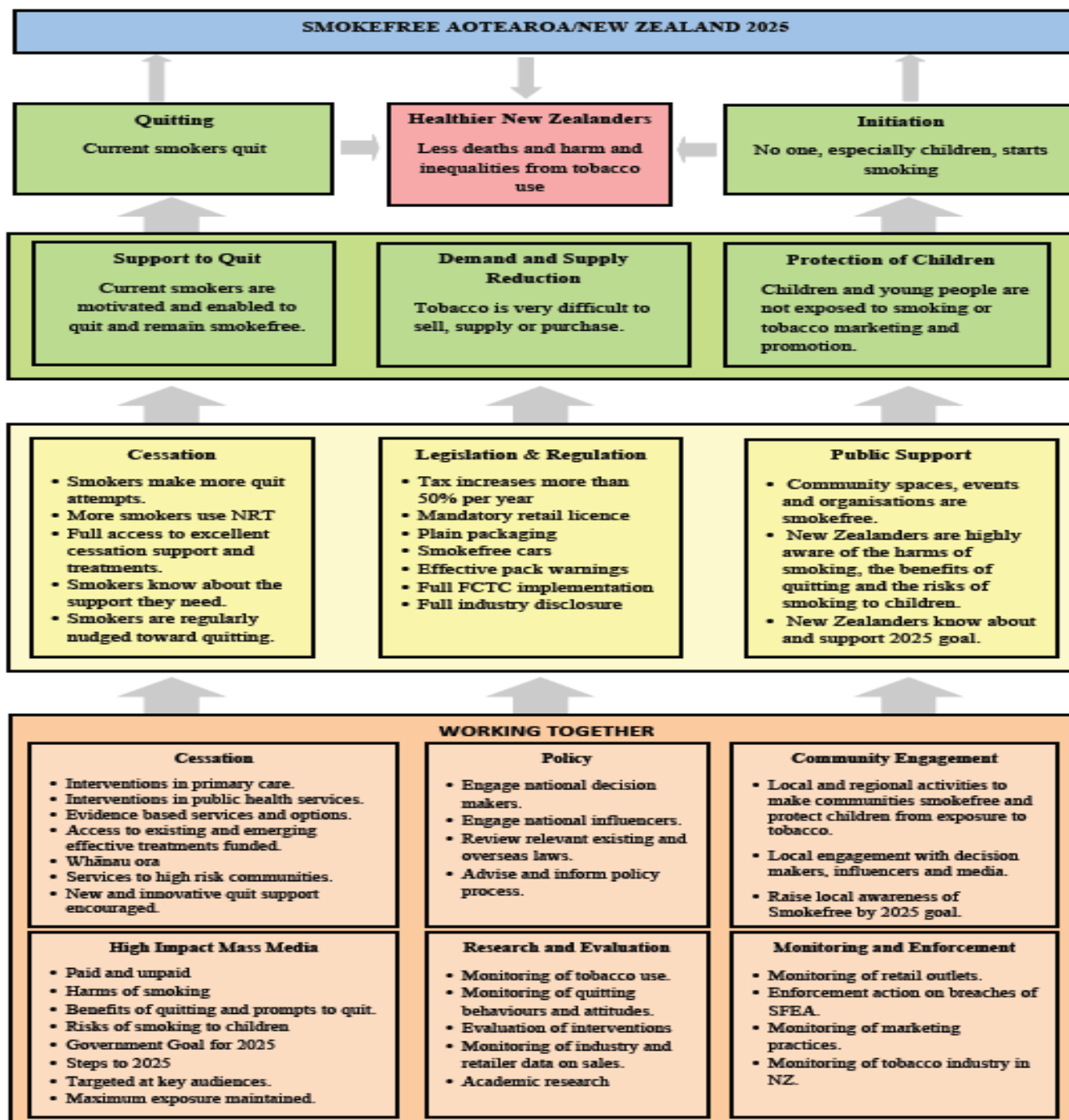
NSFWG membership

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 and 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 Effective **Cessation**
- **Effective Legislation and Regulation** to restrict the demand and supply of tobacco
- **Increasing Public Support** to reduce the number of New Zealanders, especially children, starting to smoke

