

What can European countries learn from New Zealand's innovative measures?

JACT2 webinar, November 7 2023

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Disclosures

- Never received tobacco or vaping industry funding
- Co-direct the ASPIRE Aotearoa Research Centre, which develops and tests evidence on smokefree policy

Māori leadership and origins of Smokefree Aotearoa 2025

It emerged out of new thinking on tobacco control by Māori leaders appalled by the unnecessary and wholly preventable loss of life and illness that afflicted Māori due to tobacco smoking.



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Shane Kawenata Bradbrook – director of Te Reo Mārama in New Zealand



Maori Murder
Have you heard how the tobacco industry kills Maori?

R.I.P.

Here are the facts:

- Tobacco is the single biggest killer of Maori.
- It accounts for a third of all Maori deaths.
- This means higher rates of lung cancer, heart disease, cot death,
- Respiratory infections, glaucoma, meningococcal disease and diabetes.
- Almost one in two Maori smoke. That's way higher than any other group in the country.

It's legal genocide.

Te Reo Marama
Maori Smokefree Coalition

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*Tobacco company cigarette (Circa 1970s)



Harawira Declares War On Big Tobacco

Wednesday, 31 May 2006, 12:04 am
Article: [Kevin List](#)

Scoop Audio: Harawira Declares War On Big Tobacco



L10A



Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori

Report of the Māori Affairs Committee

Forty-ninth Parliament
(Hon Tau Henare, Chairperson)
November 2010

Presented to the House of Representatives

Smokefree Aotearoa 2025 Goal

*...Government agreed with the goal of **reducing smoking prevalence and tobacco availability to minimal levels, thereby making New Zealand essentially a smokefree nation by 2025.***

(Parliament response to MASC, 2011)

Smokefree Aotearoa – 2011-2021

Annual above inflation tax increases 2011-2021

POS display ban 2012

Cessation services (prioritizing Māori), reorganized 2015-16

Standardised packaging 2018

Mass media (some Māori focused) 2011-2021, reduced expenditure

Enhanced health warnings (incl Māori) 2018

Smokefree prisons 2011

Vaping regulation 2020

Smokefree cars 2021

No plan or strategy, largely business as usual measures

Achieving Smokefree Aotearoa by 2025 Action Plan (2017)

Make smoked tobacco products:

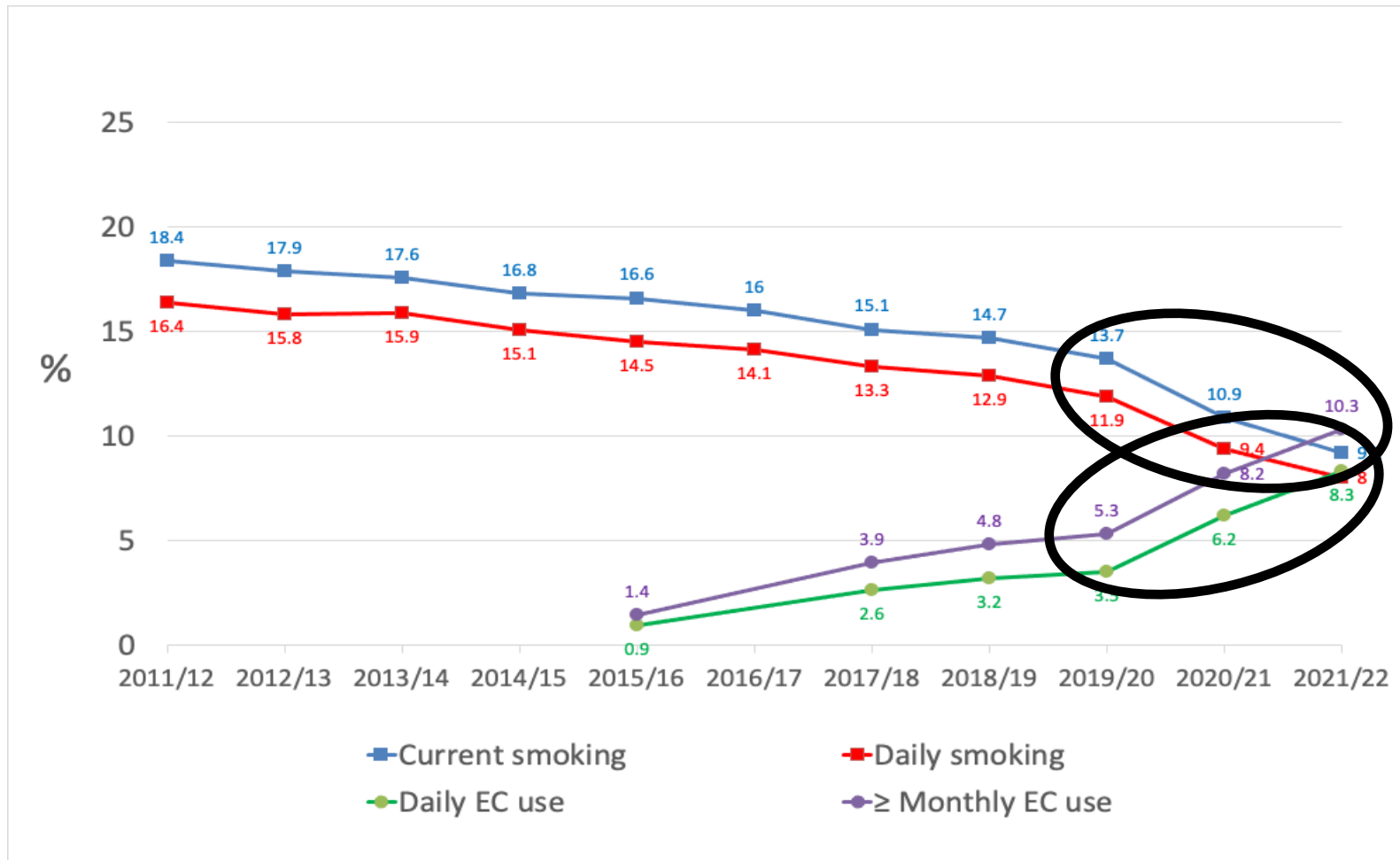
- Less affordable
- Less available
- Less addictive and less appealing/palatable

