

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

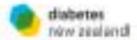






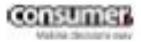
























































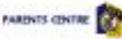


















Together,
we're building a
social movement
and creating a
national identity.



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

Outcomes

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Impacts of Tobacco Control Sector Activities

Tobacco Control Sector Activities

Quitting

Current smokers quit

Healthier New Zealanders

Less deaths and harm and inequalities from tobacco use

Initiation

No one, especially children, starts smoking

Support to Quit

Current smokers are motivated and enabled to quit and remain smokefree.

Demand and Supply Reduction

Tobacco is very difficult to sell, supply or purchase.

Protection of Children

Children and young people are not exposed to smoking or tobacco marketing and promotion.

Cessation

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

Legislation & Regulation

- Tax increases more than 50% per vear
- Mandatory retail licence
- Plain packaging
- Smokefree cars
- Effective pack warnings
- Full FCTC implementation
- Full industry disclosure

Public Support

- Community spaces, events and organisations are smokefree.
- New Zealanders are highly aware of the harms of smoking, the benefits of quitting and the risks of smoking to children.
- New Zealanders know about and support 2025 goal.

WORKING TOGETHER

Cessation

- Interventions in primary care.
- Interventions in public health services.
- Evidence based services and options.
- Access to existing and emerging effective treatments funded
- Whānau ora
- Services to high risk communities.
- New and innovative quit support encouraged.

High Impact Mass Media

- Paid and unpaid
- Harms of smoking
- Benefits of quitting and prompts to quit.
- Risks of smoking to children
- Government Goal for 2025
- Steps to 2025
- Targeted at key audiences.
- Maximum exposure maintained.

Policy

- Engage national decision makers.
- Engage national influencers.
- Review relevant existing and overseas laws.
- Advise and inform policy process.

Research and Evaluation

- Monitoring of tobacco use.
- Monitoring of quitting behaviours and attitudes.
- Evaluation of interventions
- Monitoring of industry and retailer data on sales.
- Academic research

Community Engagement

- Local and regional activities to make communities smokefree and protect children from exposure to tobacco.
- Local engagement with decision makers, influencers and media.
- Raise local awareness of Smokefree by 2025 goal.

Monitoring and Enforcement

- Monitoring of retail outlets.
- · Enforcement action on breaches of
- · Monitoring of marketing practices.
- · Monitoring of tobacco industry in

RESEARCH AND EVIDENCE

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



Government Goal

NSFWG

Objectives

Priority

tobacco

control

actions

Smokefree Aotearoa by 2025

Aspirational goal established in 2011 that Aotearoa New Zealand is to be a smokefree nation by 2025 (interpreted as less than 5% smoking prevalence).

Includes setting a proportionate challenge for improvement across all demographics to seriously address the higher smoking rates amongst Māori.

Successful Quitting

Increasing successful cessation by all New Zealanders, and especially by those people who are most disadvantaged and face the biggest barriers to quitting.

Effective Policy

Advancement of tobacco control policies to limit the harm caused by tobacco products

Reduced Initiation

Increasing public support of tobacco control policies that increasingly eliminate smoking as a normal activity in New Zealand society

Increasing Cessation Deliver comprehensive

- cessation services tailored to community needs Increase tobacco control
- mass media Utilise best cessation technologies
- Develop a policy response to electronic nicotine delivery systems (ENDS)

Effective Legislation & Regulation

- Implement standardised tobacco packaging · Increase price of tobacco
- products Restrict tobacco supply Control tobacco product
- content · Ensure full FCTC implementation

Increasing Public Support

- Expansion of smokefree environments, including smokefree cars
- New Zealanders know about and support the
- Smokefree 2025 goal · New Zealanders completely mistrust the
- tobacco industry Raise awareness of tobacco addiction

Working Together

- Cessation Interventions in primary, secondary, tertiary and public health care
- All services are evidence based
- Existing and emerging effective treatments funded
- Whānau ora
- Services to priority populations Innovative cessation

methods are encouraged

Policy

· Engage national decision makers

- Engage national influencers Review relevant existing
- and overseas laws
- · Advise and inform policy processes

Community Engagement

- · Local activities to make communities smokefree and protect children from exposure to tobacco
- Engagement with decision makers and media
- Raise local awareness of Smokefree 2025 goal

How we make it work

Research and Evaluation

- Monitoring of quitting behaviours and attitudes
- Evaluation of interventions Monitoring of industry Academic research

Monitoring and Enforcement

- · Monitoring of retail outlets Enforcement of smokefree
- laws and regulations Monitoring of tobacco industry practices, incl.

Marketing

- Unpaid Media/PR Paid Media
- Communications
- Signage Branding
- Events

Evidence

Research and Evidence

Comprehensive research and evaluation to underpin policy, advocacy and programme development.



Pacific communities

Cessation, Legislation and Public Support

=> Pacific championship and social movement

Lead Agent at NSFWG:

Edward Cowley

edwardc@heartfoundation.org.nz

Māori communities

Cessation, Legislation and Public Support

⇒Māori leadership and social movement

Lead Agent at NSFWG:

Zoe Martin-Hawke

<u>Zoe.Hawke@hapai.co.nz</u>



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

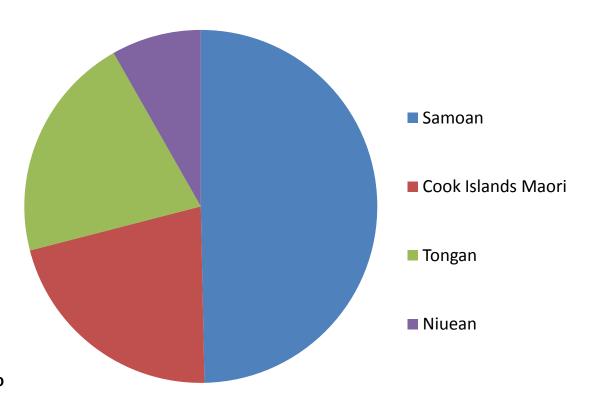




Pacific people in Aotearoa

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

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Prevention

Children are protected from exposure

=> Public Support

Lead Agent at NSFWG:

Prudence Stone

director@sfc.org.nz

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

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'

Increased tobacco control mass media

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

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

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)

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

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

Increase the price of Tobacco products though 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.

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

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

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

1. More Smokefree settings & reduced exposure of tobacco to young people

readiness for a
Retailer Register and
Licensing Regime

3. Nzers mistrust the tobacco industry and understand how hard it is to quit

Champions
for SF Cars and
other local
policies
about & support
the SF2025 goal
and the steps
needed to

Support

measures

Such as

For Legislative

Standardised

Packaging

achieve it

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