



ASPIRE 2025

Research for a tobacco-free Aotearoa

ANNUAL REPORT 2019



ASPIRE 2025

2019 Annual Report
For the year ending December 2019

*Me ka moemoeaa ahau, ko au anake
Me ka moemoeaa e taatou ka taea e taatou*

If I am to dream, I dream alone
If we all dream together then we shall achieve

Te Puea Herangi, CBE

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Cover image: University of Otago Wellington, School of Medicine & Health Sciences building
exterior at night.

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FOREWORD

ASPIRE 2025 had an exceptional year in 2019 as we strengthened our national and internal partnerships, received major new funding and international recognition, and evolved from a University of Otago Research Theme to one of the University's flagship Research Centres. However, we remain acutely aware that achieving the Smokefree Aotearoa 2025 goal for all peoples is unlikely without new, and more intensive and innovative policies that are underpinned by the best available evidence.

ASPIRE 2025 achieved excellent outcomes in the annual Health Research Council (HRC) funding round, where we received a five-year programme grant and an additional three-year project grant. We are very grateful to our partners – Hāpai Te Hauora and Kōkiri Marae Keriana Olsen Trust – whose expertise, strong community connections, and innovative ideas were pivotal to our success. We are looking forward to strengthening these important relationships as we embark on an ambitious programme of work that we hope will accelerate progress to the 2025 goal.

We were also delighted to strengthen our long-standing relationship with the New Zealand Cancer Society and we look forward to working with them on the Smokefree theme of the newly funded Cancer Society Research Collaboration. The confidence major funders have shown in ASPIRE's research reinforces our new status as a University Research Centre; we look forward to working with our supporters to ensure their investment in our work results in important new discoveries.

In collaboration with our partners, we have worked hard to identify and test interventions that could promote more rapid reductions in smoking prevalence. We extended our work into e-cigarettes and alternative nicotine products using data from many different projects. These included two HRC-funded studies: the NZ-arm of the International Tobacco Control project and an information message project, and a Marsden-funded project examining the lived experiences of transitioning from smoking to vaping.

The innovative Te Ara Auahi Kore (TAKe) project, a partnership with six Māori health providers in Northland, Auckland, Bay of Plenty, Gisborne and Wellington, has not only collected important data on how Māori perceive and experience policy measures, but has created a direct connection with Māori communities and health providers. We are delighted that key themes from this work will continue via our new HRC programme.

We continued to examine tobacco retailing and expanded this work to explore how e-cigarettes and alternative nicotine products should be made available. We also documented serious gaps in policy regulating e-cigarettes and vape products that have seen widespread marketing targeting young people. We hope this strong body of work will inform vaping regulation and support much-needed reductions in tobacco availability.

New studies examined commercial tobacco and indigenous peoples, youth risk behaviours, including smoking, denicotinisation of tobacco, roll-your-own (RYO) tobacco, tobacco use in different settings, and tobacco product waste, among many others. Each of these projects aims to develop policy recommendations that could be included in a wider strategy supporting smokefree lives.

Centre members were delighted to learn that the Thoracic Society of Australia and New Zealand (TSANZ), Australia's peak body representing respiratory health professionals, had awarded ASPIRE 2025 the 2019 President's Award, which recognised our "exemplary efforts and achievements in the field of smoking cessation and tobacco control".

We have worked hard to ensure that our work contributes to the sector by disseminating our findings through multiple channels and achieving a high profile for our research. We published 30 papers in scientific journals and put considerable effort into disseminating our work through blogs, which reach a wider and more diverse audience. We also began an outreach programme taking our findings to communities whose members may find it difficult to attend ASPIRE symposia based in Wellington or other urban centres.

We also made important contributions to research infrastructure by supporting the Oceania chapter of the Society for Nicotine and Tobacco Research, contributing via the inaugural board and by chairing the scientific committee of the first chapter conference.

When we began 2019, we did not imagine how much we would achieve and our results, outlined in this report, are a tribute to the many talented and committed members of ASPIRE 2025 and our outstanding colleagues from many partner organisations. We look forward to enhancing our joint endeavours and to making more progress towards the world-leading Smokefree Aotearoa goal.

Janet Hoek | Richard Edwards | Andrew Waa

DIRECTOR PROFILES



RICHARD EDWARDS

Richard Edwards is a Professor of Public Health at the Department of Public Health, University of Otago, Wellington. He trained initially in medicine and public health in the UK, before moving to Wellington in 2005. His experience as a hospital doctor, and in particular working in respiratory medicine, initiated his passion for working to contribute to ridding the world of the scourge of tobacco smoking. His research focuses on providing evidence to inform the development, implementation and evaluation of potential policies to help achieve Smokefree Aotearoa such as tobacco taxation, smokefree places and retail interventions. He has a particular interest in tobacco 'endgames' and endgame strategies. This began with the Marsden project 'Daring to Dream' which aimed to explore the understanding and acceptability of endgame ideas among the public, practitioners and policy-makers. He led the team that developed the Achieving a Smokefree Aotearoa Action plan, and currently leads the HRC funded NZ arm of the International Tobacco Control Evaluation project. Richard is a Fellow of the Society for Research on Nicotine and Tobacco and serves on expert advisory boards for Hāpai Te Hauora and the Asthma and Respiratory Foundation, and is a member of the NZ Cancer Society's National Scientific Advisory Committee. He is a deputy editor of the journal Nicotine and Tobacco Research.



JANET HOEK

Janet Hoek is a Professor of Public Health at the Department of Public Health, University of Otago, Wellington. She initially read English Literature before her long-standing fascination with words and meaning led her to study how survey questions used by the former Tobacco Institute of New Zealand shaped responses to support their position. However, it was her role as an expert witness in a case taken by the estate of a former smoker against New Zealand tobacco companies that led to her commitment to protect young people from becoming addicted to nicotine. Janet's work examines how policy measures can better control residual tobacco marketing, including the appeal, availability and affordability of tobacco products. She has specialised in tobacco marketing, branding and promotion, led HRC studies examining plain packaging and enhanced on-pack warnings, and served on national and international expert advisory groups overseeing plain packaging, on-pack messaging, and smokefree campaigns. In line with her interest in youth smoking uptake, she has also led a Marsden study examining smoking as an 'informed choice'. Her more recent work examines e-cigarette uptake and transitions from smoking to vaping, and she currently leads HRC and Marsden projects on these topics. She is co-PI of the Whakahā o Te Pā Harakeke HRC programme, in collaboration with Kōkiri Marae and Hāpai Te Hauora, and with Mei-Ling Blank, is co-PI of a new HRC project examining RYO tobacco. Janet also leads the Smokefree research theme in a Cancer Society programme. She is a Fellow of the Australian and New Zealand Marketing Academy and a Fellow at the Institute of Advanced Study, Durham University, UK.



ANDREW WAA

Andrew is a social scientist and public health researcher based at Te Rōpū Rangahau Hauora a Eru Pōmare (the Eru Pōmare Māori Health Research Centre), University of Otago, Wellington. He began his work in tobacco control research over 20 years ago and during that time has worked in public, private and academic sectors. Andrew's work has included conducting and managing research to establish the New Zealand Quitline, the "It's About Whanau" campaign, the "Smokefree Homes" campaign, the training programme for the Auakti Kai Paipa Rua Mano smoking cessation pilot and the New Zealand Youth Tobacco Monitor. Andrew is co-director of ASPIRE 2025, lead principal investigator for the Te Ara Auahi Kore research project and co-PI for the HRC funded Whakahā o Te Pā Harakeke research programme. Andrew's work focuses on tobacco control policy research to reduce smoking disparities between Māori and non-Māori and achieving a Smokefree 2025. Andrew is an associate editor for Nicotine and Tobacco Control Research, serves on the expert advisory committee for Hāpai Te Hauora the national tobacco control advocacy service, and the Scientific Advisory Committee for the New Zealand Youth Tobacco Monitor.

THE ASPIRE 2025 TEAM

– bringing great researchers together
from many different backgrounds
across multiple organisations to help
achieve a Smokefree Aotearoa by 2025



ASPIRE 2025 RESEARCH TEAM

CO-DIRECTORS

Professor Richard Edwards (University of Otago, Public Health)
Professor Janet Hoek (University of Otago, Public Health and Marketing)
Andrew Waa (University of Otago, Public Health)

TEAM MEMBERS

Dr Jude Ball (University of Otago, Public Health)
Dr Jerram Bateman (Cancer Society Social and Behavioural Research Unit, University of Otago)
Mei-Ling Blank (University of Otago, Marketing)
Dr Tamlin Conner (University of Otago, Psychology)
Dr Shelagh Ferguson (University of Otago, Marketing)
Emeritus Professor Phil Gendall (University of Otago, Marketing)
Dr Kerri Haggart (University of Otago, Public Health)
Ellie Johnson (University of Otago, Public Health)
Dr Louise Marsh (University of Otago, Preventive and Social Medicine)
Dr James Stanley (University of Otago, Biostatistical Services)
Dr El-Shadan Tautolo (AUT University, Centre for Pacific Health and Development Research)
Associate Professor Lee Thompson (University of Otago, Population Health)
Associate Professor George Thomson (University of Otago, Public Health)
Maddie White (University of Otago, Public Health)
Professor Nick Wilson (University of Otago, Public Health)

POSTGRADUATE STUDENTS

Grace Teah (PhD, Department of Public Health, University of Otago)
Julia Brillinger (Master of Public Health, Department of Preventive & Social Medicine, Department of Public Health)
Madison O'Donnell (Master of Commerce, Department of Marketing)

SECTOR PARTNERS

Cancer Society of New Zealand
Hāpai Te Hauora Tapui Ltd
Health Promotion Agency
Kōkiri Marae Keriana Olsen Trust
Institute of Environmental Science and Research Limited (ESR)

PROFILING SOME OF OUR RESEARCHERS



JUDE BALL

Dr Jude Ball joined ASPIRE 2025 in November 2014, with a background in critical psychology, health promotion and applied public health research. She recently completed a PhD exploring the drivers of long term trends in adolescent risk behaviour. Her research focuses on the impact of the changing social context on youth trends, and the inter-relationships between smoking and other risk behaviours in young people. Current projects include leading the young adult strand of the EASE cohort study of smokers and recent quitters; and analysis of Youth Insights Survey data 2012-2018 to explore the determinants of smoking and smoking trends in Māori and non-Māori Year 10 students aged 14-15 years.



ELLIE JOHNSON

Ellie graduated from Massey University, Palmerston North in 2019 with a Master of Applied Statistics and has recently joined the Department of Public Health at the University of Otago, Wellington. She is currently involved in the analysis and reporting of statistics for both the New Zealand arm of the International Tobacco Control (ITC) Evaluation Project and the Te Ara Auahi Kore (TAKe) Project. Ellie is passionate about the use of health data to inform public health policy and her particular interest is the analysis of smoking behaviour in response to tobacco control policy.



MADELEINE (MADDIE) WHITE

Maddie is involved in the analysis of data from the New Zealand International Tobacco (ITC) project and in the development of its continuation 'EASE' in the HRC-funded Whakahā o Te Pā Harakeke programme. She has been involved in work around tobacco control since investigating cessation attempts and outcomes amongst smokers using the 2015/16 New Zealand Health Survey (NZHS) during her Master of Applied Statistics in 2017. The NZHS forms part of the sampling frame for the ITC NZL project, making her involvement with ASPIRE 2025 for this project an especially special and exciting continuation. Maddie is interested in how people experience policy interventions and how we can apply what we learn from surveys in order to move policy forward to reduce health inequities.

NEW PROJECTS FUNDED

ASPIRE 2025 was successful in gaining funding for a number of significant new research projects during 2019. We have much pleasure in profiling some of these projects in this year's report.

THE WHAKAHĀ O TE PĀ HARAKEKE PROGRAMME

The Whakahā o Te Pā Harakeke programme is a partnership between the University of Otago, Kōkiri Marae Keriana Olsen Trust, Hāpai Te Hauora and the Institute of Environmental Science and Research Limited (ESR), with collaborators at AUT and the University of Canterbury. The programme is conceptualised around a whariki, created from three whenu, which comprise strands of related projects. We have two miro as overarching themes: our shared commitment to reducing health inequities, particularly by promoting the achievement of Smokefree Aotearoa for all peoples in New Zealand, and our commitment to foster capacity building and engage with the tobacco control and policy-maker sector.



On 22 August 2019, the tobacco control sector and community members were welcomed onto Kōkiri Marae to celebrate the launch of the Whakahā o Te Pā Harakeke research programme.

