



SMOKING AND QUITTING IN SOCIAL NETWORKS AMONG INDIGENOUS AND NON-INDIGENOUS SMOKERS: FINDINGS FROM THE ITC NEW ZEALAND SURVEY

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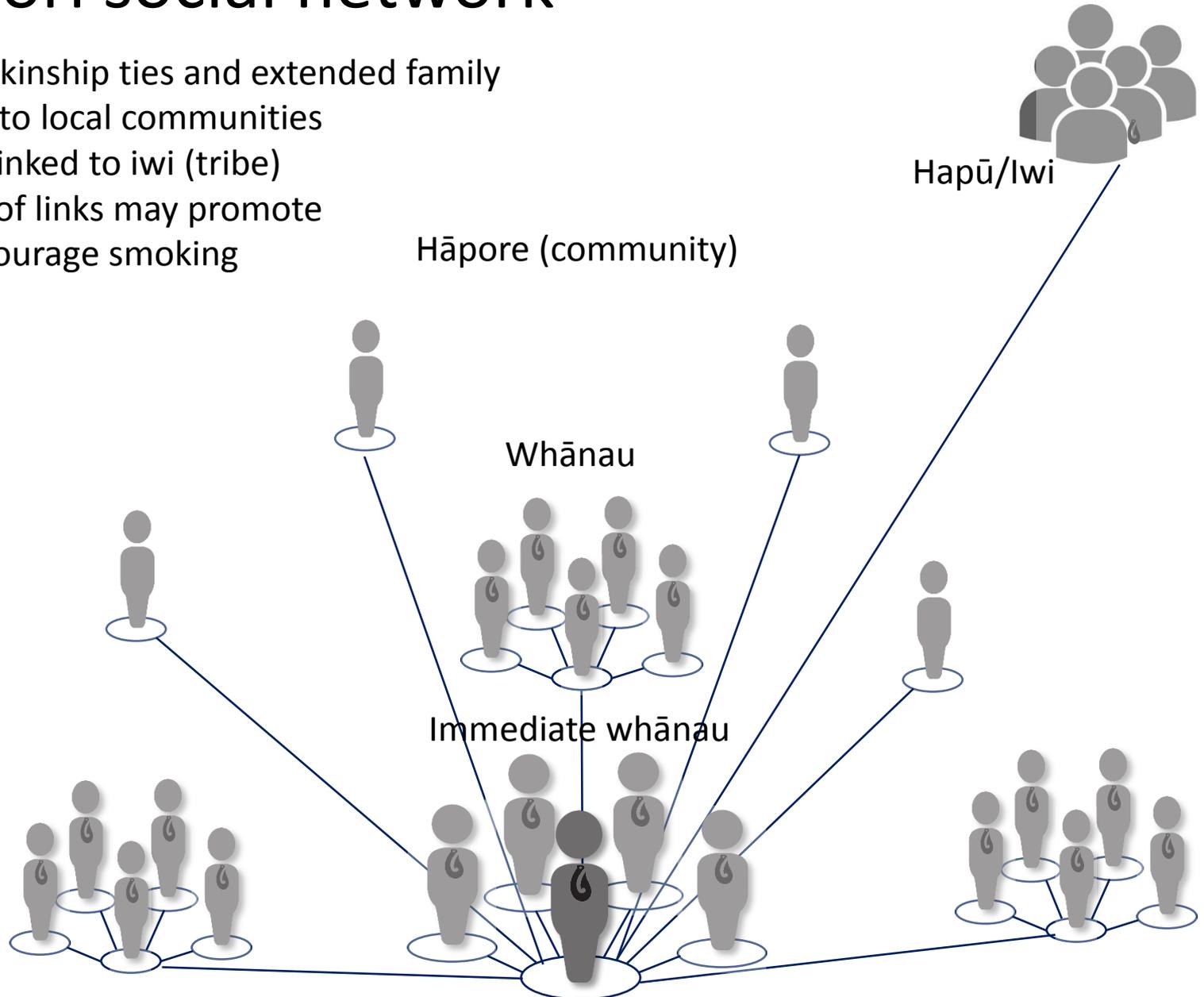


New Zealand context

- Much higher smoking rates among Māori (indigenous peoples of NZ)
- NZ 2025 Smokefree Goal
 - Māori unlikely to achieve goal
- Social networks may play important role in promoting or discouraging smoking
- Māori networks may differ from European:
 - Importance of extended whānau (family), iwi (tribe), and maintaining connections
 - May be means of promoting or discouraging tobacco use

A Māori social network

- Strong kinship ties and extended family
- Linked to local communities
- Often linked to iwi (tribe)
- Depth of links may promote or discourage smoking