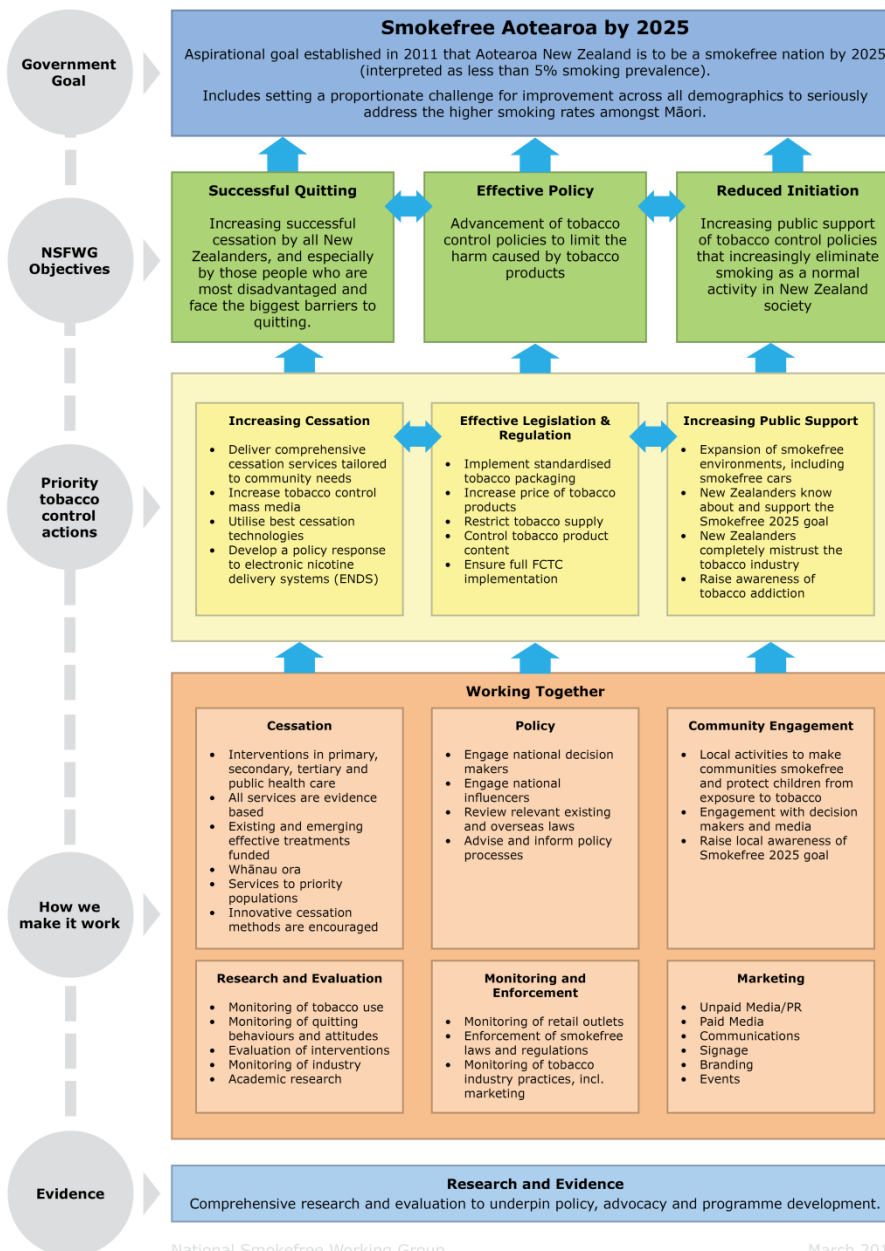


Development of the 2015-18 action plan

Included:

- Visits and discussions with Tobacco Control networks
- A workshop held at the Public Health Congress in November 2014
- Rounds of consultation, discussion & editing during the writing phase.
- Professional Edit including Plain English check