Our three key whenu examine the evidence for smokefree interventions, equity and endgames (Whenu Tahi), focus on specific approaches to reducing the appeal, availability and accessibility of tobacco (Whenu Rua), and explore how knowledge translation within the tobacco control system could occur more effectively (Whenu Toru).

Whenu Tahi will provide new evidence to support the development, implementation and evaluation of interventions that aim to see a Smokefree Aotearoa achieved equitably. We will continue the currently funded International Tobacco Control project as a new and expanded study: EASE (Evidence for Achieving Smokefree Aotearoa Equitably). This study will follow a cohort of smokers and recent quitters, with equal numbers of Māori and Pasifika participants. A second area of investigation is the INSPIRED project, which will identify new developments in countries with smokefree 'endgame' goals and use these to inform thinking and stimulate intervention development in Aotearoa.

Whenu Rua will probe how existing and future potential interventions could substantially decrease tobacco's appeal, affordability and accessibility, and reduce smoking prevalence particularly among Māori and Pasifika, and rangitahi. It comprises linked projects examining the impact of existing policies (positive and negative) on smokers, quitters, and their whānau; the effects of reducing tobacco availability; how social supply networks function; the smoking-alcohol nexus, and how relapse from vaping to smoking occurs.

Whenu Toru will map our complex tobacco control system and examine how different voices are represented within this system. It aims to identify the most effective knowledge translation routes and inform strategies that empower the advocacy sector, and catalyse successful interventions at all levels, from community to policy.

Our programme is driven by our desire to reduce smoking prevalence to minimal levels; achieving this outcome would virtually remove a critical cause of premature, preventable mortality and health inequity in New Zealand, and inspire international thinking. It would realise profound population health gains, and the social and economic benefits would transform communities currently bearing a great burden of disadvantage caused directly by smoking.

Our partnership with Kōkiri Marae Keriana Olsen Trust and Hāpai Te Hauora gives our programme a specific equity focus, and will facilitate strong engagement with tobacco control stakeholders and Māori and Pasifika communities. We hope this strong relationship will enhance the likelihood that we will reduce disparities, improve health and ensure young people enjoy a future free from the blight of tobacco.

FUNDING

Health Research Council Programme Grant



YOUTH INSIGHTS PROJECT: WHY IS SMOKING DECLINING AMONG MĀORI AND NON-MĀORI ADOLESCENTS, AND HOW CAN WE ENSURE IT DECLINES FURTHER?

BACKGROUND

Adolescent smoking has declined dramatically over the past 20 years in New Zealand and other OECD countries, but the causes of the decline are not well understood. This impressive decline – strongest in Māori adolescents – follows a sharp rise in teen smoking in the 1990s. The almost simultaneous rise and subsequent fall in teen smoking in countries with very different tobacco control environments suggests policies and interventions do not fully explain the observed trends.

PROJECT

Our previous ASPIRE research exploring adolescent smoking decline has been more successful at elucidating what is not driving declines in adolescent smoking than determining what is. For example we have shown that the decline in smoking among Year 10 students 2002-2015 was independent of established risk factors such as exposure to smoking in the home, parental smoking and older sibling smoking, and that tax increases were not a significant driver in this age group and time period. Furthermore, we found diverse contextual changes in family, school and leisure settings explained very little of the decline in smoking in secondary students between 2001 and 2012.

So what is behind the decline in adolescent smoking? And how can we use that knowledge to eliminate ethnic smoking disparities and further reduce smoking uptake in schools and geographical areas where it remains prevalent?

Using data from the HPA's Youth Insights Survey (2012-2018), this project will identify determinants of adolescent smoking in Māori and non-Māori adolescents, and determine which factors explain recent declines in smoking prevalence among Year 10 students aged 14 to 15.

The Youth Insights Survey is a comprehensive survey of adolescent lifestyles, and secondary analysis will enable us to test hypotheses that couldn't be tested with other data sets we have explored previously: the ASH Year 10 Snapshot and the Youth 2000 series. For example, we know that secondary students are now less likely to have part time jobs than in the past. Does this mean they have less disposable income, and if so, has that impacted on smoking prevalence? When it comes to declines in youth drinking, international research shows that parental attitudes and practices have been a significant contributor. Have NZ parents become less permissive about smoking and less likely to supply tobacco to their adolescent children? Another hypothesis is that increasing mobile phone and internet use by young people has displaced smoking and other risk behaviors. Although this hypothesis has received little empirical support internationally, it is yet to be tested in the NZ context.

This is a partnership project between the University of Otago and the Health Promotion Agency (HPA). Analysis will begin in March 2020, with findings available in late 2020 or early 2021.

PROJECT TEAM

University of Otago – Richard Edwards, Andrew Waa, Jude Ball, James Stanley, Jane Zhang
Health Promotion Agency – Nivy Gurram

FUNDING

University of Otago Research Grant



TOBACCO PACKAGE EFFICACY MESSAGING: A MIXED METHOD STUDY

Messages on New Zealand's tobacco packaging emphasise personal or second hand health risks of smoking. However, these messages fail to address common beliefs that quitting smoking is “too hard”, and among smokers with low quitting efficacy, may ironically decrease smokers' confidence they can successfully quit. Integrating locally relevant self-efficacy and response efficacy messages with existing plain packaging through printed “inserts” or “flaps” provides multiple opportunities each day to deliver a just-in-time micro-intervention to boost smokers' belief they can become smokefree and increase the urgency of quitting. Canada is currently the only country to accompany health warnings on tobacco packaging with efficacy “inserts” placed inside packs.

We will use a mixed method design to explore what self-efficacy and response efficacy enhancing messages improve confidence in quitting and prompt thoughts of quit attempts among smokers. Formative in-depth interviews will explore efficacy-enhancing themes and message components with current smokers and an online survey will examine how specific efficacy-enhancing messages affect smokers' affective responses, perceptions of message effectiveness, and self-efficacy to quit. The findings will provide insights into how enhanced tobacco packaging design could help reduce smoking prevalence.

PROJECT TEAM

Mei-Ling Blank, Janet Hoek, Phil Gendall

FUNDING

University of Otago Research Grant



DEVELOPING OPTIMAL STRATEGIES TO SUPPORT SMOKING CESSATION AMONG ROLL-YOUR-OWN TOBACCO USERS

This newly funded study extends a very successful UORG led by Mei-Ling Blank. It aims to address high roll-your-own (RYO) tobacco use in New Zealand, which is especially high among young adults, people experiencing greater deprivation, and Māori. Reducing RYO use could also reduce health inequalities and improve progress towards the Smokefree 2025 goal.

The study will follow a parallel approach with an intensive qualitative phase led by Lizzie Strickett (Hāpai Te Hauora) and undertaken with Māori who use RYO tobacco. This phase will first use whānau interviews to develop warning images and messages that RYO users and their whānau think could encourage quitting. It will also develop self-efficacy and response-efficacy designs, and explore the narratives underpinning both. The second phase will be undertaken with Māori and non-Māori, and will use the novel construct-a-pouch developed by co-PI Blank to develop RYO pouches featuring both warning labels and efficacy designs.

Subsequent phases will use experimental approaches to explore these findings, which will inform Phase 2, where we will use parallel Māori and non-Māori samples to compare different RYO-specific warnings and efficacy messages relative to a control warning and message. Phase 3 will also use parallel Māori and non-Māori samples to undertake a best/worst study that estimates the impact each warning has independently and in combination with different efficacy messages.

Our focus on groups harmed most by RYO use aims to create a new approach, allowing a more effective combination of stimuli that prompt quitting with messaging that supports cessation. Our work could support an immediate change in RYO warnings so these more effectively foster quit attempts, inform warnings on other tobacco products, and provide a platform for comprehensive mass media campaigns that amplify new warning content. We also propose sharing our findings with communities using a haerenga that will enable kanohi ki te kanohi meetings where we can return knowledge and support local uptake.

PROJECT TEAM

Mei-Ling Blank, Janet Hoek, Lizzie Strickett, Philip Gendall, Andrew Waa, Richard Edwards

FUNDING

Health Research Council Project Grant (19/327)



THE PREVALENCE OF SMOKING AMONG ADOLESCENT STUDENTS AGED 13-15 AND ITS INFLUENCING FACTORS IN THE MUNICIPALITY OF DILI IN 2020

BACKGROUND

Timor Leste is a low income country situated close to Indonesia which faces a variety of major health issues including high prevalence of tobacco smoking. Among adults estimates are that about 50-70% of adult males smoke and 20% use smokeless tobacco products, whilst smoking is much less among women (<5%), smokeless tobacco use may be much higher. The last Global Youth tobacco Survey of 13-15 year olds in 2013 found that 42% of school students were using tobacco products. Timor-Leste has some Framework Convention of Tobacco Control (FCTC) measures in place e.g. very large pictorial warning labels. However, tobacco products are cheap and very widely available, particularly through informal street vendors.

PROJECT

This study aims to measure the prevalence of smoking and its association with possible determinants among high school students in the municipality of Dili (the capital city of Timor-Leste). We will recruit around 400 Year 8/9 students from basic primary and high schools representing the six sub-districts of Dili. We will also explore mapping of the availability of tobacco products for sale in the vicinity of the participating schools. Data collection is scheduled for April-June 2020, with completion of the project in December 2020.

The project is funded by the Otago Global Health Institute (OGHI) and is part of a growing collaboration between the Universidade Nacional Timor Lorosa'e and the Otago University, in Timor-Leste and New Zealand. The project will help support the development of this collaboration and foster sharing of research knowledge and experience among researchers from both countries involved in this study.

PROJECT TEAM

João Soares Martins,¹ Richard Edward,² Sue McAllister,² Natalia Pereira,¹ Frederico B A dos Santos³

¹ Universidade Nacional Timor Lorosa'e, Timor-Leste

² University of Otago

³ Ministry of Health, Timor-Leste

FUNDING

Otago Global Health Institute Seed Funding Research Grant



Project investigators, including Richard Edwards (front left) and project PI, Joao Martins (back left).

UPDATE ON MAJOR PROJECTS

An update on the major projects
led by ASPIRE 2025 researchers
already underway in 2019.

ELECTRONIC NICOTINE DEVICE SYSTEMS (ENDS) RESEARCH

THE E-CIGARETTES AND INFORMED CHOICE (EC-IC) STUDY

The EC-IC study explored how smokers could be encouraged to switch from smoking to e-cigarettes (now known as ENDS – electronic nicotine delivery systems). There is general agreement that smokers will benefit if they transition from smoking to exclusive vaping, but efforts to promote switching need to avoid encouraging experimentation with ENDS among non-smokers.

We have had a further paper outlining findings from the qualitative phase accepted. This paper examines how vapers perceive the second-hand aerosol (SHA) created by vaping and compares these perceptions to views of second-hand smoke (SHS). We found participants interpreted the lack of warning information about SHA as evidence it was harmless, which led many to vape inside their homes and cars, places where very few reported smoking. The lack of information about SHA led participants to rely on their own sensory experiences, and several interpreted the appealing smell of SHA and its rapid dispersion as evidence it did not contain harmful constituents.

We completed our work in partnership with Hāpai Te Hauora and have a further paper examining ENDS uptake and use among Māori and Pacific peoples who smoke. We are grateful to Lizzie Strickett and Stephanie Erick for their expert guidance. We are finalising a paper based on work undertaken by Eirenei Tauai. Eirenei explored smoking's role in the lives of Pacific young adults as a summer school project, and her findings offer important new insights into how smoking becomes an embedded practice.

We delayed fieldwork on our quantitative study phases in the hope the Government's proposed regulations on vaping would be issued, but policies are still in development. We fielded an extensive survey on vaping and a brief paper examining flavour preferences among smokers and non-smokers is currently in press. We will be presenting findings from this work at the 2020 SRNT Conference and further papers are currently in preparation.

We completed fieldwork for the choice study and a paper outlining these findings is also in preparation.

PROJECT TEAM

Janet Hoek, Lindsay Robertson, Mei-Ling Blank, Phillip Gendall, Rose Richards, Claire Cameron, Pamela Ling, Lucy Popova, Louise Thornley.

FUNDING

Health Research Council 16/149



BETWIXT TWO WORLDS? DISRUPTIVE TECHNOLOGY AND NEGOTIATING IDENTITY CHANGE

We completed fieldwork for the Marsden-funded S2V project, which explores how people negotiate new identity positions as they move from smoking to vaping. We recruited 46 participants of whom 34 completed a minimum of four in-depth interviews as they attempted to take up vaping and quit smoking. Participants achieved varied outcomes, including full transition from smoking to vaping, dual use (smoking and vaping), relapse to smoking, and quitting both smoking and vaping. Findings from this detailed longitudinal qualitative study provided important new opportunities to probe how participants' perceptions and experiences of smoking and vaping evolved.