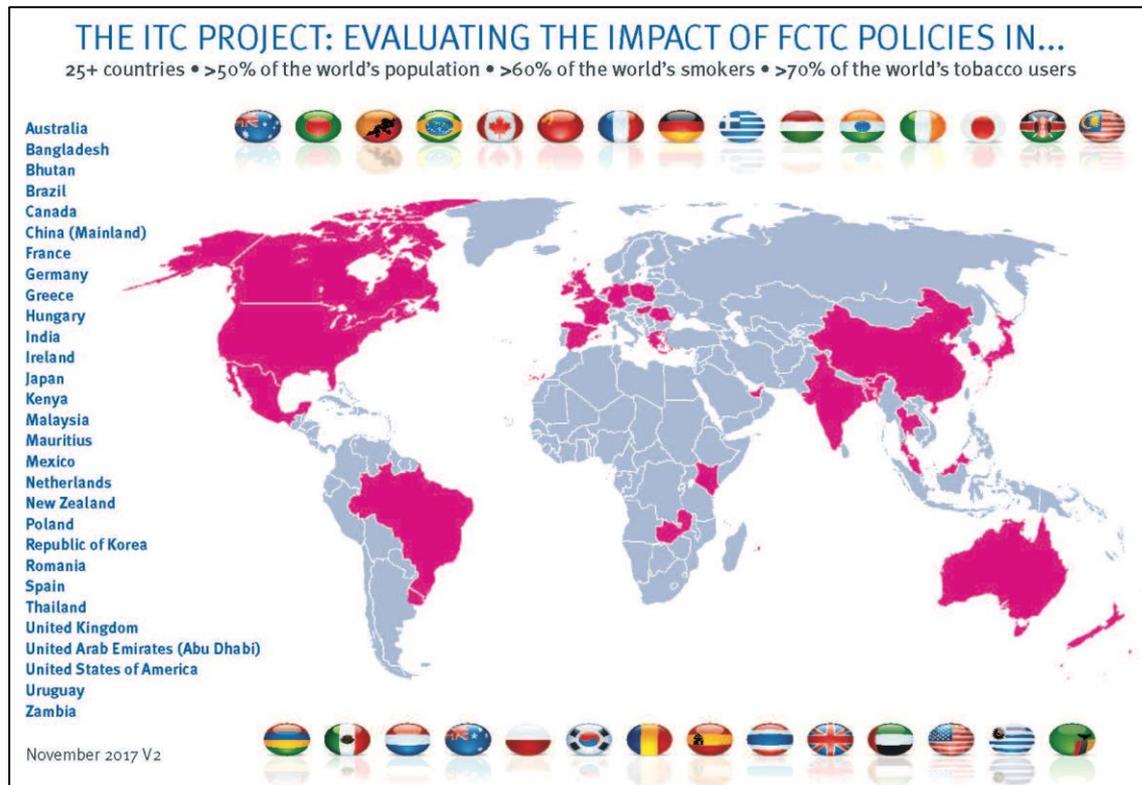
Study aims

To describe and compare:

- Māori and non-Māori smokers' social networks
- Smoking patterns in smokers' social network networks
- Exposure to SHS, tobacco sharing and gifting
- Quitting and encouragement to quit in smokers' social networks

