



Oceania today, our realities: New Zealand

Richard Edwards, Hobart, October 17 2017



Overview

- 7 most important recent achievements (in NZ) in tobacco control
- 7 biggest challenges facing tobacco control in NZ
- 7 greatest reasons for optimism/opportunities that these challenges can be met

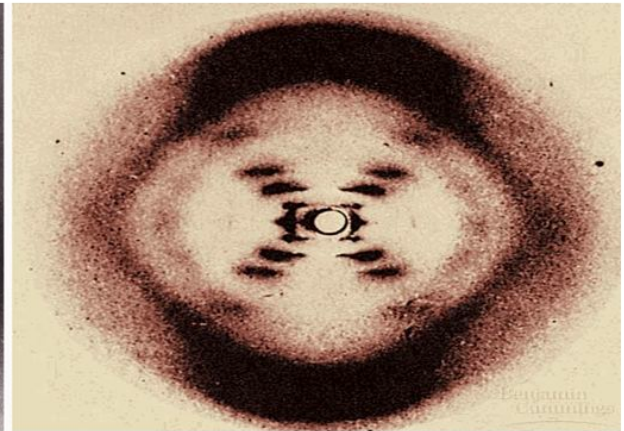
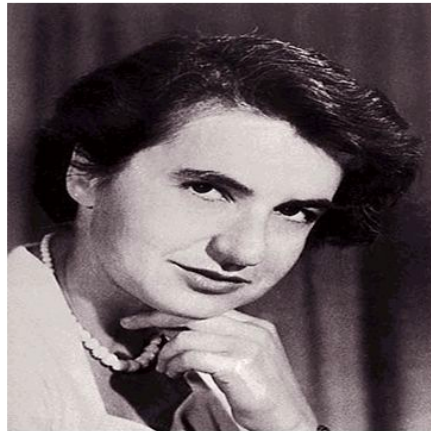
Acknowledgements

‘If you want to go fast go alone, if you want to far go together’

I had some
help

They Had Some Help

- Roselyn Franklin took this x-ray picture of DNA which lead Watson and Crick to the double helix structure of DNA but they failed to give her credit until much later.



Seven most important achievements

- Interpreted as since 2010
- Lots of candidates!

Seven Achievements

Smokefree 2025 Aotearoa Goal

Māori Leadership

Recognition that inequity is key issue

Tobacco Tax policy

Other policy advances

Reduction in youth smoking

Local action and engagement

Smokefree Aotearoa 2025 goal



- World leading goal
- Established and reasonably prominent despite lack of political commitment
- Reflects determination and hard work of tobacco control/ smokefree sector

"... the Government agrees with a longer term goal of reducing smoking prevalence and tobacco availability to minimal levels, thereby making New Zealand essentially a smoke-free nation by 2025."

Māori leadership and engagement with Smokefree Aotearoa 2025

It emerged out of new thinking on tobacco control by Māori leaders appalled by the unnecessary and wholly preventable loss of life and illness that afflicted Māori due to tobacco smoking.

L10A




Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori

Report of the Māori Affairs Committee

Forty-ninth Parliament
(Hon Tau Henare, Chairperson)
November 2010

Presented to the House of Representatives



Maori Murder
Have you heard how the tobacco industry kills Maori ?

R.I.P.

Here are the facts:

- > Tobacco is the single biggest killer of Maori.
- > It accounts for a third of all Maori deaths.
- > This means higher rates of lung cancer, heart disease, and death.
- > Respiratory infections, like ear, meningococcal disease and diabetes.
- > Almost one in ten Maori smoke. That's way higher than any other group in the country.

It's legal genocide.

Te Reo Marama
Maori Smokefree Coalition

Te Reo Marama (the Maori Smokefree Coalition) is the organisation charged with advocacy around Maori tobacco control issues.
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*Tobacco causes cigarette and cigar deaths.

NEW ZEALAND - EARLY SCENES OF MAORI LIFE
1900-1910

A Maori Maid
When Captain Cook first sighted New Zealand's Maori people he found the Maori a fierce and warlike race. Since he the change in the power of a single Maori made good in the half-century ago.

Recognition that inequity is a key issue

What is the goal?

- Reduce daily smoking prevalence to less than 5% - and as close as possible to 0% - by December 2025
- For all population groups in NZ



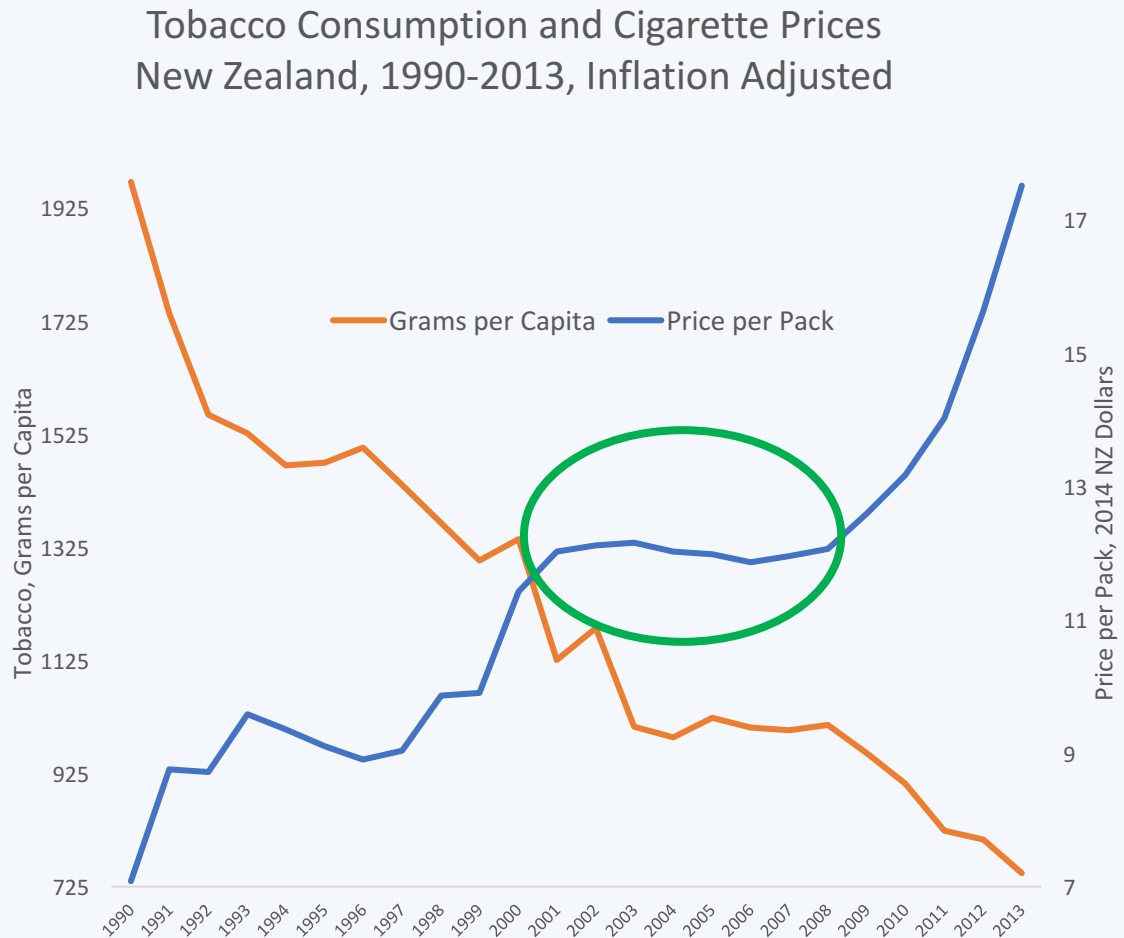
Mid term targets

- To reduce the prevalence of daily smoking in New Zealand (from 18.4% in 2011-12) to 10% and **halve smoking rates among Māori (to 19%) and Pacific peoples (to 12%) by 2018**

