

# ACTION ON SMOKING AND HEALTH (ASH) NZ

[www.ash.org.nz](http://www.ash.org.nz)

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# UPDATE FROM ASH

- ASH
  - Located within Heart Foundation
  - One FTE (four days p/week), two part-time contractors
  - Small, flexible.
- STRATEGIC PRIORITIES
  - A national govt plan with SMART goals and govt accountability
  - Realise potential of reduced harm products – discriminate against most harmful products
  - Tax revenue re-invested into tobacco
  - Dedicated media spend

# UPDATE FROM ASH

- ALL PARTY PARLIAMENTARY GROUP (APPG) ADVISORY SMOKEFREE 2025
  - This forum recognises that SF2025 is a health issue that all members from across the house have an interest in.
  - The purpose of this group is to bring cross-party perspectives together for quality debate and to seek areas of consensus to achieve Smokefree 2025.
  - The agenda will be led by members, in response to member's interest and discussion.
  - ASH there to facilitate access to expertise from the sector, local, national and international if required to ensure best evidence-based discussions occur.
  - ASH communicated the vision of the MASC report as a starting point.
  - Parliament need to own this.

# UPDATE FROM ASH

- ASH YEAR TEN SMOKING SURVEY
  - DHB, SF Cars, E-cigs and Smoking in homes
  - History of supporting legislative changes
- MEDIA
  - Focus on the industry
  - Supporting other kaupapa
  - Smart and opportunistic media activity
  - Smarter use of social media: Facebook, Twitter, Website

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