

WHAKAHĀ O TE PĀ HARAKEKE

REALISING THE VISION FOR A SMOKEFREE FUTURE

Welcome to the Whakahā o Te Pā Harakeke quarterly newsletter

In this newsletter, we are pleased to let you know about our outputs and the awards a number of ASPIRE Aotearoa team members received at the Oceania Tobacco Control Conference.

We would also like to let you know about a half day online Summer School course that we are running in February 2025:

The Smokefree Aotearoa 2025 goal: How can we get there now?

For more information, please visit the
[Public Health Summer School website](#).

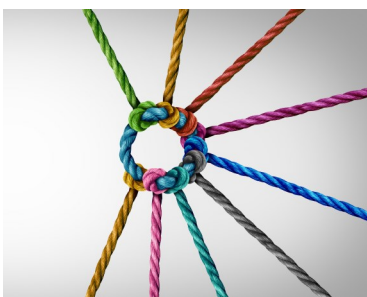
The ASPIRE Aotearoa team.

The Whakahā o Te Pā Harakeke programme is conceptualised around a whariki, created from three whenu that comprise strands of related projects that are interwoven with miro, which represent our overarching themes.

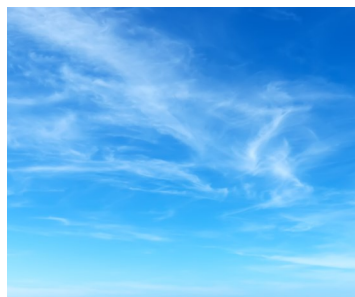
Our miro detail our shared commitment to reducing health inequities, which we will achieve by developing evidence to reduce smoking prevalence among priority groups, and promoting the achievement of a Smokefree Aotearoa for all peoples in New Zealand.



Research snapshots



What is risk proportionate regulation and how is it being applied in Aotearoa? Find out more [here](#).



New survey data shows vaping is continuing to rise among young adults in New Zealand. Find out more [here](#).



Smoking rates appear to have plateaued in New Zealand, according to the latest data. Find out more [here](#).



Associate Professor Andrew Waa at the Oceania Tobacco Control Conference. Photo by Lexi Spooner from LEXIMAGERY.

Awards at the Oceania Tobacco Control Conference

We are delighted to report that ASPIRE Aotearoa researchers have been recognised for their excellent work and contributions to tobacco control (or tobacco resistance, as it is now being called) at the prestigious Oceania Tobacco Control Conference held in October 2024 at the Gold Coast.

ASPIRE co-directors Andrew Waa and Janet Hoek received the Dame Tariana Turia and Nigel Gray Awards respectively. Anna Graham DeMello, Janet Hoek, Lani Teddy and Jude Ball received an award for the best abstract submitted to the conference.

The Dame Tariana Turia award recognises significant contributions to indigenous tobacco control outcomes, and persistence despite opposition and criticism regarding indigenous people and their rights to a tobacco free generation. Andrew's award acknowledges his sustained research excellence and fearless and values-based advocacy for the Tupeka Kore goal.

The Nigel Gray Award for Achievement in Tobacco Control was established by Cancer Council Victoria to recognise people whose tobacco control efforts in the Oceania region have significantly advanced health outcomes. The award is named after Dr Nigel Gray, a pioneer of tobacco control in Australia and internationally. Janet is an incredibly worthy recipient of this prestigious international award.

An abstract by Anna Graham-DeMello, Lani Teddy, and Janet Hoek, and presented by Jude Ball, received the best conference abstract award: "Experiences of vaping addiction among adolescents in Aotearoa New Zealand: A qualitative inquiry." This award recognises research excellence and the work presented was undertaken by two summer students, Carissa Sanders and Renee Hosking, who Janet and Anna supervised. The award reflects ASPIRE Aotearoa's expertise in adolescent and youth health-related behaviours, particularly in relation to tobacco and nicotine product use and policy. We are particularly pleased to see Anna, Jude and Lani recognised as emerging leaders in this important field.