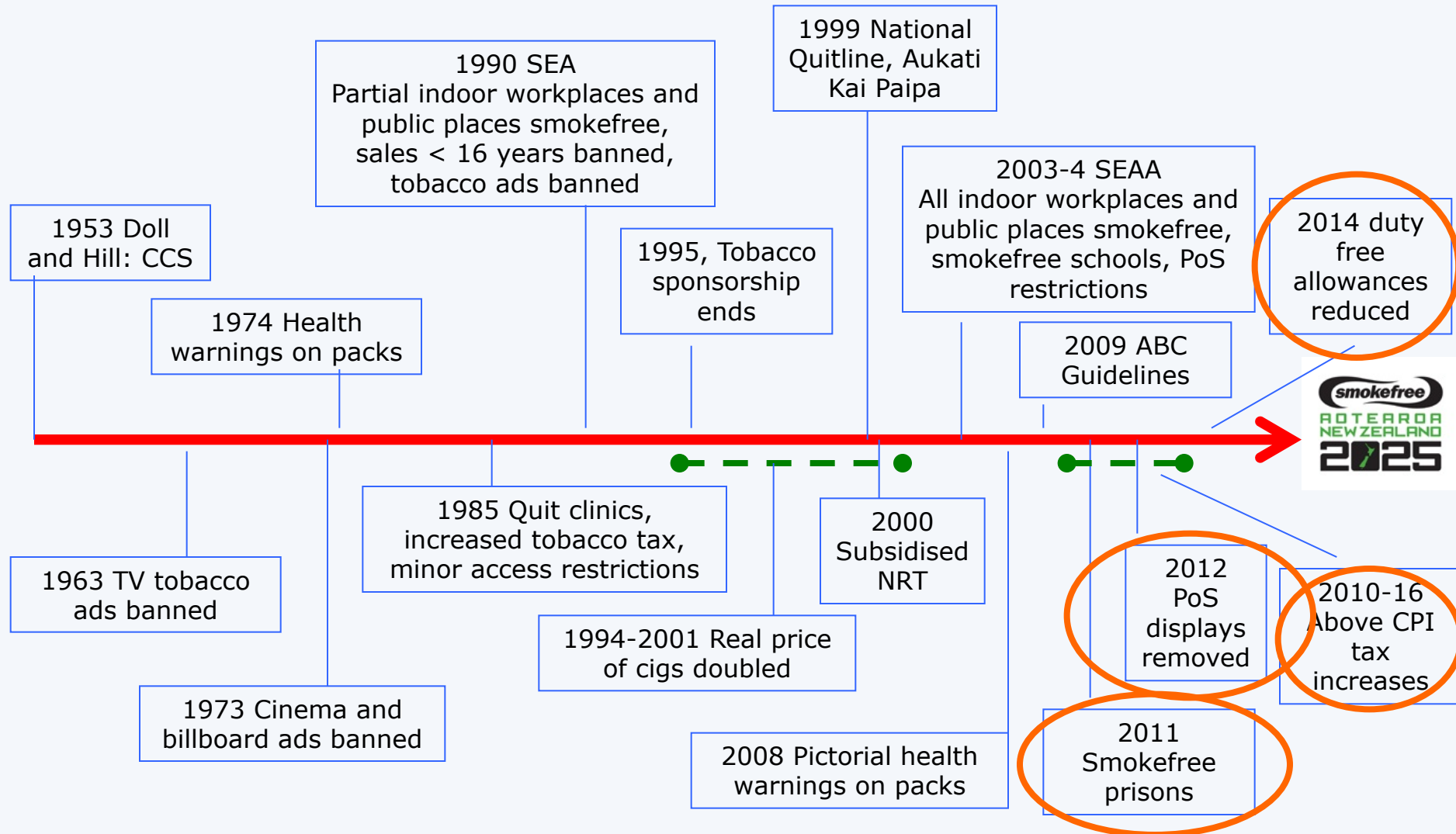


Tobacco tax policy

- Lest we forget
- Annual above inflation increases since 2010 and locked in to 2020
- Impacts on consumption and quitting



NZ Tobacco Control landmarks



MAPPING NEW ZEALAND COUNCILS

SMOKEFREE OUTDOOR POLICIES AND SPACES



Playgrounds



Parks



Additional Areas



Sport Grounds



Beaches



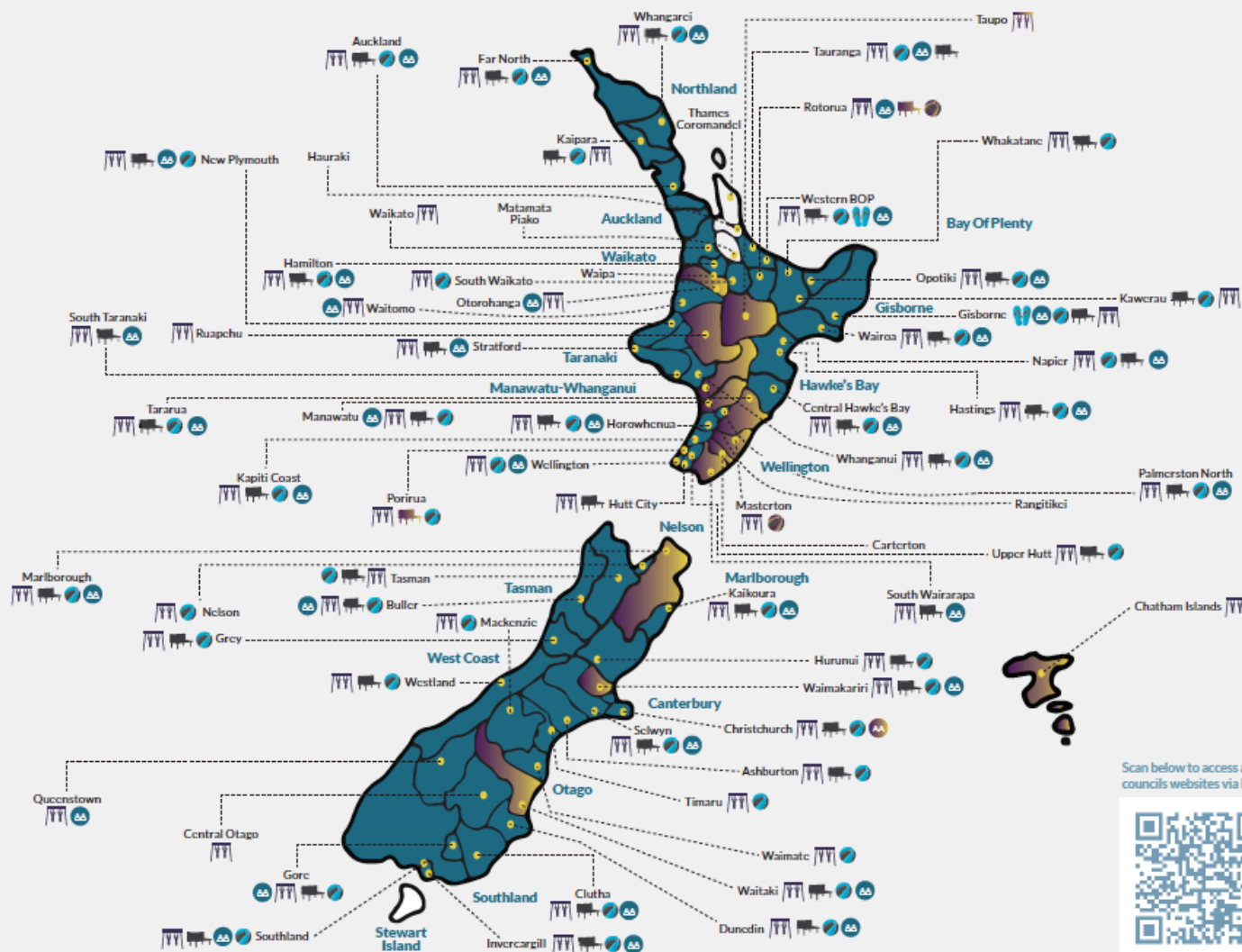
Partly Adopted



Adopted



No Policy (see database for further information)



Scan below to access all councils websites via LGNZ.



Standardised packs and enhanced health warnings: March 14 2018



Government legalises e-cigarettes in effort to make New Zealand smokefree by 2025 ▶

