
Ending the Tobacco Epidemic: Realising a Smokefree Aotearoa / New Zealand

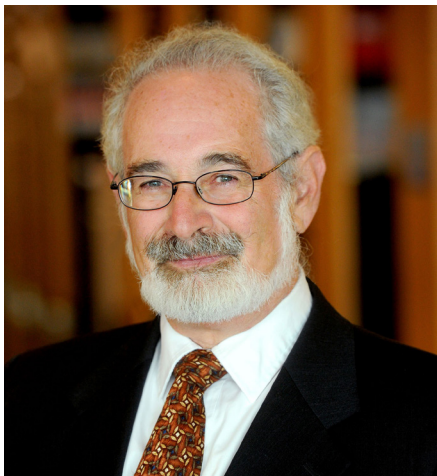
Thursday 11 April
5.30pm

OPEN LECTURE

Archway 3, University of Otago,
Dunedin

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New Zealand has set a goal of eliminating tobacco use by 2025. This goal is easily achievable through a combination of aggressive smokefree policies and mass media campaigns to reinforce the non-smoking norm. Expansion of smokefree spaces, increased excise tax, stronger social marketing campaigns and plain packaging are all important, well-supported steps in realising this goal. As other restrictions are tightened, eliminating smoking from motion pictures and other entertainment media will become increasingly important. “Harm reduction” strategies could have the unintended consequence of renormalising tobacco use. New Zealand has a unique opportunity to lead the world in demonstrating how progressive policies can bring about a smokefree nation.