

Progress to Smokefree 2025



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ASPIRE
2025

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The **19th Public Health**
SUMMERSCHOOL

2 - 20 February 2015



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Acknowledgements

- Jude Ball for work on collating evidence from NZ surveys and census
- Danny Tu, Rhiannon Newcombe, Darren Walton, Kate Holland for access to HPA HLS data and analysis

Outline

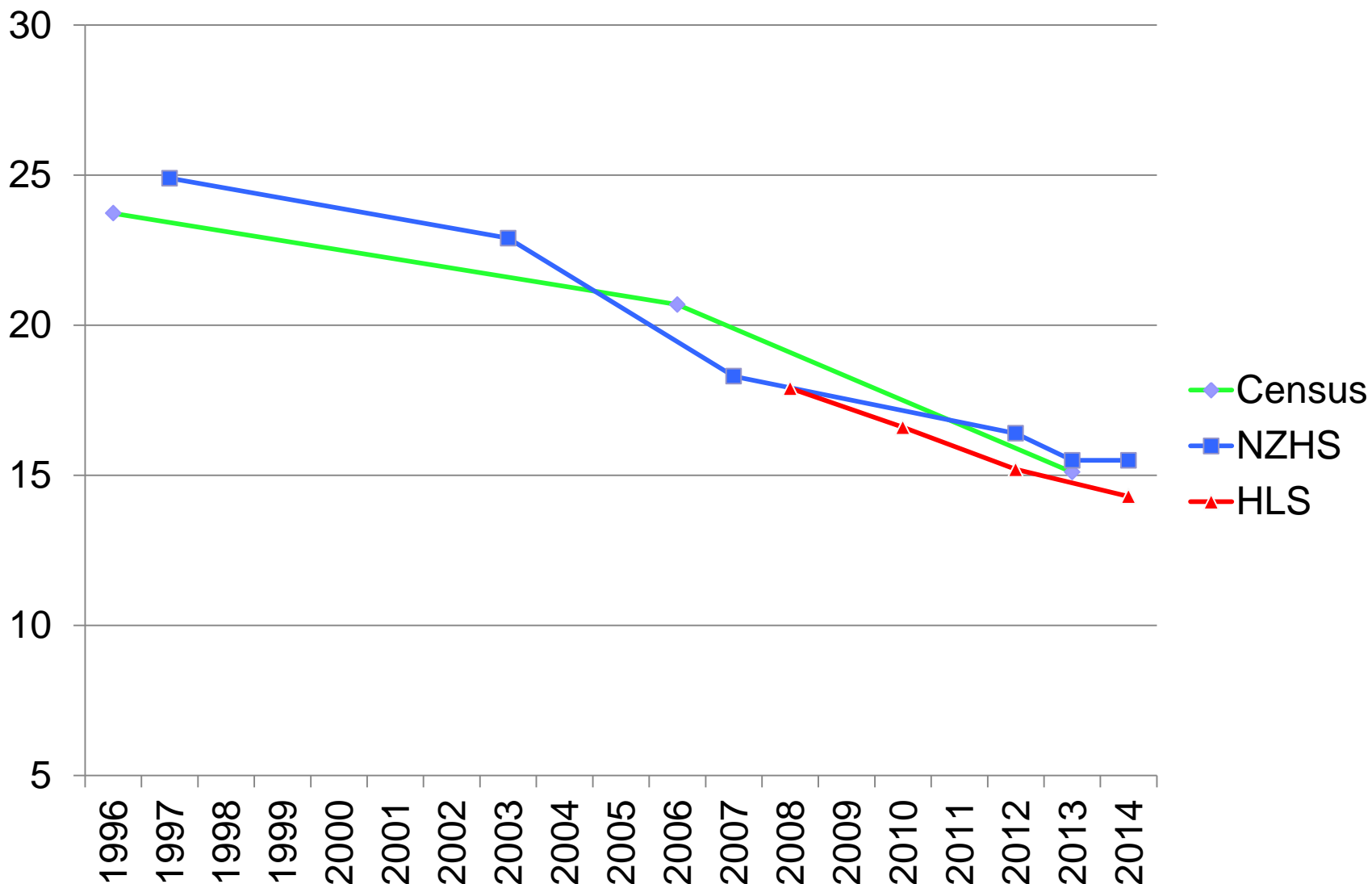
- Prevalence trends
- Investigation of 'hardening' using HPA HLS survey

National Data Sets: Adult

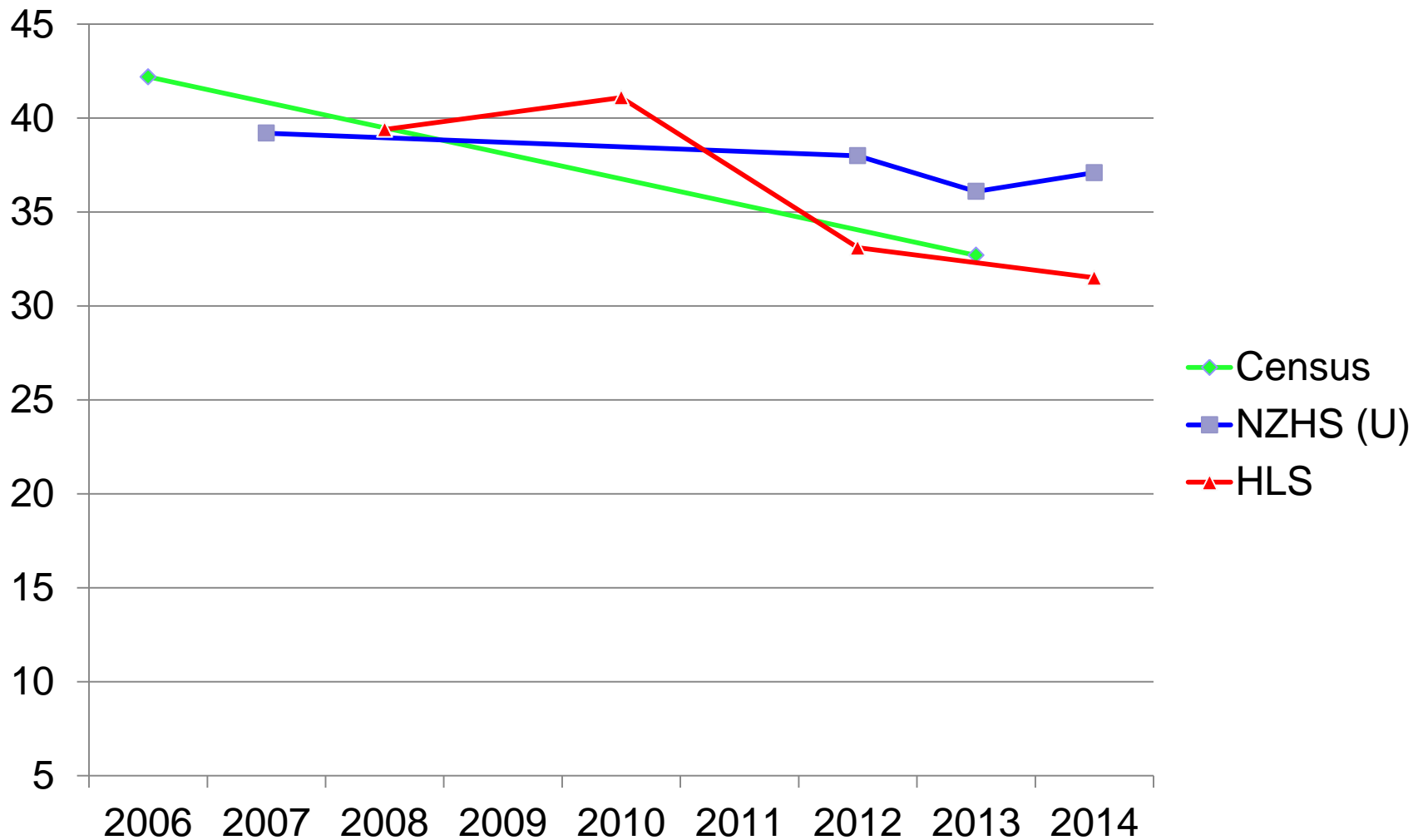
- **NZ Census of Population and Dwellings (Statistics New Zealand)**
 - daily smoking, age 15+, 1976, 1981, 1996, 2001, 2006, 2013
- **New Zealand Health Survey (Ministry of Health)**
 - Age 15+ 1992/3, 1996/7, 2002/3, 2006/7, (Continuous) 2011/12, 2012/13, 2013/14
 - N=13,000 (approx.)
 - Current (at least monthly) and daily smoking
- **Health and Lifestyles Survey (Health Promotion Agency)**
 - Age 15+, 2008, 2010, 2012, 2014
 - N=3000 (approx.)
 - Current (at least monthly) and daily smoking