A full list of ASPIRE Aotearoa contributions to the conference, including workshops and presentations, is in the *Publications and outputs* section at the end of this Newsletter.

Thank you and all the best to Professor Richard Edwards

As you will likely know, Richard Edwards has begun working at Flinders University. No one could begrudge Richard the new adventures that await him, but we will miss him very much.

It's hard to believe that it's nearly 20 years since Richard, Tracy, and their young family arrived in Wellington. Since then, Richard has made enormous contributions to so many fields. His epidemiological expertise quickly marked him as an extremely talented researcher and it seemed he had no sooner arrived than he was busy with Ministry of Health grants and a Marsden project.



Professor Richard Edwards

While most people would have found that work challenging enough, Richard has always looked to test himself in new ways and, when the Head of Department role became vacant, he applied for that. Richard's appointment began a long period as HoD where his thoughtfulness, compassion and strategic nous saw him become a greatly admired, respected and loved HoD.

However, we know Richard best because of his role in ASPIRE Aotearoa and his tireless energy, which (uncannily) sits alongside his legendary ability to survive on very limited sleep. Richard's work in co-founding ASPIRE Aotearoa, co-leading the ITC/EASE survey, his leadership of the ASAP project which helped inspire the Labour Government's later Smokefree Action Plan, and his generous support of colleagues far and wide mean his departure will leave a huge gap. Luckily, Richard won't be leaving completely; he'll remain involved in many of our new programme projects.

Richard, we wish you the very best of times in Adelaide. We are looking forward to learning about your new adventures and, most of all, we are looking forward to continuing to work with you.

ASPIRE Aotearoa is running a course on the 12th of February: The Smokefree Aotearoa 2025 goal: How can we get there now?

This half-day online course will provide you with the most up to date information on government tobacco policy reversals and other changes, inequities in smoking prevalence, experiences and views of people who smoke, the impacts of nicotine addiction, and tobacco industry interference. For more information and to register, please visit the [Public Health Summer School website](https://www.otago.ac.nz/uowsummerschool).

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Programme updates

Whenu tahi

This whenu includes the Evidence for Achieving Smokefree Aotearoa Equitably (EASE) and INSPIRED projects. EASE is part of an international research programme which follows cohorts of people who smoke or who have recently quit smoking. We have been busy submitting manuscripts for publication on the findings from Wave 4. We are also working on the dataset from the recently completed Wave 5. Planning is underway for Wave 6 of the study, due to take place later this year.

The INSPIRED study monitors progress in the first six countries to adopt 'endgame goals' to minimise smoking prevalence (Aotearoa, Canada, Finland, Ireland, Scotland, and Sweden). We are currently drafting a manuscript on progress between 2018 and 2024, which we will submit for journal publication.

Whenu rua

The Whenu Rua workstream examining vaping uptake among young people and policy responses continues to be very productive. Anna Graham-DeMello led work probing the negative experiences of vaping addiction, which was published recently in Tobacco Control. Anna did a great job of supporting this work with media releases and a [Conversation article](#). We are just waiting for proofs of a manuscript exploring young people's responses to a nicotine-free generation policy and hope that will be online in the New Year (more details when we have more information ourselves).

We have undertaken more work examining arguments advanced by tobacco companies to support repeal of the endgame measures. Repeated by coalition government members, we think it is important to document and critically review these claims. This work will be a focus of our new research programme and we're delighted to have Dr Melissa-Jade Gregan, who specialises in this area, help us with this work. We have two papers under review.

Jude Ball's Adolescent Friends and Lifestyles study (funded by a Marsden grant rather than the Whakahā programme) also continues to provide new and highly topical information. Working with Michaela Pettie, Loleseti Paosa and Janet Hoek, Jude's latest work will soon come online at Kotuitui. To find out more about the work Jude has been leading, please check the ASPIRE Aotearoa website.

Other work includes completing our research into roll your own tobacco, with several manuscripts now under review. Lani Teddy provided important leadership and support in this project, which includes a very nifty animation that we are looking forward to sharing with you (and that we hope you will share with your communities).

