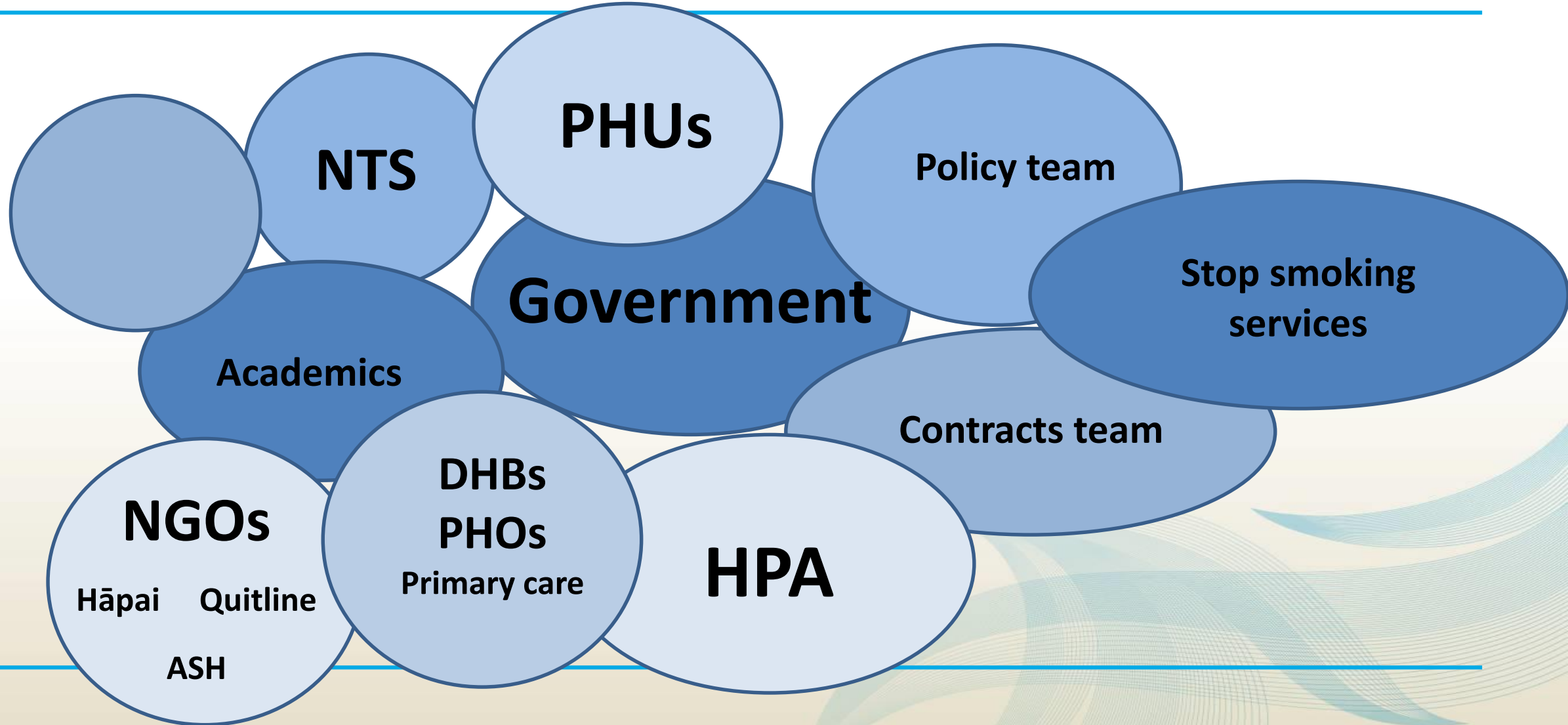


Ministry of Health


Jane Chambers

Manager Tobacco Control Team

Who are we?



How are we doing?

- Around 550,000 New Zealanders smoke daily
 - New Zealand's daily smoking rates continue to decrease - from 18.3 % (2006/07) to 13.8 % (2016/17)
 - 2.2 % of year ten students are daily smokers (in 1999 15.2 %)
 - Daily smoking rates are 3.2 % for 15-17 year olds and 16.3 % for 18-24 year olds
 - Tobacco consumption decreased 31 % between 2010 and 2016
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but...