NZ Adult (age 15+)

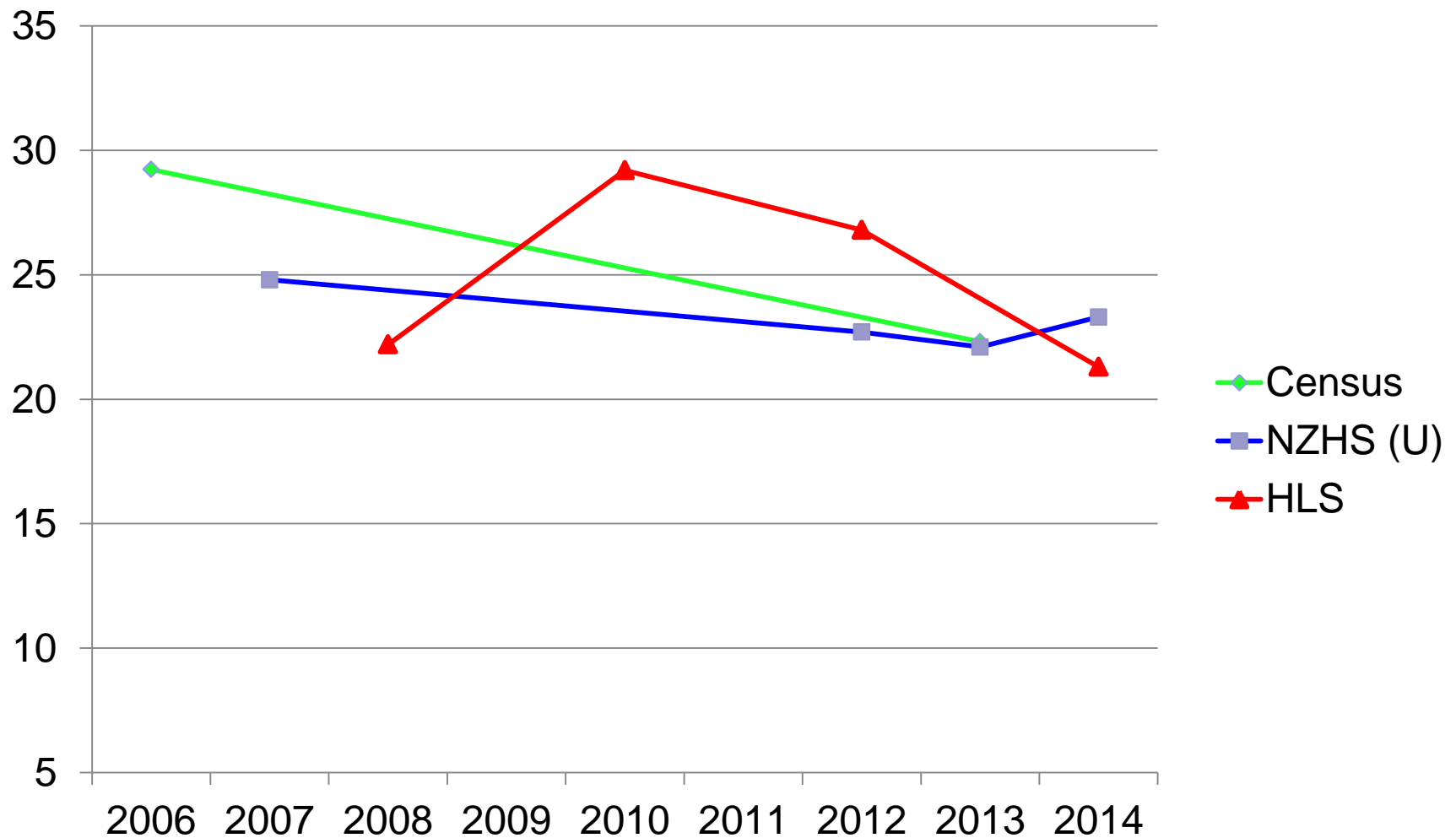
Daily Smokers (%) 1996 - 2014



Daily Smokers – Maori aged 15+

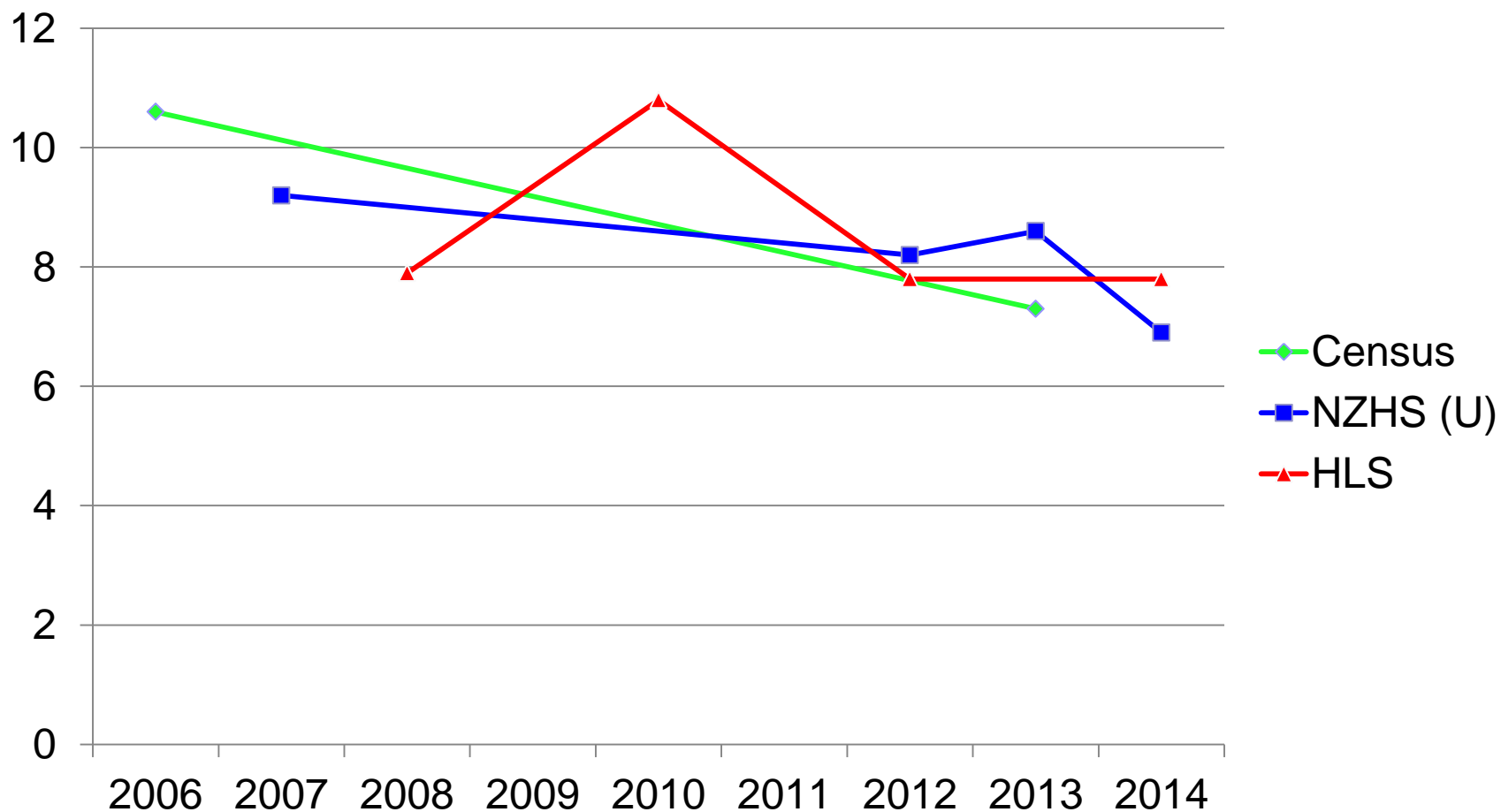