During their five in-depth interviews, participants completed day and evening grids, where they mapped their smoking and vaping on an average day or a typical evening when they socialised. We presented a poster in which we outlined different transition patterns at the 2019 SRNT conference. We are currently developing this work further and hope to provide detailed descriptions of different transition patterns that could potentially inform advice given to people hoping to move from smoking to vaping.

Work currently underway includes an analysis of the materiality of vapes and cigarettes, which we presented at the 2019 SRNT Europe conference and that we discussed in presentations given while PI Janet Hoek was on leave. While many participants

anticipated smoking with pleasure, they found cigarette butts and the smell of smoking tainted them, and elicited negative judgment from others. Vape devices were less likely to elicit judgment; some participants became strongly attached to their vapes, felt anxious if they did not know where their vape was, and saw their vape as a tool for communicating how they saw themselves. Work currently underway is exploring vape devices as objects that catalyse smoking cessation, provide a bridge that recaptures valued elements of smoking, and eventually become objects with which some participants bond.

Another paper under development explores experiences of 'othering' that participants reported. This paper contrasts many participants' initial depictions of vapers as 'other' and analyses how these perceptions changed, as they themselves adopted vaping, or became reinforced if they retained smoking as their primary source of nicotine.

Our PhD student, Grace Teah, is developing papers that propose outlining a vaping typology, exploring vaping and social interactions, and probing how people negotiate changing practices as they transition from smoking to vaping.

We have also commenced preliminary analyses of the daily diary data that participants provided. These highlight changes in the relaxation, pleasure and comfort participants associated with smoking and vaping as their source of nicotine changed.

PROJECT TEAM

Janet Hoek, Mei-Ling Blank, Tamlin Conner, Shelagh Ferguson, Lee Thompson, Kerri Haggart, Grace Teah.

FUNDING

Marsden Fund 17/129



INTERNATIONAL TOBACCO COLLABORATION (ITC) UPDATE

The ITC NZ study (NZ-ITC), funded by the Health Research Council, consists of a cohort of New Zealand smokers and ex-smokers who we have followed over about 18 months to see how their smoking related knowledge, attitudes and behaviours change over time, what influences those changes, and to evaluate the role of policy measures in promoting and supporting quitting.

The project is led by Richard Edwards. Co-investigators include Andrew Waa, James Stanley, Janet Hoek, Phil Gendall, Dan Tautolo and Heather Gifford. Data collection is carried out through phone interviews conducted by Research New Zealand.

The ITC NZ study is part of a large international ITC programme (<http://www.itcproject.org/>) which has been underway for over 15 years, following similar cohorts in up to 30 countries all around the world. Many of the world's leading tobacco control researchers collaborate within the international ITC programme. The NZ ITC cohort has particular strengths in having a high proportion of indigenous (Māori) participants compared to other ITC projects and because we recruit participants from the NZ Health Survey (thanks to support from the Ministry of Health), we can link to additional data collected during that survey.

During 2019 we focused on preparing the dataset from the wave two interviews, and carrying out analysis and disseminating findings from the two waves of data that were collected in 2016-17 and 2018 (around 1000 participants, including over 300 Māori participants in each wave).

In 2019, we published our first papers from the project – describing levels of support and interest among smokers for denicotinised cigarettes and a cross-country paper comparing e-cigarette patterns of use across multiple ITC cohorts. We also presented findings through five oral presentations and posters at three international conferences – the Society for Research on Nicotine and Tobacco (SRNT) in San Francisco in March 2019 and the Oceania Tobacco Control conference and inaugural SRNT-Oceania conference, both held in Sydney in October 2019.

The results presented for the smokers and recent quitters in the ITC cohort included:

- Support for key measures included in the ASAP strategy
- Impacts of smoking and quitting in smokers' social networks on their smoking-related behaviours
- Evaluation of the impact of recent tobacco excise increases
- Perceptions and beliefs about e-cigarettes
- An overview of key similarities and differences in smoking behaviours and beliefs between Māori and non-Māori participants

Key findings included high levels of support for many policy measures advocated in the ASAP strategy, evidence of ongoing impact of the annual tax increases in prompting smokers to try to quit, evidence that quitting among smokers' social networks can influence quitting behaviours, and detailed information on beliefs and reasons for use of e-cigarettes among smokers and recent quitters.

Further conference contributions were submitted and accepted for the 2020 Society for Research on Nicotine and Tobacco conference in New Orleans and the European Conference on Tobacco or Health in Berlin.

PROJECT TEAM

Richard Edwards, James Stanley, Andrew Waa, Beck O'Shaughnessey, El-Shadan Tautolo, Heather Gifford, Janet Hoek and Phil Gendall.

FUNDING

Health Research Council (HRC 15/072)



TE ARA AUAAHI KORE (TAKE)

Te Ara Auahi Kore is a HRC funded research project delivered by Te Ropu Rangahau Hauora a Eru Pomare (University of Otago) and Whakauae Research Services in partnership with five Māori health providers. The project aims to assess the impact of tobacco policies among Māori, identify potential interventions that will address smoking disparities between Māori and non-Māori, understand whanau perspectives on tobacco use and stimulate tobacco control action within Māori communities.

The project includes three studies: a survey of tobacco control related interventions in participating locations, interviews with whanau of smokers, and a cohort study of Māori smokers. Of these studies the policy and intervention survey and whanau study have been completed.

The first wave of interviews for the cohort study was completed at the end of 2019 and interviewing for the second wave has begun. Findings from TAKE have been presented at the 2019 Oceania Tobacco Conference and papers are currently being prepared for publication. At the end of 2019 we held our first community seminar in Northland to discuss TAKE findings for their region.

During 2020 we will continue to hold workshops and seminars to discuss TAKE findings with our study partners. We would like to acknowledge the support, innovation and dedication of our study partners and in particular our community based researchers, Erana Peita and Anania Kerehoma-Cook, in helping ensure the TAKE project will be a success.

PROJECT TEAM

Andrew Waa, Bridget Robson, Heather Gifford, James Stanley, Ruruhira Rameka, Richard Edwards, Gill Potaka-Osborne

FUNDING

Health Research Council 16/088



THE IMPORTANCE OF TOBACCO TO CONVENIENCE STORES: A NATIONAL STUDY

Opposition from tobacco retailers has thus far impeded adoption of policies to reduce retail availability. Tobacco is known to be a low profit product, yet retailers argue that tobacco increases footfall in their stores and support ancillary purchases that increase their overall profit. While some researchers believe that this argument relies on misinformation distributed by tobacco companies, only one published study has examined the validity of these claims. Post-purchase surveys with customers in Philadelphia (USA), found that only 13% of convenience store transactions included tobacco; most were tobacco-only purchases (8%) and only 5% of transactions included both tobacco and non-tobacco items. Further, there was no difference in expenditure on non-tobacco items when purchased with or without tobacco. We replicated this study with 20 stores in Dunedin during 2017 and found consistent results with the Philadelphia study. However, there was considerable variation in the proportion of transactions that included tobacco across outlets (range 1%–45%). Our aim was to undertake this study in a larger sample size to provide more generalisable estimates and inform policies restricting the national tobacco supply.

PROGRESS

Following the methods used in our Dunedin study, during November and December 2019 we used immediate post-purchase surveys with customers when they exited a random sample of 50 convenience stores in Wellington and 50 stores in Auckland. These were then grouped into geographical areas containing 10 stores. Within each geographical area, pairs of stores located close to each other were identified to reduce travel between stores. Data collection occurred for one hour at each pair of stores three times during the week, once in the morning, once at lunch time, and once in the later afternoon/evening. Replacement stores were identified within the geographic areas to be utilised in situations where data could not be collected at a sampled store. As customers exited the store they were asked to complete a short survey about what they purchased and total amount spent in the transaction, as well as whether tobacco was purchased and the amount spent on tobacco. This data was recorded on an iPad in Qualtrics.

We will use the results of the study to estimate the proportions (and 95% confidence intervals) of transactions that i) contained only non-tobacco items, ii) contained tobacco, iii) contained only tobacco, and iv) contained both tobacco and non-tobacco items for each city and overall. We are also interested in the mean number of items purchased, the mean number of non-tobacco items purchased, mean total expenditure, and mean expenditure on non-tobacco items. The larger sample size will allow for some descriptive observations within the groupings (e.g., differences in tobacco sales between stores according to their deprivation level).

This study will provide novel and important information that informs measures to reduce tobacco availability, and will have national and international relevance. Reducing tobacco availability is considered a key component of tobacco endgames, yet few jurisdictions have managed to limit access to tobacco. This data will test the validity of retailers' claims that tobacco sales are vital to their financial viability. Overall, our findings will inform policy development and community-led advocacy work aimed at reducing the supply of tobacco in New Zealand and achieving a Smokefree 2025.

PROJECT TEAM

Louise Marsh, Robin Quigg, Claire Cameron, Mei-Ling Blank, Janet Hoek, Trudy Sullivan, Phil Gendall, and Lindsay Robertson. Sarah Wood, Lathan Thomas and Noeleen Venter were added to the research team in 2019 for the data collection phase.

FUNDING

Lottery Health Research
R-LHR-2019-101847



ROLL-YOUR-OWN ON-POUCH PICTORIAL WARNING LABELS: A MIXED METHOD STUDY

Many countries, including New Zealand, have seen roll-your-own (RYO) loose tobacco use increase, despite policies to reduce smoking prevalence. On-pack pictorial warning labels (PWLs) typically feature general warnings about smoking, but no countries link these to specific types of tobacco (i.e., RYO or tailor made cigarettes). To our knowledge, no studies have yet explored responses to RYO-specific PWLs among smokers.

We used a sequential mixed methods design. In the first study, we used in-depth interviews and a novel “construct-a-pouch” elicitation technique to see what types of PWLs RYO smokers would design for themselves or people like them. Participants used image and text “building blocks” supplied by the researchers to design their own RYO-specific PWL using a three-dimensional life-sized pouch mock-up based on standardised packaging regulations. At the end of the interview participants commented on self-efficacy (tips to deal with cravings) and response efficacy (physical recovery after the very last puff) cessation messages that were integrated into the inner surface of participants’ constructed pouches.

In the second study, we conducted an online survey where respondents randomly viewed two of eight RYO-specific PWLs, including a reference design (mouth and throat cancer) very similar in tone and execution to existing PWLs. The test PWLs were based on the designs created by the first study’s participants. We assessed survey respondents’ emotional reactions and perceptions of message effectiveness. At the end of the survey respondents also viewed one of three cessation messages, and we again assessed emotional reactions and perceptions of effectiveness.

PROGRESS

For the first study, two posters were presented at SRNT 2019 (San Francisco) and a manuscript was accepted for publication in Tobacco Control. For the second study, a presentation was delivered at Oceania 2019 (Sydney) and a manuscript is currently under review. We have a third manuscript under review based on the cessation message findings from both studies, and delivered an oral presentation at SRNT 2020 (New Orleans).

PROJECT TEAM

Mei-Ling Blank, Janet Hoek, Phil Gendall

FUNDING

University of Otago Research Grant 2018



RESEARCH SPOTLIGHT

Highlighting two important
research strands for
ASPIRE 2025 projects in 2019

RETAILING

TOBACCO RETAIL AVAILABILITY AND THE 2025 SMOKEFREE GOAL

Tobacco retail availability was highlighted in 2009 as an issue that needed addressing, and yet in 2019 retail availability is still considered the 'new frontier' in tobacco control.

Internationally, there is wide retail distribution of tobacco, which in some countries such as New Zealand and Australia, remain one of the few forms of tobacco promotion. Those who live in neighbourhoods with higher numbers of tobacco retail outlets are significantly more likely to smoke compared to those living in areas with fewer outlets. Tobacco smoking remains a leading cause of health inequities; Māori bear more than twice the burden of harm from smoking than non-Māori. This is compounded by the disproportionate availability of tobacco in deprived communities where smoking is three times more prevalent than in advantaged communities. Few jurisdictions have developed and implemented policies to reduce tobacco availability. No measures to decrease retail availability have been introduced in New Zealand, and which policy to implement is even less clear.

Reducing the retail availability of tobacco is a key component of tobacco endgames, especially in countries where well-developed tobacco control measures, such as tobacco tax or smoking restrictions in public places, already exist. Policy changes to restrict tobacco outlets have the potential to decrease availability of tobacco products by increasing the search and purchase costs, reducing smoking prevalence, offering health gains and incurring savings to the healthcare system.

