

Smokers' awareness, understanding and support for Smokefree 2025: results from the New Zealand ITC project

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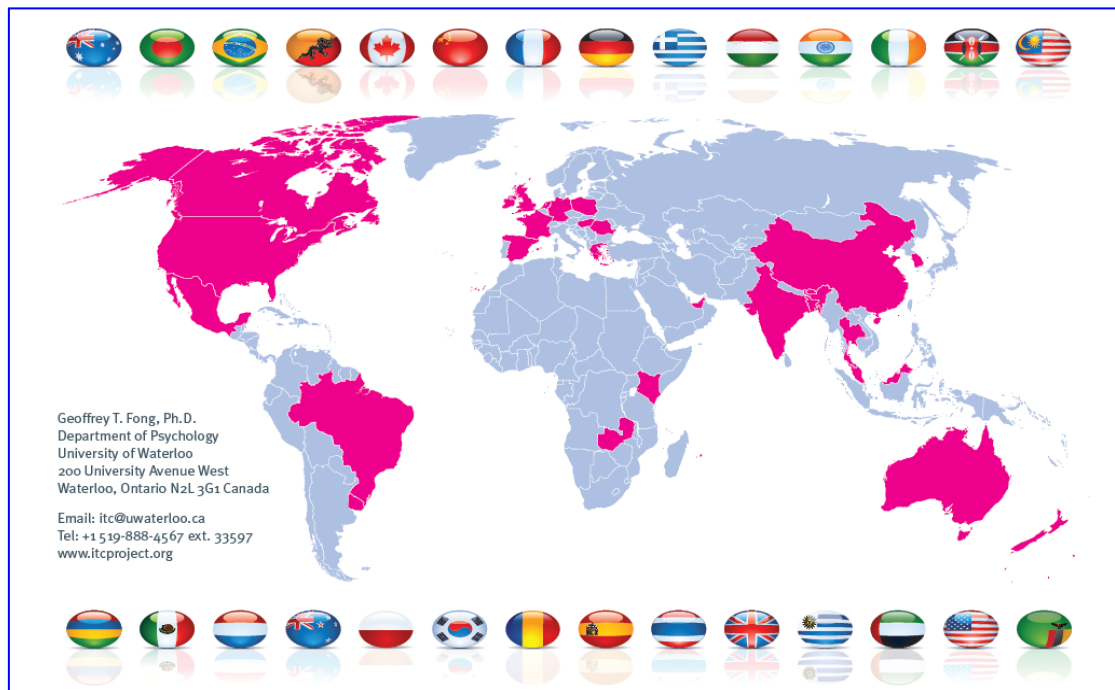
*From vision to reality:
A tobacco-free Oceania*

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The International Tobacco Control (ITC) Project

- International collaboration currently in 29 countries
- Monitors progress towards FCTC
- Robust cross-country comparable cohort study design
- Coordinated through University of Waterloo, Canada



NZ Team

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- Mary Thompson, Mi Yan and other members of Waterloo ITC data management team

Acknowledgements

- Health Research Council of New Zealand
- Ministry of Health NZHS team
- Research NZ
- Other ITC Project teams and investigators
- Advisory Group



What is the goal?

".....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"

March 2011

- Concerns about rate of progress towards goal
- Achievement more likely if broad awareness and understanding of, and support for, Smokefree Aotearoa 2025 goal