Daily Smokers – Pacific aged 15+

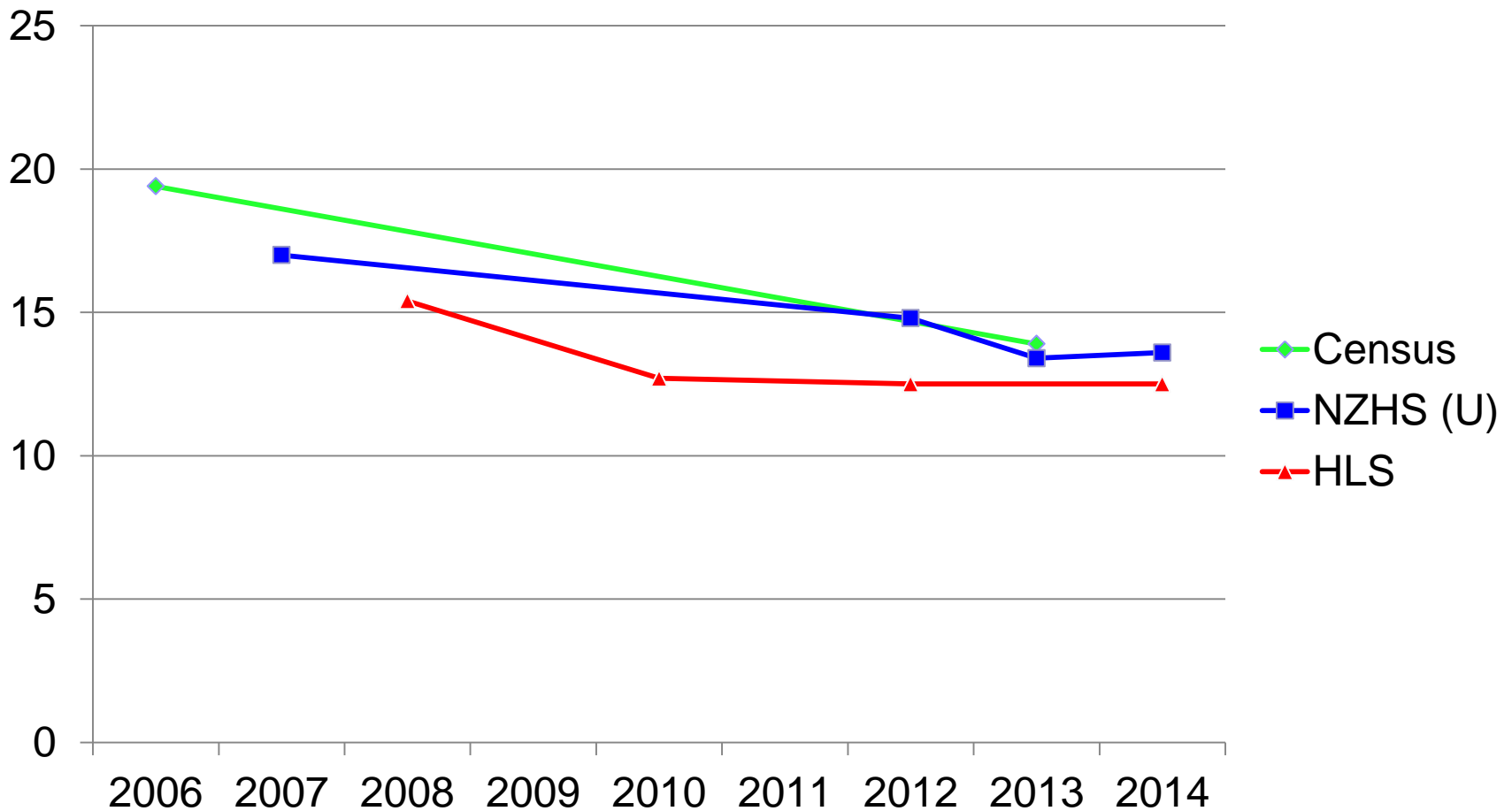


Daily Smokers

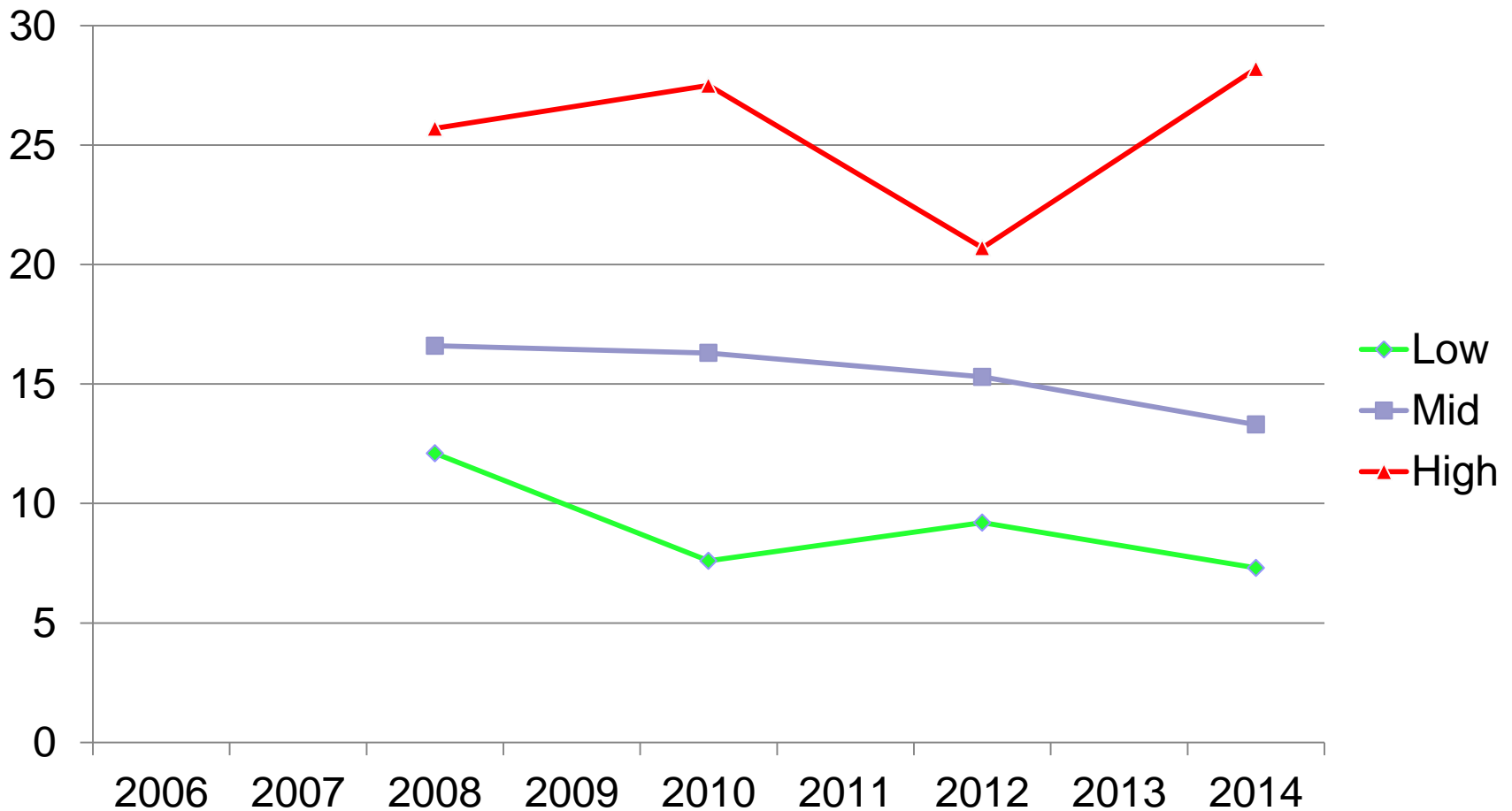
Asian aged 15+