Whenu toru

The whenu toru team presented on four aspects of this workstream at the Oceania conference in October 2024 and then presented a webinar in December on the power, influence and the tobacco policy landscape in Aotearoa. Using systems perspectives, Q-methodology and casual loop diagramming, three studies have explored the many factors that influence the development of tobacco control policies in Aotearoa. Four manuscripts outlining our findings are nearing completion.

Publications and outputs (page 1 of 3)

JOURNAL PUBLICATIONS

- Ball J, Pettie M, Loleseti P, Hoek J. "You just wanna hit it... 'cause like it smells like fun": A qualitative investigation of adolescents' experiences of nicotine vaping in Aotearoa New Zealand. *Kotuitui New Zealand Social Science Journal Online*. 2024. 1-21.
- Frost K, Graham-DeMello A, Ball J, Pettie M, Hoek J. A Qualitative Analysis of How Underage Adolescents Access Nicotine Vaping Products in Aotearoa New Zealand. *Nicotine Tob Res*. 2024 Sep 23;26(10):1370-1376. doi: 10.1093/ntr/ntae096.
- Graham-DeMello A, Sanders C, Hosking R, Teddy L, Ball J, Gallopel-Morvan K, van der Eijk Y, Hammond D, Hoek J. Lived experiences of stigma and altered self-perceptions among young people who are addicted to ENDS: a qualitative study from Aotearoa New Zealand. *Tob Control*. 2024 Dec 2:tc-2024-058946. doi: 10.1136/tc-2024-058946. Epub ahead of print.
- Gravely S, Novotny TE, Cummings KM, East KA, Hyland A, Driezen P, Hoek J, Morphet K, Sellars D, O'Connor RJ, Quah ACK, Fong GT, Gartner CE. Opposition to banning cigarette filters and the belief that removing filters makes cigarettes much more harmful among adults who smoke: Findings from the 2022 International Tobacco Control Four Country Smoking and Vaping Survey. *Nicotine Tob Res*. 2024 Nov 16:ntae270. doi: 10.1093/ntr/ntae270. Epub ahead of print.
- Maddox R, Diaz A, Waa A, Teddy L, Telford R, Pope S, Heris C. Resisting industry narratives: guidance to avoid tobacco and nicotine industry framing. *Health Promot Int*. 2024 Dec 1;39(6):daae143. doi: 10.1093/heapro/daae143.
- Nip J, Thornley L, Schwartz R, Cunningham R, Hara M, Clancy L, Evans D, Howell F, Duffy S, Gilljam H, Edwards R. Commercial Tobacco Endgame Goals: Early Experiences From Six Countries. *Nicotine Tob Res*. 2024 Sep 23;26(10):1322-1330. doi: 10.1093/ntr/ntae069.
- Rey Brandariz J, Rumgay H, Ayo-Yusuf O, Edwards R, Islami F, Liu S, Pérez-Ríos M, Rodrigues Pinto Corrêa PC, Ruano-Ravina A, Soerjomataram I. Estimated impact of a tobacco-elimination strategy on lung-cancer mortality in 185 countries: a population-based birth-cohort simulation study. *Lancet Public Health*. 2024 Oct;9(10):e745-e754. doi: 10.1016/S2468-2667(24)00185-3.
- Waa A. E-cigarette policies in Aotearoa (New Zealand): An Indigenous perspective. *Addiction*. 2024 Nov;119(11):1871-1872. doi: 10.1111/add.16573. Epub 2024 May 24.

Publications and outputs (page 2 of 3)

PRESENTATIONS

- Teddy L, Hepi M, Te Ata o Tū MacDonald L, Sharma S. Power, influence and the tobacco policy landscape in Aotearoa. ASPIRE Aotearoa Webinar. December 2024.
- Teddy L, Heris C, Waa A, Maddox R. Māori sovereignty and learnings for decolonising tobacco policy: documenting our past and shaping the future (Oral presentation) International Indigenous Research Conference. New Zealand. November 2024.