NSFWG Road Map to Smokefree Aotearoa by 2025



Pacific communities

Cessation, Legislation and Public Support

**=> Pacific championship and
social movement**

Lead Agent at NSFVG:

Edward Cowley

edwardc@heartfoundation.org.nz

Māori communities

Cessation, Legislation and Public Support

**=> Māori leadership and social
movement**

Lead Agent at NSFVG:

Zoe Martin-Hawke

Zoe.Hawke@hapai.co.nz

Smoking prevalence by ethnicity

	Male	Female	Total	% Prevalence
Māori	53,031	69,519	122,553	32.7%
Pacific	22,158	18,969	41,139	23.2%
European	160,974	157,641	318,612	13.9%
Asian	21,432	5,556	26,998	7.6%

Source: New Zealand Census 2013, Statistics New Zealand

NAU MAI, HAERE MAI

We wish to formally invite you all
future hui for
“Waka Tupeka Kore”

Māori meeting to share ideas to get our whānau to 2025

Inspiring each other

Motivating each other

Updates, latest news, research, sector happenings

Māori community advocacy

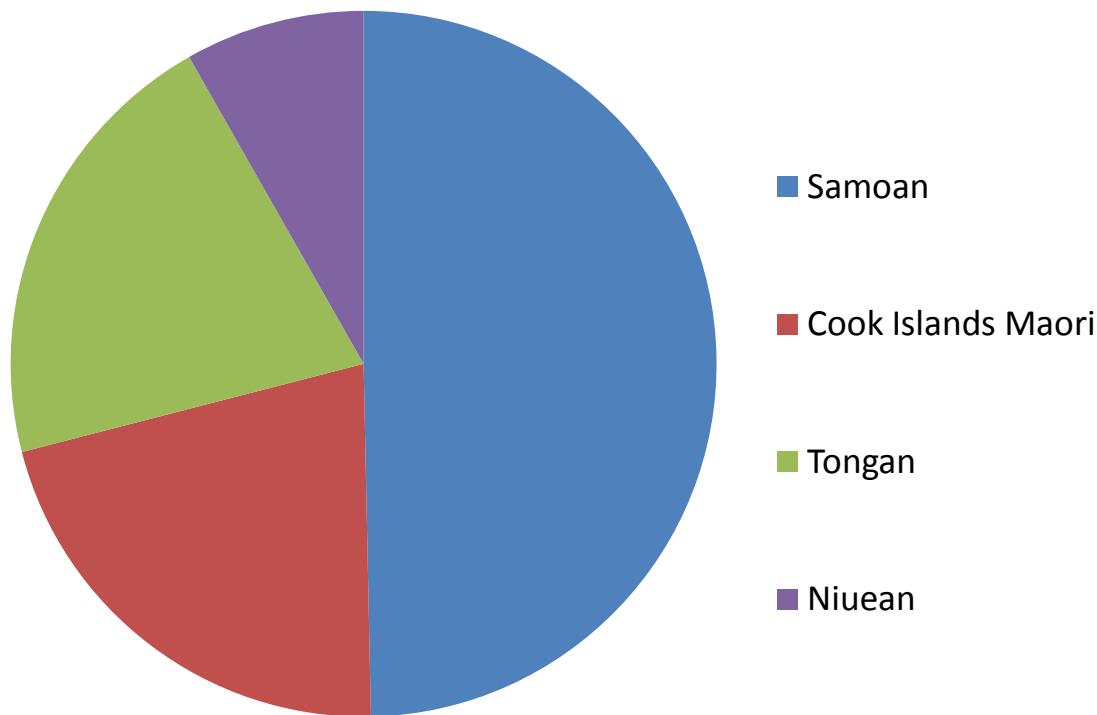
Prioritizing strategies, focus/models that will work for Māori together



Pacific people in Aotearoa

Make up 7% of
total NZ
population
(295,941)

- 60% New Zealand born
- Younger age structure
- Highly urbanised - 97%
- Living in Auckland - 66%