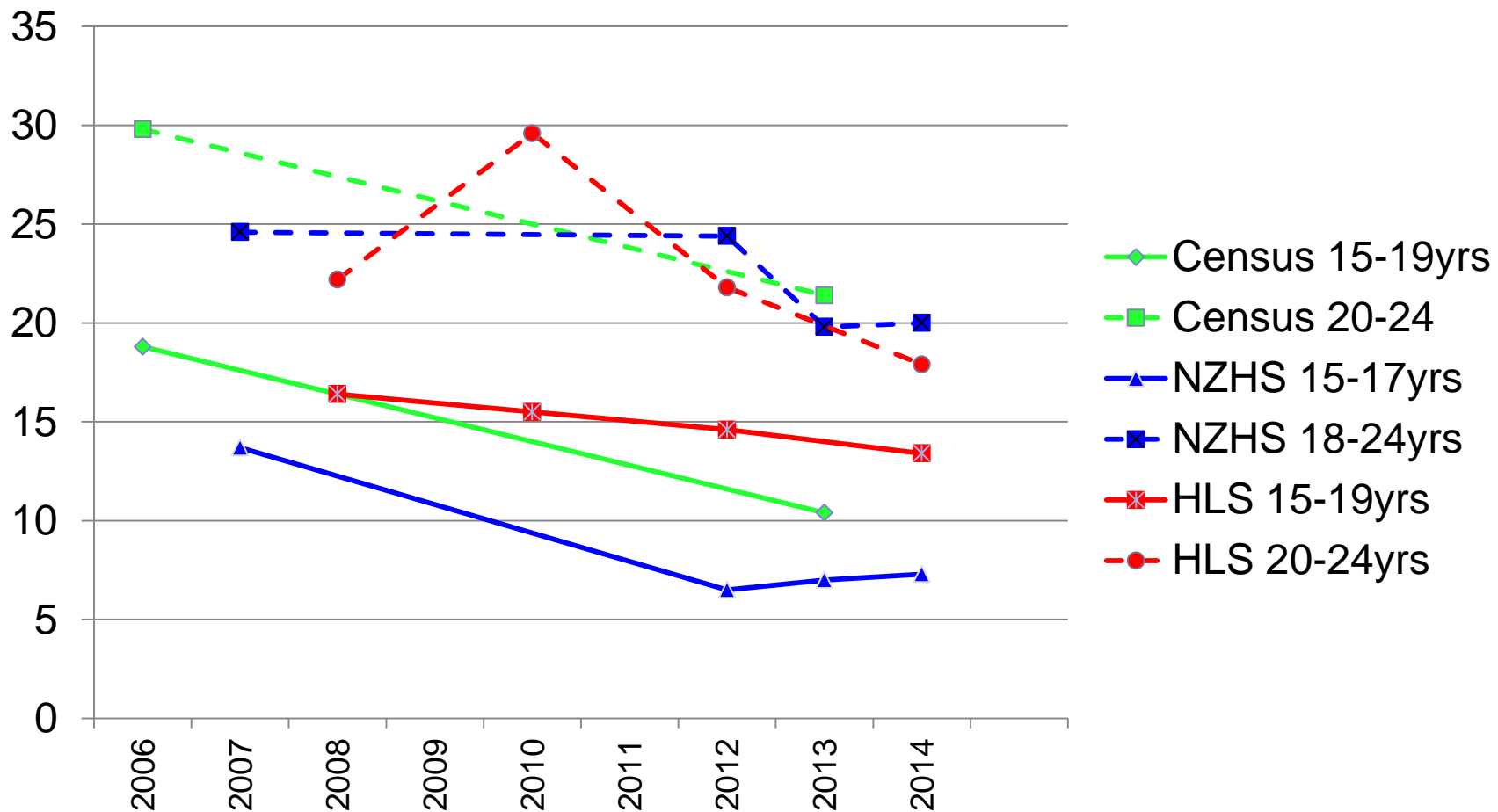
Daily Smokers – NZ European aged 15+



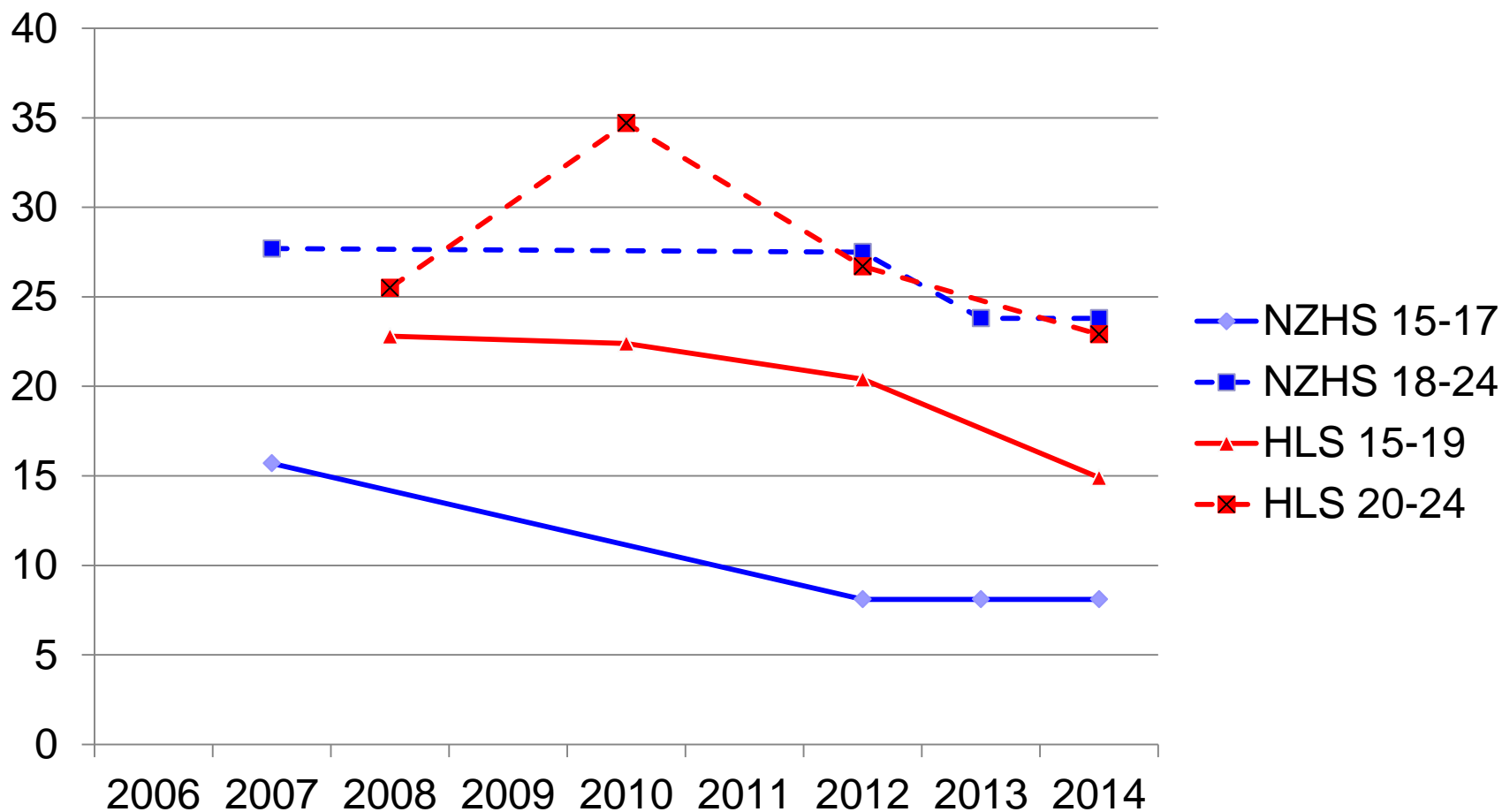
Daily smokers aged 15+ by deprivation (HLS)