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



ITC Project Research Organizations



ITC Project Research Support



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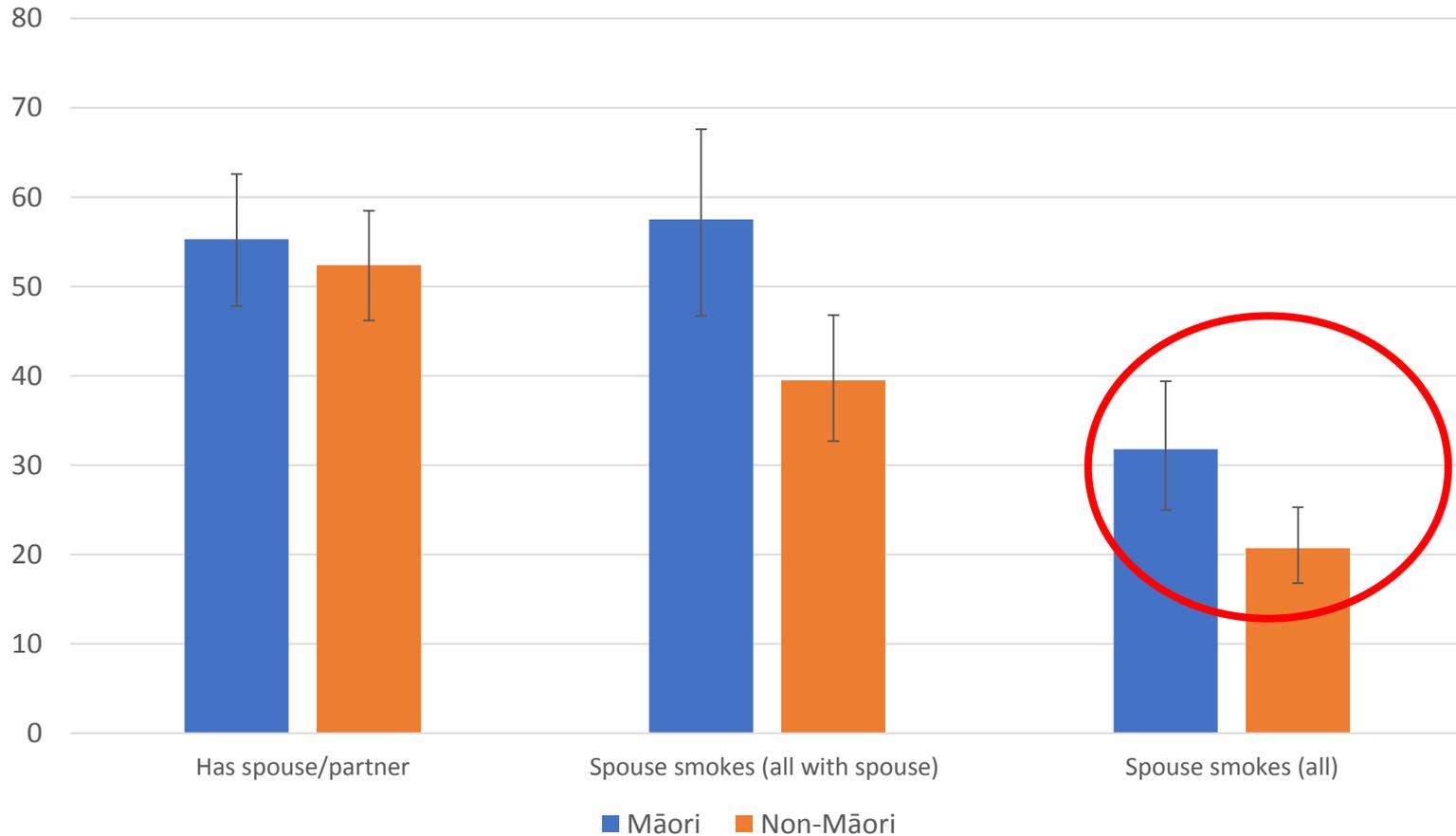
- Health Research Council of New Zealand
- Ministry of Health NZHS team
- Canadian Institutes for Health Research
- Research NZ
- Other ITC Project teams and investigators
- Advisory Group



New Zealand ITC Project

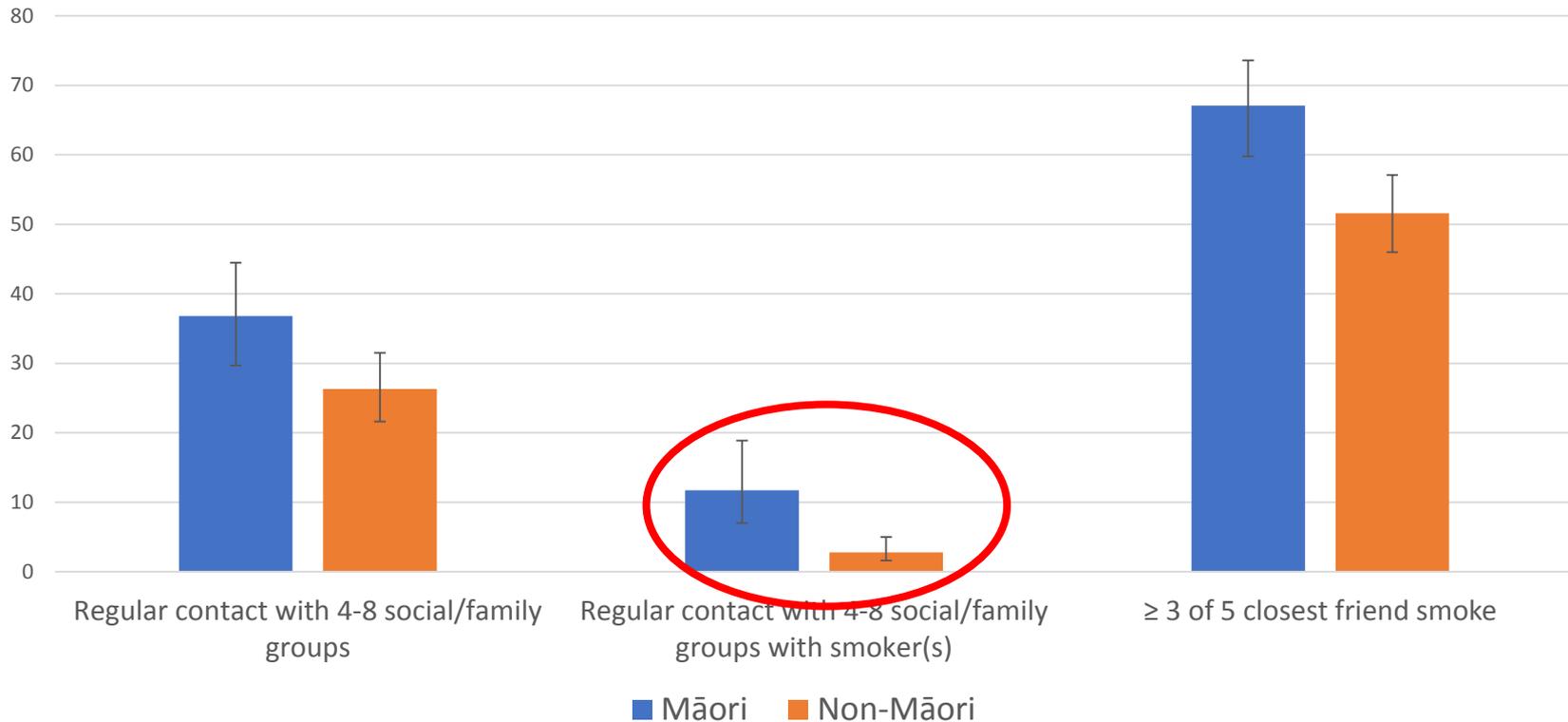
- Cohort recruited from national health survey (NZHS)
- CATI survey, Wave 1 Sept 2016 – April 2017
 - Follow-up 2018
- 1082 participants, 825 smokers & 257 recent quitters
 - Māori : 296 smokers, 65 recent quitters
- Response – 41.5% of all contacted eligible subjects, 27.6% among all eligible subjects
- Current analysis focuses on **current smokers**
- Analysis accounts for over-sampling of some participant groups in the NZHS/ITC sampling stages

