



ASPIRE
AOTEAROA

Newsletter

Welcome to our latest newsletter.

We are pleased to provide several updates, including information about the new vaping regulations introduced in June (below), involvement in a new documentary about the Tupeka Kore movement (next page), and updates on our research in progress.



We are always looking for innovative and effective ways to communicate our research findings. Lani Teddy, Andrew Waa, Janet Hoek, and co-authors recently published an article titled [A hopeful journey: responses to efficacy labels from people using RYO tobacco in Aotearoa New Zealand](#). The study investigated the potential impacts of labels and inserts offering supportive cessation advice or outlining the benefits of stopping smoking. The team have developed a summary video explaining the results, which you can watch [here](#). Additionally, a briefing can be found [here](#).

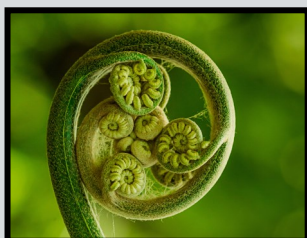
We are keen to hear your feedback on how we can best develop our research and communicate our progress with you. Please email suggestions to us at: aspire.aotearoa@otago.ac.nz

We look forward to continuing to share our progress with you as we work towards a healthier Aotearoa.

The ASPIRE Aotearoa team



Research snapshots



New vaping regulations were introduced in June this year.

Janet Hoek, Jude Ball, and Calvin Cochran take a look at what the regulations are and whether further work is needed.

[Read about it here](#)



Janet Hoek and Jude Ball investigate whether people who smoke make truly informed choices in a new briefing.

[Read about it here](#)



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ASPIRE Aotearoa calls for a public inquiry following revelations of apparent FCTC breaches

Following an [RNZ report alleging longstanding ties between NZ First politicians and the tobacco and vaping industries](#), ASPIRE Aotearoa researchers reviewed the JUUL papers cited in the story, along with Hansard records and media commentary.

[The analysis, published by the Public Health Communication Centre](#), highlights apparent breaches of New Zealand's obligations under the Framework Convention on Tobacco Control (FCTC). Article 5.3 of the FCTC states that interactions with the tobacco industry should be limited to those that are strictly necessary and conducted transparently.

Both the JUUL documents and [Winston Peters' subsequent remark](#) that "multiple government departments have themselves proactively reached out to, and met with, 'big tobacco' for direct feedback and advice on tobacco legislation" raise concerns about potential inappropriate engagement and industry influence.

ASPIRE Aotearoa is calling for an independent public inquiry into political ties with the tobacco industry. There has been concern from a number of other organisations, including [Vape Free Kids, who have set up a petition calling for the Prime Minister to launch an inquiry and strip the tobacco and vaping portfolio from New Zealand First](#).



New documentary about the Tupeka Kore movement

A new documentary chronicles the whakapapa of the Tupeka Kore movement, and the legacy of sovereignty and tobacco control within Māori communities. In facilitating what began as an educational resource for people new to the tobacco control sector, Catherine Manning and Paul Dodge quickly realised they had started something more profound—a powerful tribute to the collective resistance against tobacco harms spanning generations. The documentary centres Māori health sovereignty approaches and is freely accessible on YouTube, featuring both a comprehensive [feature film](#) and focused [episodes](#) exploring specific themes.

The filmmakers say *"This documentary honours all the dedicated workers who have committed themselves to the kaupapa of tobacco control for the wellbeing of Māori. This is not the full story of how tobacco has impacted Māori, but it is our story, told by us, for us. It is a journey that explores the narratives, struggles, and triumphs of those who have stood strong to eliminate smoking within their communities."*

Te Rōpū Tupeka Kore (2025) Tupeka Kore: The Whakapapa of Māori Tobacco Control in Aotearoa New Zealand.