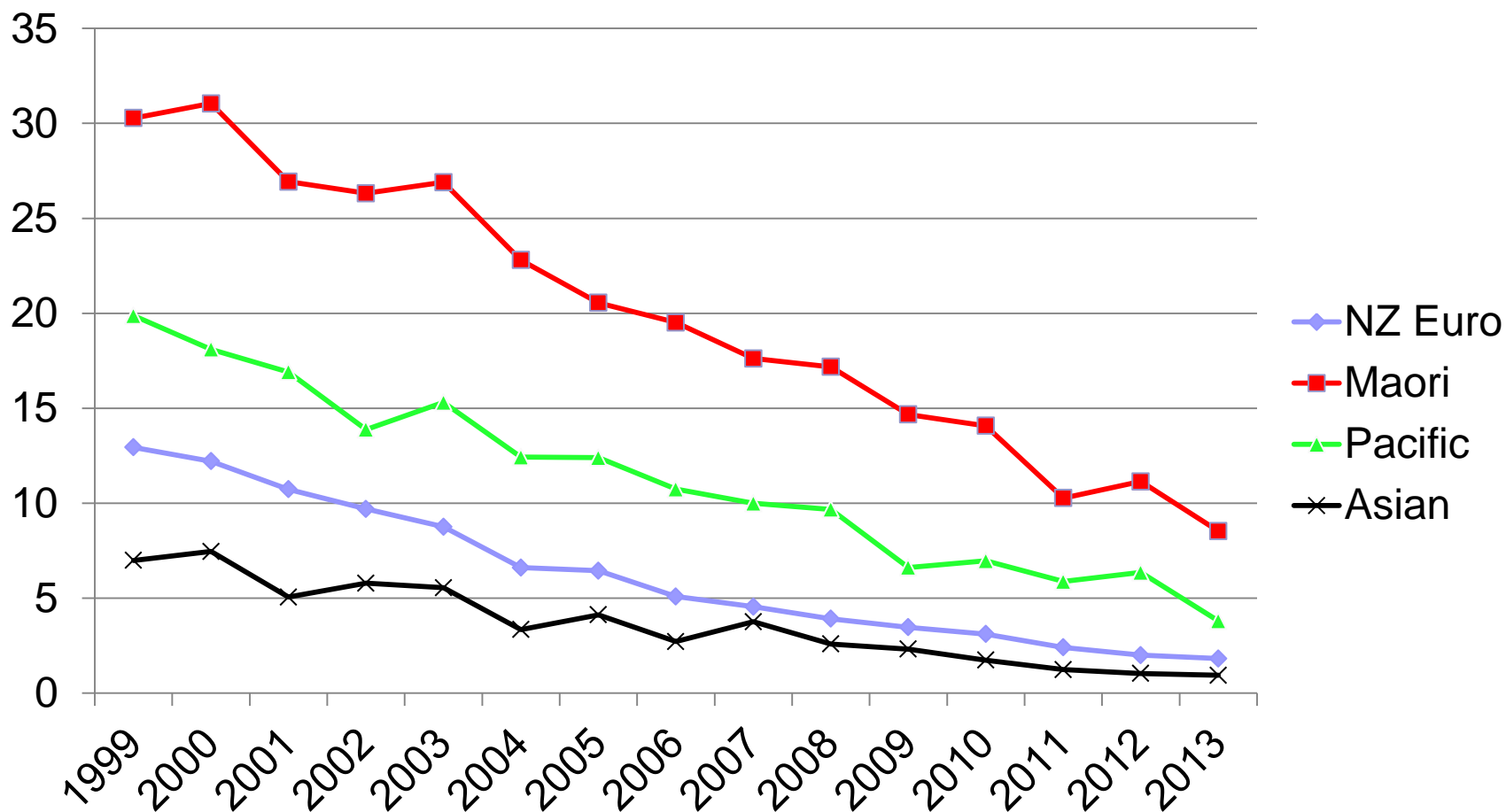
Young adults: Daily smokers



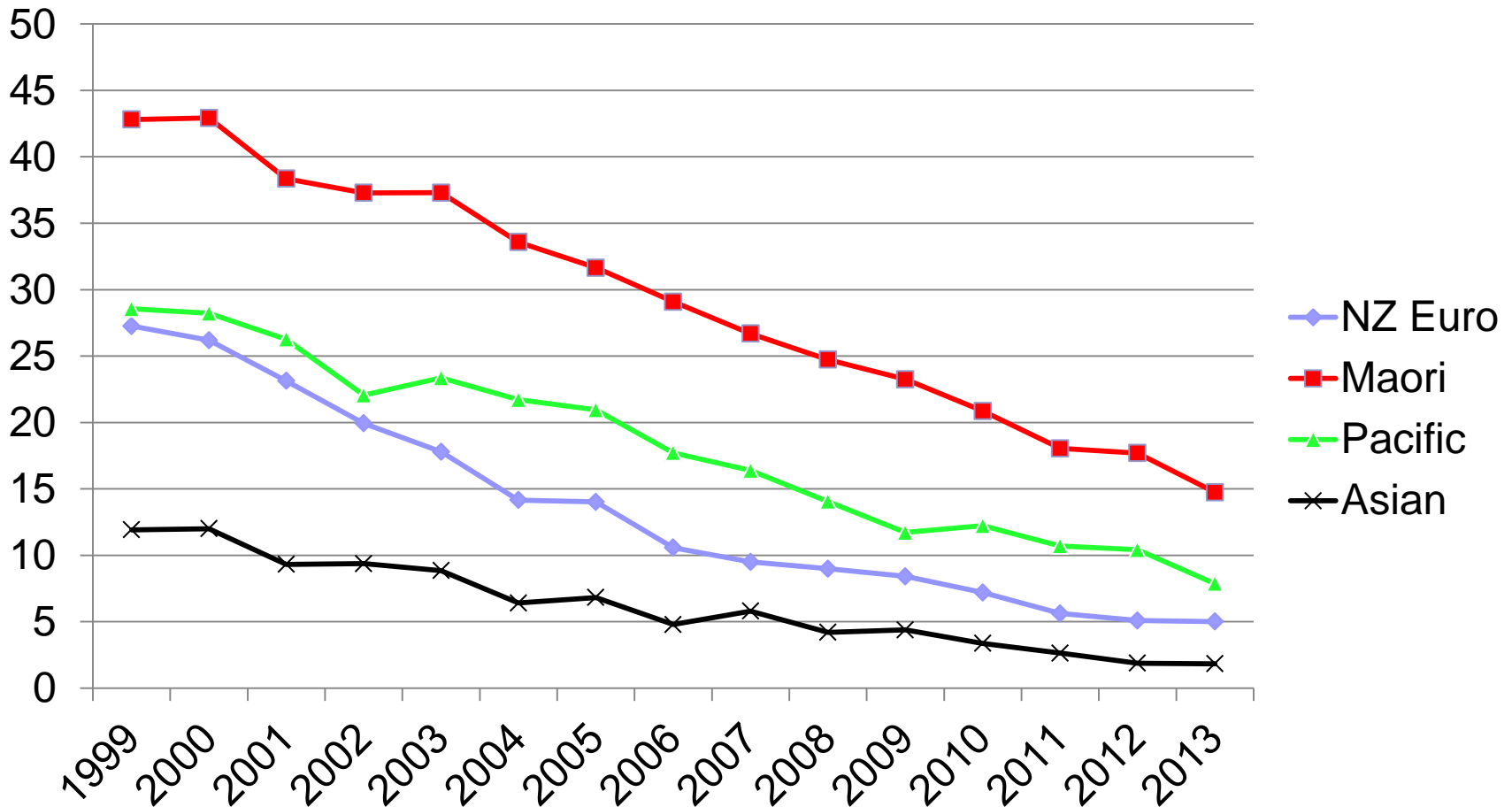
Young Adults: Current smokers (daily + non-daily)



Daily Smoking by Ethnicity, age 14-15



Regular Smoking by ethnicity, 14-15 year olds (daily, weekly or monthly)



The hardening hypothesis

- As prevalence of smoking reduces, remaining smokers are increasingly ‘hardcore’ or hardened and hence progress to reduce smoking prevalence slows
- Investigated using HPA HLS surveys 2008-2014