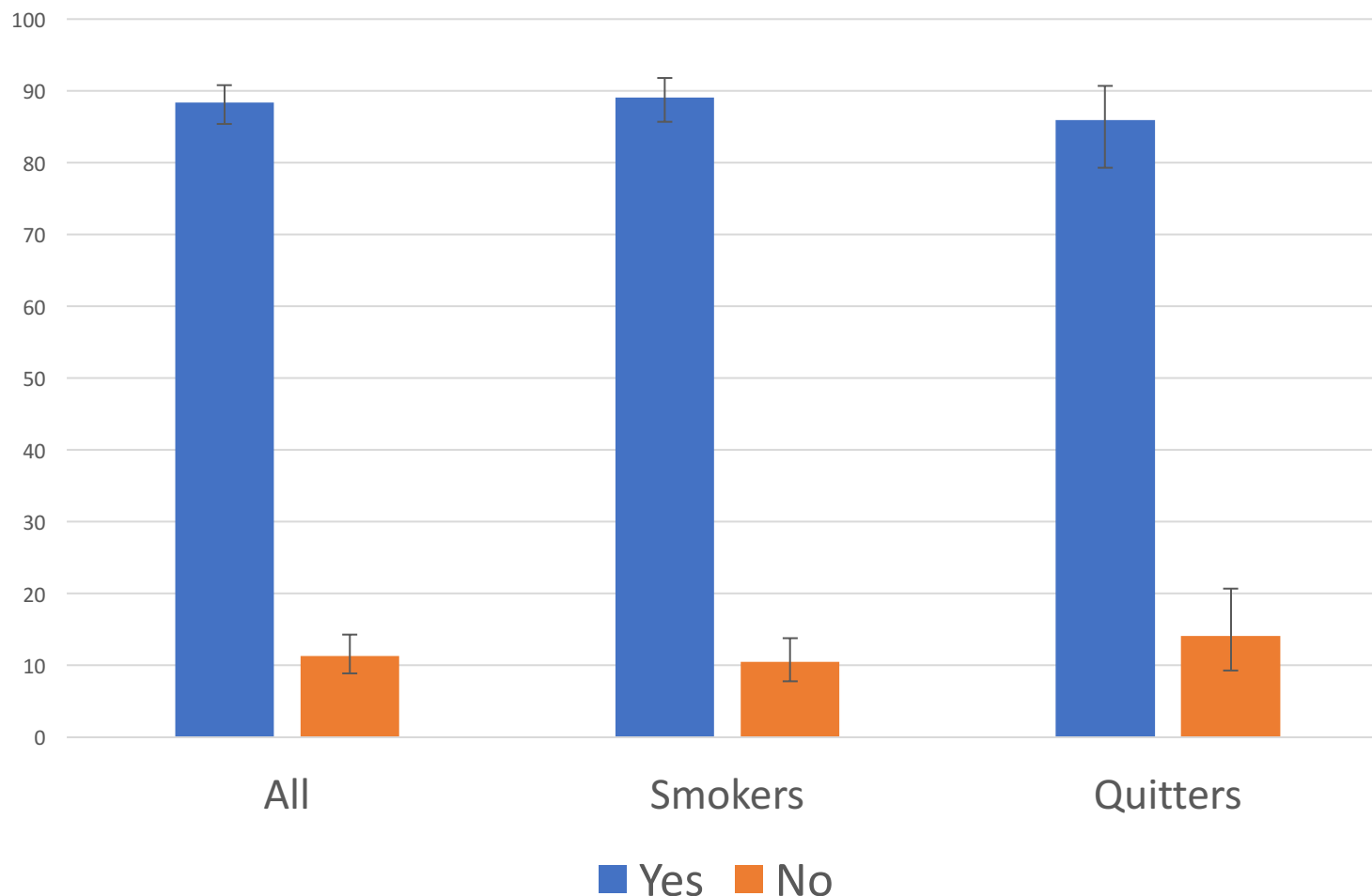
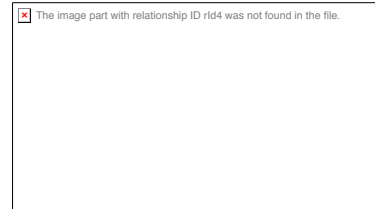
Objective

Explore awareness, understanding and support for New Zealand's Smokefree Aotearoa 2025 goal among NZ smokers and recent quitters