Smoking in social network: spousal smoking (%)



Māori more likely to have co-habiting partner or spouse who smokes

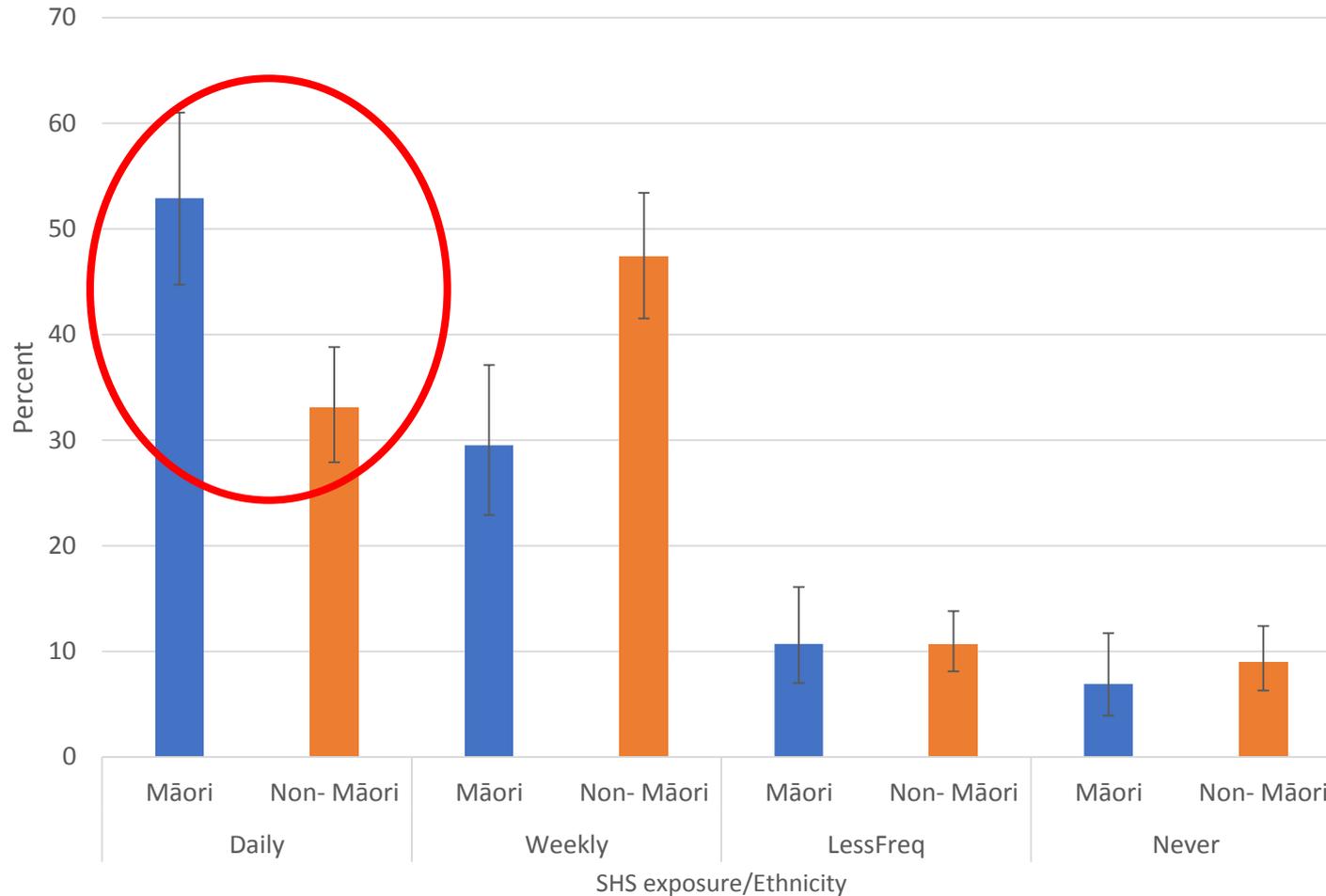
Smoking in social network (%): family/social groups * + close friends



