

HPA Tobacco Control Seminar Series 2015

Napier, 13 May 2015

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Ministry of Health

Overview

Policy

- Plain Packaging Legislation
- Open / Internal (substantially enclosed) Areas
- Duty-free Tobacco Allowance
- Taxation
- Review of E-Cigarettes
- Other policy work

Operational

- Pathway to smokefree innovation & grants' fund
 - Health Targets
 - Service Re-alignment
 - Other operational work
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Plain packaging

- The Smoke-free Environments (Tobacco Plain Packaging) Bill had its First Reading
 - The Health Committee reported back to Parliament
 - A few small amendments were recommended - including substituting 'Standardised' for 'Plain'
 - The Bill is awaiting its Second Reading
 - The Bill is now in Hon Peseta Sam Lotu-Iiga's name
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Open/Internal Areas - Past

(Substantially enclosed Areas)

- Guidance previously provided using ‘Open areas calculator’
 - High Court (Auckland) ruled that the ‘Open areas calculator’ was incorrect in law – introduced airflow
 - Ruled definition of “substantially enclosed” in the internal area clause needs to be based on the ‘average person’ test.
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Open/Internal Areas - Present

- Currently use 'Average' person test guidance
 - Based on Queensland Health's model
 - Is a very subjective test
 - Available on Ministry of Health's website
 - SkyCity Diamond Lounge was reassessed and is now deemed to be an internal area
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Open/Internal Areas - Future

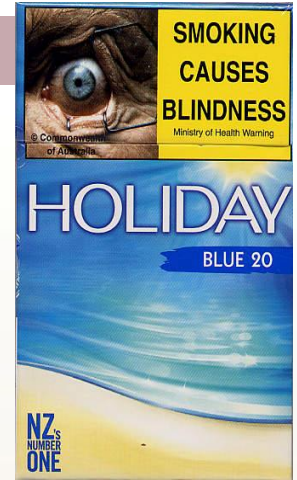
- Proposed approach:
 - proportion of roof/wall envelope that is required to be open 35% - enclosed/open ratio of 65:35 +
 - final ‘average person’ test
 - Currently consulting with key people (business associations, PHU etc) closes end of May.
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Duty-free Tobacco Allowance

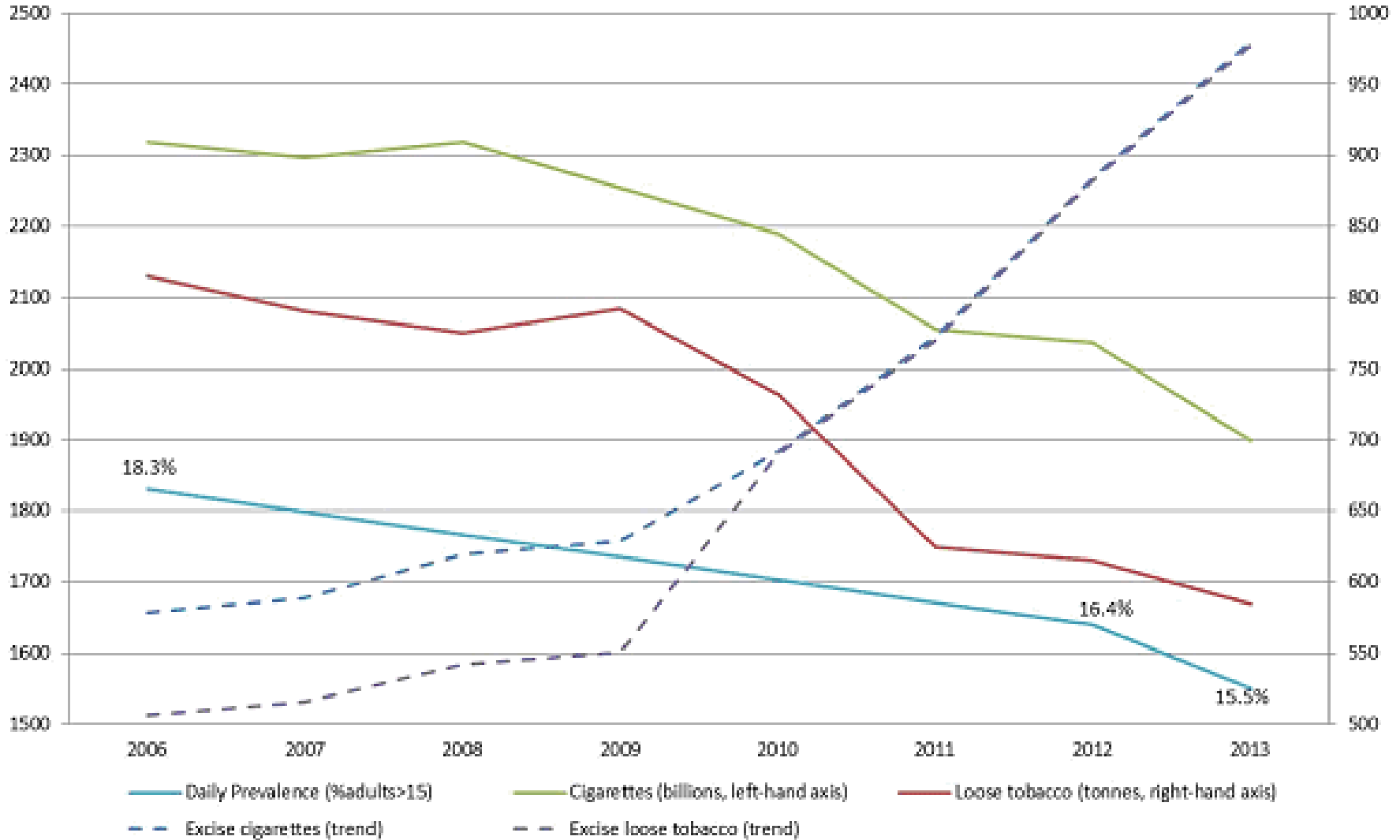
- Limits reduced to 50 cigarettes or 50 grams of loose tobacco or cigars
 - Tobacco also completely removed from the 'gifting' concession
 - Aligns with Australian limit
 - Came into effect on 1 November
 - Smooth transition to date
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Taxation