Measures of hardening

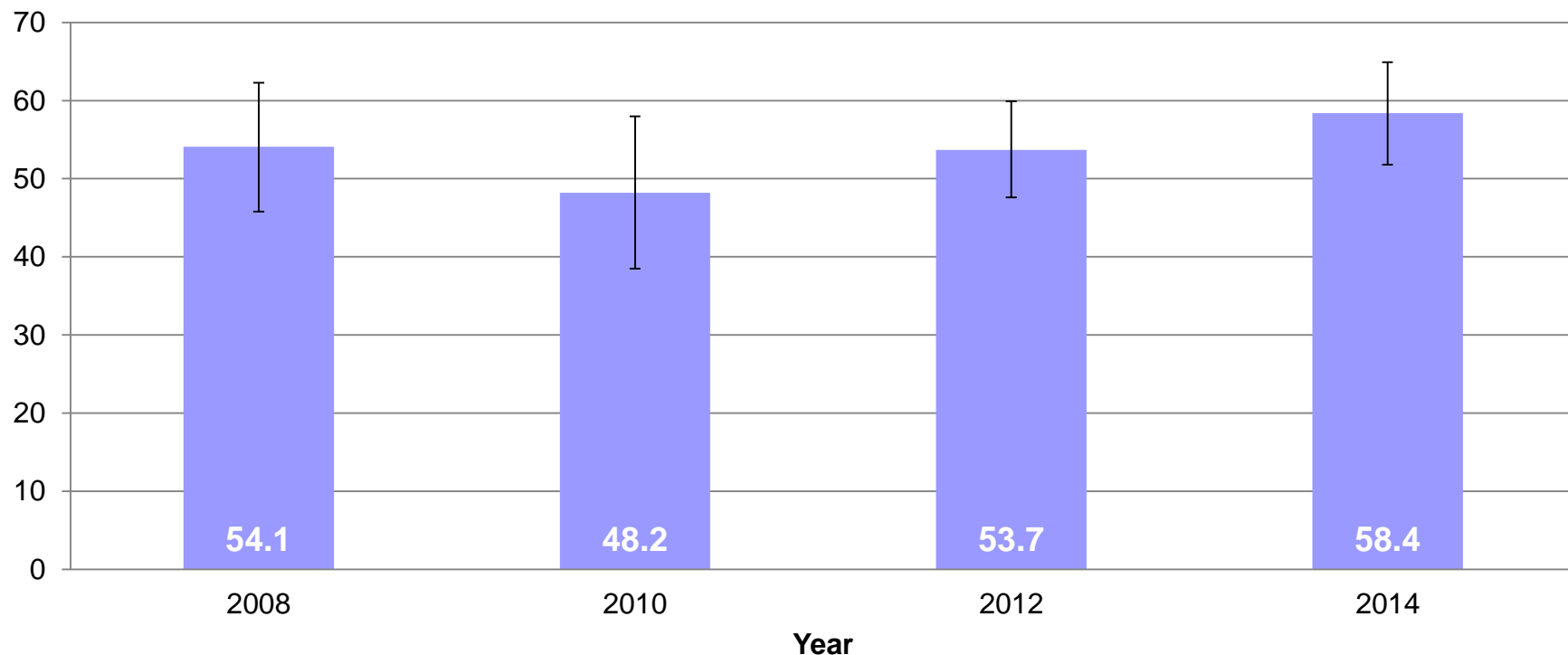
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Facet	Manifestation in smoking population	Examples of possible measures	Current study
Attitudes to smoking and quitting	Decreasing desire/motivation to quit Low and decreasing support for tobacco control measures and goals	Quit intentions Attitudes to smoking/tobacco control	- % smokers no quit attempts in last year - Attitudes to smokefree 2025
Degree of addiction	Increasing level of addiction and intensity of smoking	Fagerstrom score Nos smoked/day	- Daily/current smokers - % smokers > 4 quit attempts in last year
Demographics and health	Smokers increasingly concentrated among disadvantaged groups	SES measures, co-morbidities	- SES of smokers
Quit outcomes	Reducing population level quit rates	Quit success rates	- % smokers quitting in last year/2 years

Results – quit attempts

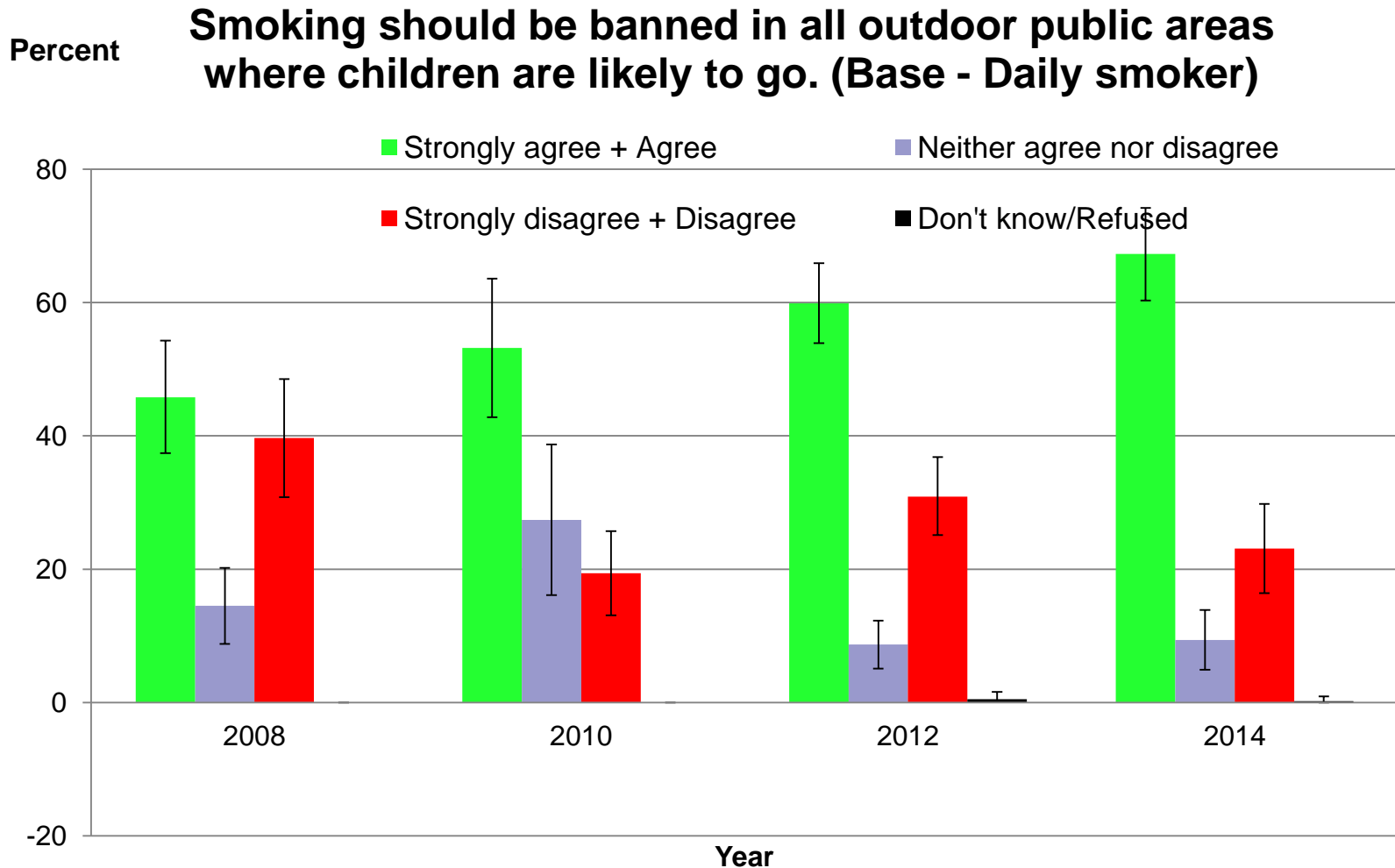
% No serious quit attempts of 24 hours or longer in last 12 months (daily smokers)