The Achieving Smokefree Aotearoa Project (ASAP) report, developed in collaboration with the NZ tobacco control sector, sets out a plan to comprehensively reduce tobacco's availability and accessibility. However, progress towards a Smokefree 2025 has stalled and seems unlikely without new evidence based policies and interventions, and informed advocacy. In 2019, our tobacco retailing research continued to provide evidence for the need for policies to reduce tobacco availability, and direction towards which policies might be most effective. A recent publication in the journal Tobacco Control highlights the crucial need to phase out the sale of cigarettes worldwide through a "gradual, jurisdiction-by-jurisdiction phase-out of cigarette sales, beginning with low-prevalence jurisdictions".¹ This focus provides insights into future directions of our research here in New Zealand.

Tobacco retailing studies undertaken by ASPIRE in 2019 include:

- A systematic review examining the international literature on the density and proximity of tobacco retail outlets to homes, schools and communities and their association with smoking behaviours among youth.
- A geospatial examination of tobacco being available only from pharmacies, only from liquor stores or only from petrol stations on features of the tobacco retail landscape.
- An article which makes suggestions for goals and principles that could underpin regulatory approaches to the supply of tobacco and non-prescription nicotine products.
- An in-depth study of how the New Zealand public perceives a range of policy options that could substantially reduce the retail availability of tobacco.
- A mixed-methods study to estimate the proportion of NZ bars and restaurants that sell tobacco, and the importance of tobacco sales to their business.
- A study using post-purchase intercept surveys to estimate the importance of tobacco sales to 100 convenience stores in Auckland and Wellington.

¹ Smith, E.A. and R.E. Malone, An argument for phasing out sales of cigarettes. Tobacco Control, 2019: p. tobaccocontrol-2019-055079.



SMOKING AMONG YOUTH

SEX, DRUGS, SMOKES AND BOOZE: WHAT'S DRIVING TEEN TRENDS?

Today's adolescents are far less likely to drink, smoke, use drugs or be sexually active than their 1990s counterparts. This dramatic decline in adolescent risk behaviour, which has occurred in many (but not all) OECD countries, has not been widely researched despite its public health importance, and the causes are not well understood.

Jude Ball's doctoral research aimed to fill this knowledge gap. Her research described recent trends in adolescent smoking, drinking, cannabis use, and sexual behaviour in selected English-speaking countries, and explored possible explanations for the observed trends. Her analysis of New Zealand data suggests a complex interplay of factors is responsible, with changing adolescent attitudes to smoking and drinking the strongest contributors to declines in those behaviours. Declines in cannabis use and sexual behaviour appear to be largely 'knock on' effects, with fewer drinking and smoking occasions leading to fewer opportunities to try cannabis or meet sexual partners.

International research suggests that less unsupervised time is a factor, and refutes the 'displacement by digital media' hypothesis.

The decline in adolescent smoking since 2000 has been particularly pronounced – much steeper than the decline in adult smoking – and it followed a rise in teen smoking during the 1990s. Regular smoking (monthly or more often) in Year 10 students fell from a peak of 29% in 1999 to a low of 4.75 in 2016, where it has hovered ever since. Jude's research showed that this decline was independent of trends in parental and older sibling smoking, and that declining exposure to second hand smoke in the home was not a significant contributor. It also showed that tobacco tax was unlikely to have contributed, since there were no above-inflation tax increases during the decade of steepest adolescent smoking decline: 2000-2010, and the decline did not accelerate (in fact it slowed, except among students in low decile schools) once annual tax increases were introduced. Jude also tested whether factors associated with risk behaviour in general (e.g. parental monitoring, school attachment etc.) were significant drivers of smoking decline, but found that they played only a small role, if any.

The only major driver Jude was able to identify was attitude to smoking, which changed dramatically over time. The proportion of secondary school students who thought it was okay for people their age to smoke regularly halved between 2001 and 2007, and halved again between 2007 and 2012. This highlights the importance of demoralisation, which has been a major strategy of tobacco control.

Jude's doctoral thesis was awarded 'exceptional thesis' status and is available online at:

<https://ourarchive.otago.ac.nz/handle/10523/9603>



PUBLISHED RESEARCH HIGHLIGHTS

THE LONG-TERM SUPPLY OF TOBACCO AND NICOTINE: SOME GOALS, PRINCIPLES AND POLICY IMPLICATIONS

This project examined the goals and upstream principles that could help officials, politicians, advocates and the public talk about tobacco and nicotine supply policy.

The resulting article suggested three goals and eight principles that could underpin regulatory approaches to the supply of tobacco and non-prescription nicotine products. The goals aim initially to minimise the availability of tobacco products; with an additional interim goal to move the supply of tobacco and nicotine products to non-profit systems, and an ultimate goal of minimising the availability of all non-prescription nicotine products.

The primary principles are that tobacco and nicotine products should not be seen as normal consumer products, should not be supplied for profit, and that the tax revenue from the supply of the products should first be used to reduce tobacco and nicotine use.



The authors argued that governments should aim to reduce the convenience, appeal and availability of tobacco products. Potential measures in New Zealand could include reducing the number of tobacco outlets to less than five per cent of current levels, and requiring retail outlets to be staffed by people trained and motivated to help tobacco and nicotine users quit.

They argued that governments worldwide need to create non-profit supply systems for tobacco and nicotine products, which are unique among consumer products because of their potential to cause significant yet highly avoidable harm. Currently, there is conflict between government health promotion strategies, which aim to minimise use of tobacco products, and the corporations' obligations to maximise shareholder profits. Possible options that governments could consider range from less interventionist moves such as requiring non-profit retail dispensaries for the products, to taking over ownership of all aspects of tobacco and nicotine production and the supply chain, from the field to the user.

ARTICLE CITATION

Thomson G, Hoek J, Marsh L. (2019). The long-term supply of tobacco and nicotine: Some goals, principles and policy implications. *Tobacco Control*. Online December 10. doi:10.1136/tobaccocontrol-2019-055132 <https://tobaccocontrol.bmj.com/content/early/2019/12/05/tobaccocontrol-2019-055132>

SMOKER AND RECENT QUITTER BELIEFS ABOUT NICOTINE, ADDICTION AND DE-NICOTINISED CIGARETTES: FINDINGS FROM THE ITC NEW ZEALAND SURVEY

This paper was the first full paper published based on data collected in the NZ ITC study. It was published in the international journal Tobacco Regulatory Science. It was led by Aoife McKiernan, a student from Dublin City University who spent a couple of months on internship with ASPIRE 2025 whilst in New Zealand.

The paper set out to explore understanding addiction and nicotine, and support an interest for very low nicotine cigarettes amongst New Zealand smokers and recent quitters. Mandated reductions of nicotine to minimal levels in cigarettes and tobacco was a key recommendation of the ASAP strategy and the US Food and Drug Administration has proposed reducing nicotine levels in cigarettes to minimal levels to make them less addictive.

This paper described the findings from 1,090 smokers and recent quitters included in the first wave of data collection. Key findings included that most participants (74%) were interested in trying low nicotine or nicotine-free cigarettes and 80% supported introducing a law to reduce nicotine in cigarettes and tobacco if nicotine was available through alternative products. Support for 'denicotinised' cigarettes and interest in trying these products was similar among Māori and Pacific smokers and recent quitters.

Nearly all participants believed (correctly) that smoking is addictive and nicotine is the major cause of addiction. However, almost half thought (wrongly) that nicotine is the main cause of cancer from cigarettes.

The findings suggest that introducing mandated low nicotine cigarettes could be feasible in NZ where alternative nicotine delivery products are widely available. However, implementation may need to be accompanied by public education to correct misperceptions about the harmfulness of nicotine and to encourage switching to alternative nicotine delivery products among smokers who cannot quit nicotine completely.

The paper attracted some media coverage, including an interview on TVNZ's breakfast TV show.

There is now a petition calling for the Government to introduce mandated denicotinised cigarettes: <https://our.actionstation.org.nz/petitions/reduce-the-nicotine-in-cigarettes>

ARTICLE CITATION

McKiernan A, Stanley J., Waa A.M., Kaai S.C., Quah A.C.K., Fong G.T., Edwards R. 2019. Smoker and recent quitter beliefs about nicotine, addiction and de-nicotinised cigarettes: Findings from the ITC New Zealand Survey. *Tobacco Regulatory Science* 5(5): 400-409.

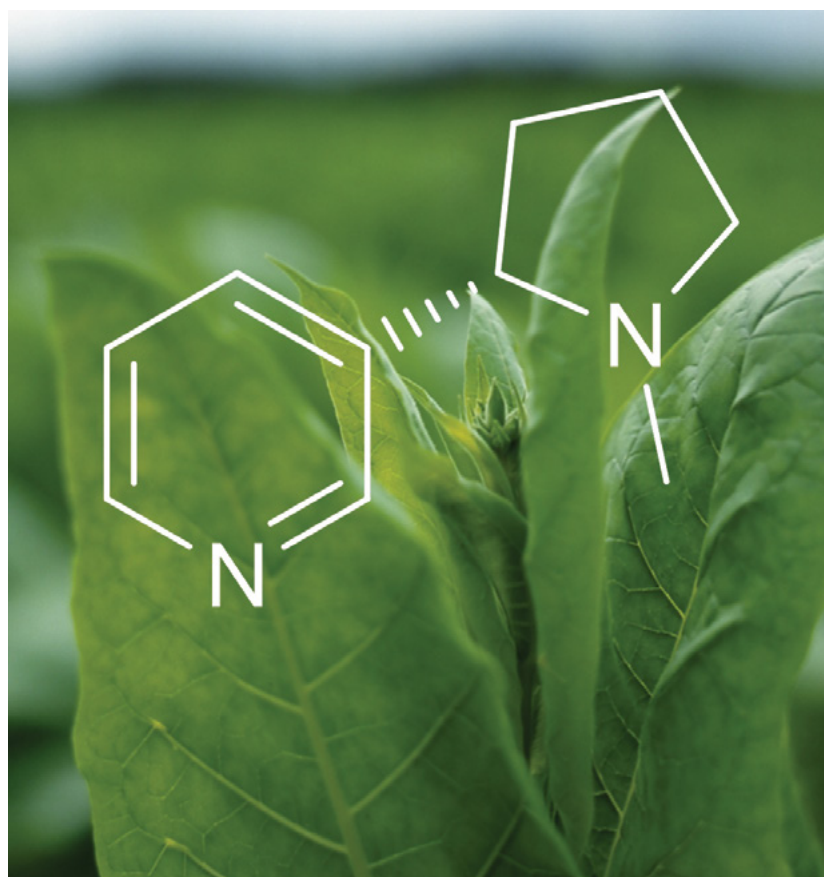


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BAT (NZ) DRAWS ON CIGARETTE MARKETING TACTICS TO LAUNCH VYPE IN NEW ZEALAND

A 2018 NZ District Court decision determined that Parliament did not intend the Smoke-Free Environments Act 1990 to apply to products consumed via inhalation. Although the Ministry of Health has noted that vaping products are tobacco products, regulated under the SFEA, if they are manufactured from tobacco, in practice it is very difficult to identify the source of nicotine used in vaping products. As a result, vaping companies have promoted their products on mass and social media, and the prohibitions on advertising that apply to smoked tobacco products have not been enforced with respect to vaping products.

An analysis of promotions undertaken by Vype, a vape brand owned by British American Tobacco, found these used strategic alliances with youth-oriented brands, event sponsorship, and youth role models as brand endorsers. Specific examples included sponsorship of Christmas parties hosted by media sites Vice and Remix, where Vype products were made available for sampling and where the Vype logo featured in event marketing and signage. More than 1600 people expressed interest in attending these events and no proof of age was required to respond to an online invitation available on an event app on a Facebook page.

This marketing reaches predominantly youth and young adult audiences and appears to contravene BAT's own marketing principles, which state that "vapour product marketing will be aimed at adults" and "to smokers and consumers of vapour and nicotine products". The widespread marketing of vape products using evocative branding and strategies designed to appeal to young people is reminiscent of how tobacco companies marketed smoked tobacco.

ARTICLE CITATION

Hoek, J., & Freeman, B. (2019). BAT (NZ) draws on cigarette marketing tactics to launch Vype in New Zealand. *Tobacco Control*, 28(e2), e162-e163.



FOUNDATION FOR A SMOKE-FREE WORLD AND HEALTHY INDIGENOUS FUTURES: AN OXYMORON?