- Significant tobacco excise increases in:
 - April 2010 (25.4% RYO, 10% manufactured)
 - January 2011,12,13,14,15 - 10% increase plus CPI Index adjustments)
 - Further 10% rises 2016
- Hitting smokers in the pocket:
 - Holiday 20s (largest selling cigarette brand)
 - \$10.30 (1 April 2010) to \$20.90 (1 January 15) - 103% increase
 - Port Royal 50g (largest selling loose tobacco)
 - \$34.60 to \$71.90 - 108% increase



Tobacco consumption, excise rates and smoking prevalence



Government Revenue

Excise tax still increasing up around
\$1.272 billion per annum (2013/14) + GST

E-cigarettes – Legal Position

- E-cigarettes that contain nicotine and make a therapeutic claim cannot be legally sold, supplied or advertised in New Zealand without approval
 - E-cigarettes (with or without nicotine) that resemble tobacco products may not be sold to people under 18 years
 - E-cigarettes containing nicotine (derived from tobacco) is an oral tobacco product and therefore can't be legally sold in NZ
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E-cigarettes – Ministry Advice

- There is not enough evidence to be able to recommend e-cigarettes as an aid to quit smoking
 - There are no e-cigarettes approved by Medsafe
 - The Ministry recommends that smokers continue to use approved smoking cessation aids
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Smoking in cars with children

Ministry providing advice to Ministers on this issue

Other policy work

- Currently consulting on the FCTC's Protocol on Illicit Trade:
 - Accede or
 - not to accede.