STACEY KIRK

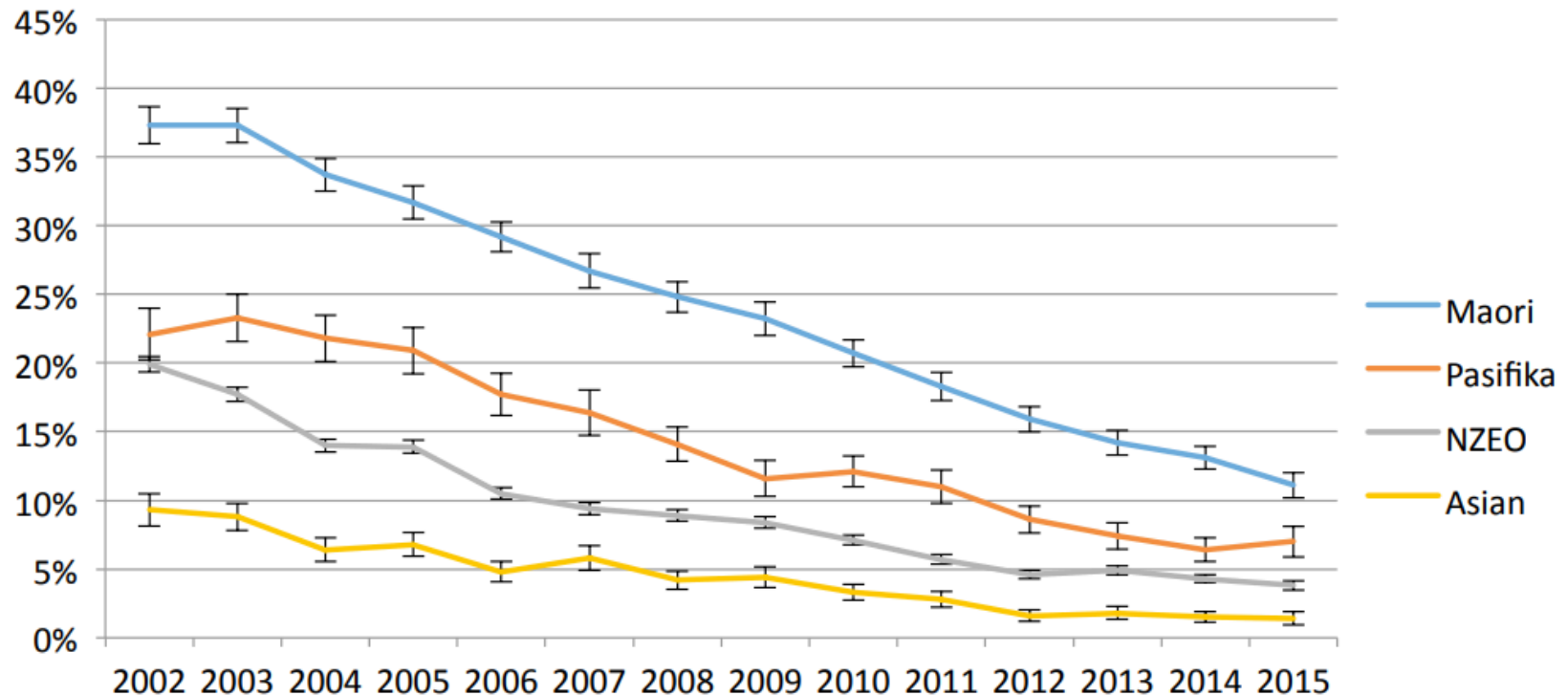
Last updated 13:27, March 29 2017



GEORGE HEARD/FAIRFAX NZ

Associate Health Minister Nicky Wagner hopes the legalisation of e-cigarettes will help lower smoking rates of regular cigarettes (file pic).

Reduction in youth smoking: regular smoking by ethnicity, age 14-15 (ASH Year 10 Survey)



¹ Graph prepared using Tobacco Control Data Repository, available at:
<http://www.tcdata.org.nz/>

Local action and engagement



Auckland Plan includes Smokefree by 2025

Wednesday, 11 April 2012, 3:55 pm
Press Release: Cancer Society

Auckland Plan includes Smokefree by 2025

Cancer Society Auckland commends Auckland Council on the released Auckland Plan.

The Auckland Plan includes a clear Smokefree goal of reducing by 2025. The Plan states that 'by 2025 all parks, reserves, child will be Smokefree', and is in-line with the Government's goal

Tobacco-free Retailer Tool Kit

WHICH ITEM DOESN'T BELONG?



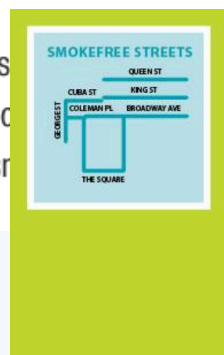
SMOKEFREE PLACES



More Wellington Parks Go Smoke-Free

7 June 2012

All Wellington City sports parks are now smoke-free areas as the Council has agreed to make all sports parks and reserves smoke-free.



LET'S MAKE PALMY SMOKEFREE

OUR AIM IS FOR: Smokefree streets in the City centre | Smokefree cafes and retailers | Smokefree events | Smokefree parks and playgrounds

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Challenges

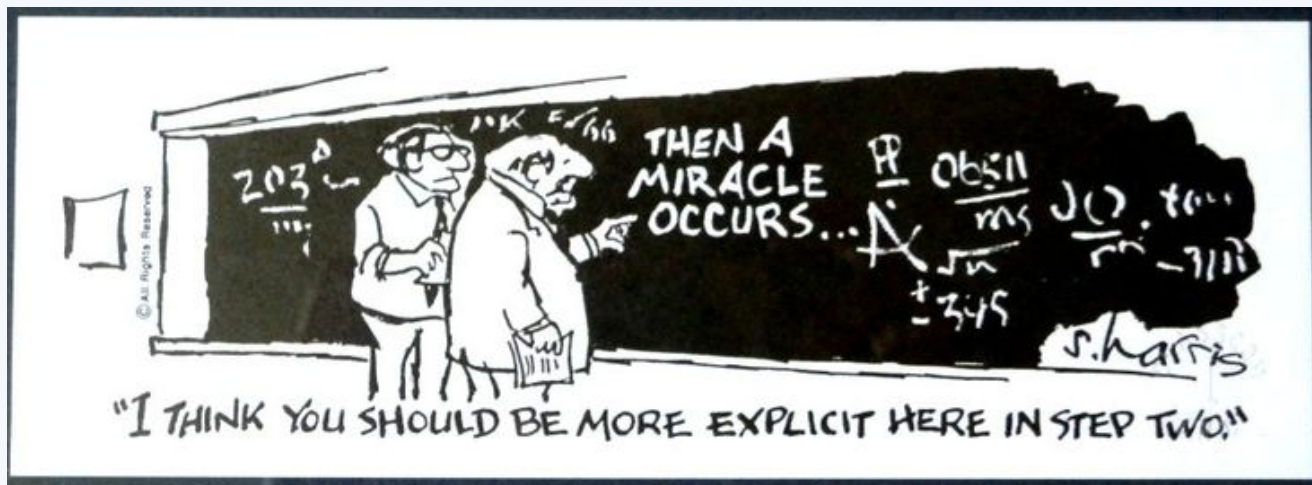
Seven Achievements	Seven Challenges
Smokefree 2025 Aotearoa Goal	Lack of a comprehensive plan
Māori Leadership Local action and engagement	Lack of Government leadership/political will
Tobacco Tax policy	Achieving an effective and ethical tobacco tax policy
Recognition that inequity is key issue	Persisting inequity and inadequate progress towards goal
Other policy advances	More policy advances and intensification needed, less focus on individual cessation, need for 'game-changer' initiatives
Reduction in youth smoking	Very high levels of young adult smoking, role of alcohol in initiation, lack of focus on prevention
	Emerging new technologies and challenge (and opportunity) of e-cigarettes etc

Lack of Government plan to achieve Smokefree 2025

"We have made extraordinary progress on reducing the rates of smoking, but tobacco remains the biggest preventable cause of death. It requires an approach commensurate with the magnitude of the problem.

*As a result **the Government is developing a separate tobacco control plan** which will sit alongside the National Drug Policy."*

Peter Dunne - Speech for the release of the
2015-2020 National Drug Policy, August 25 2015



Lack of political will: politicians (not) talking about SF 2025

Table 2: Patterns of references to tobacco and Smokefree Aotearoa 2025 goals among politicians after adoption of the Smokefree Aotearoa 2025 goal March 2010-December 2015

Name	Role (MoH = Minister of Health)	References to tobacco issues		References to Smokefree 2025		References to 'Better help for smokers to quit' targets	
		Pre-Sept 2014*	Post-Sept 2014 #	Pre-Sept 2014*	Post-Sept 2014 #	Pre-Sept 2014*	Post-Sept 2014 #
Tariana Turia§	Māori Party MP. Associate MoH pre-Sept 2014	67	N/A	51	N/A	5	0
Tony Ryall§	National Party MP. MoH pre-Sept 2014	49	N/A	2	N/A	22	0
Jonathan Coleman	National Party MP. Minister of Defence pre-Sept 2014, MoH, post-Sept 2014	3	16	1	0	3	8
Peseta Sam Lotu-iiga	National Party MP. Associate MoH, post-Sept 2014	1	8	0	7	0	0
Peter Dunne	United Future MP, Associate MoH, post-Sept 2014	3	4	2	1	2	1
Total references by MOH		123	28	56	8	32	9