Source New Zealand Census 2013, Statistics New Zealand

Help us monitor progress

Quitting

All current smokers quit

⇒ **Effective
Cessation**

Lead Agent at
NSFWG:

**Bruce
Bassett**

bruceb@quit.org.nz

Legislation

Tobacco products are very
hard to market and to sell

⇒ **Industry
regulated and
demand low**

Lead Agent at
NSFWG:

**Stephanie
Erick**

serick@ash.org.nz

Prevention

Children are protected from
exposure

⇒ **Public
Support**

Lead Agent at
NSFWG:

**Prudence
Stone**

director@sfc.org.nz

Effective Cessation

Cessation

- Comprehensive cessation services tailored to community needs
- Increased tobacco control mass media.
- Best cessation technologies and services used
- Policy response to electronic nicotine delivery systems

Effective Cessation

Comprehensive cessation services tailored to community needs

Rationale: 463,000 individuals need to stop, and the right support is needed. Focus on design and deliver services in line with users needs that includes the full range of services, with targeting to those 'most in need'

Effective Cessation

Increased tobacco control mass media

Rationale: Research indicates New Zealand would benefit from higher levels of mass media, and with more targeting to populations in need

Effective Cessation

Best cessation technologies and services used

Rationale: Technologies are changing at a rapid pace, such as NRT delivery products and medicines. We need to more ensure rapid uptake in the usage in New Zealand

Effective Cessation

Policy response to electronic nicotine delivery systems

Rationale: ENDS (such as e-cigarettes) are a reality for New Zealand consumers and we have an opportunity to establish an optimal regulatory response (based on precautionary principle)

Effective Legislation and Regulation

- Implement Plain packaging
- Increase the price of tobacco products through increased taxation
- Restrict tobacco supply
- Control tobacco product content
- Ensure Full WHO FCTC implementation

Effective Legislation and Regulation

Implement Plain (standardised) packaging –

Rationale: This has been an effective strategy in Australia and is being introduced by other nations.

- It is part of the general TC strategy and reduces the attractiveness of the product to children and smokers.
- The bill was supported by the select committee and is awaiting its second reading in Parliament

Effective Legislation and Regulation

Increase the price of Tobacco products through increased taxation

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%. Preferably both planned and unexpected increases.

Effective Legislation and Regulation

Restrict Tobacco Supply

- **Rationale:** A licensing scheme would enable stronger controls and provide valuable information and could lead to licensing
- We lack a comprehensive database of how much tobacco is sold where - which creates compliance difficulties including:
- Difficulty communicating regulation changes and monitoring sales to under 18s

Effective Legislation and Regulation

Control tobacco product content

- **Rationale:** Additives make products more attractive, more addictive and are not controlled
- New products are continually introduced with no controls
- Reduction in additives and nicotine could support cessation

Effective Legislation and Regulation

Full Framework Convention on Tobacco Control (FCTC) implementation

Rationale: NZ is one of 192 nations to ratify this Treaty that encourages comprehensive national & global action on Tobacco Control - 10 years ago.

- Continued action and NZ Government support for the Treaty is needed to ensure global Tobacco Control