There have been ongoing concerns about how the tobacco industry exploits indigenous peoples to promote their commercial interests. In 2017 Phillip Morris International provided US\$1 billion in funding for 12 years to establish the Foundation for a Smokefree-World. While claiming to be free of tobacco industry influence, several commentators have noted that by receiving tobacco industry funding the Foundation is faced with significant conflict of interest, particularly as the Foundation's agenda appears to be aligned to the interests of Philip Morris.

In particular, there have been concerns raised by indigenous peoples about the Foundation's apparent targeting of indigenous peoples in its messaging. Concerns have also been raised about the funding of US\$1 million, which was used create a NZ based indigenous research centre.

"Foundation for a Smoke-Free World and healthy Indigenous futures: an oxymoron?" is the result of a collaboration between indigenous researchers from Australia, Canada, the United States and NZ. This paper provides an indigenous perspective on the implications of the Foundation's activities and concludes that any indigenous engagement with the Foundation poses a threat to wellbeing. Upon its publication the paper stimulated much discussion and debate, including the role of the tobacco industry in promoting vaping in Aotearoa/NZ.

ARTICLE CITATION

Waa A, Robson B, Gifford H, et al. (2019). Foundation for a Smoke-Free World and healthy Indigenous futures: an oxymoron? *Tobacco Control* Published Online First: 10 May 2019. doi: 10.1136/tobaccocontrol-2018-054792

NEW ZEALAND TOBACCO RETAILERS' UNDERSTANDINGS AND ATTITUDES TOWARDS SELLING ELECTRONIC NICOTINE DELIVERY SYSTEMS: A QUALITATIVE EXPLORATION

In 2017, the New Zealand Government signalled its intent to legalise the widespread sale of Electronic Nicotine Delivery Systems (ENDS), although many New Zealand retailers have actually sold these products for several years. While it has been argued that ENDS uptake may reduce the harm smokers' face, previous research suggests that it requires them to adopt an entirely new practice, which in turn necessitates specialist advice. We therefore explored how effectively existing non-specialist tobacco retailers could advise and support potential quitters.

We conducted in-depth interviews with 18 tobacco retailers prior to legislative change, exploring their knowledge of ENDS, attitudes towards selling ENDS and supporting customers' cessation attempts, perceptions of ENDS' risks and benefits, and views on the proposed legislation.

We found that participants generally had poor knowledge of ENDS products and provided either no advice or gave incorrect information to customers. They believed that the main benefit consumers would realise from using ENDS rather than tobacco would be cost savings, and relatively few viewed ENDS as smoking cessation devices. Those who stocked ENDS did so despite reporting very low customer demand, and saw tobacco as more important to their business, citing higher repeat business, ancillary sales and rebates. Participants typically supported liberalising ENDS availability, though several expressed concerns about potential youth uptake.

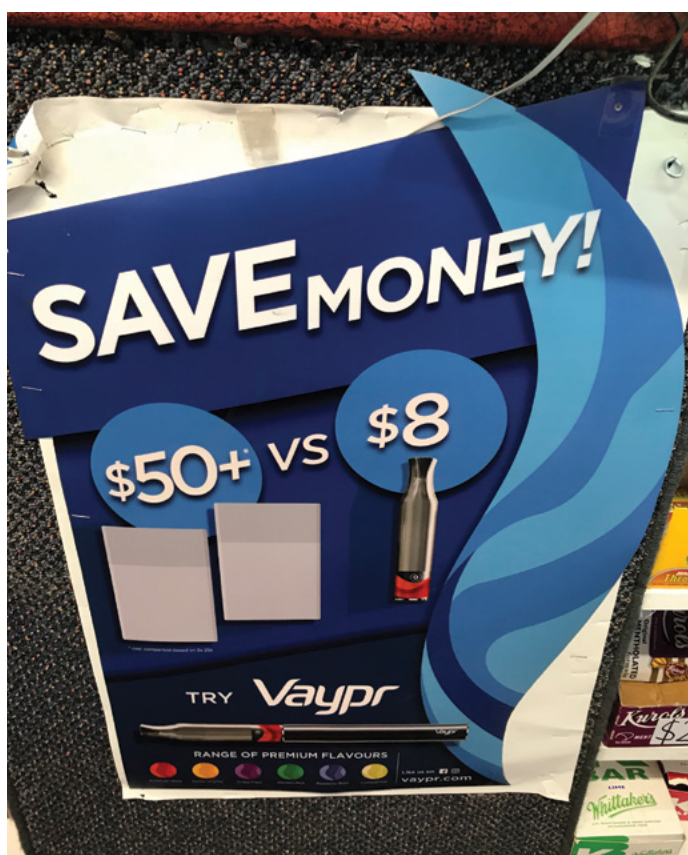
Tobacco retailers' limited understanding of ENDS, and the higher value they placed on tobacco, suggests they may have little capacity or inclination to support ENDS users to quit smoking. Licensing schemes for both ENDS and smoked tobacco could simultaneously reduce supply of smoked tobacco while requiring ENDS retailers to meet minimum knowledge standards.

ARTICLE CITATION

Bateman, J., Robertson, L., Marsh, L., Thornley, L. and Hoek, J. (2019). 'New Zealand Tobacco Retailers' understandings and attitudes Towards Selling Electronic Nicotine Delivery Systems: A Qualitative Exploration', *Tobacco Control* (in press).

FUNDING

University of Otago Research Grant
Department of Preventive and Social Medicine
Strategic Grant



COLLABORATIVE SUCCESS

WHAKAHĀ O TE PĀ HARAKEKE: COLLABORATING FOR SUCCESS



Whakahā o Te Pā Harakeke ropū.

Collaboration is a cornerstone of the Whakahā o Te Pā Harakeke research programme. Not only do our diverse skills, perspectives and experiences enrich our work the collaboration will also ensure that our research will be grounded in and relevant to the needs of the tobacco control sector. Collaborating individuals and organisations will participate in the implementation and dissemination of research as well as overall programme decision making. Along with academic institutions the collaboration includes ESR (Institute of Environmental Science and Research), Hāpai Te Hauora and Kōkiri Marae Keriana Olsen Trust.

ESR is a Crown Research Institute that specialises in science relating to people and communities. Led by Mat Walton from ESR's Social Systems team their involvement in the Programme brings the exciting opportunity to explore how research evidence is applied within Aotearoa/NZ's tobacco control system.

Auckland based Hāpai is a Māori led public health organisation that holds both Auckland region and national public health contracts, including the National Tobacco Control Advocacy programme. Their work in engaging with a wide range of stakeholders throughout the tobacco control sector (in particular

Māori) will provide valuable insights into continuing and emerging information needs among policy makers, champions, programme and service providers. Over recent years Hāpai has also developed a skilled research team who are working across a range of health areas. Hāpai's research work in the programme will be led by Lizzie Strickett and supported by the tobacco control team.

Kōkiri marae is an innovative community-based health and social services centre located at Seaview in Lower Hutt. Along with their services and programmes Kōkiri has a long history with conducting and collaborating in research projects in asthma, housing and tobacco control. This work has been championed by Cheryl Davies with the support of the wider Kōkiri team. Their focus will ensure that the Whakahā research programme will remain grounded and responsive to community needs, in particular Māori and Pacific.

Along with other research programme members from the University of Canterbury, AUT and University of Otago we are extremely excited about the way our collaboration has come together and will be working together over the coming years.

Taonga symbolising the interweaving of knowledge and strength, and the collaboration between Whakahā o Te Pā Harakeke's research partners.



CANCER SOCIETY RESEARCH COLLABORATION



Otago researchers leading the new Cancer Society Research Collaboration are (from left); Associate Professor Sue Crengle, Dr Rachael McLean, Professor Diana Sarfati, Dr Richard Egan, Professors Louise Signal and Janet Hoek.

In 2019, ASPIRE joined with colleagues from the Department of Public Health and the Social and Behavioural Research Unit to develop a comprehensive programme on cancer prevention, care and support. It links the Cancer Society of New Zealand (CSNZ) with ASPIRE 2025 (ASPIRE: research for a tobacco-free Aotearoa), the Cancer and Chronic Conditions Research Group (C3: supportive care, health communication, unequal treatment, screening and comorbidity), the Health Promotion and Policy Research Unit (HEPPRU: health promotion and policy, including food, UV and alcohol) and the Social and Behavioural Research Unit (SBRU: tobacco, UV, psychosocial and supportive care, nutrition and alcohol).

The smokefree research theme recognises that smoking is the most common cause of cancer-related death and a major cause of health inequities. The projects are informed by the Achieving Smokefree Aotearoa Project (ASAP) report, which aims to galvanise progress to the Smokefree 2025 goal by comprehensively reducing tobacco's accessibility, affordability, and appeal.

Key projects include exploring the balance between reducing tobacco's availability to help prevent initiation while recognising that restrictions will impose costs on smokers who do not quit. The project aims to understand how reducing retail outlets may affect more deprived communities, and will allow the risks and benefits of this approach to be analysed. We will draw on the extensive modelling skills of the BODE3 group to examine how changes in retailing electronic nicotine delivery systems, such as vapes, could affect smoking cessation. BODE3 will also model how reducing alcohol supply and hazardous drinking among young people would affect smoking initiation. We will also be examining determinants and trends in adolescent smoking, following work led by Dr Jude Ball in her PhD thesis.

This new programme provides an outstanding opportunity to join with other University of Otago colleagues and develop a comprehensive evidence base that will inform and support the Cancer Society's advocacy. ASPIRE 2025 has always had a strong relationship with the Cancer Society and we look forward to working closely with their research and policy team.

ASPIRE 2025 RECOGNISED FOR TOBACCO CONTROL EXCELLENCE

On Monday the 1st of April, ASPIRE 2025 members were delighted to learn that the Thoracic Society of Australia and New Zealand (TSANZ), Australia's peak body representing respiratory health professionals, had awarded ASPIRE 2025 the 2019 President's Award, which recognised our "exemplary efforts and achievements in the field of smoking cessation and tobacco control".

We were delighted to receive this recognition of our work, particularly from the Thoracic Society of Australia and New Zealand, whose members are dedicated health professionals caring for and treating those

most affected by smoking's harms. The Thoracic Society of Australia and New Zealand is one of the key organisations leading efforts to help achieve a Smokefree Aotearoa by 2025.

We are also very mindful that our work is far from complete. Striking inequities in smoking prevalence still exist and Māori and Pacific peoples continue to bear a disproportionate burden of harm caused by smoking. As 2025 draws near, we need to increase our efforts to reduce these disparities. We look forward to working with TSANZ to achieve those goals.



Richard Edwards accepting the award on behalf of the ASPIRE 2025 research group.

DISSEMINATION OF ASPIRE 2025 RESEARCH THROUGH SECTOR AND COMMUNITY ENGAGEMENT

ASPIRE 2025 aims to be an international leader in tobacco control research. Our research theme illustrates the power of multi-disciplinary, mixed-methods research. ASPIRE researchers report on complex epidemiological studies, through to probing analyses of individuals affected by different policies. This breadth of work has allowed us to offer crucial new insights into the impact current and potential measures have or could have and we work hard to ensure our findings are disseminated, understood, and translated into actions that contribute to the Smokefree 2025 goal.

Specific translation initiatives include:

- Hosting a seminar series for the New Zealand tobacco control sector on topical issues;
- Attendance and presentation at international and national tobacco control conferences;
- Providing summaries of our research on our website: www.aspire2025.org.nz;
- Involvement in tobacco control sector advisory groups and workshops;
- Making evidence-based policy submissions on tobacco control issues;
- Providing media releases, writing op-eds and blogs, and offering expert commentary.

ASPIRE 2025 SEMINARS AND WORKSHOPS

The ASPIRE 2025 seminar series was a success in 2019, with three seminars and one workshop, hosting a total of five international speakers. Each of these events presented to the wider tobacco control sector and attracted attendees from all areas of tobacco control, including government ministries, NGOs, DHBs and University staff and students. In order to further extend our reach, all ASPIRE 2025 seminars were also offered through web-conferencing, which was again very well-received by the sector, particularly those people outside main centres. Content from each seminar is also made available on our website.

WORKSHOP | RECENT DEVELOPMENTS IN CANADA ON TOBACCO PRODUCT AND E-CIGARETTE REGULATION

During this workshop, held on the 12th of February, Denis Choiniere, the Director, Tobacco Products in the Regulatory Office of Health Canada provided an invited audience with an update on developments in policies on additives, denicotinised tobacco and e-cigarette regulation in Canada.