Percent



Attitudes to tobacco control

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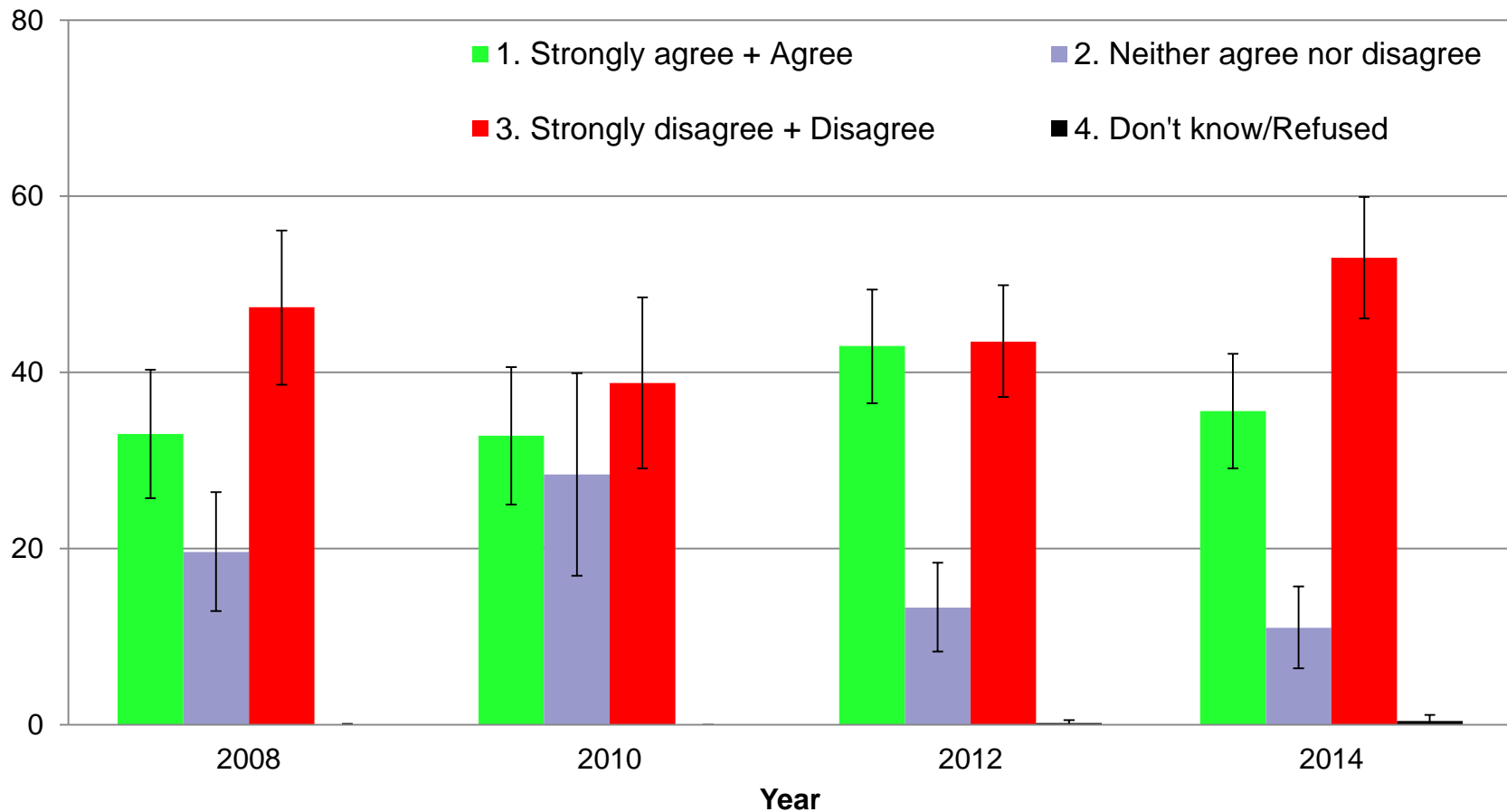


Attitudes to tobacco control

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The no. of places allowed to sell cigarettes and tobacco should be reduced to make them less easily available. (Daily smoker)

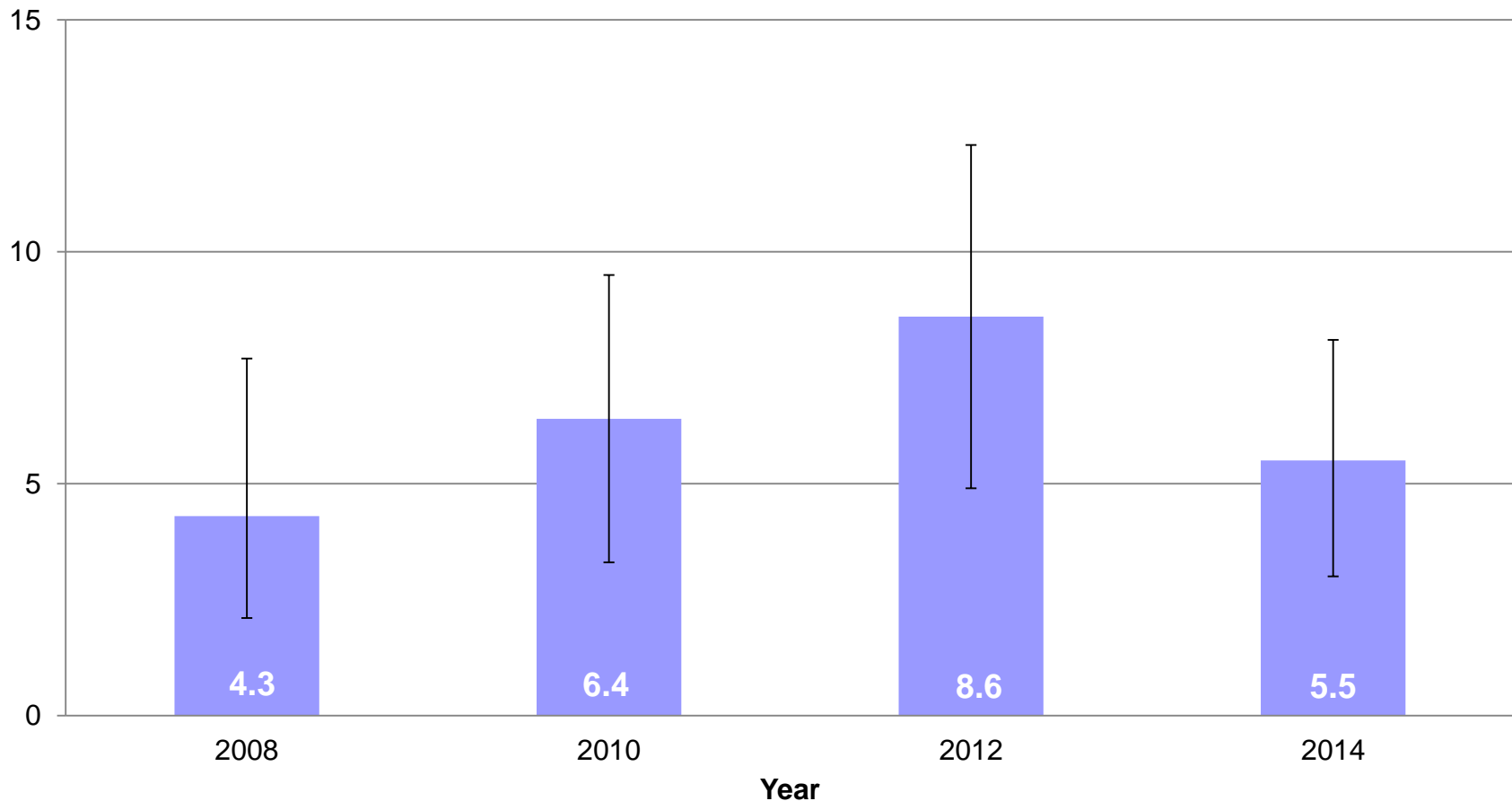
Percent



Results – degree of addiction

Daily smokers made 4 or more serious quit attempts which lasted 24 hours or longer in the last 12 months