Intensify what we currently do

Greater availability of alternatives to smoked tobacco products



Trends in adult (≥ 15 years) current (\geq monthly) and daily smoking and e-cigarette use (NZHS 2011/12 to 2021/22)



From incremental to structural change

Turning point 2020-2022

- New leadership within Government
- Ongoing community leadership
- **2021 Discussion document (Apr), Action Plan (Dec)**
- **2022 Legislation (SERPA)**



Smokefree Environments and Regulated Products (Smoked Tobacco) Amendment Bill

Government Bill
143—1

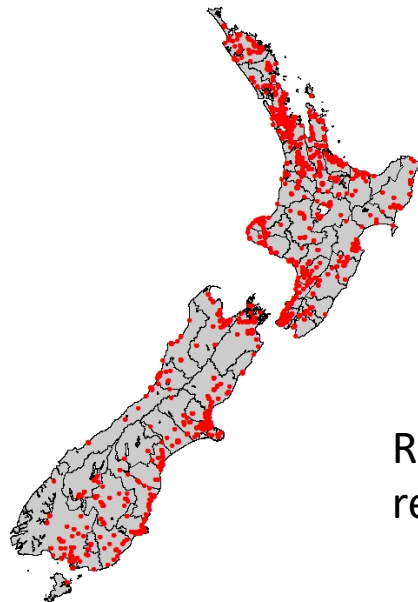
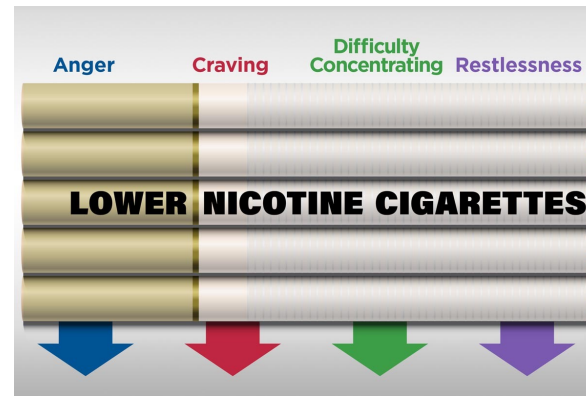
Smokefree Aotearoa – key features