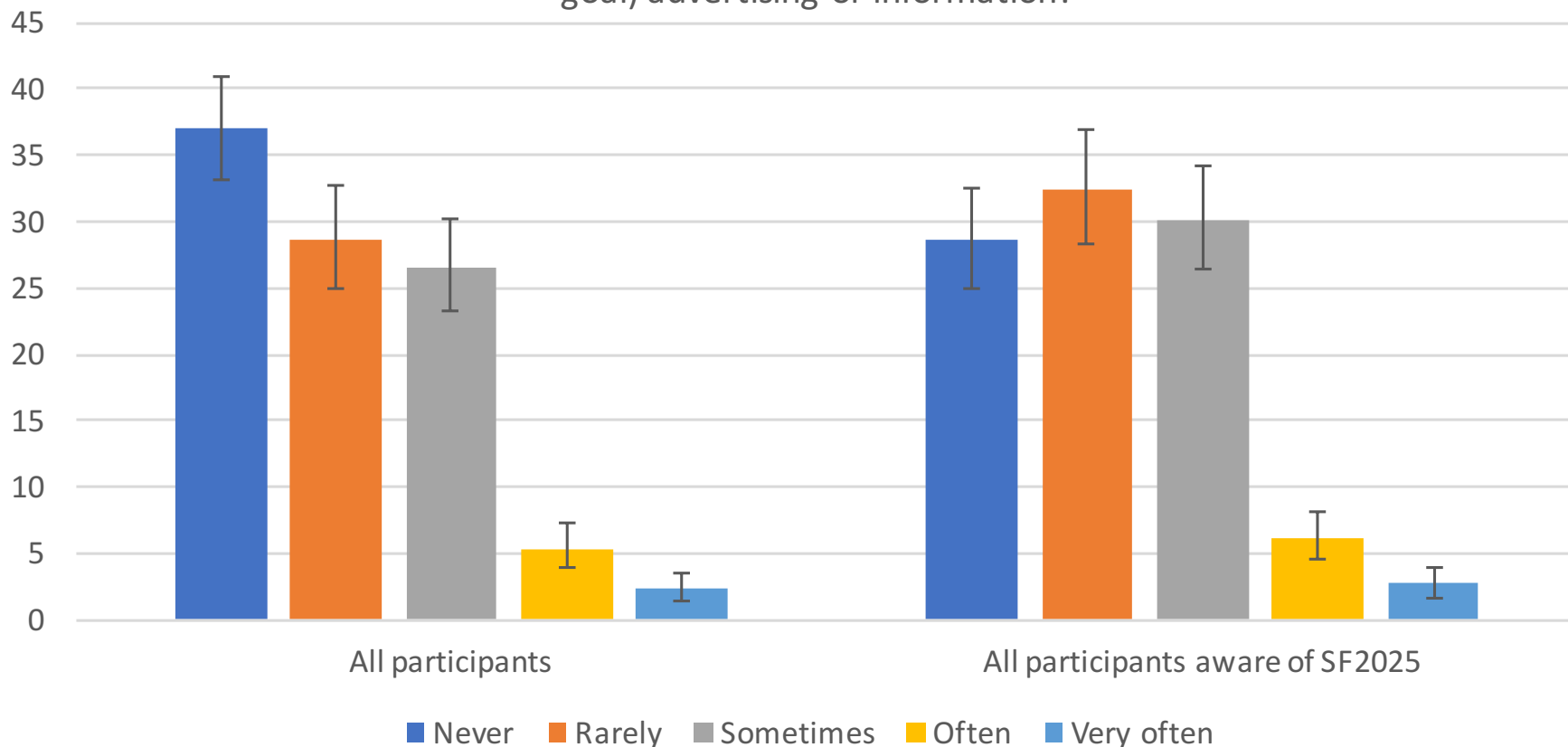
New Zealand ITC Project

- Cohort recruited from large national health survey (NZHS)
- CATI survey, Wave 1 Sept 2016 – April 2017
 - Follow-up 2018
- 881 smokers & 274 recent quitters
 - 35.2% of invited participants completed at least some of the survey after excluding invalid phone numbers)
 - Māori : 320 smokers, 66 recent quitters
- Analysis accounts for over-sampling of some participant groups in the NZHS/ITC sampling stages
- Analysis presented for questions relating to awareness, understanding and support for SF2025 goal