Denis Choinière joined Health Canada in 1988. After working in the areas of medical devices evaluation and drinking water safety, he joined the Tobacco Control Program in 1997. He has led the development of, or contributed to, all the regulations made under the Tobacco Act (now the Tobacco and Vaping Products Act) and legislative amendments to tobacco control legislation. He holds the position of Director, Tobacco Products Regulatory Office, within the Tobacco Control Directorate. Mr Choinière was a member of the delegation representing Canada during the negotiations leading to the World Health Organization Framework Convention on Tobacco Control. He has represented Canada on the Conference of the Parties' Working Group tasked with developing guidelines for the implementation of Article 11 (packaging and labelling) of the WHO FCTC, and on the Working Group that developed the partial guidelines on Articles 9 and 10 (product regulation and disclosure).

SEMINAR | THE COMMERCIAL TOBACCO USE EPIDEMIC AMONG INDIGENOUS PEOPLES: SURVEILLANCE AND MONITORING SUCCESSES AND CHALLENGES FOR EVIDENCE-BASED POLICIES AND INTERVENTIONS

Our first ASPIRE seminar for 2019 was held on the 5th of April, and featured three international speakers with expertise in Indigenous peoples. Speakers included Dr Raglan Maddox, Associate Professor Ray Lovett and Dr Janet Smylie. Summaries of their talks can be found below.

DR RAGLAN MADDOX

Dr Maddox is a Research Associate for Well Living House, Centre for Urban Health Solutions, St. Michael's Hospital, Toronto and Visiting Fellow at University of Canberra. During his talk, Dr Maddox examined Indigenous wise practices for conducting tobacco related research with Indigenous peoples, including community engagement. He drew lessons from a number of case studies, including his work with the Society for Research on Nicotine and Tobacco (SRNT) Indigenous network.



Associate Professor Ray Lovett

A/Prof Lovett's passion for improving Aboriginal and Torres Strait Islander health led him to his current role as the Program Leader of Aboriginal and Torres Strait Islander Health Program at the Research School of Population Health, The Australian National University (ANU). A/Prof Lovett, who is also an Adjunct Research Fellow with the Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS), discussed changes in Australian Aboriginal and Torres Strait Islander adult daily smoking. He presented data highlighting the reductions in Aboriginal and Torres Strait Islander smoking prevalence over the past decade and also discussed implications for ongoing tobacco control efforts.



Dr Janet Smylie

Dr Janet Smylie is a family physician and public health researcher. She works as a research scientist in Indigenous health at St. Michael's hospital, Centre for Urban Health Solutions (CUHS), where she directs the Well Living House Applied Research Centre for Indigenous Infant, Child and Family Health. Dr Smylie leads multiple research projects in partnership with First Nations, Inuit, and Métis communities/organisations. During her presentation, Dr Smylie reflected on how these studies have improved Indigenous health-info systems and the impacts this has had on health programmes and policies.



SEMINAR | "THE LESSER EVIL": COMMUNICATING ABOUT COMPARATIVE RISKS OF ELECTRONIC AND COMBUSTED CIGARETTES

DR LUCY POPOVA

On the 10th of May 2019, we were privileged to host Dr Lucy Popova who is an Assistant Professor at the School of Public Health at Georgia State University in Atlanta, Georgia, USA. Dr Popova's research focuses on how consumers understand risks of different tobacco products, and their emotional and cognitive responses to marketing and health education messages. She is also a recipient of a National Institutes of Health Career Development Award.

During this seminar, Dr Popova presented the results of qualitative studies and randomised controlled experiments on messages communicating comparative risk of electronic and combusted cigarettes and discussed promising strategies to address comparative risk, presence of nicotine, and warnings on e-cigarettes. She answered questions about how we can communicate to smokers about e-cigarettes to increase positive (complete switching) and minimise negative (dual use, initiation among non-smokers and former smokers) consequences and discussed the mechanisms through which warnings and plain packaging impact smoking attitudes and behaviour.



PUBLIC HEALTH SUMMER SCHOOL | REGULATING THE RETAIL SUPPLY OF TOBACCO: MOVING RESEARCH TOWARD PRACTICE

For those working toward Smokefree Aotearoa 2025, regulating the retail supply of tobacco is essential to help denormalise the product for the next generation, assist those trying to quit, and promote smokefree communities. This day-long Summer School course, created by Cancer Society NZ (Canterbury West Coast) in collaboration with ASPIRE 2025, covered the retail landscape in New Zealand and discussed options for reducing supply that have a robust evidence base.

The course featured a cross section of speakers, including researchers, representatives from the commercial sector and from overseas. Presenters included Abby Smith (Director Quit Tasmania, Cancer Council of Tasmania), Professor Richard Edwards (Co-Director ASPIRE 2025), Professor Janet Hoek (Co-Director ASPIRE 2025), and Dr Louise Marsh (Co-Director Cancer Society Centre for Social and Behavioural Research Unit) together with guest speakers from the retail sector. It attracted over 40 participants from all areas of tobacco control.

Speakers discussed how changing the retail landscape is possible and how the stakeholders can work together to frame the case for regulation, drawing on the latest research from both New Zealand and overseas. Since securing regulatory change requires support from within the retailing sector, the day also included first hand experiences of retailers who have elected to stop selling tobacco and discussion on the advantages/disadvantages of not selling tobacco from a retailing perspective. Finally, using research to model policy, the course finished by examining what policy options could look like if applied to specific urban and rural areas in New Zealand.



SEMINAR | MAHITAHU HAUORA - ASPIRE 2025

Mahitahi Hauora, Northland's primary health entity (PHE), hosted ASPIRE 2025 researchers in Kerikeri on Friday 29th November for this event, which aimed to feedback research findings to members of the Smokefree network in Northland.

Andrew Waa, Principal Investigator of the Te Ara Auahi Kore (TAKe) Project, presented Northland-specific findings from the study, providing insights into the determinants of smoking for Māori. Participants also heard from Richard Edwards who presented findings from the first two waves of the International Tobacco Control (ITC) study which he leads, and Jude Ball who presented findings from her doctoral project on the drivers of adolescent smoking decline.

This seminar is the first of a number of events, held as part of our new outreach programme, supported by our UOW communication prize award, which aims to more effectively engage with the wider tobacco control community. The next outreach seminar is scheduled to be held in the Bay of Plenty in January 2020.



Northland seminar presenters (from left); Richard Edwards, Andrew Waa and Jude Ball.

CONFERENCE ATTENDANCE AND INVITED PRESENTATIONS

ASPIRE 2025 members presented papers and posters at numerous international and local conferences in 2019. Conferences attended are summarised below. For details of each paper or poster presented, please refer to the Research Outputs section of this report.

- Society for Research on Nicotine and Tobacco (SRNT) 25th Annual Meeting, San Francisco, CA, United States, 20-23 February 2019.
- The 23rd International Union for Health Promotion and Education (IUHPE) World Conference on Health Promotion, Rotorua, New Zealand, 7-11 April 2019.
- Youth Drinking in Decline: Thematic Meeting of the Kettil Bruun Society, 10-12 April, Krakow, Poland.
- 14th Behavioural Research in Cancer Control (BRCC) Conference, Perth, Australia, 15-17 May 2019.
- Marketing and Public Policy Conference, Washington DC, United States. 6-8 June 2019.
- The 19th Annual Conference SRNT-Europe. Oslo, Norway. 12-14 September 2019.
- Oceania Tobacco Control Conference: Making Tobacco Control a Priority. Sydney, Australia, 23-24 October 2019.
- The Inaugural Society for Research on Nicotine and Tobacco (SRNT) Oceania Conference, Sydney, Australia, 24-25 October 2019.

ASPIRE 2025 researchers are also often invited to give presentations at conferences, seminars and workshops. National and international events, at which our researchers presented invited addresses in 2019 are summarised below. For details of each paper or poster presented, please refer to the Research Outputs section of this report.

- Knowledge Exchange Workshop on Pricing Policies for Tobacco, Alcohol and Food. Health Coalition Aotearoa, Wellington, New Zealand, 30 April 2019.
- Cancer Society Stakeholder Symposium, Wellington, New Zealand, 14 February 2019.
- Southern Stop Smoking Service Meeting. Dunedin, New Zealand, 18 June 2019.
- Society for Nicotine & Tobacco Research (SRNT) Oceania Conference, Sydney, Australia, 23-24 October 2019.

- University of Durham, Institute of Advanced Study Seminar and Departments of Anthropology, Psychology, and Marketing Seminars, Durham, United Kingdom, October-December 2019.
- University of Edinburgh, Group for Research on Inequalities in Tobacco Seminar, Edinburgh, United Kingdom, 9 December 2019
- Preventive and Social Medicine Seminar Series, University of Otago, Dunedin, 1 August 2019.
- University of Otago, Public Health Summer School, February 2019
- New Zealand Lung Cancer Conference, Christchurch, 17 October 2019.
- Law and Economics Society of New Zealand (LEANZ), Wellington, New Zealand, 24 September 2019.
- Thoracic Society of Australia and New Zealand annual scientific meeting. Gold Coast, Australia, 29 March-2 April 2019.
- Oceania Tobacco Control Conference. Sydney, Australia, 22-24 October 2019.

OTHER CONTRIBUTIONS TO THE TOBACCO CONTROL SECTOR

ASPIRE 2025 members also support and contribute to the achievement of the New Zealand's Smokefree 2025 goal by leading or participating in several tobacco control groups and organisations across the health and NGO sectors, including:

- Andrew Waa and Richard Edwards are members of the Hāpai Te Hauora expert advisory group.
- Richard Edwards is a member of the Expert Advisory Group of the Asthma and Respiratory Foundation.
- Janet Hoek is a member of the Australian Government's Expert Advisory Group on plain packaging.
- Richard Edwards and Andrew Waa are members of the Research Coordinating Group of the NZ Youth and Tobacco Monitor Survey.
- Andrew Waa is a member of the Interim Society for Research into Nicotine and Tobacco, Oceania Board.
- George Thomson is a member of working groups on smokefree vehicles and smokefree local councils.
- Richard Edwards, Janet Hoek, George Thomson and Andrew Waa are members of the Health Coalition Aotearoa's Tobacco Expert Advisory Group.
- Janet Hoek chaired the Scientific Committee of the inaugural Society for Nicotine and Tobacco Research Oceania Conference.
- Mei-Ling Blank was a member of the Scientific Committee of the inaugural Society for Nicotine and Tobacco Research Oceania Conference.

POLICY SUBMISSIONS

ASPIRE2025 researchers make regular policy submissions on tobacco control issues. In 2019 these included:

- Thomson G. Oral submission to the Strategy Committee of the Wellington City Council on outdoor vaping policy, 21 March 2019.
- Edwards R., Hoek J., Thomson G., Wilson N. Written submission to the Finance and Expenditure Committee on The Budget Policy Statement 2019: The Critical Importance of Health Promoting Taxes (Tobacco, Alcohol and Sugary Drinks), 30 January 2019.
- National Smokefree Cars Working Group (member). Submission and oral presentation on Smoke-free Environments (Prohibiting Smoking in Motor Vehicles carrying Children Amendment Bill. July 2019.

EDITORIAL BOARD ROLES

- Janet Hoek is a Managing Editor for the journal: *Drug and Alcohol Review*.
- Janet Hoek is on the Editorial Board for the journal: *Tobacco Control*.
- Richard Edwards is Deputy Editor for the journal: *Nicotine and Tobacco Research*.
- Andrew Waa is on the Editorial Board for the journal: *Nicotine and Tobacco Research*.
- Richard Edwards was Guest Editor on a special edition on global aspects of e-cigarettes for the *International Journal of Environmental Research and Public Health*.