Pathway to Smokefree New Zealand 2025

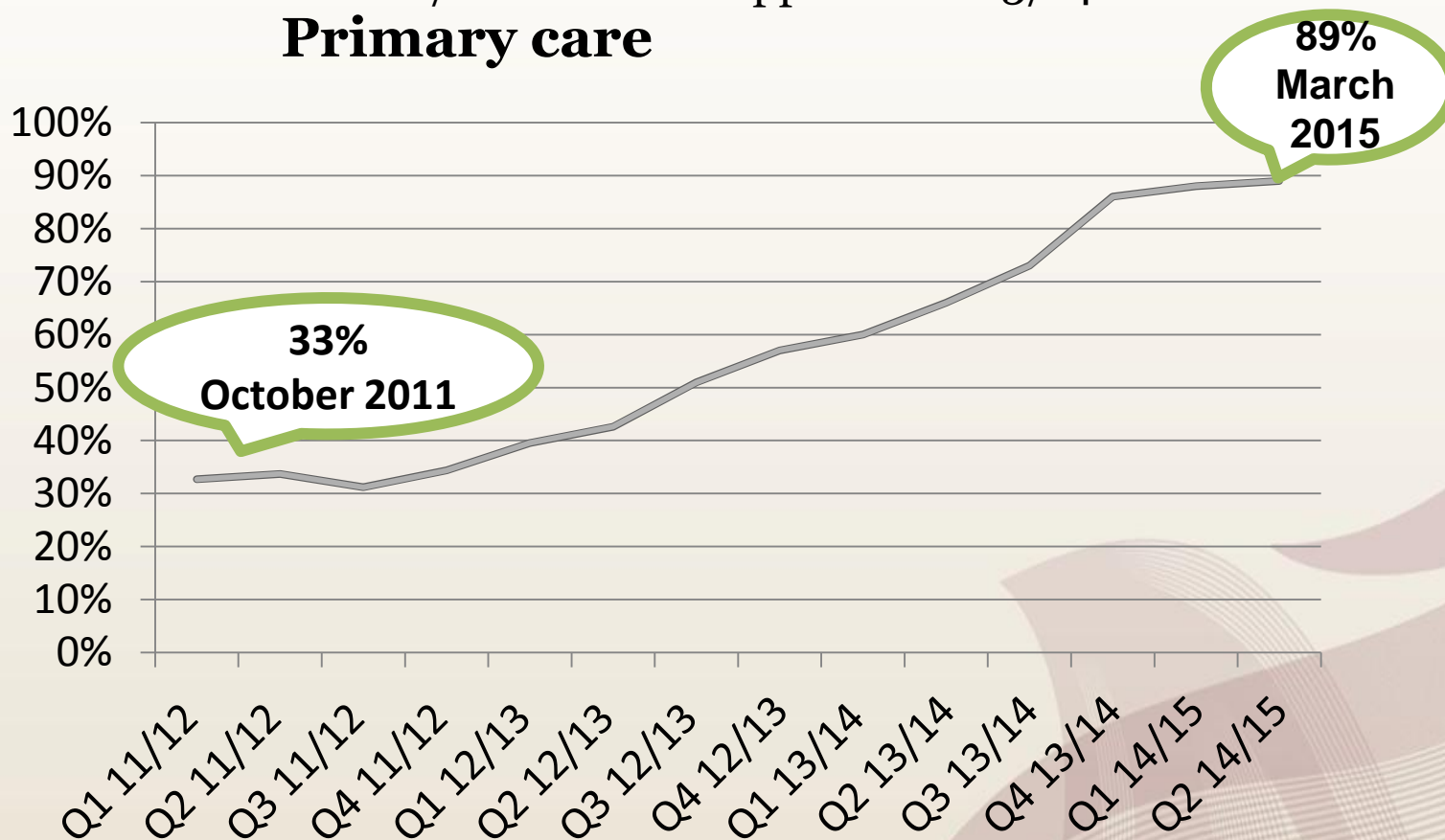
Innovation Fund

- Two funding rounds since the establishment of the fund in 2012
 - 22 Projects have received funding
 - Some projects showing successful outcomes have been extended, others have spread to other areas, some good innovative concepts but stopped as not viable or altered to maximise gains
 - Community Grants
 - 6 completed, 7 halfway
 - Opotiki, Camberley, Whanganui, Manuwatu
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HEALTH TARGETS

86 percent of New Zealand smokers received brief advice and/or cessation support in 2013/14