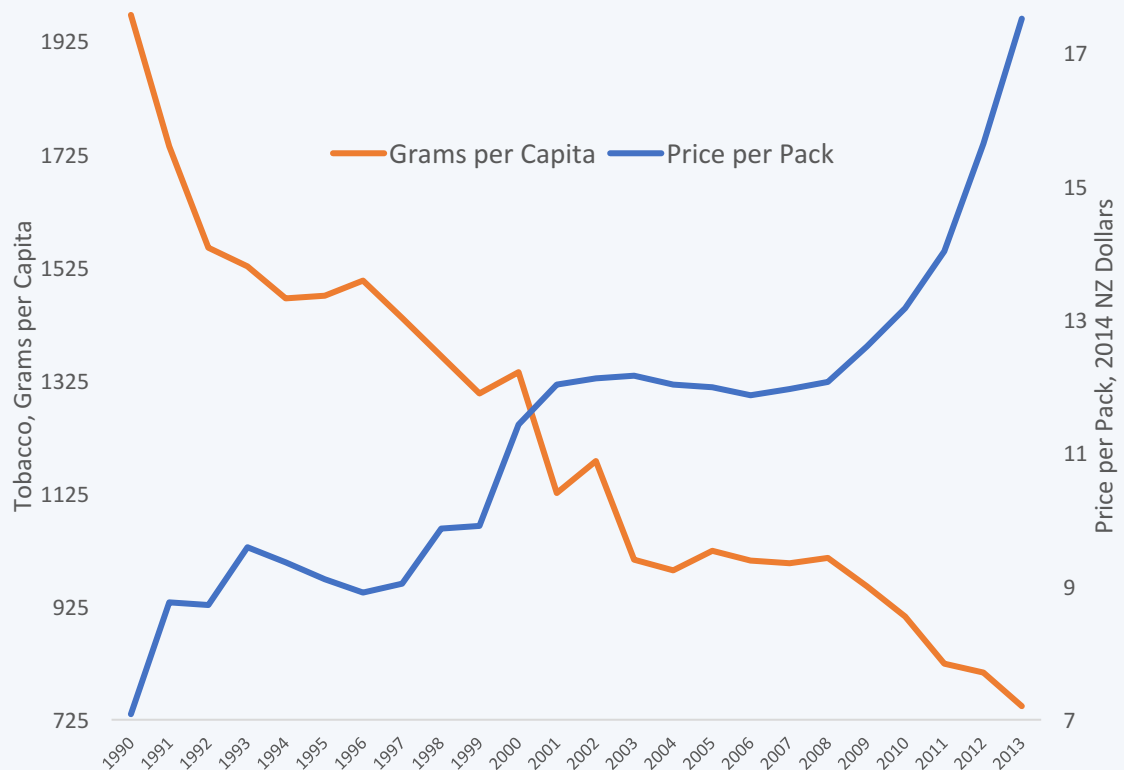
* Mar 2010 to Sept 2014 # Sept 2014 to Dec 2015

§ Tariana Turia and Tony Ryall left Parliament after the September 2014 election

Achieving and ethical and effective tobacco tax policy

- Lest we forget
- Annual above inflation increases since 2010 and locked in to 2020
- **Current debate/controversy**
 - Impact on disadvantaged smokers
 - Retail robberies
- **Is there an effective and ethical tobacco tax increase policy?**

Tobacco Consumption and Cigarette Prices
New Zealand, 1990-2013, Inflation Adjusted



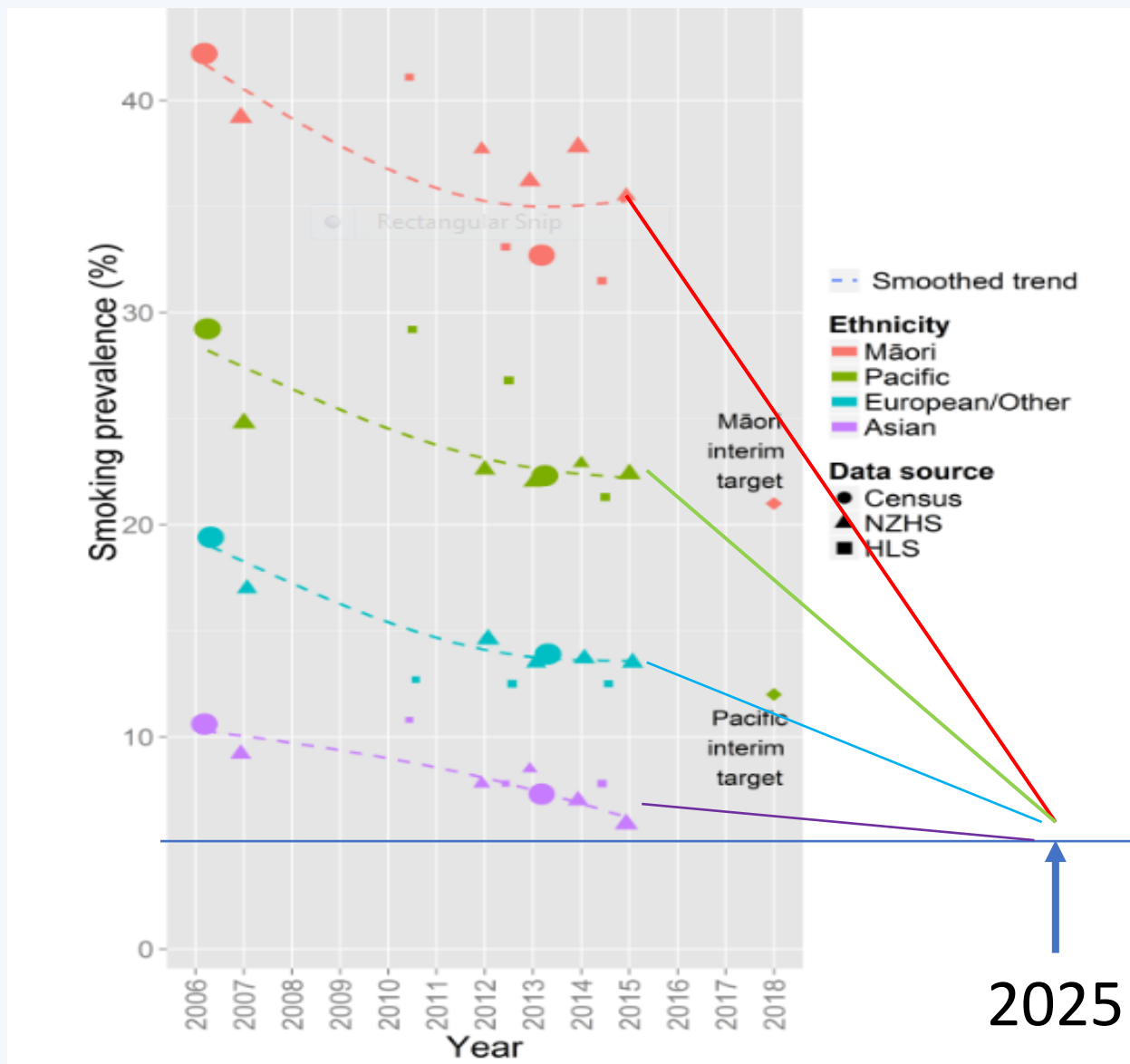
Persisting inequity and inadequate progress towards goal

Smoking prevalence NZ adults (≥ 15 years)	Current smoking (at least once a month)			
	2011/12		2015/16	
	%	number	%	number
New Zealand overall	18.2	636,000	16.3	610,000
Māori	40.2	179,000	38.6	186,000
Pacific	25.9	52,000	25.5	57,000
NZ European	16.5	455,000	14.5	418,000
Asian	9.4	35,000	8.7	39,000