MEDIA ACTIVITIES AND EXPERT COMMENTARY

We have had a strong media presence this year. Many of our published papers have been accompanied by press releases, resulting in a high level of media coverage, and we were frequently asked to provide comment on policy developments. Examples of coverage which included members of the ASPIRE team during 2019 include:

JANUARY

24 January 2019

Taxpayer's Union backed by tobacco giant. *Timaru Herald; Manawatu Standard; Taranaki Daily News; Stuff; Dominion Post.* (Janet Hoek)

27 January 2019

Big tobacco pays vaping influencers. *Sunday Star Times.* 27 January 2019. (Janet Hoek)

Outrage as tobacco giants pay Instagram 'influencers' to promote vaping product. *Manawatu Standard; Stuff; Timaru Herald; Southland Times; Bandsprung.com.* (Janet Hoek)

FEBRUARY

2 February 2019

There is more proof suggesting that vaping could be a gateway to smoking tobacco. *Newstalk ZB - National broadcast.* (Janet Hoek)

11 February 2019

Car smoking ban – In the News. *RNZ; Stuff; Newstalk ZB; NZ Herald; Newshub.* (Janet Hoek)

23 February 2019

Train station signs send weak smokefree signal. *Public.* (Nick Wilson & George Thomson)

MARCH

12 March 2019

Liberal access to e-cigarettes likely to bring health benefits, NZ study finds. *Public.* (Nick Wilson)

14 March 2019

Vaping saving lives and money. *Newshub.* (Nick Wilson)

Study: Making access to vaping easier will save country billions. *Newstalk ZB.* (Nick Wilson)

21-22 March 2019

Smokefree will mean vape-free in Wellington after council agrees to 'slightly stronger' wording. *Stuff; Manawatu Standard; Dominion Post; Timaru Herald.* (George Thomson)

28 March 2019

Can New Zealand really be smokefree by 2025? *Radio NZ; MSN NZ; Sun Live; Hokitika Guardian.* (Nick Wilson)

APRIL

4 April 2019

More needed to get NZ off nicotine. *Otago Daily Times.* (Nick Wilson)

6 April 2019

Award for smoking cessation 'achievements'. *Otago Daily Times.* (Richard Edwards & Janet Hoek)

22 April 2019

New Zealand's University of Otago reveals novel smart technology which explores smoking-to-vaping transitions. *India Education Diary.* (Mei-Ling Blank & Janet Hoek)

MAY

30-31 May 2019

Vapers catching up with smokers. *Dominion Post.* (George Thomson)

Smokers outnumber vapers in Wellington but the balance is shifting, raising fresh public health concerns. *Stuff. Newstalk ZB* (George Thomson)

First move to ban vaping in smokefree areas in Hauraki. *Radio NZ; MSN NZ; Newsie; Sun Live; Gisborne Herald.* (George Thomson)

JUNE

14-15 June 2019

Researchers gauge public opinion on tobacco waste. *Sun Live.* (Janet Hoek)

Call for biodegradable filters for cigarettes to be made compulsory. *TVNZ 1 Tonight.* (Janet Hoek)

Cigarette butts can take years to break down. *TVNZ 1 News.* (Janet Hoek)

18 June 2019

Dealing with ciggy butts. *The Westport News.* (Janet Hoek)

26-27 June 2019

Hāpai/Otago University partnership secures over \$3 mil for tobacco control research. *NZ Doctor.* (Andrew Waa)

Research into cutting Māori, Pasifika smoking rates gets \$4.95 million funding boost. *ONE News.* (Andrew Waa)

\$6m for smoking research. *Otago Daily Times.* (Janet Hoek, Richard Edwards, Andrew Waa & Mei-Ling Blank)

JULY

9 July 2019

Smoke Signals. *Dominion Post*; *Timaru Herald*; *Waikato Times*; *Manawatu Standard*; *Taranaki Daily News*; *The Press*. (Richard Edwards)

Smokeyfree 2025: The ever-mutating Government plan to stamp out smoking. *Stuff*. (Richard Edwards)

11 July 2019

Youth addiction worry as high-nicotine vape JUUL to hit NZ. *Radio NZ*. (Janet Hoek)

15-16 July 2019

New data on e-cigarette use among New Zealand adults. *Mirage News*; *Newsie*; *Medical Xpress*; *Scimex*. (Richard Edwards)

18 July 2019

Survey sheds light on e-cigarettes. *The Star* (Dunedin). (Richard Edwards)

27-28 July 2019

Global Tobacco Control Report – Expert reaction. *Science and Media Centre*. (Richard Edwards, Janet Hoek & Andrew Waa)

WHO report has named NZ a country of best practice for tobacco control initiatives. *Magic Talk*; *Newstalk ZB*; *Herald on Sunday*. (Nick Wilson)

AUGUST

20 August 2019

New research collaboration to fight cancer in New Zealand. *ONE News*; *Otago Daily Times*; *NZ Doctor*. (Janet Hoek)

25 August 2019

Vape users: No need for alarm over death in US, expert says. *Radio NZ*; *ONE News*; *Stuff*; *Newsie*; *The Dominion Post*; *Hokitika Guardian*; *The Press*. (Janet Hoek)

Big tobacco's stake in the dating scene. *Newsroom*; *MSN*. (Richard Edwards)

SEPTEMBER

10 September

Smokers concealing cigarette packs' graphic warnings, study finds. *NZ Doctor*; *Mirage News*; *National Tribune*; *Magic Talk*; *NZ City*; *Medical Xpress*; *Westport News*. (Janet Hoek & Nick Wilson)

23-24 September 2019

Smoke-free laws in bars and cafes outdated. *Foreign Affairs*; *Radio NZ*; *MSN NZ*; *Magic Talk*; *NZ Doctor*; *Newsie*; *Newstalk ZB*; *ONE News*; *Sun Live*; *Medical Xpress*; *Greymouth Star*; *NZ Geographic*; *Otago Daily Times*. (Nick Wilson & George Thomson)

OCTOBER

3 October 2019

Should we be worried about vaping? *Science Media Centre*; *ONE News*. (Richard Edwards & Janet Hoek)

NOVEMBER

7 November 2019

Dairy owners' lack of knowledge about e-cigarettes may undermine smoking cessation. *NZ Doctor*; *Mirage News*; *National Tribune*. (Jerram Bateman)

12 November 2019

Vaping concerns spur call for community feedback. *The Star*. (Mei-Ling Blank)

21 November 2019

NZ tobacco companies use tax hikes as cover. *Newsroom*; *MSN NZ*; *Stuff*. (Richard Edwards)

29-30 November 2019

Uncontrolled online marketing of e-cigarettes putting youth at risk, study finds. *Stuff*; *Scimex*; *MSN NZ*; *ONE News*; *Three*; *Newstalk ZB*; *Mirage News*; *National Tribune*; *Health Central*; *Public Now*; *Magic Talk*; *Medical Xpress*; *Weekend Press*; *Radio NZ*. (George Thomson)

Tobacco laws preventing vaping crackdown – Health Ministry. *Radio NZ*; *MSN NZ*; *Newsie*. (George Thomson)

DECEMBER

3 December 2019

Robust rules sought for vape sale sites. *Otago Daily Times*; *Greymouth Star*. (George Thomson)

5 December 2019

Interview with Dr Jude Ball, Research Fellow at the University of Otago, Wellington. *Radio NZ*. (Jude Ball)

17-18 December 2019

Remove profit motive from tobacco, researchers urge. *The Westport News*; *Health Central*; *Mirage News*; *National Tribune*; *Scimex*; *Newstalk ZB*. *Three*; *Health Times*; *Medical Xpress*. (George Thomson)

Otago University experts call for government-run tobacco market. *Newshub*; *PRIME News*; *Three*; *MSN NZ*. (George Thomson)

SCIENTIFIC BLOGS AND OP-EDS

- Edwards, R., Hoek, J., & Waa, A. (2019, Jan 24). What does the EY Tobacco Excise Tax Evaluation Report mean for reaching the Smokefree 2025 Goal? *Public Health Expert*. <https://blogs.otago.ac.nz/pubhealthexpert/2019/01/24/what-does-the-ey-tobacco-excise-tax-evaluation-report-mean-for-reaching-the-smokefree-2025-goal/>
- Edwards R., Hoek J., Wilson N., Waa A. (2019, Dec 17). Ten things we can learn from new smoking and vaping data about progress to Smokefree Aotearoa 2025. *Public Health Expert*. <https://blogs.otago.ac.nz/pubhealthexpert/2019/12/17/ten-things-we-can-learn-from-new-smoking-and-vaping-data-about-progress-to-smokefree-aotearoa-2025/>
- Hoek, J., Edwards, R., Gendall, P., Ball, J., McCool, J., Waa, A., & Freeman, B. (2019, Dec 2). Is Youth Vaping a Problem in New Zealand? *Public Health Expert*. <https://sciblogs.co.nz/public-health-expert/2019/12/02/is-youth-vaping-a-problem-in-new-zealand/>
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ASPIRE 2025 RESEARCH OUTPUTS

ASPIRE 2025 RESEARCH OUTPUTS 2019

JOURNAL CONTRIBUTIONS

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- Bateman, J., Robertson, L., Marsh, L., Cameron, C., & Hoek, J. (2019). An analysis of e-cigarette marketing in New Zealand tobacco retail outlets prior to legislative change. *Nicotine & Tobacco Research*. Advance online publication. <https://doi.org/10.1093/ntr/ntz226>
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- Edwards, R. (2019). Hardening is dead, long live softening; time to focus on reducing disparities in smoking. *Tobacco Control*. <https://doi.org/10.1136/tobaccocontrol-2019-055067>
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- Gurtner, M., Gage, R., Thomson, G., Jaine, R., Stanley, J., Smith, M., Barr, M., Chambers, T., & Signal, L. (2019). Are children smoke-free at home? Using wearable cameras to study children's exposure to smoking and smoking paraphernalia in private spaces. *Child: Care, Health and Development*, 45(2), 306-309. <https://doi.org/10.1111/cch.12631>
- Hoek, J., & Ball, J. (2019). Tobacco 21: An opportunity to reduce tobacco availability and increase smokefree settings? *Nicotine & Tobacco Research*. Advance online publication. <https://doi.org/10.1093/ntr/ntz182>
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CONFERENCE PRESENTATIONS

ORAL PRESENTATIONS

Ball, J. (2019, Oct 24-25). *Why is adolescent smoking declining? Trend analysis using repeat cross-sectional data from New Zealand, 2001-2015*. [Paper presentation]. Society for Nicotine & Tobacco Research (SRNT) Oceania Conference, Sydney, Australia.

Ball, J., Edwards, R., Cook, H., Sim, D. (2019, April 10-12). *Trends in smoking, drinking, cannabis use and sexual behavior in Australia, England, New Zealand and the United States, 1990-2017: What are the patterns, and what do they suggest about the causes of declining adolescent risk behaviour?* [Paper presentation]. Youth Drinking in Decline: Thematic Meeting of the Kettil Bruun Society, 10-12 April, Krakow, Poland.

Bateman, J., Robertson L., Marsh L., Hoek J. (2019, Sept 12-14). *What happens when Pandora's box is opened? An analysis in changes of e-cigarette sales and marketing among tobacco retailers in New Zealand*. [Paper presentation]. 19th Annual Conference SRNT-Europe. Oslo, Norway.

Bateman, J., Robertson, L., Bangura, K., Marsh, L., & Binns, T. (2019, Nov 6-7). *The state of tobacco control in Sierra Leone: An exploratory study* [Paper presentation]. The Otago Global Health Institute (OGHI) 12th Annual Conference: Global Health in the Era of Climate Change, Wellington, New Zealand.

Blank, M.L., Hoek, J., & Gendall, P. (2019, Oct 22-24). *Roll-your-own pouch warnings: cross-sectional online survey of exclusive and mixed roll-your-own users*. [Paper presentation]. Oceania Tobacco Control Conference, Sydney, Australia.

Brennan, E., Dunstone, K., Slater, M., Hoek, J., Durkin, S., Pettigrew, S., Wakefield, M. (2019, May 15-17). *Developing health warning labels for alcohol containers: effects of featuring specific harms and varying format and language*. [Paper presentation]. 14th Behavioural Research in Cancer Control (BRCC) Conference, Perth, Australia.

Dunstone, K., Brennan, E., Durkin, S., Pettigrew, S., Hoek, J., Slater, M., Wakefield, M. (2019, May 15-17). *Identifying images that most clearly convey alcohol-related harms for use in alcohol health warning labels*. [Paper presentation]. 14th Behavioural Research in Cancer Control (BRCC) Conference, Perth, Australia.

Edwards, R., Stanley, J., Waa, A., McKiernan, A., Kaai, S. C., Quah, A. C. K., & Fong, G. T. (2019, Feb 20-23). *Support among smokers and recent quitters for measures included in a plan to achieve smokefree 2025: Findings from the ITC New Zealand survey* [Paper presentation]. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.

Edwards, R., Stanley, J., White, M., Waa, A., Kaai, S.C., Quah, A.C.K., Fong, G.T. (2019, Oct 24-25). *Patterns of use of e-cigarettes among smokers and recent quitters: Findings from the 2016-18 ITC New Zealand Surveys*. [Paper presentation]. SRNT-Oceania Conference. Sydney, Australia.