Māori participants had more extensive social networks, much greater proportion had multiple regular contact social/family groups which included one or more smokers and greater proportion whose closest friends mostly smoked.

* Social/family groups: Parents/caregivers, own children, siblings, grand-parents, other relatives, flat mates/boarders, other people living with, work mates.

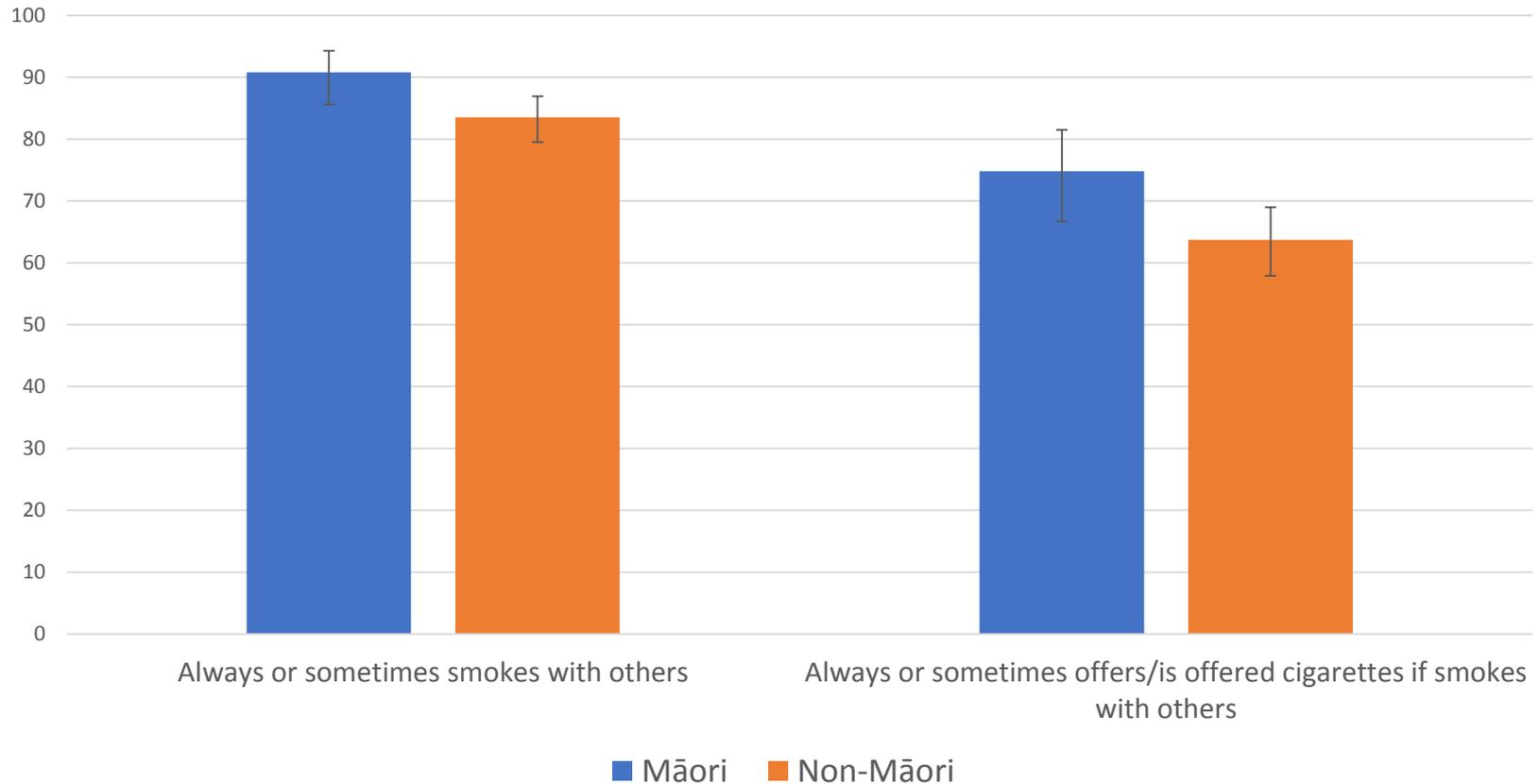
Exposure to other people's cigarette smoke* (%) in last 30 days