Source: New Zealand Health Survey 2015/16

Persisting inequity and inadequate progress towards goal

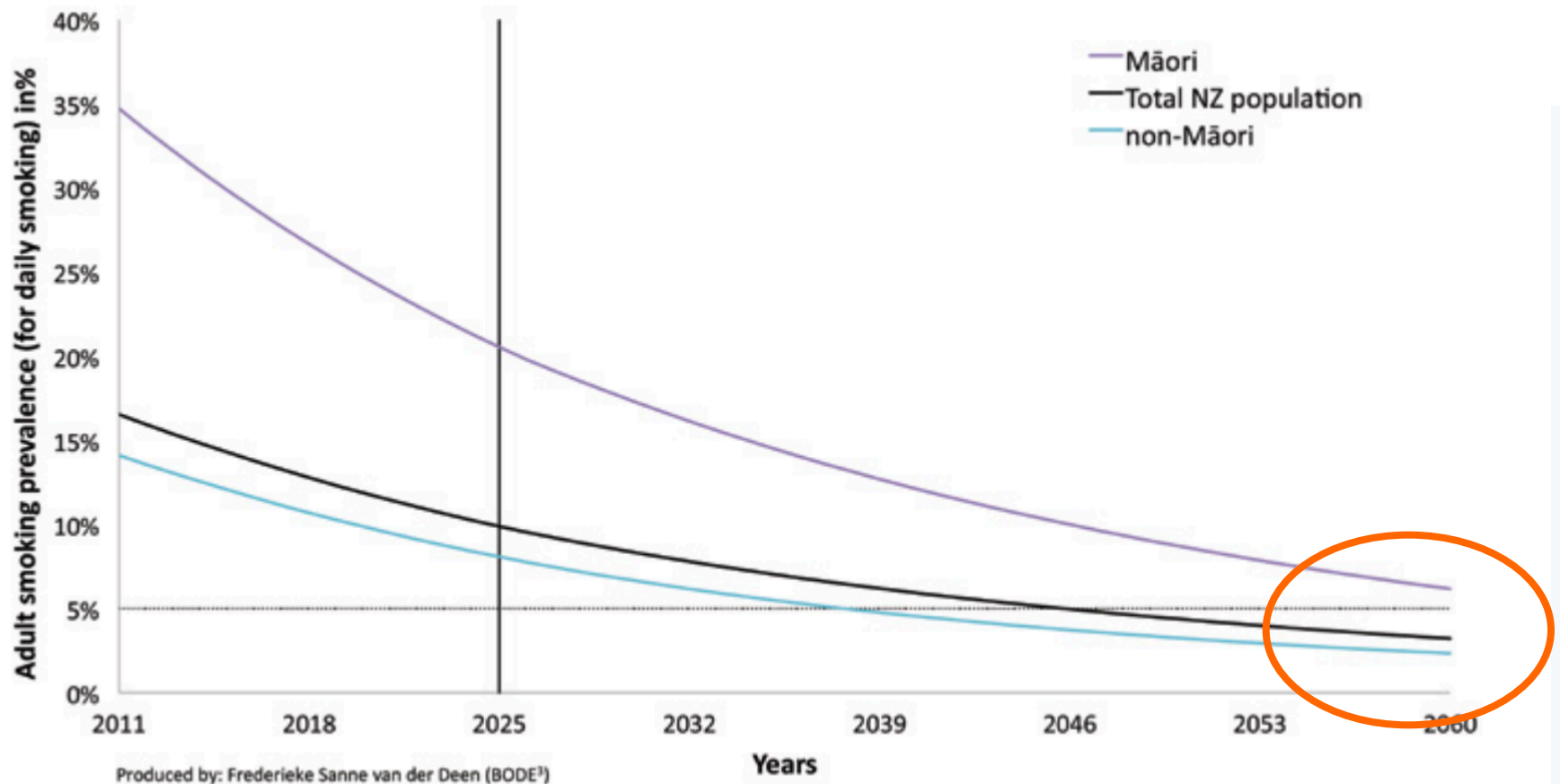
Daily Smoking Prevalence 2006-2015 by ethnicity: smoothed trends based on Census, NZHS and HLS data.



Source: Ball J, et al.
N Z Med J 2016;
129(1439):11-22.

BY ONE ESTIMATE, IF WE
CONTINUE WITH THE
CURRENT APPROACH,
MĀORI WON'T REACH THE
GOAL UNTIL 2060
OR LATER.

Figure 4: Projected smoking prevalence trends for Māori and non-Māori - with current policies



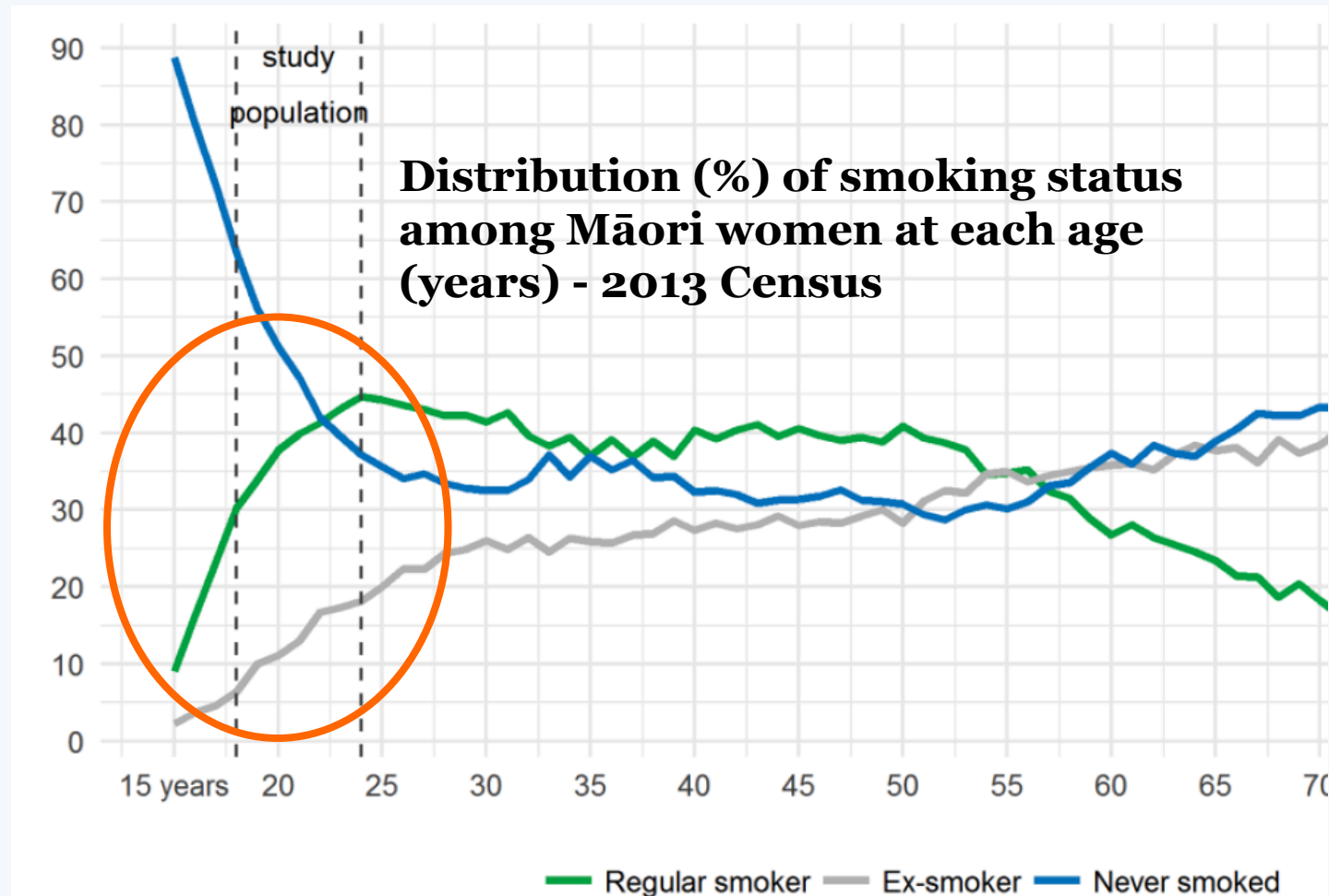
More policy advances and intensification needed

Areas of policy and population-oriented tobacco control measures that are inadequate:

- Mass media
 - Intensification and resourcing
- Supply-side measures e.g.
 - Reducing retail supply of tobacco products
 - Increase age of purchase/Tobacco Free Generation
- Product modification
 - Removal of additives like menthol
 - Banning filters
 - Denicotinisation
- Smokefree policies
 - Smokefree outdoor dining
 - Smokefree cars
 - Smokefree bars (alcohol)

New Zealand has fallen behind

Very high levels of young adult smoking, role of alcohol in initiation, lack of focus on prevention



Ministry of Health and NOOS Consulting. 2017. Young Māori women who smoke: technical report. Wellington: Ministry of Health.

Influences on young Māori women smokers

“You’ve got your bottle in your hand, so you’re going to smoke. Drink, smoke, drink, smoke. It’s the way you do things.”

Grandparents smoked in the car when we went on trips.

“My work mates and I go out on our morning break to catch up. We all have a smoke while we chat.”

“We always go out for a quick smoke break when it’s quiet. There is always someone to smoke with at work.”

Exploring why young Māori women smoke. Ministry of Health, 2017.

Solutions focus on individual cessation:

“Exploring why young Māori women smoke”

Aim to generate ideas to reduce the number of young Māori women who smoke

“This deeper understanding will allow the Ministry to take action to test and **evaluate new services and approaches** that directly relate to the lives and needs of those women, in **supporting them to stop smoking**.

We are now moving to the second phase of this project, applying the insights gained to **co-design services** that **better match the lives and needs of young Māori women who smoke**.”

Challenges of E-cigarettes etc

- Rapidly evolving technologies ('Heat not Burn'), behaviours, evidence
- Determining the best policy and practice
- What is the endgame?
- Incorporating harm reduction approaches within the current tobacco control sector and current practice
- "Sector is the challenge" in agreeing a way forward
- Disruptive technology - Disrupting effectiveness and unity of the sector?
- Heated (sometimes vicious) debate
 - Proponents = stooges of tobacco industry
 - Cautious practitioners = enemies of ECs, 'Prohibitionists' etc

Philip Morris's Project Sunrise: weakening tobacco control by working with it

P A McDaniel, E A Smith, R E Malone

Tobacco Control 2006;15:215-223. doi: 10.1136/tc.2005.014977

- PMI's 'divide and rule' strategy as laid out in internal documents

*A corporate affairs document explained that tobacco control organisations drew their strength from “their funding, their **credibility in public opinion, and ... their unity**. Our primary strategies focus on impacting each of [these] sources of strength”.*

“....[t]he rapid growth in resources, membership and successes has created a sense of invincibility within the ATI that may blind organizations to carefully orchestrated efforts by the tobacco industry and its allies to **accelerate turf wars and exacerbate philosophical schisms** (smoking and ETS, vs. youth and marketing).”