Edwards, R., Stanley, J., White, M., Waa, A., Kaai, S.C., Quah, A.C.K., Fong, G.T. (2019, Oct 24-25). *New Zealand tobacco tax increases - are they still having an impact? Findings from the 2016-18 ITC New Zealand Surveys*. [Paper presentation]. SRNT-Oceania Conference. Sydney, Australia.

Edwards, R., Waa, A., Stanley, J., Kaai, S.C., Quah, A.C.K., Fong, G. (2019, Oct 24-25). *Comparison of Māori and non-Māori smokers and recent quitters: findings from the ITC New Zealand survey*. [Paper presentation]. Oceania Tobacco Control Conference. Sydney, Australia.

Ferguson, S., Hoek, J., Blank, M.L., Haggart, K., Thompson, L., Teah, G., Conner, T. (2019, Sept 12-14). *A qualitative analysis of the material agency of ENDS*. [Paper presentation]. 19th Annual Conference SRNT-Europe. Oslo, Norway.

- Gendall, P., & Hoek, J. (2019, Feb 20-23). *Smokers' and non-smokers' assessment of strategies to manage tobacco product waste* [Paper presentation]. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.
- Gurram, N., Thomson, G., Wilson, N., Hoek, J. (2019, April 7-11). *Vape marketing online: Protections for children?* [Paper presentation]. The 23rd International Union for Health Promotion and Education (IUHPE) World Conference on Health Promotion, Rotorua, New Zealand.
- Hoek, J. (2019, Nov 21-22). *Marketing et utilisation des nouveaux produits du tabac par les jeunes* (Paper presentation in French). 13e Congrès de la Société Francophone de Tabacologie. Tous égaux face au tabac? Palais des congrès. Ajaccio, France.
- Hoek, J., Gendall, P., Robertson, L., Blank, M.L., Marsh, L. (2019, June 6-8). *Butting Out: Correlates of Support for Measures Addressing Tobacco Product Waste*. [Paper presentation] Marketing and Public Policy Conference, Washington DC, United States.
- Marsh, L., Losua, E., Quigg, R., Wood, S., Brillinger, J., Venter, N. (2019, Oct 22-24). *Breaking the smoking alcohol link: The importance of tobacco sales to on-license premises in New Zealand*. [Paper presentation] Oceania Tobacco Control Conference, Sydney, Australia.
- Marsh, L., Doscher, C., Cameron, C., Robertson, L., Sanne Petrović-van der Deen, F. (2019, Oct 24-25). *How would the tobacco retail landscape change if tobacco was only sold through liquor stores, petrol stations or pharmacies?* [Paper presentation]. Society for Nicotine & Tobacco Research (SRNT) Oceania Conference, Sydney, Australia.
- Nee-Nee, J., Thomson, G., Wilson, N., Hoek, J. (2019, April 7-11). *Outdoor vaping prevalence*. [Paper presentation]. The 23rd International Union for Health Promotion and Education (IUHPE) World Conference on Health Promotion, Rotorua, New Zealand.
- Nee-Nee, J., Thomson, G., Hoek, J., Wilson, N. (2019, April 7-11). *Health promotion by more effective pack regulation: Reduction in tobacco pack display at hospitality venues after the introduction of standardised tobacco packaging with new pictorial warnings* [Paper presentation]. The 23rd International Union for Health Promotion and Education (IUHPE) World Conference on Health Promotion, Rotorua, New Zealand.
- Thomson, G. (2019, April 7-11). *Standardised tobacco retail pricing: How governments can limit tobacco industry power, help smokers and improve health equity* [Paper presentation]. The 23rd International Union for Health Promotion and Education (IUHPE) World Conference on Health Promotion, Rotorua, New Zealand.
- Thornley, L. (2019, April 7-11). *What is happening in countries with tobacco endgame goals? Findings from the INSPIRED (Network to Share Insights on Tobacco Endgames) project* [Paper presentation]. The 23rd International Union for Health Promotion and Education (IUHPE) World Conference on Health Promotion, Rotorua, New Zealand.
- Thornley, L., Edwards, R., Schwartz, R., Hara, M., Clancy, L., Duffy, S., & Gilljam, H. (2019, Feb 20-23). *Findings from the INSPIRED (Network to Share Insights on Tobacco Endgames) project* [Paper presentation]. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.
- Waa, A., Edwards, R., Stanley, J., White, M., Kaai, S.C., Quah, A.C.K., Fong, G.T., Hoek, J. (2019, Oct 24-25). *Impact of smoking behaviours and attitudes in social networks on quit attempts: Findings from the 2016-18 ITC New Zealand Surveys*. [Paper presentation]. SRNT-Oceania Conference. Sydney, Australia.
- Wakefield, M., Durkin, S., Dunstone, K., Brennan, E., Thrasher, J., Hoek, J., Scollo, M. (2019, May 15-17). *"Give me your cheapest pouch please": A qualitative study of Australian roll-your-own smokers*. [Paper presentation]. 14th Behavioural Research in Cancer Control (BRCC) Conference, Perth, Australia.

SYMPOSIA

- Hoek, J. *Chair*. (2019, Feb 20-23). *Exploring combustible cigarette innovations in a smokefree world: [Competitive Symposium]*. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.

POSTERS

- Bateman, J., Robertson, L., Marsh, L., Hoek, J., Richards, R., Cameron, C., & Blank, M. L. (2019, Feb 20-23). *A qualitative exploration of tobacco retailers' suitability to sell electronic nicotine delivery systems (ENDS) amid legislative change in New Zealand*. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.
- Blank, M. L., & Hoek, J. (2019, Feb 20-23). *Creating RYO-specific warnings: A qualitative exploration*. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.
- Blank, M. L., & Hoek, J. (2019, Feb 20-23). *A longitudinal qualitative analysis of smoking to vaping transitions*. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.
- Blank, M. L., & Hoek, J. (2019, Feb 20-23). *Roll-your-own smokers as tobacco pouch designers*. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.
- Blank, M. L., Taua'i, E., & Hoek, J. (2019, Feb 20-23). *Pacific young adults' relationship with smoking: A Talanoa-informed investigation*. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.
- Edwards, R., Stanley, J., White, M., Waa, A.M., Kaai, S.C., Quah, A.C.K., Fong, G.T. (2019, Oct 24-25). *Perceptions and beliefs about e-cigarettes among smokers: Findings from the 2016-18 ITC New Zealand surveys*. SRNT-Oceania Conference. Sydney, Australia.
- Gendall, P., & Hoek, J. (2019, Sept 12-14). *Determinants of support for interventions designed to manage tobacco product waste (TPW)*. 19th Annual Conference SRNT-Europe. Oslo Norway.
- Gendall, P., Hoek, J., Blank, M.L., Conner, T., Haggart, K., Teah, G., Ferguson, S., Thompson, L. (2019, Sept 12-14). *Smoking and Vaping Norms: A quantitative analysis*. 19th Annual Conference SRNT-Europe. Oslo, Norway.
- Gendall, P., Hoek, J., Robertson, L., Blank, M.L., Marsh, L. (2019, Feb 20-23). *Smokers' and non-smokers' assessment of strategies to manage tobacco product waste*. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.
- Haggart, K., Hoek, J., Blank, M. L. (2019, Feb 20-23). *Patterns of transition: Cigarette and ENDS use in smoking cessation attempts*. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.
- Hoek, J., Blank, M.L., Haggart, K., Teah, G., Ferguson, S., Thompson, L., Conner, T. (2019, Sept 12-14). *A longitudinal qualitative exploration of smoking and vaping norms*. 19th Annual Conference SRNT-Europe. Oslo, Norway.
- Hoek, J., Haggart, K., Robertson, L., Blank, M.L. (2019, Oct 23-24). *"It's Just Steam": A Qualitative Analysis of Vaping Norms*. Society for Nicotine & Tobacco Research (SRNT) Oceania Conference, Sydney, Australia.
- Hoek, J., & Gendall, P. (2019, Feb 20-23). *Smokers' and non-smokers' assessment of strategies to manage tobacco product waste*. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.
- Hoek, J., Haggart, K., Blank, M. L., & Marsh, L. (2019, Feb 20-23). *Butting out: A qualitative analysis of responses to tobacco product waste*. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.
- O'Donnell, M., Hoek, J., Blank, M.L. (2019, Feb 20-23). *How do vaping practices evolve? A qualitative investigation*. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.
- Robertson, L., Strickett, L., Hoek, J. (2019, Feb 20-23). *ENDS uptake among Māori and Pacific smokers: A qualitative analysis*. Society for Research into Nicotine and Tobacco (SRNT) 25th Annual Meeting Conference, San Francisco, California, United States.

WORKSHOPS

- Edwards, R., Hoek, J., Thomson, G., Waa, A. (2019, April 30). *Tobacco issues paper*. Knowledge Exchange Workshop on Pricing Policies for Tobacco, Alcohol and Food. Health Coalition Aotearoa. Wellington, New Zealand.
- Hoek, J. (2019, June 18). *Vaping research presentation*. Southern Stop Smoking Service. Dunedin, New Zealand.
- Thomson, G. (2019, April 30). *Common background for tobacco, alcohol and unhealthy food price policies*. Knowledge Exchange Workshop on Pricing Policies for Tobacco, Alcohol and Food. Health Coalition Aotearoa. Wellington, New Zealand.

SEMINARS

- Edwards, R. (2019, March 29-April 02). *Smokefree Aotearoa 2025: how are we doing and how can we get there?* In themed symposium: 'Tobacco control: tobacco endgame – trusted tactics and new players'. Thoracic Society of Australia and New Zealand Annual Scientific Meeting. Gold Coast, Australia.
- Edwards, R., & Thornley, L. (2019, Aug 01). *What is happening in countries with tobacco endgame goals? Findings from the INSPIRED (Network to Share Insights on Tobacco Endgames) project*. Preventive and Social Medicine Seminar series, University of Otago, Dunedin, New Zealand.
- Edwards, R., & Wilson, N. (2019, Sept 24). *Contributions to debate on whether and how the Smokefree 2025 goal should be achieved*. Law and Economics Society of New Zealand (LEANZ), Wellington, New Zealand.
- Hoek, J. (2019, Sept 25). *ENDS marketing: Whetting new nicotine appetites*. Department for Health Seminar, University of Bath, United Kingdom.
- Hoek, J. (2019, Sept 27). *Smoking to vaping transitions: Functional and identity movements*. Department of Experimental Psychology Seminar, University of Bristol, United Kingdom.
- Hoek, J. (2019, Oct 23). *Smoking and vaping as social practices*. Anthropology Department Seminar, Durham University, United Kingdom.
- Hoek, J. (2019, Nov 04). *New Zealand tobacco control developments*. FRESH North-East Seminar, Durham, United Kingdom.

- Hoek, J. (2019, Nov 11). *Public Health and pleasure: Adversaries or allies?* Institute of Advanced Study Seminar, Durham University, United Kingdom.
- Hoek, J. (2019, Nov 17). *Transitions to vaping in the land of the long white cloud*. Institute of Advanced Study Seminar, Durham University, United Kingdom.
- Hoek, J. (2019, Dec 04). *Capsule cigarettes: How does tobacco product innovation fit with a smokefree world?* Department of Marketing Seminar, Durham University, United Kingdom.
- Hoek, J. (2019, Dec 05). *Taming the hydra? Marketing of smoked tobacco in a smokefree world*. Department of Psychology (Behavioural Psychology) Seminar. Durham University, United Kingdom.

- Hoek, J. (2019, Dec 09). *ENDS uptake: Social practice perspective*. Group for research on Inequalities and Tobacco (GRIT) Seminar. Global Health Institute, University of Edinburgh, United Kingdom.

SUBMISSIONS

- Edwards, R., Hoek, J., Thomson, G., Wilson, N. (2019, Jan 30). Written submission to the Finance and Expenditure Committee on The Budget Policy Statement 2019: The Critical Importance of Health Promoting Taxes (Tobacco, Alcohol and Sugary Drinks).
- Thomson, G. (2019, March 21). Oral submission to the Strategy Committee of the Wellington City Council on outdoor vaping policy.

AWARDS

- ASPIRE 2025. Thoracic Society of Australia and New Zealand President's Award for exemplary efforts and achievements in the field of smoking cessation and tobacco control. 2019, April 01.
- Ball, J. Awarded 'exceptional thesis' status for PhD thesis by Otago's Health Sciences Division. 2019 November.
- Ball, J. Awarded Best Early Career Researcher Oral Presentation Award, Society for Nicotine & Tobacco Research Oceania Conference. 2019, October 24.
- Hoek, J. Finalist. Best paper of the year. *Journal of Consumer Affairs*. 2019, May 14.

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