Māori more likely than non-Māori to be exposed to SHS daily

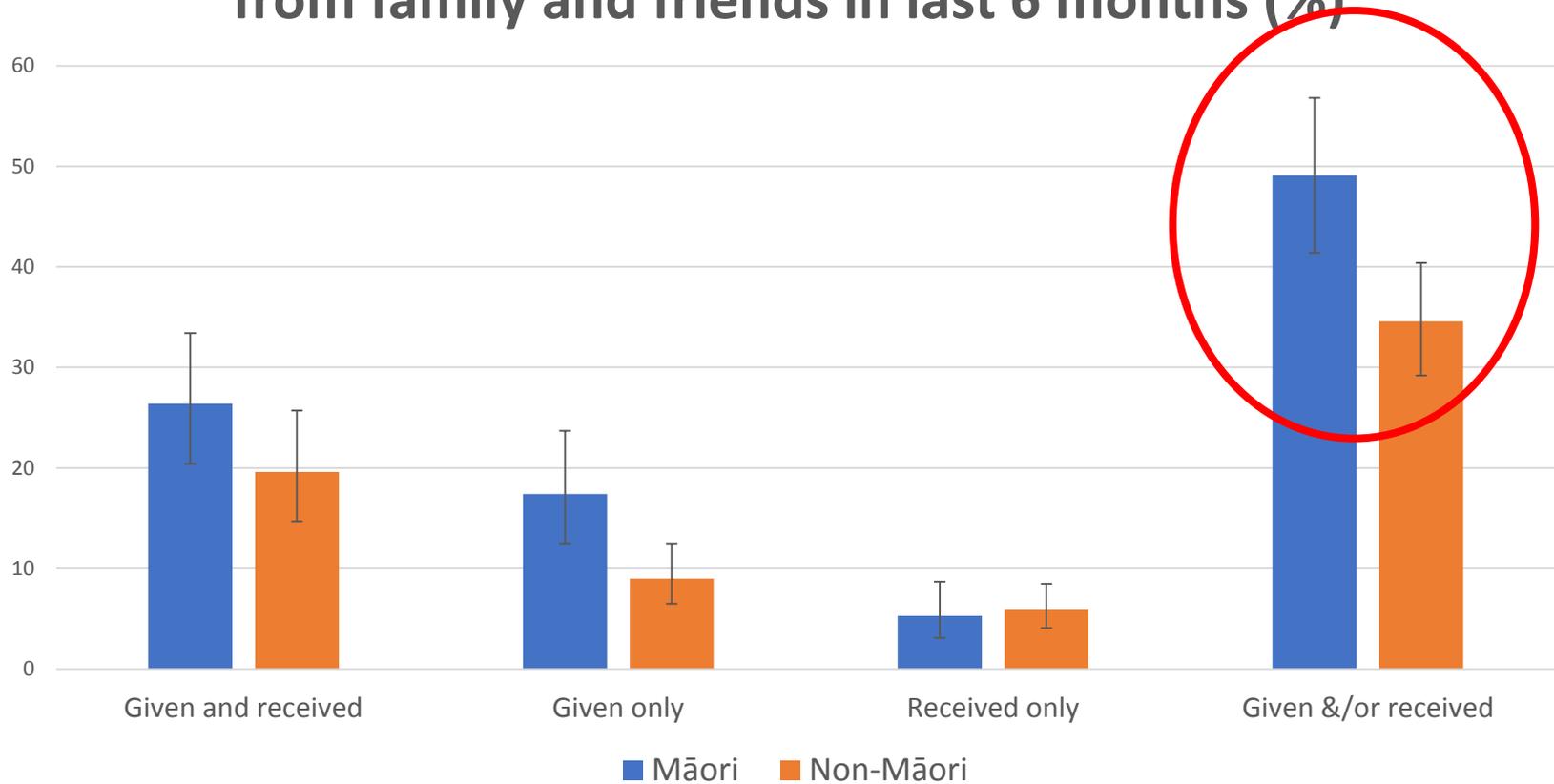
* Exposure = "at work, socializing, in public or at home"

Smoking with others and offering of cigarettes whilst smoking (%)