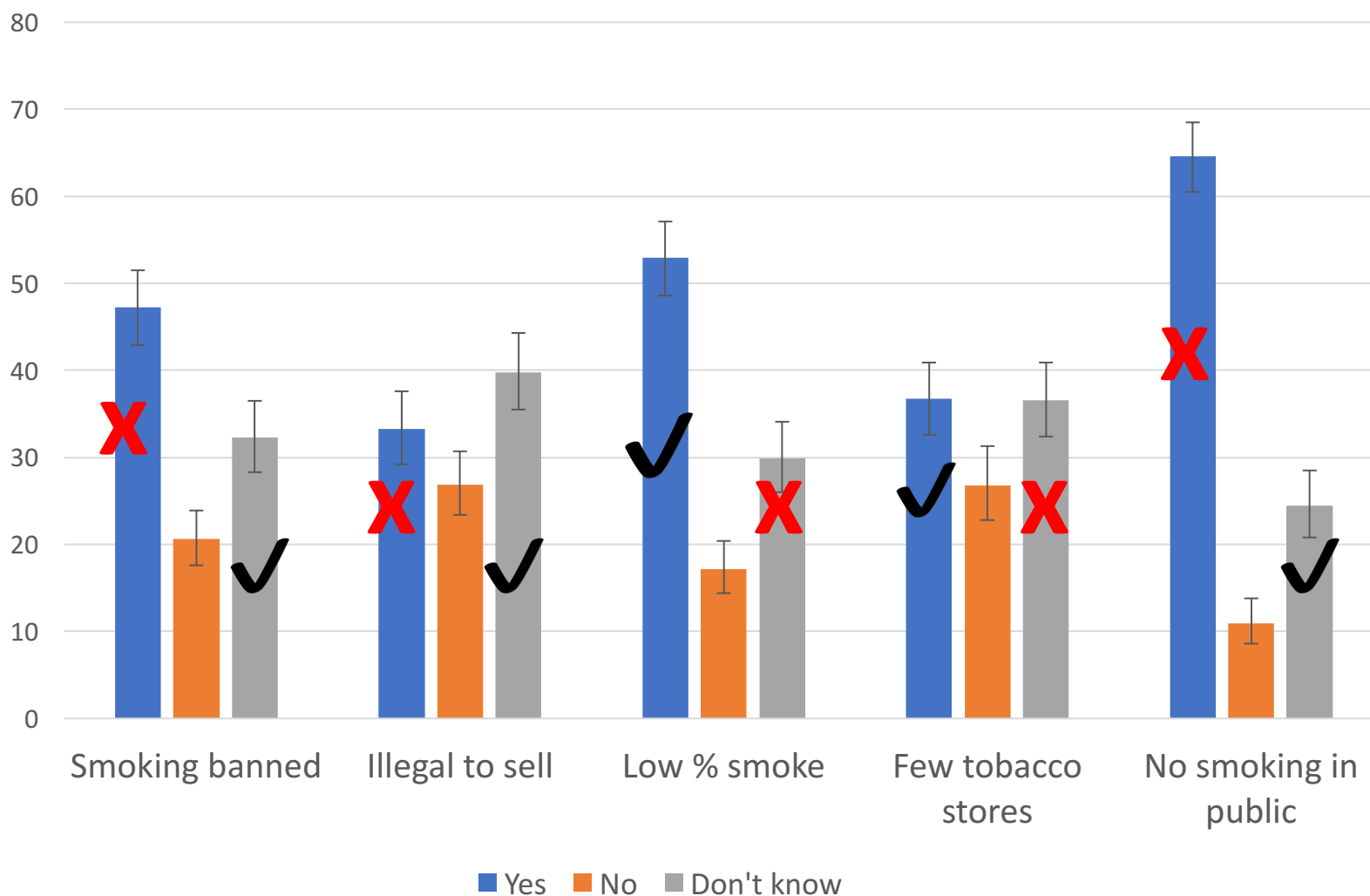
Have you heard that the government of New Zealand has a goal of becoming a smokefree country by 2025?



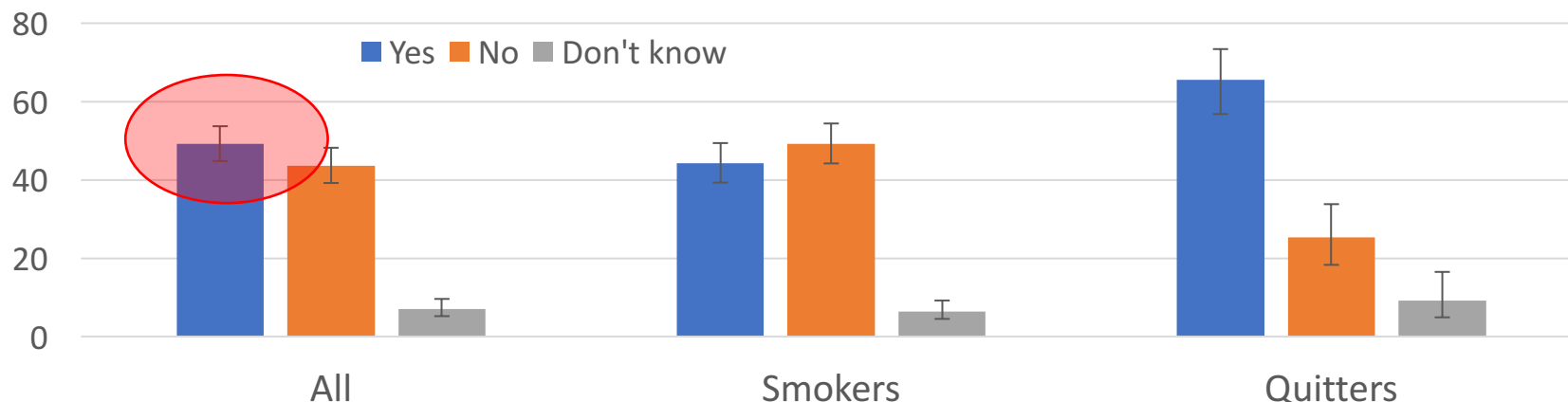
In the last 6 months how often, if at all, have you noticed such (about NZ SF2025 goal) advertising or information?