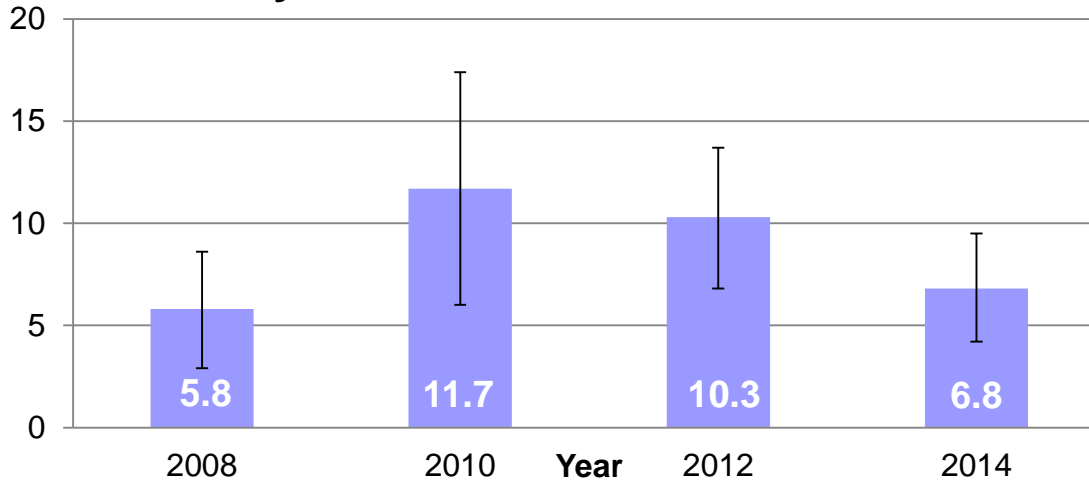
Percent



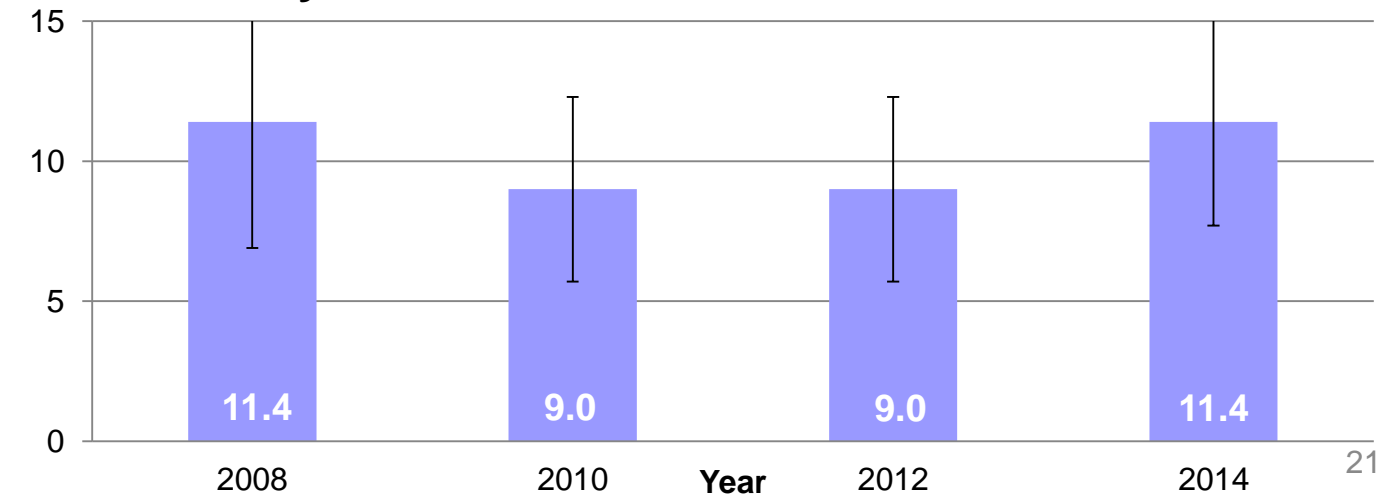
Socio-economic status

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Percent Daily smokers who are beneficiaries



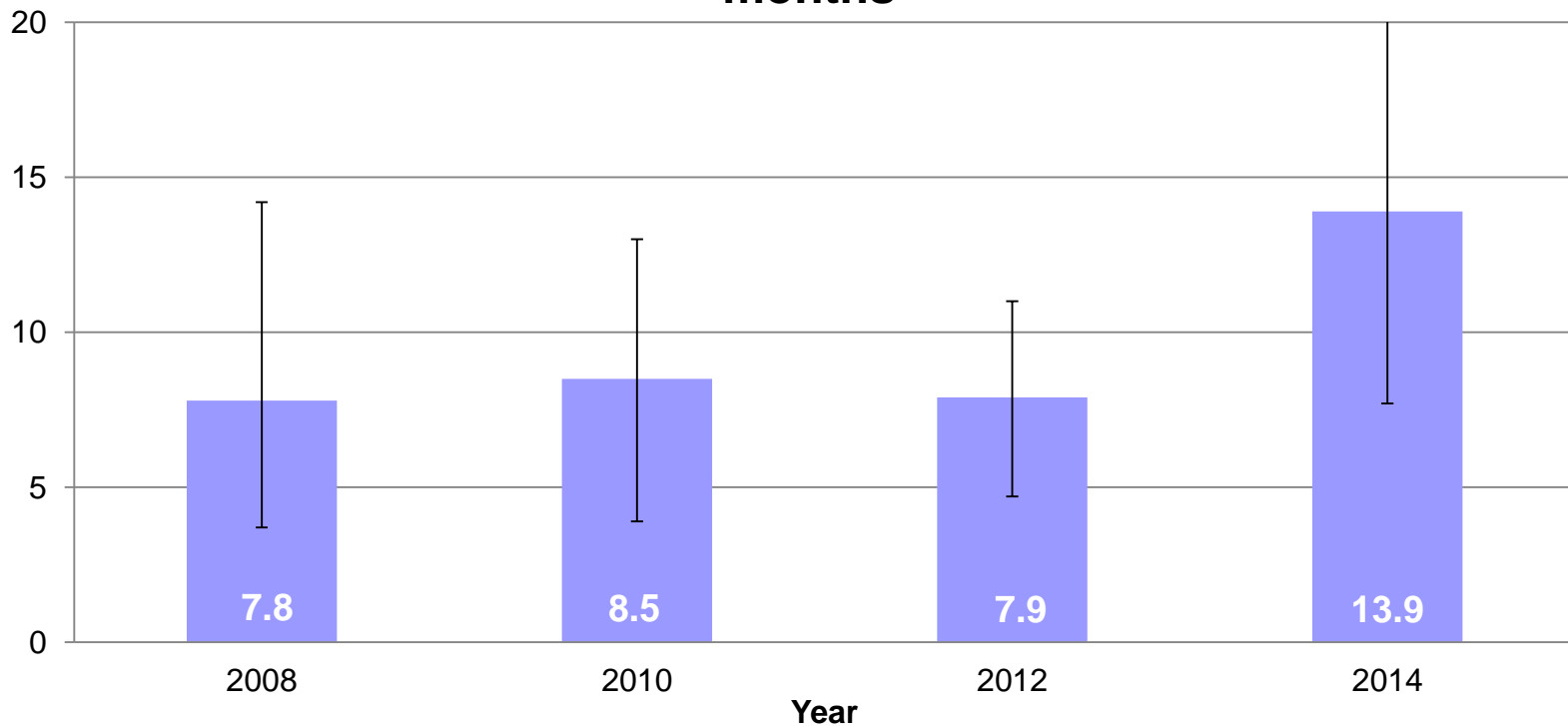
Percent Daily smokers with household income <\$20k



No. Ex-smokers quit 0-12 months ago + No. current smokers

Results – quit outcomes

Percent **% daily smokers and recent quitters who quit in last 13-24 months**



% Quit in 13-24 months = $\frac{\text{No. ex-smokers quit 13-24 months ago}}{\text{No. Ex-smokers quit 0-24 months ago} + \text{No. current smokers}}$

No. Ex-smokers quit 0-24 months ago + No. current smokers

Summary

- Steady reductions in overall smoking prevalence, less clear among Māori and Pacific
- Possibly less reductions among more deprived
- Substantial and sustained reductions in 14-15 year old smoking in all groups
- Little evidence of hardening
- No clear evidence of acceleration in prevalence reductions, quit attempts, or successful quitting since 2011