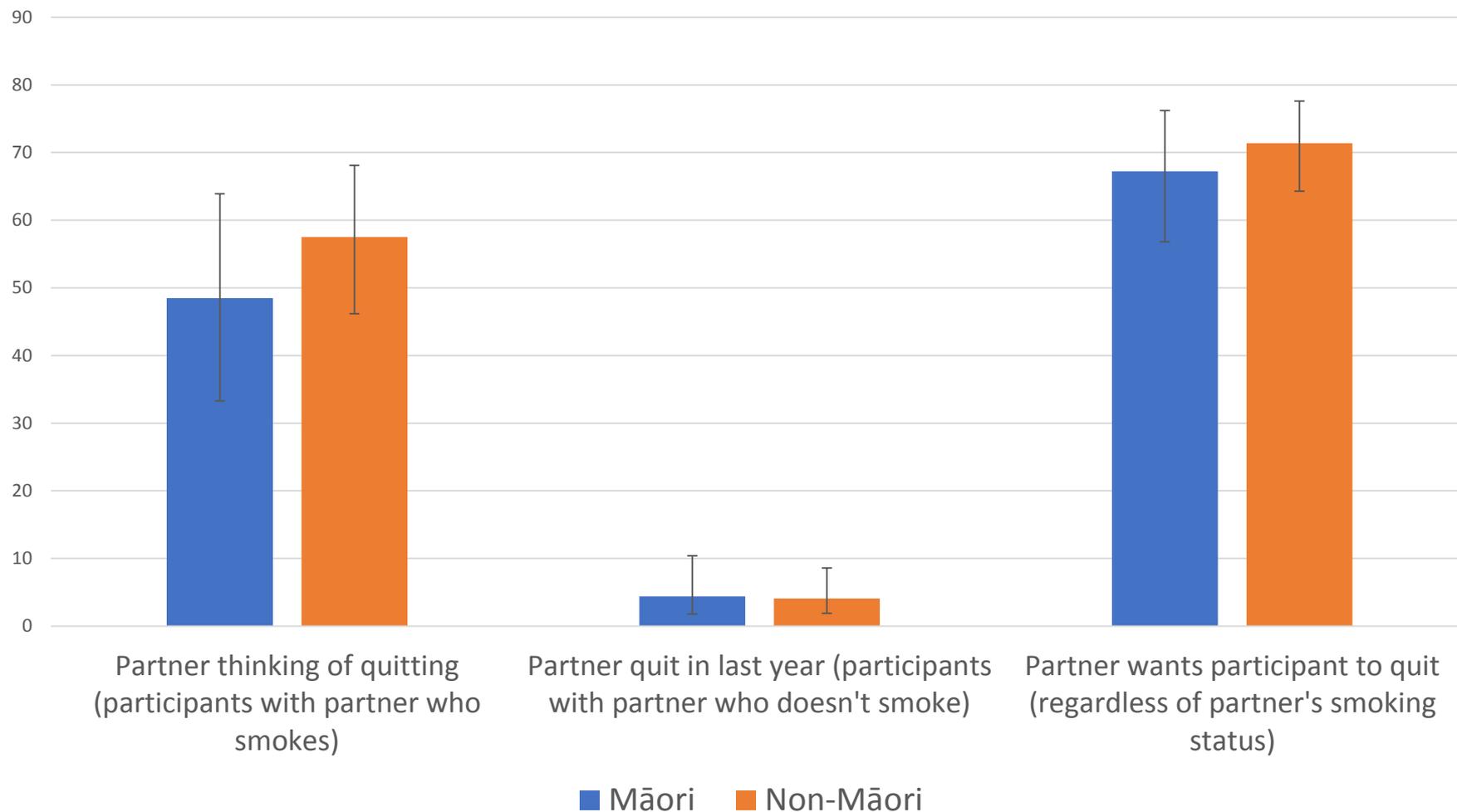
Smoking with others and offering and being offered cigarettes very common, especially among Māori

Tobacco and cigarettes: giving to and receiving from family and friends in last 6 months (%)