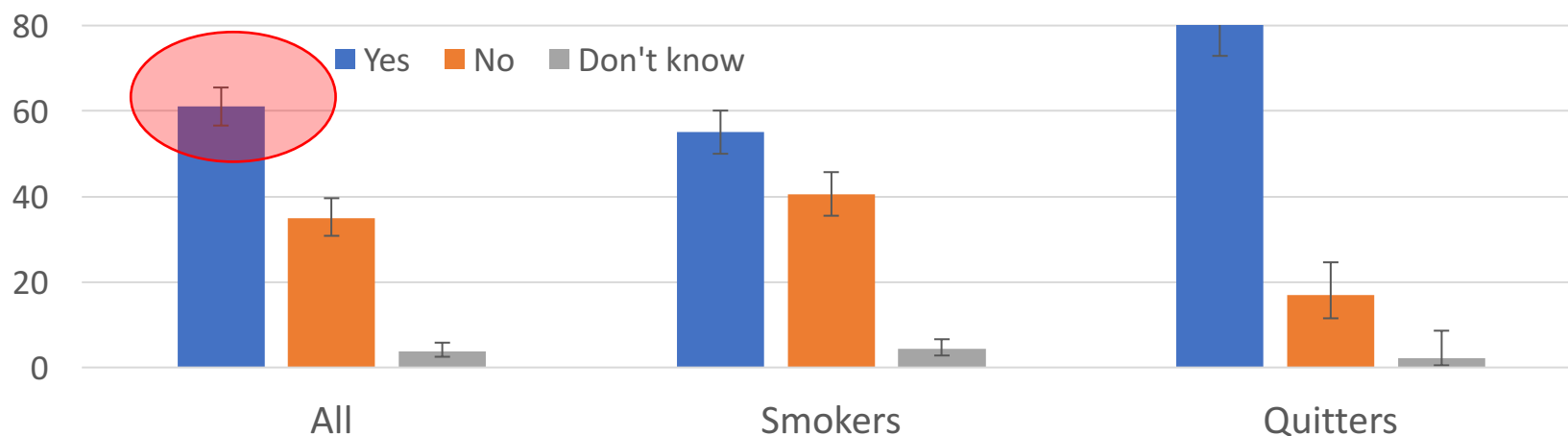
Beliefs about nature of Smokefree 2025 goal – NZ ITC Project 2016-17