CONTRIBUTIONS TO THE OCEANIA TOBACCO CONTROL CONFERENCE

Invited presentations: Andrew Waa and Janet Hoek gave keynote presentations. Lani Teddy gave an invited speaker presentation- Ka pū te ruha, ka hao te rangatahi: Intergenerational shifts in leadership

Preconference workshop: Maddox R, Andrew Waa, Michelle Kennedy, Shane Bradbrook, Sam Pope, Lani Teddy, Dan Tautolo, and Jasmine Graham gave a workshop titled: Connecting past and future: Indigenous action to achieve a nicotine free world.

Conference Workshop: Carol McGruder, Raglan Maddox, Andrew Waa, Lani Teddy, Valerie Yerger gave a workshop titled: Targeted and Left for Dead: Sacrificed at the Altar of Tobacco Industry Profits.

Other presentations:

Oral:

- Ball J, Waa A, Johnson E, Zhang J, Stanley J, Nip J, Tautolo E, Agar T, Quah A, Fong G, Edwards R. Desire to stop smoking among young adults: Findings from the ITC New Zealand (EASE) Survey.
- Hepi M, Walton M, Waa A, Teddy L, Te Ata o Tū MacDonald L, Sharma S. Legitimacy of stakeholder voices in tobacco control in Aotearoa New Zealand.
- Graham-DeMello A, Sanders C, Hosking R, Teddy L, Ball J, Gallopel-Morvan K, van der Eijk Y, Hammond D, Hoek J. Experiences of vaping addiction among adolescents in Aotearoa New Zealand: A qualitative inquiry.
- Katoa L, Ball J, Hoek J. Specialist vape store audit reveals poor compliance with new e-cigarette regulations in Aotearoa New Zealand.
- Sharma S, Hepi M, Waa A, Teddy L, Te Ata o Tū MacDonald L, Walton M. Unravelling tobacco control policy dynamics in Aotearoa New Zealand: Insights from causal loop diagramming.

Publications and outputs (page 3 of 3)

Rapid Fire:

- Ball J, Reid JL, Burkhalter R, Waa A, Edwards R, Hammond D. Use of tobacco and nicotine products among young people (aged 16-29) in Aotearoa New Zealand.
- Hardie L, McCool J, Freeman B. New Zealand's disposable "ban" that wasn't. An analysis of industry adaption.
- McCool J, Sing F, Hardie L. Approaches to e-cigarette regulation in the Western Pacific Region.
- Teddy L, Waa A, Heris C, Maddox R. Documenting our past and shaping the future: Māori sovereignty and learnings for decolonising tobacco policy.

Poster:

- Waa A, Teddy L, Te Ata tū MacDonald L, Hepi M, Sharma S, Walton M. What next for the tobacco endgame in Aotearoa New Zealand?

BRIEFINGS

- DeMellow A. [‘It’s the worst feeling’ – young New Zealanders regret their vaping addictions but feel unsupported to quit](#). The Conversation. December 2024.
- Hoek J, Ball J, Edwards R. [New Vaping Bill: Some important progress but critical gaps remain](#). Public Health Communication Centre (PHCC). September 2024.
- Hoek J, Waa A, Ball J, Edwards R, Graham-DeMello A. [Government struggling with evidence: HTPs, addiction levels, and Smokefree 2025](#). PHCC. October 2024.
- Edwards R, Hoek J, Waa A, Wilson N. [Risk proportionate regulation of nicotine and tobacco products: More rhetoric than reality](#). PHCC. October 2024.
- Edwards R, Waa A, Bullen C. [The heated tobacco products excise cut – a trial, but not as we know it](#). Newsroom. October 2024.
- Nip J, Edwards R, Hoek J, Waa A. [Smoking prevalence and trends: important findings from the 2023-24 New Zealand Health Survey](#). PHCC. November 2024.
- Nip J, Edwards R, Hoek J, Waa A, Ball J, Pettie M. [Vaping prevalence and trends: Important findings from 2023-24 NZ Health Survey](#). PHCC. November 2024.

If you have anything you would like to add to our next newsletter, please email Janine at: Janine.nip@otago.ac.nz