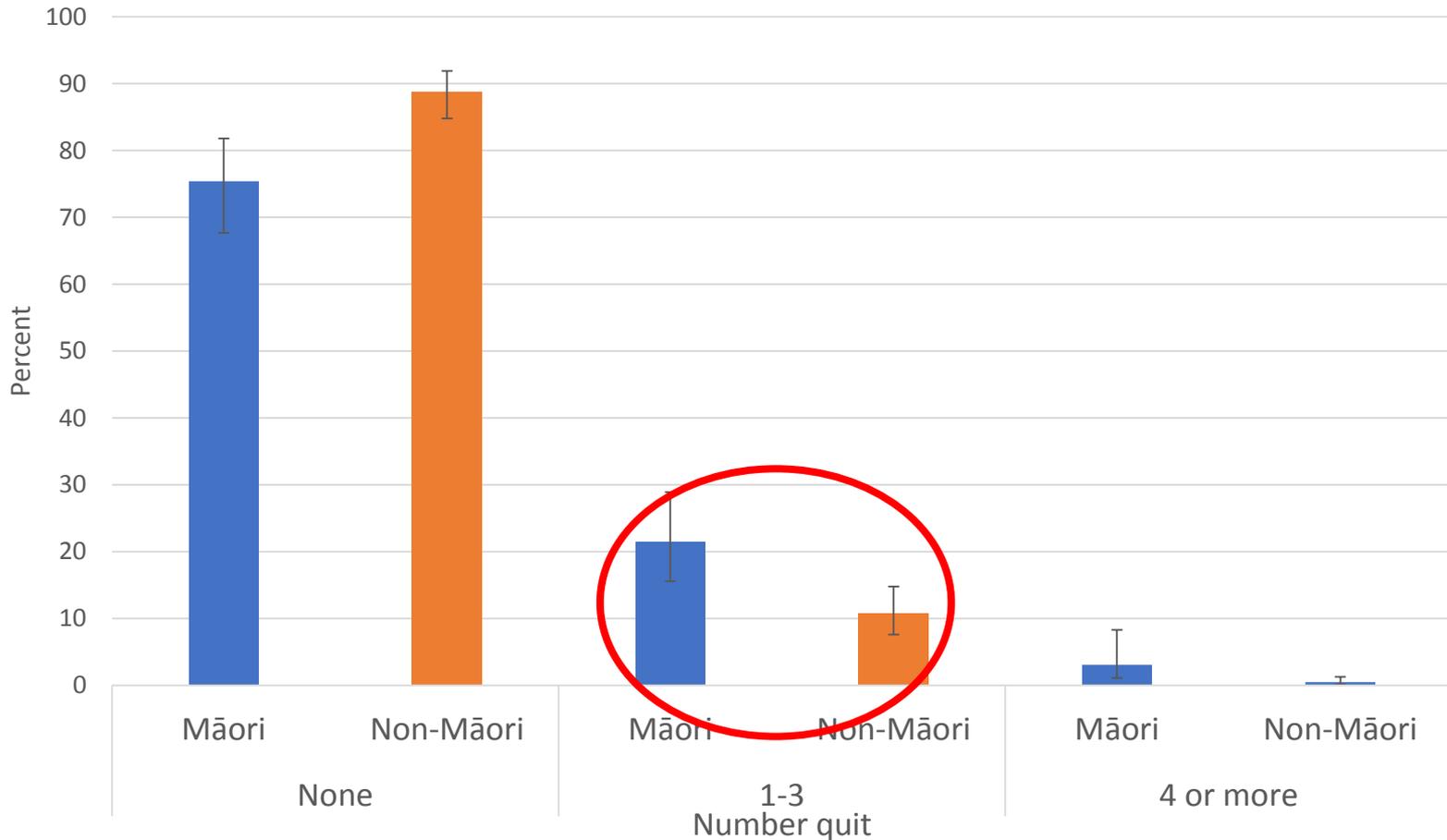
Māori more likely to have **gifted** &/or received tobacco in last 6 months

Quitting among partners and encouragement to participants from partners to quit (%)



Partners commonly planning to quit and encouraged participants to quit (more so among non-Māori)

Number of family members successfully quitting* (%)



More Māori participants reported family members trying to quit (data not shown) and to have successfully quit in last 12 months.

* Quitting defined by participant

Summary of key findings

- Māori smokers had more extensive social networks
- Exposure to SHS and smoking was common in smokers' social networks, particularly among partners and close friends
- SHS exposure and smoking within social networks was commoner among Māori smokers
- Most smokers smoked with other smokers at least some of the time, and whilst doing so there was usually sharing of cigarettes.
- Gifting of cigarettes was reported by about half Māori and a third of non-Māori smokers.
- Around half of partners who smoked were planning to quit, though only a minority had quit in last year. Most partners wanted the participant to quit.
- Most participants reported no family members had quit in the last year; family member quitting was more commonly reported by Māori smokers.

Conclusions

- Smokers in the NZ ITC, particularly Māori smokers, are exposed to extensive smoking in their social networks
- Quitting is less common in social networks, but was commoner among Māori smokers. Most partners wanted smokers to quit
- Social networks may be a possible intervention target e.g.
 - interventions aiming to discourage sharing or gifting of cigarettes to reduce uptake and relapse
 - interventions aiming to encourage partners and other family members to motivate and support smokers to quit
- Such interventions may be particularly effective for Māori given the strengths and extent of their social networks and increased frequency of smoking and quitting within these networks.



A Smokefree Aotearoa by 2025

—let's do it for the kids

Kia ora
Thank you

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