

Tobacco Control Seminars Series 2014

Health Promotion Agency Tobacco
Control Programme

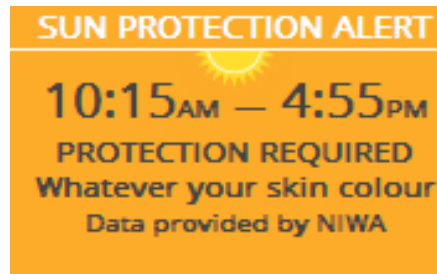


health
promotion
agency

Areas of work



Let's choose to end harmful gambling



HPA Tobacco Control Programme

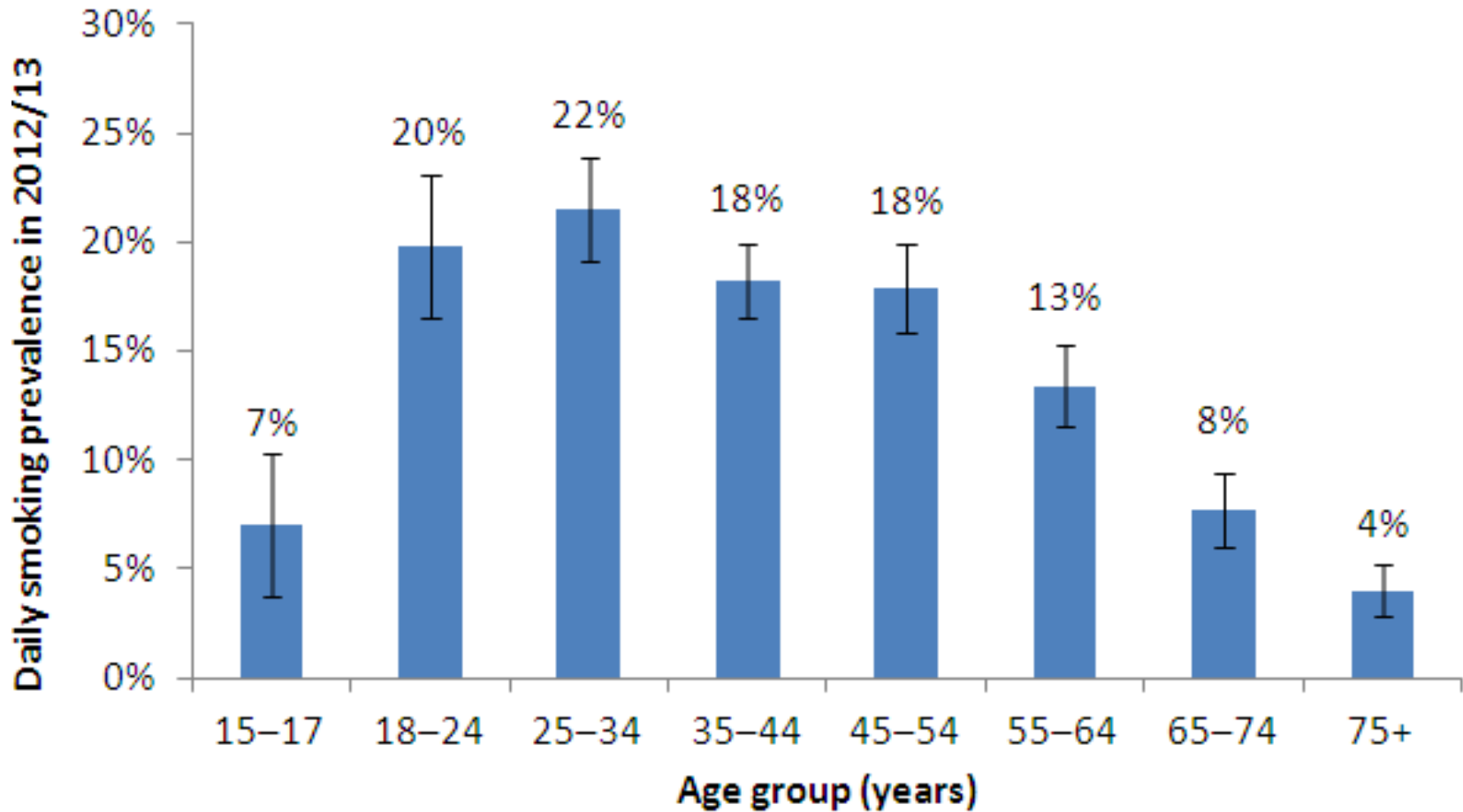
**SMOKING
NOT OUR
FUTURE**



Make your car smokefree
Kia auahi kore ō tātou waka



Daily smoking prevalence in 2012/13



Young Adult Campaign

- Review of internationally successful campaigns for this age group
- Testing of overseas concepts with a local audience
- Concepts currently being tested with the target audiences
- Pre-campaign baseline measures
- **Mass media campaign launch May 2014**

For more information...

- www.smokefree.org.nz
- www.hpa.org.nz
- smokefree@hpa.org.nz



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**AOTEAROA
NEW ZEALAND**

2025