Current status of the SmokeFree 2025 Strategies

National Smoke Free Working Group Action plan to ensure:



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Quitting

Current smokers quit

Healthier New Zealanders

Less deaths and harm and inequalities from tobacco use

Initiation

No one, especially children, starts smoking

Outcomes

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Support to Quit

Current smokers are motivated and enabled to quit and remain smokefree.

Demand and Supply Reduction

Tobacco is very difficult to sell, supply or purchase.

Protection of Children

Children and young people are not exposed to smoking or tobacco marketing and promotion.

Impacts of Tobacco Control Sector Activities

Cessation

- Smokers make more quit attempts.
- More smokers use NRT
- Full access to excellent cessation support and treatments.
- Smokers know about the support they need.
- Smokers are regularly nudged toward quitting.

Legislation & Regulation

- Tax increases more than 50% per year
- Mandatory retail licence
- Plain packaging
- Smokefree cars
- Effective pack warnings
- Full FCTC implementation Full industry disclosure

Public Support

- Community spaces, events and organisations are smokefree.
- New Zealanders are highly aware of the harms of smoking, the benefits of quitting and the risks of smoking to children.
- New Zealanders know about and support 2025 goal.

· Interventions in primary care. · Interventions in public health services.

Evidence based services and options.

Cessation

- Access to existing and emerging effective treatments funded.
- Whānau ora
- · Services to high risk communities.
- New and innovative quit support encouraged.

WORKING TOGETHER

Policy

- · Engage national decision
- Engage national influencers.
- Review relevant existing and overseas laws.
- Advise and inform policy process.

Community Engagement

- Local and regional activities to make communities smokefree and protect children from exposure to
- Local engagement with decision makers, influencers and media.
- Raise local awareness of Smokefree by 2025 goal.

High Impact Mass Media

- · Paid and unpaid
- · Harms of smoking
- Benefits of quitting and prompts to quit.
- Risks of smoking to children
- Government Goal for 2025
- Steps to 2025
- Targeted at key audiences.
- Maximum exposure maintained.

Research and Evaluation

- Monitoring of tobacco use.
- · Monitoring of quitting behaviours and attitudes.
- Evaluation of interventions
- · Monitoring of industry and retailer data on sales.
- Academic research

Monitoring and Enforcement

- Monitoring of retail outlets.
- Enforcement action on breaches of SFEA.
- Monitoring of marketing practices.
- Monitoring of tobacco industry in NZ.

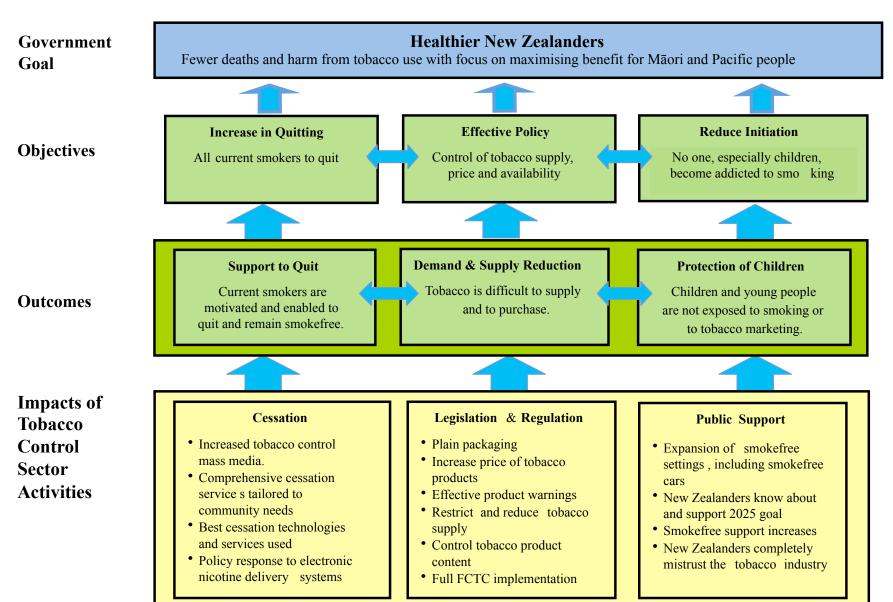
Tobacco Control Sector Activities

Current focus and commitment

Three work streams:

- Increase in quitting: cessation
- Effective Policy: legislation and regulation
- Reduce initiation: increasing public support
- Currently revising for the next 3 years (election cycle)
- •The new Smokefree National Action Plan (SNAP) streamlines & prioritises actions, suggests research for each strand and identifies the status of each action
- •It also highlights the focus on the priority populations of: Māori, Pacific, Hapū Mamas and those with mental illhealth

ROAD MAP Smokefree Aotearoa 2025



Increase in Quitting: Cessation: GOALS

- 1. Increased tobacco control mass media
- 2. Comprehensive cessation services tailored to community needs
- 3. Best cessation technology and services used
- 4. Policy response to electronic nicotine delivery systems

Reduce Initiation: public support

- Expansion of smokefree settings, including smokefree cars
- 2. New Zealanders know about and support 2025 goal.
- 3. Smokefree support increases
- 4. New Zealanders completely mistrust the tobacco industry

- 1. Plain packaging
- 2. Increase price of tobacco products
- 3. Effective product warnings
- 4. Higher Tax increases per year
- 5. Restrict and reduce tobacco supply
- 6. Control tobacco product
- 7. Full FCTC implementation

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Purpose	Actions	Initiatives	Status
Advancement of tobacco control policies to limit the harm caused by tobacco products	Implement plain packaging	 Progress current plain packaging legislation and advocate for immediate implementation. 	Immediate priority with legislative process underway and rapid implementation needed
		 Review and revise tobacco product health warnings to maximize impact. 	Action as part of the implementation of plain packaging
		 Consider new initiatives health warning initiatives, such as warning on each cigarette stick. 	New approaches needed to reduce product attractiveness and highlight product dangers at every consumption point
	Increase the price of tobacco products	 On-going annual tax increases with periodic step changes. 	Immediate priority with advocacy and policy consideration underway
		 Pricing mechanisms investigated to discriminate against the most harmful tobacco products and to reduce incentives within the tobacco market. 	New approaches needed to further disincentivize smoking behaviours
	Restrict tobacco supply	 Establish a comprehensive policy process with sector consultation to define the suite of supply restrictions, prioritise and implement them, including: Licensing of retailers Elimination of duty-free tobacco sales Enhanced enforcement of point of sale and age limits. 	Priority to develop a comprehensive supply restriction policy

Purpose	Actions	Initiatives	Status	
Advancement of tobacco control policies to limit the harm caused by tobacco products	Control tobacco product content	 Use existing Smokefree Environments Act provisions to require comprehensive content disclosure of tobacco products. 	Priority to apply current content reporting laws (Smokefree Environments Act).	
		 Establish policy process, with comprehensive sector consultation, to define product constituents to be prohibited for sale (e.g. flavoring, nicotine levels). 	Priority to establish policy process to regulate tobacco product constituents	
	Research	 Undertake research that supports the above policy initiatives and generates the evidence to support progress, and which anticipates future information needs. 	Research priorities to be aligned to these actions and funded accordingly	

- We all have a role to play.
- We can galvanize our efforts to do the most important tasks.
- Advocacy is needed to ensure key initiatives are understood and can be achieved.
- A Government Strategy is urgently needed.
- Vigorous use of all the available policy levers is needed.
- Increasingly, the particular needs of people and groups of people are to be better understood and met.
- There is strong public support for the actions we pursue.
- We need the right information in time to support decision makers.
- We can be the world leader in full FCTC implementation.

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Questions and/or comments welcome