Opportunities

Seven Opportunities

Achieving Smokefree Aotearoa Plan

Continued Māori and Pacific leadership

Public support

Changed political circumstances

International examples of endgame and policy advances

E-cigarettes as direct intervention and facilitator

Tobacco free Oceania?

SMOKEFREE AOTEAROA 2025 PLAN

1. Make tobacco products less affordable:

- Raise tobacco tax by 20%
- Introduce a minimum retail price for all tobacco products

2. Make tobacco products less available:

- Support retailers to move away from selling tobacco in the next 3 years, and then cap the number of retailers
- End tobacco sales in bars and pubs
- Introduce a cut-off birth date for legal purchase of tobacco, to create future 'tobacco-free' generations

3. Make tobacco products less appealing and less addictive:

- Remove additives and flavours that enhance taste or appeal (e.g. menthol, sugar)
- Reduce nicotine content to very low levels so they are no longer addictive

4. Do more of what we already do

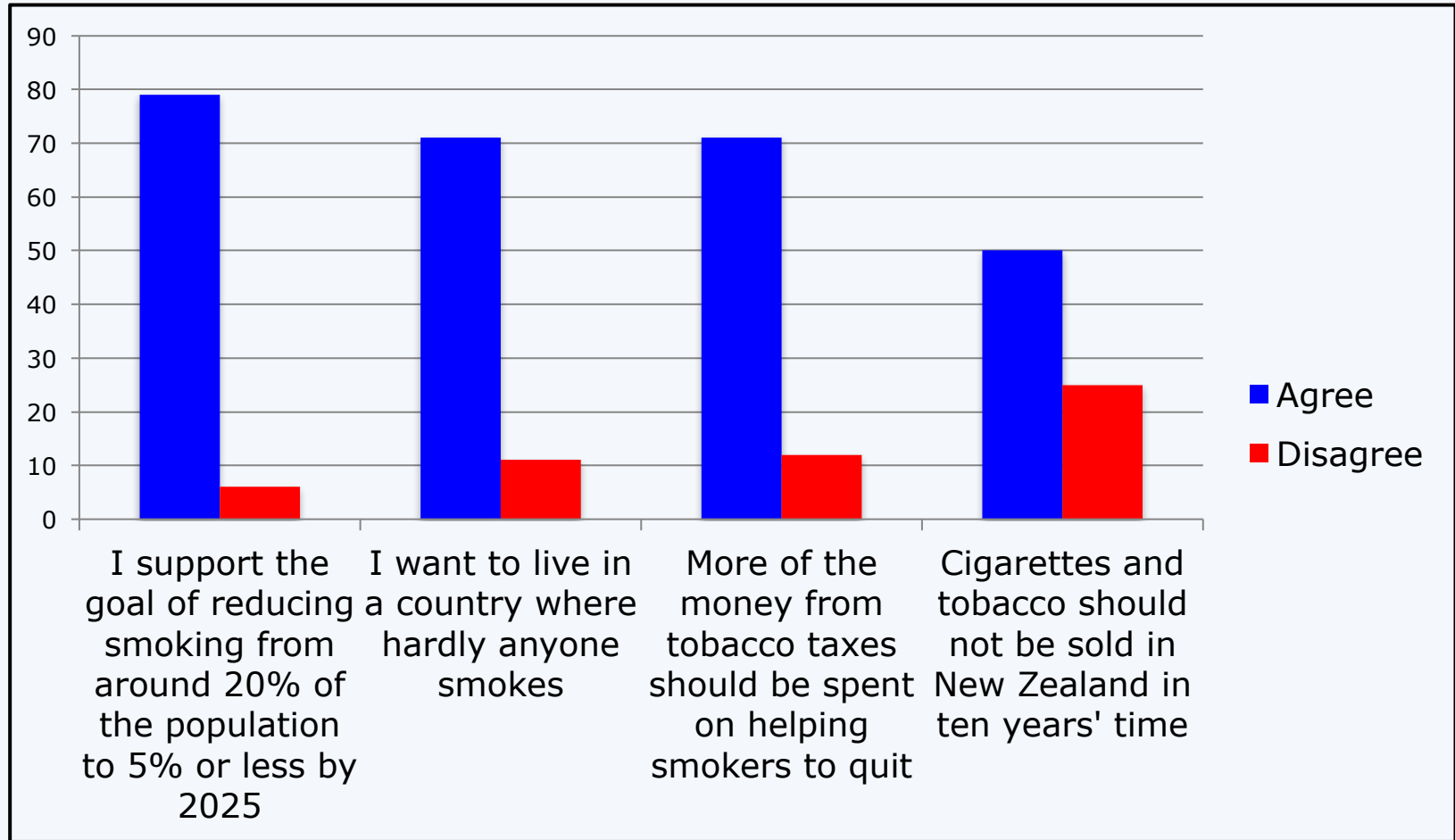
Such as:
enhanced targeted smoking cessation, mass media campaigns and moving to greater availability of e-cigarettes



<https://aspire2025.org.nz/hot-topics/smokefree-action-plan/>



Public support for Smokefree 2025



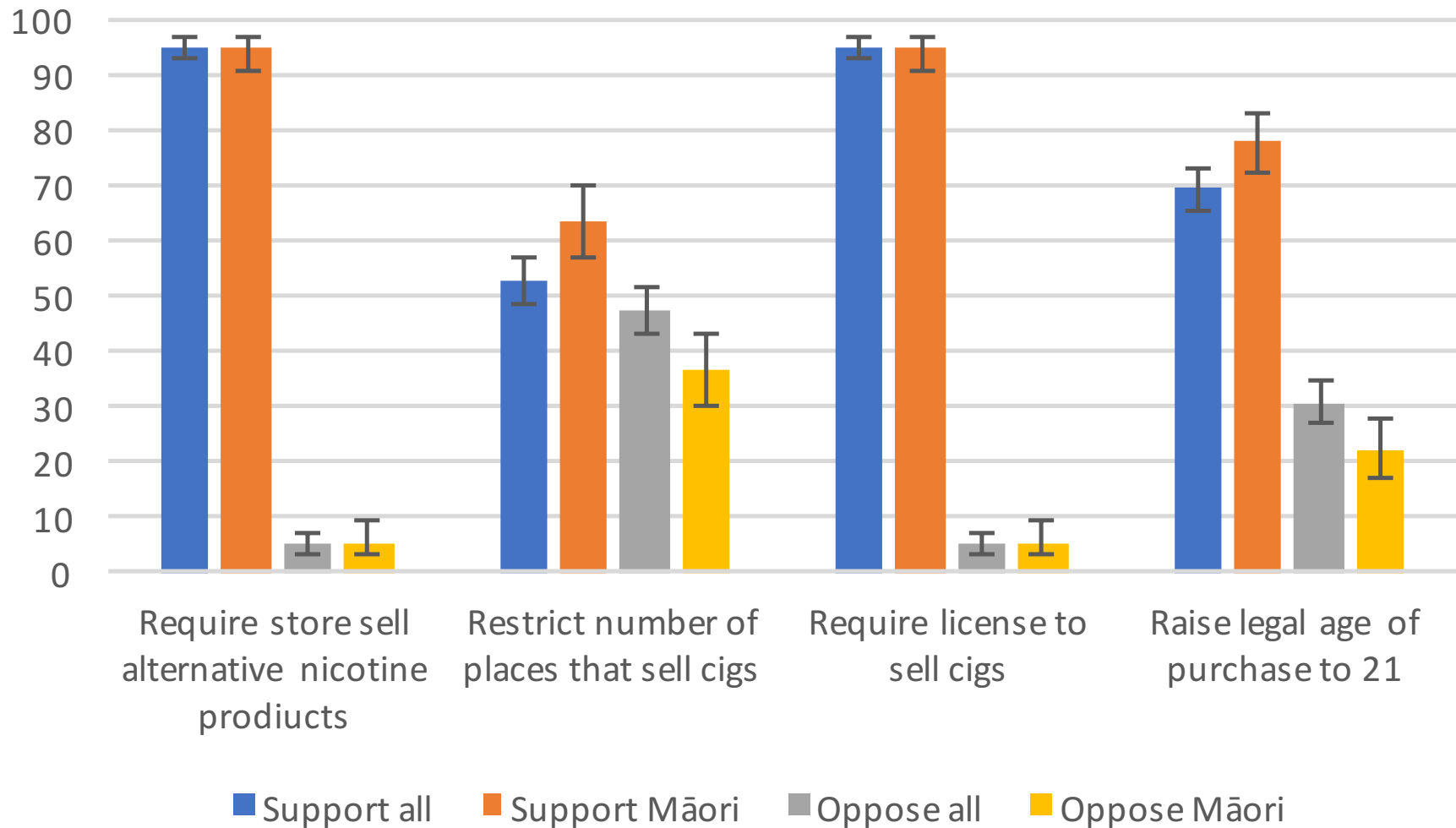
Young smokers' responses to Smokefree 2025 goal

