From daring to dream something radical to framing an evidence-based vision that's relatively conservative.
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
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

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.

NSFWG Objectives

Priority tobacco control actions

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

How we make it work

Cessation
- Interventions in primary, secondary, tertiary and public health care
- All services are evidence based
- Existing and emerging effective treatments funded
- Māori and 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

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

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

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

National Smokefree Working Group
March 2015
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
Zoe.Hawke@hapai.co.nz
## Smoking prevalence by ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
<th>% Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Māori</td>
<td>53,031</td>
<td>69,519</td>
<td>122,553</td>
<td>32.7%</td>
</tr>
<tr>
<td>Pacific</td>
<td>22,158</td>
<td>18,969</td>
<td>41,139</td>
<td>23.2%</td>
</tr>
<tr>
<td>European</td>
<td>160,974</td>
<td>157,641</td>
<td>318,612</td>
<td>13.9%</td>
</tr>
<tr>
<td>Asian</td>
<td>21,432</td>
<td>5,556</td>
<td>26,998</td>
<td>7.6%</td>
</tr>
</tbody>
</table>

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 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.
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

1. More Smokefree settings & reduced exposure of tobacco to young people
2. Nzers know about & support the SF2025 goal and the steps needed to achieve it
3. Nzers mistrust the tobacco industry and understand how hard it is to quit
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