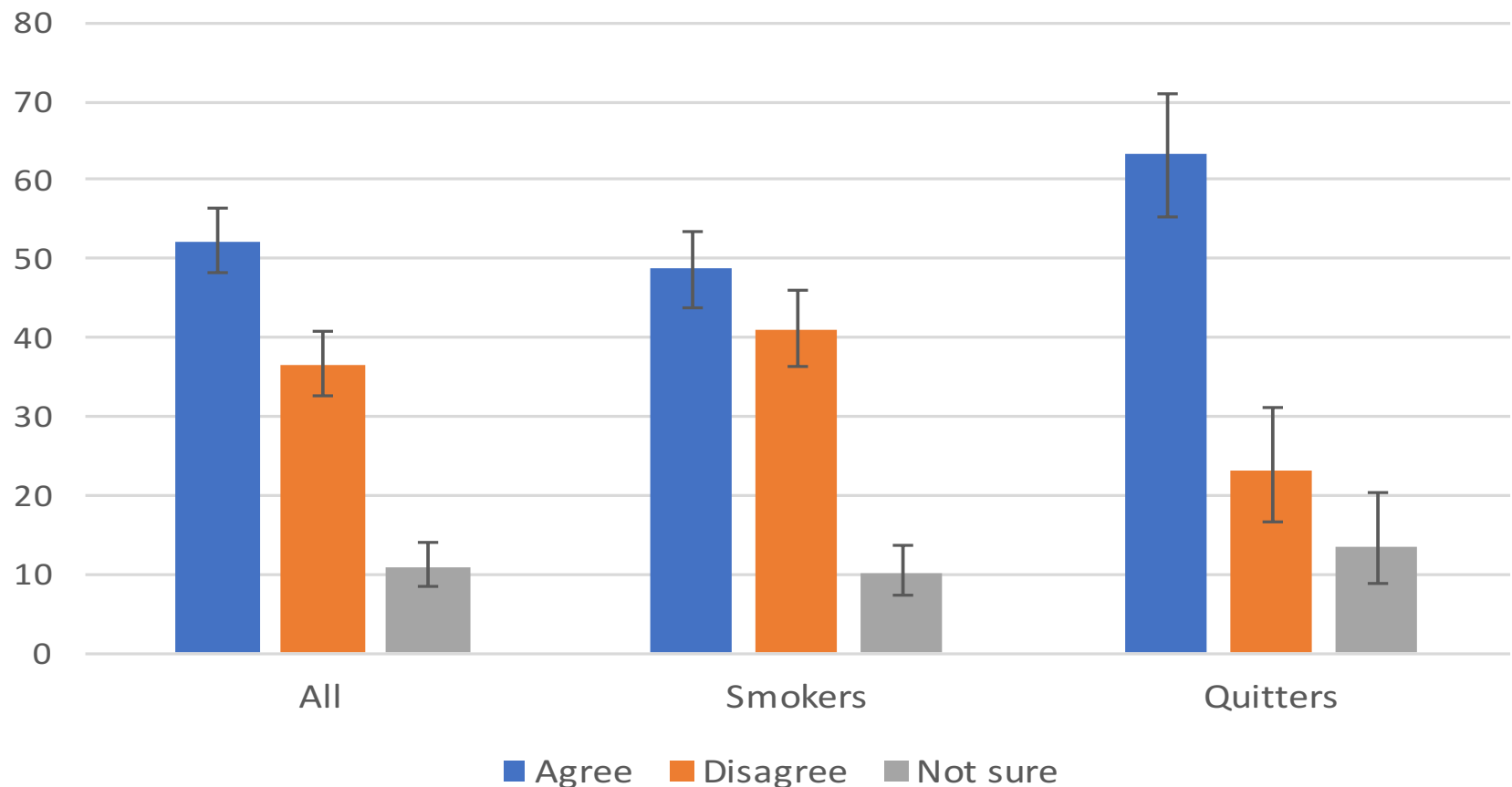
Support For Smokefree 2025 (unprompted) - NZ ITC Project 2016-17



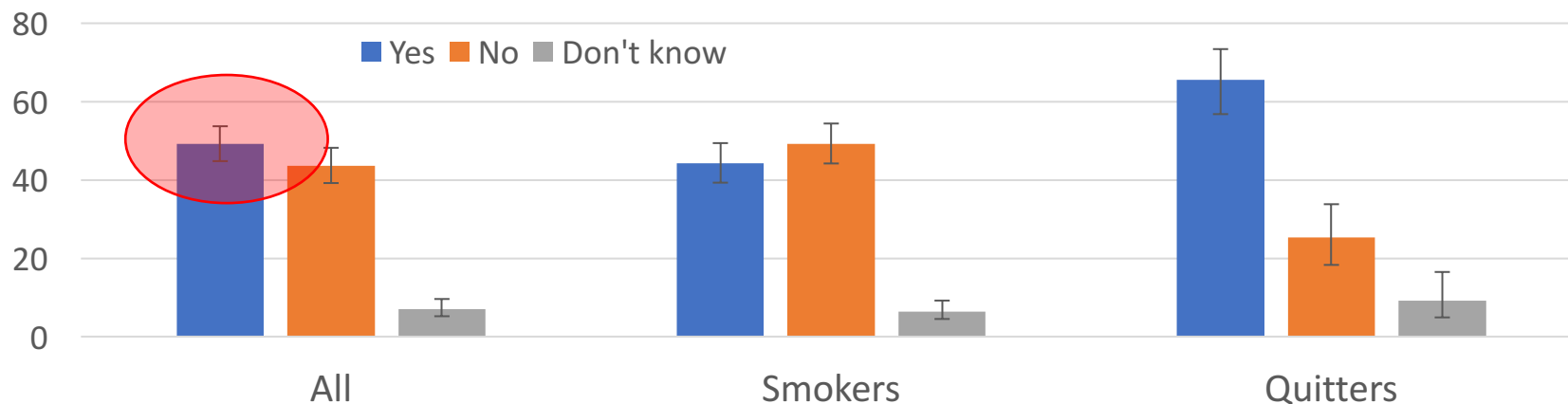
Support For Smokefree 2025 (prompted) - NZ ITC Project 2016-17