Research in progress

Te Tupu o te Harakeke programme updates

This five-year programme is funded by the Health Research Council and includes a range of studies:

- **EASE:** The [EASE study](#) involves surveys of people who smoke or recently stopped smoking. We are busy preparing for Wave 6 of the survey, to be launched later this year. We have also been preparing analyses of data from previous waves and look forward to updating you when they are published.
- **LEEP:** This project uses qualitative interviews to probe the lived experiences of policies. The first projects are about to commence; the first will explore next steps in Aotearoa's endgame strategy while the second will probe people's experiences of accessing and using illicit tobacco.
- **Te Tikanga o Kaupapa Tupeka Kore:** This research looks at how Māori values and practices (tikanga) can help guide better rules and policies about smoking and vaping. Preparation for this project is underway.
- **ACAR:** The ACAR study analyses commercial actors' responses to tobacco and nicotine policy, including the introduction of new products. We have begun by assessing compliance with the recent end to sales of disposable vapes; work examining retailer and website compliance is underway. We are also planning to analyse media coverage of the endgame measures' repeal.
- **Ka hao te rangatahi:** This project extends the work of Te Hao Hou (outlined below) into Kura Kaupapa Māori. Preparation for this study is underway.

Te Hao Hou: Rangatahi Māori experiences and perceptions of smoking and vaping

This project centres on elevating Rangatahi Māori voices, experiences, and perspectives in the development of tobacco and nicotine control policies. The research team has been actively engaging with potential partner schools, as well as local

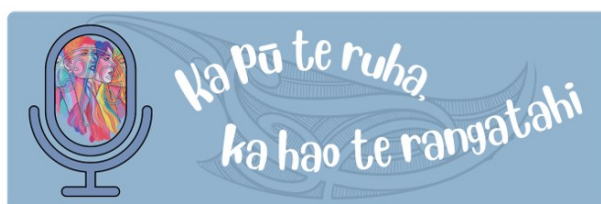
community and health practitioners, across Te Tai Tokerau, Tāmaki Makaurau (in partnership with Hāpai te Hauora), Te Whanganui-a-Tara, Te Ikaroa (MidCentral), and Ōtākou.

As part of Te Hao Hou, we aim to partner with approximately 17 mainstream schools (Relationship Agreements are currently underway). In parallel, we will begin connecting with 8–10 kura in the same regions for the Te Tupu o te Harakeke Programme.

Very soon we will invite 20 Year 9 friendship pairs of rangatahi Māori from across partner schools to take part in Whakawhiti Kōrero about how tobacco and vaping affect their wellbeing.

In term four we will be conducting:

- A survey of all Year 9 and 10 students in partner schools.
- A deliberative democracy hui for rangatahi Māori from any year level who wish to participate.





Research outputs

Journal articles

- Ait Ouakrim D, Wilson T, Howe S, Summers J, Edwards R, Gartner CE, Wilson N, Blakely T. Modelling the potential impacts of limiting vaping product sales to pharmacies. *Tobacco Control*. 2025 Jul 7.
- Ball J, Pettie M, Poasa L, 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. *Kōtuitui*. 2025. 20(4): 717-737.
- Brennan E, Gascoyne C, Dunstone K, Vittiglia A, Srinivasan G, Thrasher JF, Hoek J, Wakefield M, Durkin S. Tobacco package health warnings about product manipulations: an experimental study among Australian adults who smoke. *Health Promotion International*. 2025 Apr;40(2):daae210.
- Gendall P, Popova L, Thrasher J, Hoek J. Nicotine beliefs and perceptions of low nicotine labels and mitigating statements among people who do and do not smoke: a cross-sectional study from Aotearoa New Zealand. *Tobacco Control*. 2025 May 1;34(3):323-9.
- Gomes M, Reid J, Taylor E, Edwards R, O'Connor R, Hyland A, Hammond D. E-Cigarette Consumption Among Youth Who Vape in Canada, England, New Zealand, and the United States: Quantifying Consumption Amounts and Differences by Product Attributes Using Population-Level Surveys. In Press. *Tobacco Control*. 2025 Aug 8.
- Hardie L, Watts C, Freeman B, McCool J. An analysis of social media strategies used to promote the e-cigarette brand Vuse. *Health Promotion International*. 2025 Aug;40(4):daaf114.
- Hoek J, Rowse B. Point-of-sale displays: a comparison of tobacco and vaping product retail strategies. *Tobacco Control*. 2025 Jan 1;34(1):138-9.
- Hoek J, Waa A, Edwards R, Grogan MJ, Graham-DeMello A. Looking back and planning ahead: the tobacco endgame and controlling tobacco industry interference in Aotearoa New Zealand. *Journal of the Royal Society of New Zealand*. 2025 Apr 5:1-9.
- Maddox R, Heris C, Waa A, Teddy L, Upton P, Nez Henderson P, Kornacki C, Rodriguez J, Lee J, Tautolo E, Martinez S, Bradbrook S, Kennedy M. Colonial Harm in New Packaging: Indigenous Critiques of the Tobacco Industry's 'Harm Reduction' Rhetoric. *Health Promotion International*. 2025 Aug;40(4):daaf111.
- Ozarka E, Teddy L, Blank ML, Waa A, Hoek J. Managing fear responses: a qualitative analysis of pictorial warning labels five years post-plain packaging. *Nicotine & Tobacco Research*. 2025 May 22;27(6):1059-65.
- Teddy L, Ozarka E, Blank ML, Waa A, Hoek J. A hopeful journey: responses to efficacy labels from people using RYO tobacco in Aotearoa New Zealand. *Tobacco Control*. 2025 Jun 18.