“This is awesome...This makes me feel really proud to be a New Zealander”

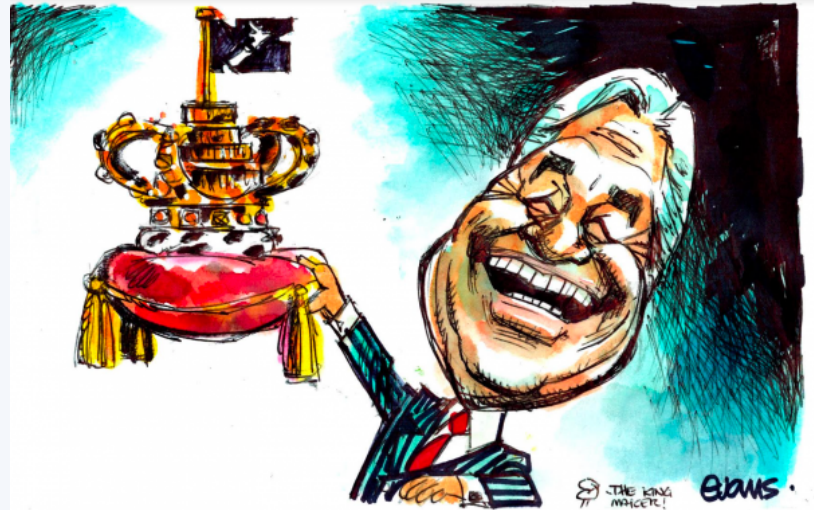


Hoek, Maubach et al. in
Press Tobacco Control

Level of Support for 4 proposed retail tobacco control laws: NZ ITC survey 2016-17



New political alignments?



Since state monopoly, cigarette sales drop in Hungary

BBJ

Thursday, October 13, 2016, 12:32

Sales of cigarettes have dropped by 40% in Hungary since the government introduced the network of National Tobacco Shops, which can only be opened on acquiring a concession, according to data from the National Tax and Customs Administration (NAV).

International developments in tobacco control

San Francisco's Tobacco Retail Density Policy

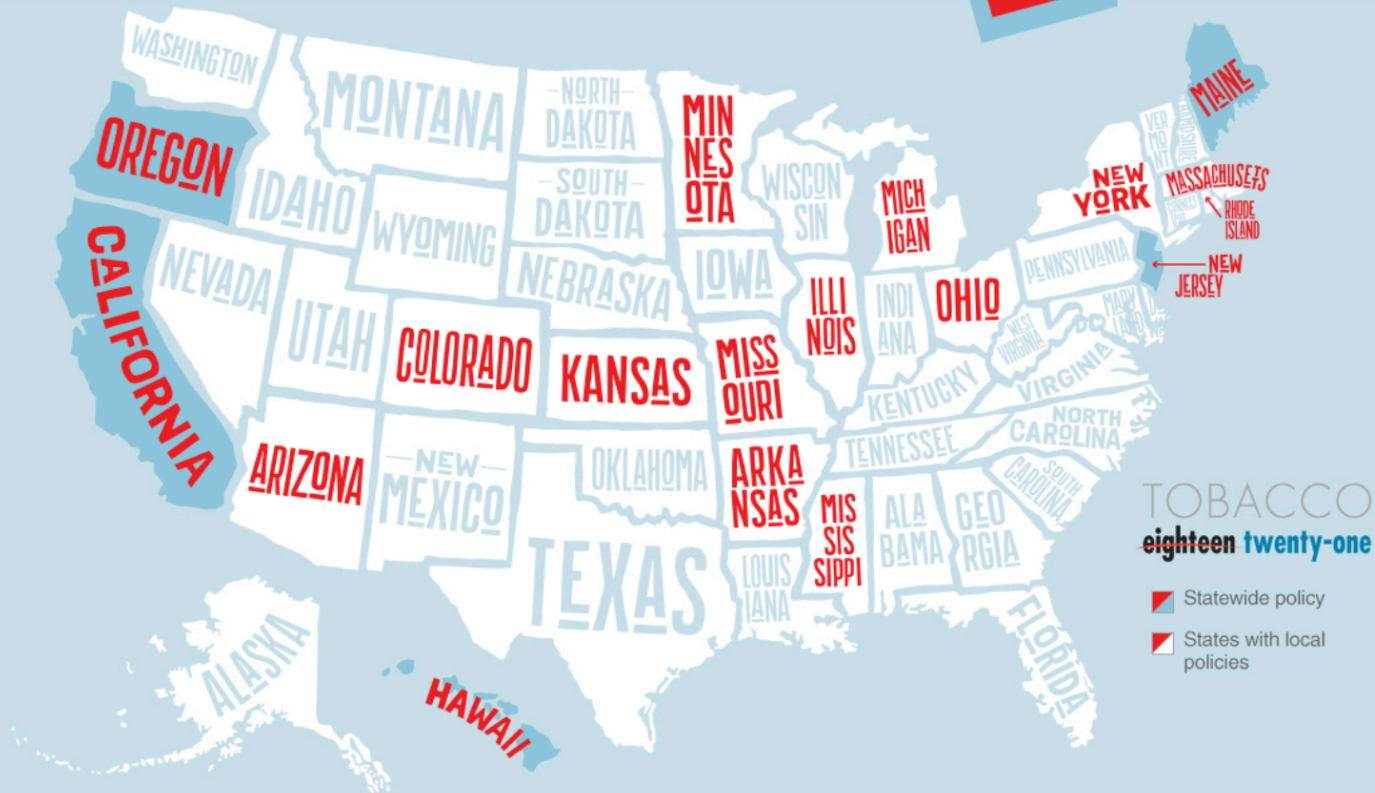
Permits to sell tobacco will not be issued to establishments where:

- The total number of existing permits in the Supervisorial District exceeds 45
- The location is within 500 feet of a school
- The location is within 500 feet of another location permitted to sell tobacco
- The location was not previously occupied by a permitted store. (In other words, permits will not be issued in locations that have never had a tobacco license in the past.)
- Restaurants, bars, or other tobacco shops that are not already permitted

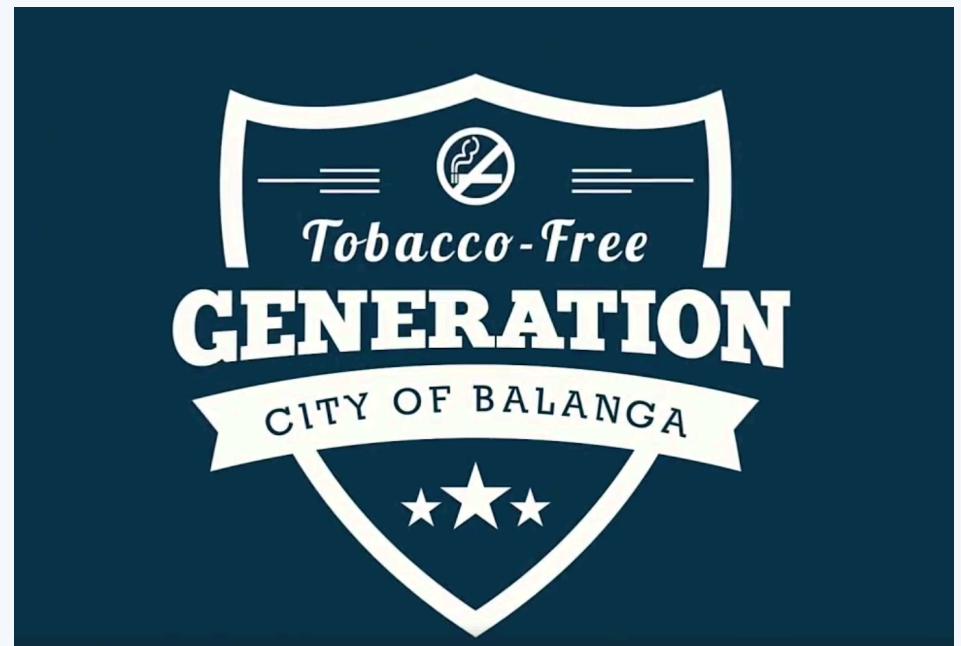
Source: San Francisco Department of Public Health, [Retail Tobacco Sales Permit Program](#)