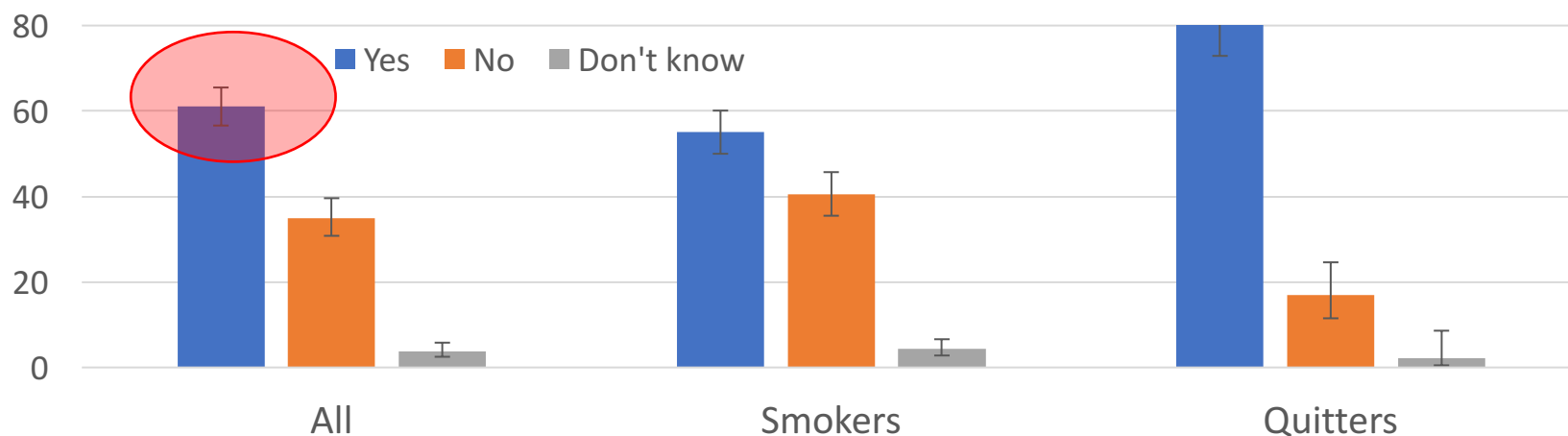
The government should do more to ensure that New Zealand's
Smokefree 2025 goal is achieved