- Despite Māori daily smoking rates falling – from 39.2% (2006/07) to 32.5 % (2016/17) Māori adults are 3 times more likely to smoke
 - Young Māori males (aged 15 to 24) smoke at twice the rate of non-Māori
 - Young Māori females smoke at 4 times the rate of non-Māori
 - Pacific daily smoking rates have not significantly changed over time, and were 21.8 percent in 2016/17, down three percent from 2006/07
 - New Zealanders living in the most deprived areas are 4 times more likely to smoke daily than those living in the least deprived areas
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What's new?

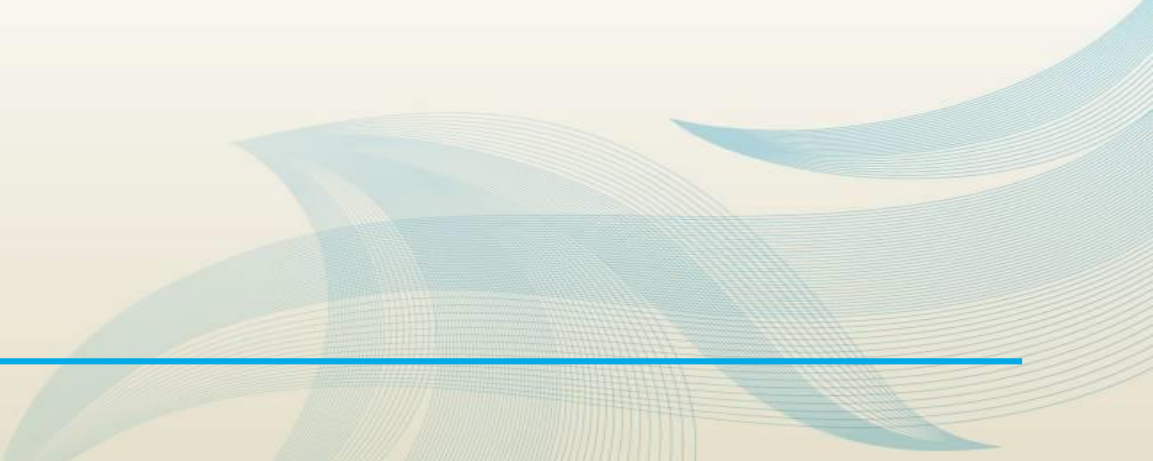
New Government

New Minister

New Director-General



What do we do?

- Advise Government on tobacco control policy
 - Monitor the impact of the tobacco control programme
 - Health target reporting
 - Stakeholder engagement
 - International (FCTC)
 - Enforcement of the SFEA
 - Ministerial servicing
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Our priorities

Strong equity focus

Tobacco excise tax evaluation

Regulation of vaping products and emerging tobacco products

Action plan



Now we need to adapt...

- to achieve equitable outcomes
- to the emerging landscape of products
 - by increasing the focus on harm reduction with an aim to support smokers to switch to significantly less harmful products like e-cigarettes
 - court case

The Ministry's position on vaping...

- e-cigarettes have the potential to contribute to the Smokefree 2025 goal
 - the potential of e-cigarettes to help improve public health depends on the extent to which they can
 - act as a **route out of smoking** for New Zealand's 550,000 daily smokers, without providing a **route into smoking** for children and non-smokers
 - encourage smokers who want to use e-cigarettes to quit smoking to seek the support of local stop smoking services and stop smoking services must support smokers who want to quit with the help of e-cigarettes
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What are our key messages about vaping...

- The best thing smokers can do for their health is to quit smoking for good
 - E-cigarettes are intended for smokers only
 - Stop smoking services must support smokers using e-cigarettes to quit
 - The evidence on e-cigarettes indicates they carry much less risk than smoking cigarettes but are not risk free
 - The Cochrane Review found that e-cigarettes can help people to quit smoking, but acknowledges that the evidence is weak due to little data
 - Despite some experimentation with e-cigarettes among never smokers, e-cigarettes are attracting very few people who have never smoked into regular e-cigarette use
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Thank you