Primary care

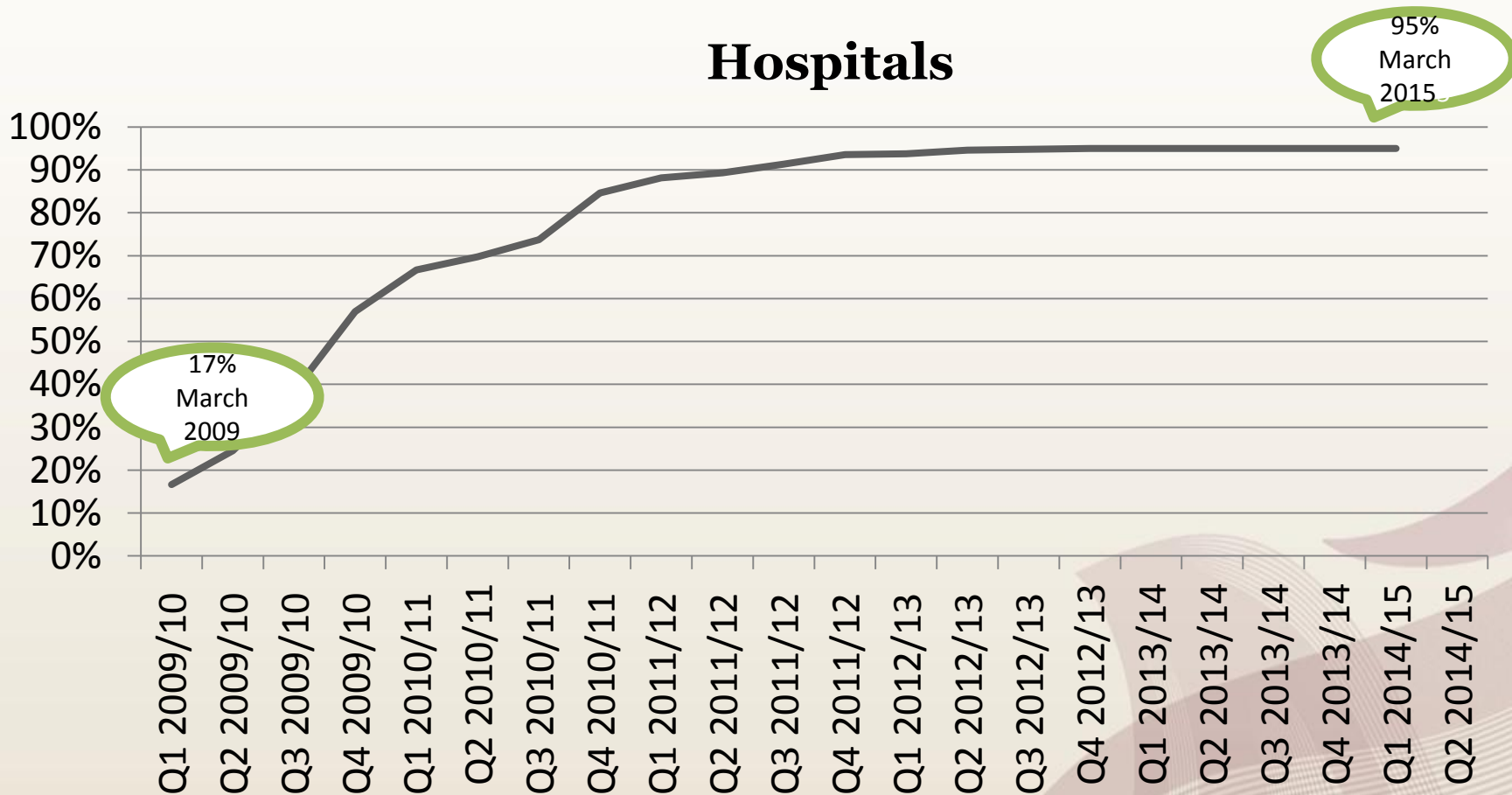


Note: the primary care component of the *Better help for smokers to quit* health target was only introduced in 2011/12.

HEALTH TARGETS

Percentage of smokers given advice and support to quit in hospitals

Hospitals



Service Realignment – Why?

The Ministry of Health needs to realign 15 year old services to ensure they:

- maximise services contribution to achieve the 2025 goal – Right services, right places, right population groups, to maximise a reduction in smoking rates by 2025
 - build on the findings and opportunities outlined in the *Review of Tobacco Control Services 2014*
 - achieve expectations outlined in the *New Zealand Guidelines for Helping People to Stop Smoking, 2014*
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Service Realignment – Who?

The realignment impacts on all tobacco control:

- face-to-face stop smoking services, and
- national health promotion and advocacy services

purchased by the Ministry of Health.

All current contracts will end 30 June 2016.

Service Realignment – The Process

3-phase process: 15 months

Phase One: Engagement and design
(April – July 2015)

Phase Two: Procurement management
(August – December 2015)

Phase Three: Transition
(January – June 2016)

Get Involved

| Location | Day | Date |
|------------------|------------|--------------|
| Gisborne | Tuesday | 19 May 2015 |
| Rotorua | Thursday | 21 May 2015 |
| Hastings | Friday | 22 May 2015 |
| Porirua | Tuesday | 26 May 2015 |
| Palmerston North | Wednesday | 27 May 2015 |
| Kerikeri | Thursday | 4 June 2015 |
| South Auckland | Tuesday | 9 June 2015 |
| Dunedin | Monday | 15 June 2015 |
| Christchurch | Tuesday | 16 June 2015 |

Re-alignment Draft Venues

| Area | Date | Venue |
|------------------|---------|--|
| Gisborne | 19/5/15 | TBC Thursday (possibly at Tairawiti DHB) |
| Rotorua | 21/5/15 | Novotel Hotel |
| Hastings | 22/5/15 | Hastings Function Centre 131 Heretaunga Street East Saint Leonards, Hastings |
| Porirua | 26/5/15 | Aotea Lodge 65 Whitford Brown Ave Papakowhai |
| Palmerston North | 27/5/15 | Addis House Cancer Society Featherstone St |
| Kerikeri | 4/6/15 | Woodland Motel & Conference Venue |
| South Auckland | 9/6/15 | Room 107 Ko Awatea Centre Middlemore |
| Dunedin | 15/6/15 | Ministry of Health Offices |
| Christchurch | 16/6/15 | Atrium in the Park Hagley Ave |

Other operational work

- Updated ABC smoking cessation e-learning tool (3547 health professionals have completed and past assessment)/
 - Contributed to the Telehealth process
 - Looking to how we can support smokefree 2025 in other areas such as Local Government and Central Government.
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