Briefings/Op Eds

- Ball, J, Hoek J, Edwards R. [Major vaping reforms: Will they deliver on public health aims?](#). Public Health Expert Briefing (PHCC). 2025.
- Ball J, Miller A, Mizdrak A, Parata C, Hoek J. [The rising influence of big business on policymaking: What it means for public health in NZ](#). PHCC. 2025.



Research outputs continued

Briefings/Op Eds

- Ball J, Reid J, Hammond D, Waa A, Pettie M, Hoek J. [Nicotine pouches and young people: Evidence from Aotearoa New Zealand](#). PHCC. 2025.
- Cochran C, Hoek J, Ball J. [What will the Government's free vape starter kit programme achieve?](#). PHCC. 2025.
- Hardie L, Freeman B, Watts C, McCool J. [Vape brands bypass regulations on marketing to young people by using global social media accounts](#). The Conversation. 2025.
- Hoek J, Ball J. [Do people who smoke make truly informed choices?](#). PHCC. 2025.
- Hoek J, Cochran C, Ball J. [#JUULGATE Nicotine industry documents highlight the need for greater transparency in public health policy](#). PHCC. 2025.
- Hoek J, Ball J, Cochran C. [Tighter controls on vape marketing due, but gaps remain](#). PHCC. 2025.
- Hoek J, DeMello AG. [How did Government and Opposition MPs justify and oppose repealing the smokefree endgame measures?](#). PHCC. 2025.
- Hoek J, Teddy L. [Balancing fear with hope: A more effective way of promoting smoking cessation?](#) Public Health Expert Briefing. 2025.

Presentations

- Bradbrook S, Maddox, R, Waa, A, Teddy L, Kornacki C. Solidarity in our diversity: Indigenous peoples and ending the commercial nicotine epidemic. Symposium, World Conference on Tobacco Control, Dublin. June 2025.
- Edwards R, Trigg J, Bowden J, Bonevski B. South Australian tobacco-free generation policy: Action towards generation-based age restrictions on tobacco product sales. World Conference on Tobacco or Health, Dublin. June 2025.
- Hoek J, Ball J, Hammond D. Oral Nicotine Products and Young People: Trends, Attitudes, and Experiences in Aotearoa and Internationally. ASPIRE Aotearoa Webinar. August 2025.
- Morphett K, Holland H, Kang H, Hefler M, Puljević C, Trigg J, Hoek J, Edwards E, Canty R, Gartner C. A systematic review and synthesis of qualitative research on stakeholder views on commercial tobacco endgame policies. World Conference on Tobacco Control, Dublin. June 2025.
- Nip J, Hoek J. Endgame initiatives: Global progress and local challenges. ASPIRE Aotearoa Webinar. May 2025.
- Teddy L, Heris C, Waa A, Maddox. Beyond wildest dreams and greatest hopes: Māori sovereignty and resistance in shaping tobacco policy. Poster, World Conference on Tobacco Control, Dublin. June 2025.
- Topart F, Béguinot E, Millot A, Hoek J, Gallopel-Morvan K. How do French MPs perceive tobacco actors and the arguments they use to oppose excise tax increases? World Conference on Tobacco Control, Dublin. June 2025.