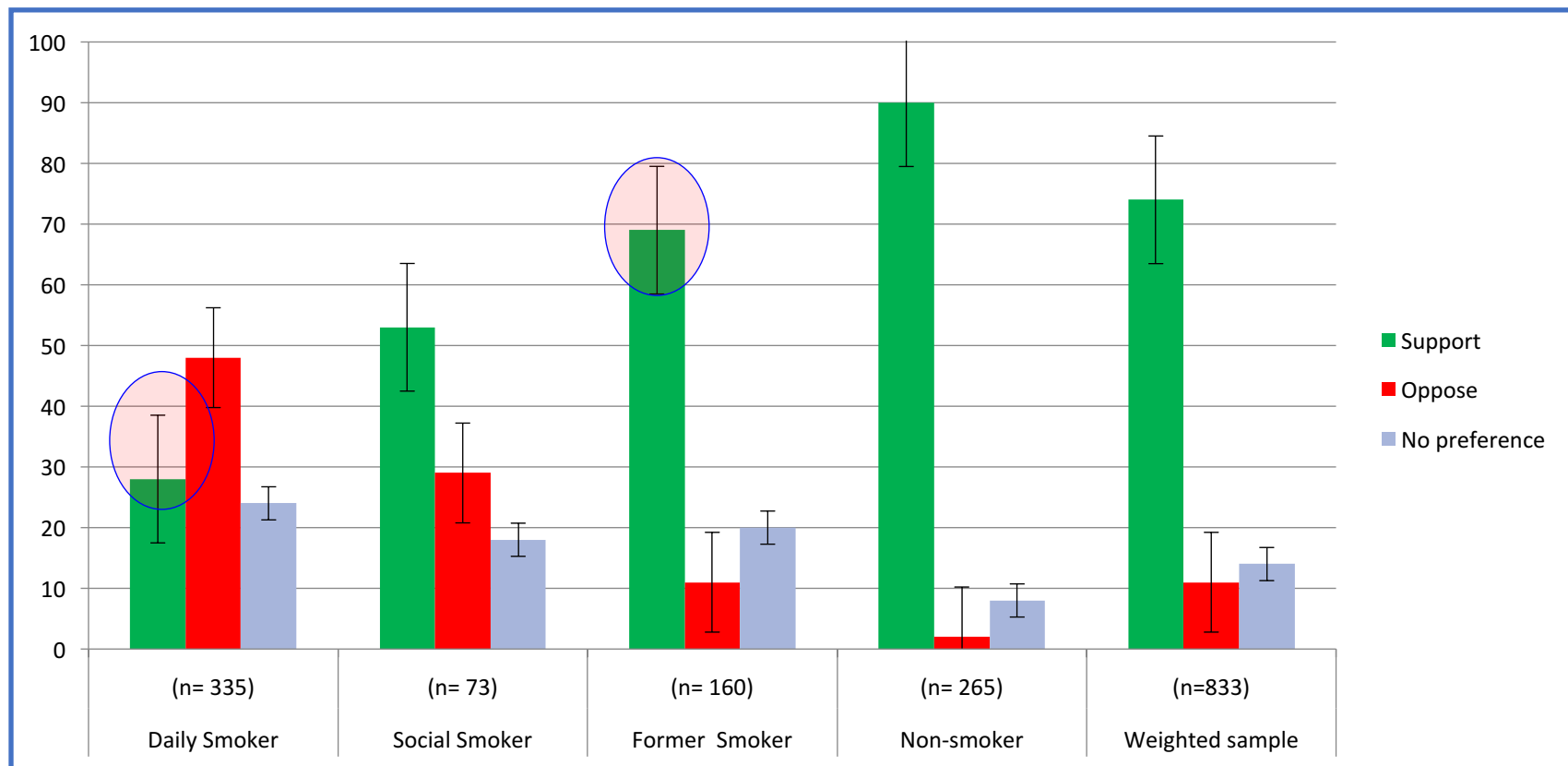
Support For Smokefree 2025 (unprompted) - NZ ITC Project 2016-17



Support For Smokefree 2025 (prompted) - NZ ITC Project 2016-17



Support for the Smokefree 2025 goal (prompted), 2014



Gendall P, Hoek J, Edwards R. What Does the 2025 Goal Mean to the New Zealand Public? NZMJ 2014; 127:101-103.

NEW ZEALAND HAS A GOAL TO BE SMOKEFREE BY 2025 >>

New Zealand has set a goal for a Smokefree Aotearoa by 2025. A big part of that goal is to discourage young people from starting to smoke. But another part is helping people to stop smoking. If you'd like to stop, this brochure provides information on how Champix® can help you.



We're helping to deliver a **tobacco-free generation** by 2034

out of sight,
out of mind,
out of fashion.

Join the movement today www.ashscotland.org.uk/charter



SCOTLAND'S CHARTER FOR A TOBACCO FREE GENERATION

Issue 8 – September 2017

www.ashscotland.org.uk/charter

Welcome to all our new supporters who have joined us recently.
Over **160 organisations** have signed the Charter!



Chief Medical Officer supports bid for tobacco-free future

11th May 2017

Catherine Calderwood, Scotland's Chief Medical Officer was today proud to endorse Scotland's Charter for a Tobacco Free Generation.



“This strategy should include consistent messaging from political leaders and decision-makers to draw attention to achieving the Smokefree Aotearoa 2025 goal.”

“....supported by integrating promotion of the Smokefree Aotearoa 2025 goal into all smoking cessation and tobacco control activities, and a specific mass media strategy providing information about the goal... and measures for achieving the goal.”

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

Summary

- Awareness of Smokefree 2025 goal high among smokers and recent quitters
 - But
 - Few participants reported often seeing information or promotional material about the goal
 - Widespread misunderstanding of nature of SF2025
 - Commonly held view that Govt not doing enough to achieve SF2025
- Support for goal substantial even among smokers, and increased further once nature of Smokefree 2025 goal explained
- Findings + lack of publicity and information about Smokefree Aotearoa 2025 goal suggests concerted action required to promote the goal and explain its nature



A Smokefree Aotearoa by 2025

—let's do it for the kids

Kia ora Thank you

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www.aspire2025.org.nz

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