TOBACCO ~~eighteen~~ twenty-one

260+ Cities & Counties in **18** States

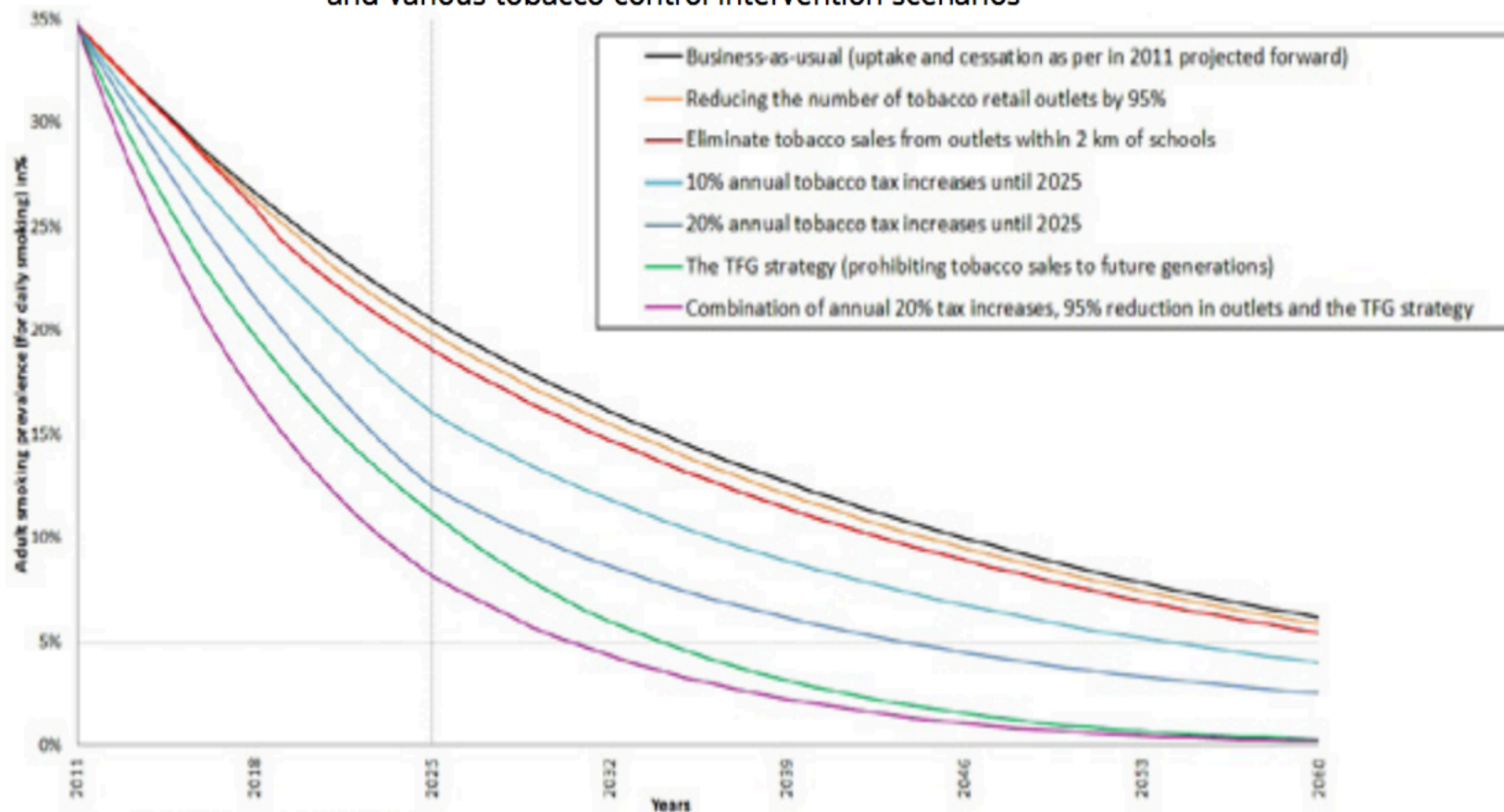


Achieving Tobacco-Free Generations for Tasmania



Adult smoking projections for endgame strategies

Figure 6: Daily adult smoking prevalence for Māori in 'business as usual' and various tobacco control intervention scenarios

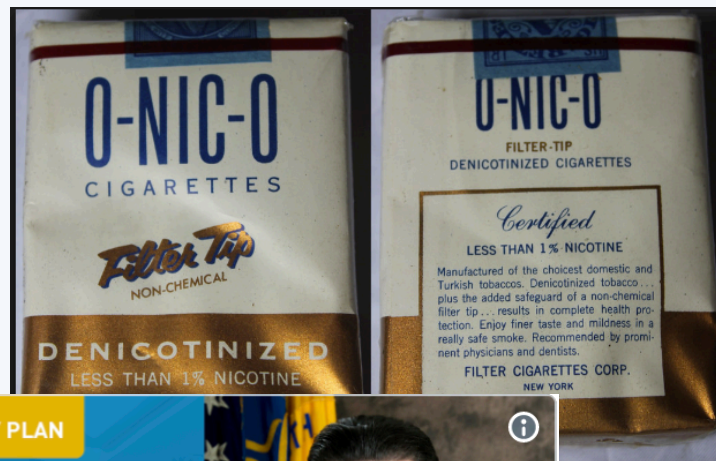
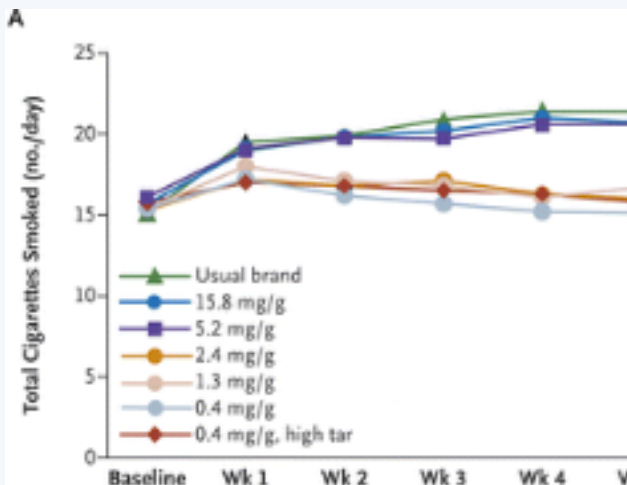


Produced by: Frederieke Sanne van der Doen (BODEP)

SPECIAL ARTICLE

Randomized Trial of Reduced-Nicotine Standards for Cigarettes

Eric C. Donny, Ph.D., Rachel L. Denlinger, B.S., Jennifer W. Tidey, Ph.D., Joseph S. Koopmeiners, Ph.D., Neal L. Benowitz, M.D.



FDA ANNOUNCES COMPREHENSIVE REGULATORY PLAN

“Addressing the addictive levels of nicotine in combustible cigarettes must be part of the FDA’s strategy for addressing the devastating addiction crisis that is threatening American families.”

FDA COMMISSIONER Scott Gottlieb, M.D.



Center for Tobacco Products



FDA Tobacco
@FDATobacco

Follow

Today @US_FDA announced a new regulatory plan to lower the burden of tobacco-related disease & death: [go.usa.gov/xRQ68](https://www.fda.gov/oc/2017/07/29/fda-announces-comprehensive-regulatory-plan-to-lower-the-burden-of-tobacco-related-disease-and-death)

3:35 AM - Jul 29, 2017

E-cigarettes - opportunities

Direct positive impacts

- Uncertainty about extent
- Policy needs to enhance positive impacts and minimise any harms
- Sector needs to have mature and civil discussions to agree best policy and practice for e-cigarettes

Indirect positive impacts

- Mutual enhancement of impact of interventions
- Facilitate implementation of tobacco control measures
 - Embolden policy makers
 - Enhance case for more rigorous approaches

Conventional tobacco products	E-cigarettes
Less affordable	More affordable
Less available	More available
Less appealing	More appealing

More detail of arguments here: <https://blogs.otago.ac.nz/pubhealthexpert/2017/10/06/achieving-smokefree-aotearoa-by-2025-a-response-to-critiques/>



After 13 years of smoking Clinton Evans made the switch, *"My main reason for vaping wasn't mainly cause of my health especially cause of my age, it was mainly because of the price of cigarettes. The price of where every six months they were going up and up and basically I just couldn't afford the habit that I created."*

Tobacco Free Oceania?



New WHO report highlights Australia's leadership in tobacco control

 19 Jul 2017

Australia's important role in tobacco control is underlined in a new World Health Organisation (WHO) report, as smoking rates continue to fall worldwide.

Kia ora Thank you

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www.aspire2025.org.nz