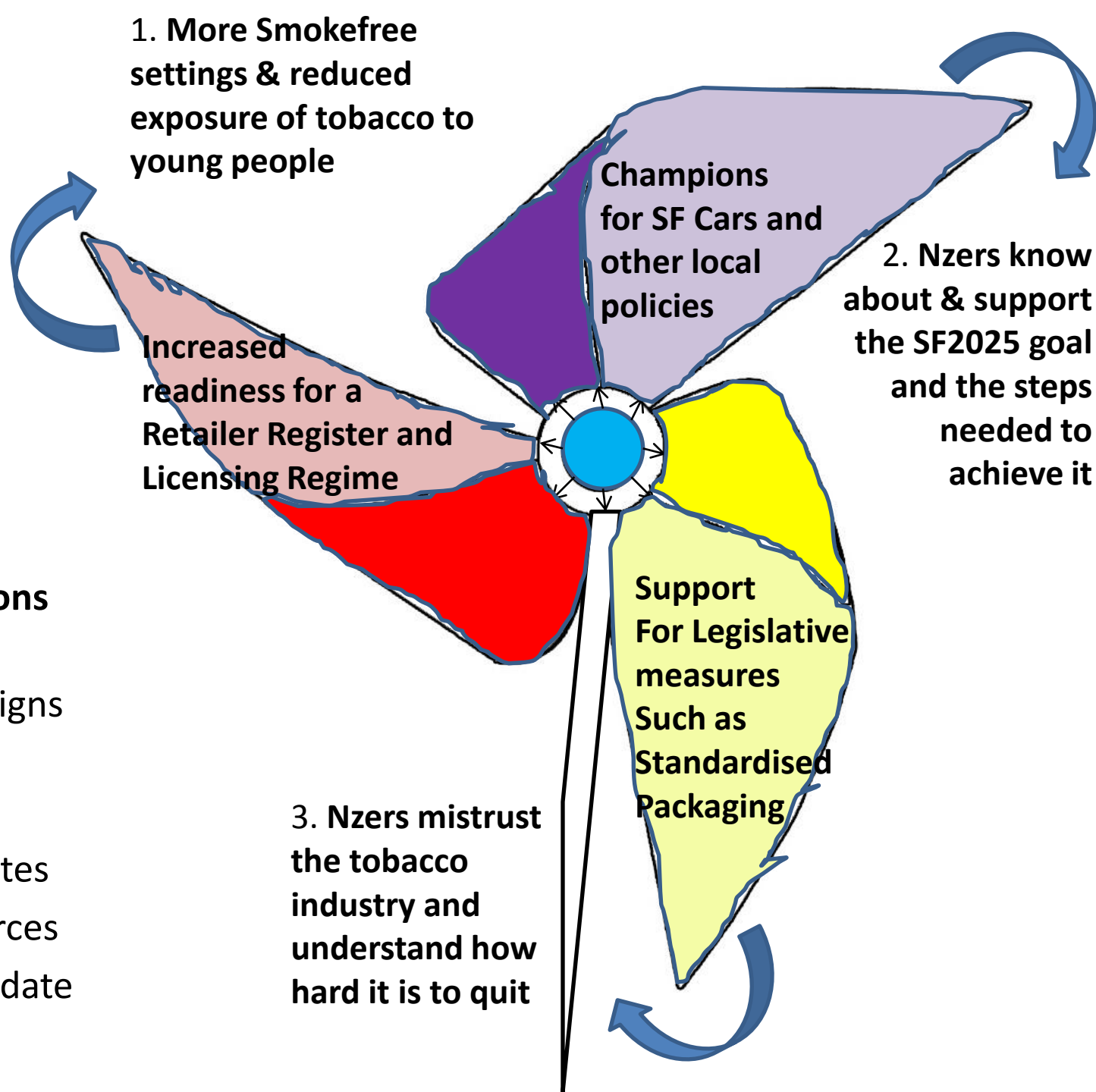
Public Support

- Expansion of smokefree settings, including smokefree cars
- New Zealanders know about and support the Smokefree 2025 goal
- New Zealanders completely mistrust the Tobacco Industry
- New Zealanders understand addiction and don't stigmatize people who smoke

PUBLIC SUPPORT

National Organisations provide:

- Mass Media campaigns
- Grants for resource development
- Toolkits and templates
- Promotional Resources
- Tobacco Control Update
- Fact sheets



NSFWG contact and communications

- **Chair:** Jan Pearson
- **Maori:** Zoe Martin-Hawke, Te Ara Hā Ora
- **Pacific:** Edward Cowley, Tala Pasifika
- **Cessation:** Bruce Bassett, Quitline
- **Legislation & Regulation:** Stephanie Erick, ASH
- **Public Support:** Prudence Stone, SFC
- **Secretariat:** Vikki Ambrose, Cancer Society