- Commitment to Māori engagement and governance
- Focus on eliminating inequities
- Comprehensive approach
 - Supply and product regulation measures, including three innovative and **world-first ‘endgame’ measures**
 - Supporting measures enhancing BAU (smoking cessation, mass media), community mobilisation, enforcement and monitoring



“... the plan is about more than mobilising communities and providing better support for individuals. It also aims to **radically change the smoking environment** to make it easy for all New Zealanders to live smokefree, by **tackling everything about the product, including where it is sold and what is in it.**”

Three world-leading measures



Retail supply reduction

TOWARDS A
**SMOKEFREE
GENERATION**

Denicotinisation – a pivotal measure

Action Plan/legislation

- All STPs < 0.8mg/g nicotine from April 1 2025

Logic

- Nicotine main constituent causing addiction
- Plausible substantial impact on uptake and quitting

Supporting evidence

- Reviews of RCTs etc find people given VLNCs:
 - Dislike smoking the cigarettes
 - Smoke less
 - Are less exposed to toxins
 - Are less dependent
 - Are more likely to try to quit
 - Are more likely to quit
- Modelling studies suggest profound impact

"To lower nicotine too much might end up destroying the nicotine habit in a large number of consumers and prevent it from ever being acquired by new smokers."

Quote from British American Tobacco Company internal document, June 1959¹⁰

Nicotine & Tobacco Research, 2022, 453–462
<https://doi.org/10.1093/ntr/ntab138>

Review

Received February 21, 2021; Editorial Decision June 23, 2021; Accepted June 29, 2021



SRNT

Review

Regulatory Approaches and Implementation of Minimally Addictive Combusted Products

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(Substantial) Retailer reduction

Action Plan/legislation

- Reduce from around 6000 to 600 or less
1 July 2024

Logic and evidence

- Signal: highly addictive and lethal products should not be sold as everyday consumer items
- Higher retail density associated with increased youth smoking prevalence, reduced quitting and increased relapse
- Retailer concentration in low SES areas entrenches health inequities

Anticipated impacts

- Greatly reduce availability
- Prompt and support quitting
- Reduce uptake
- Promote equity



Characteristics of tobacco retailers in New Zealand

Louise Marsh ^{a*}, Crile Doscher ^b, Lindsay A. Robertson ^a

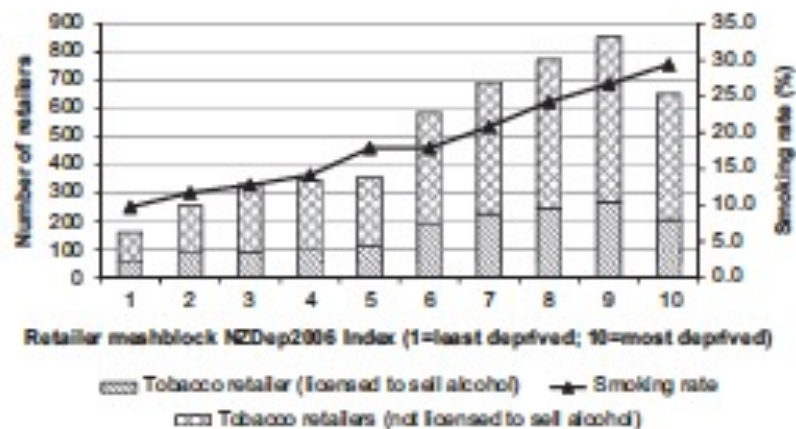


Fig. 1. Tobacco retail outlets by meshblock socioeconomic deprivation and smoking rates. Source of smoking data: Ministry of Health New Zealand Health Survey 2011/2012, current smoking 15 years and over.

Smokefree generation

Action plan/legislation

- People born on or after Jan 1 2009 can never be legally sold smoked tobacco products (STPs)

Logic

- Acknowledges lack of true informed choice during uptake
- Eliminates 'rite of passage' effect (cf T21)
- STPs signaled as uniquely hazardous

Anticipated impacts

- Gradual phasing out of STP availability
- Reduced smoking uptake
- Strongly pro-equity (2019-20 current smoking among Māori aged 15–24 = 26.4%)

Phasing out smoking: The Tobacco-Free Generation policy

13 May 2021

Jude Ball, Jon Berrick, Richard Edwards, Janet Hoek,
Frederieke Petrovic-van der Deen

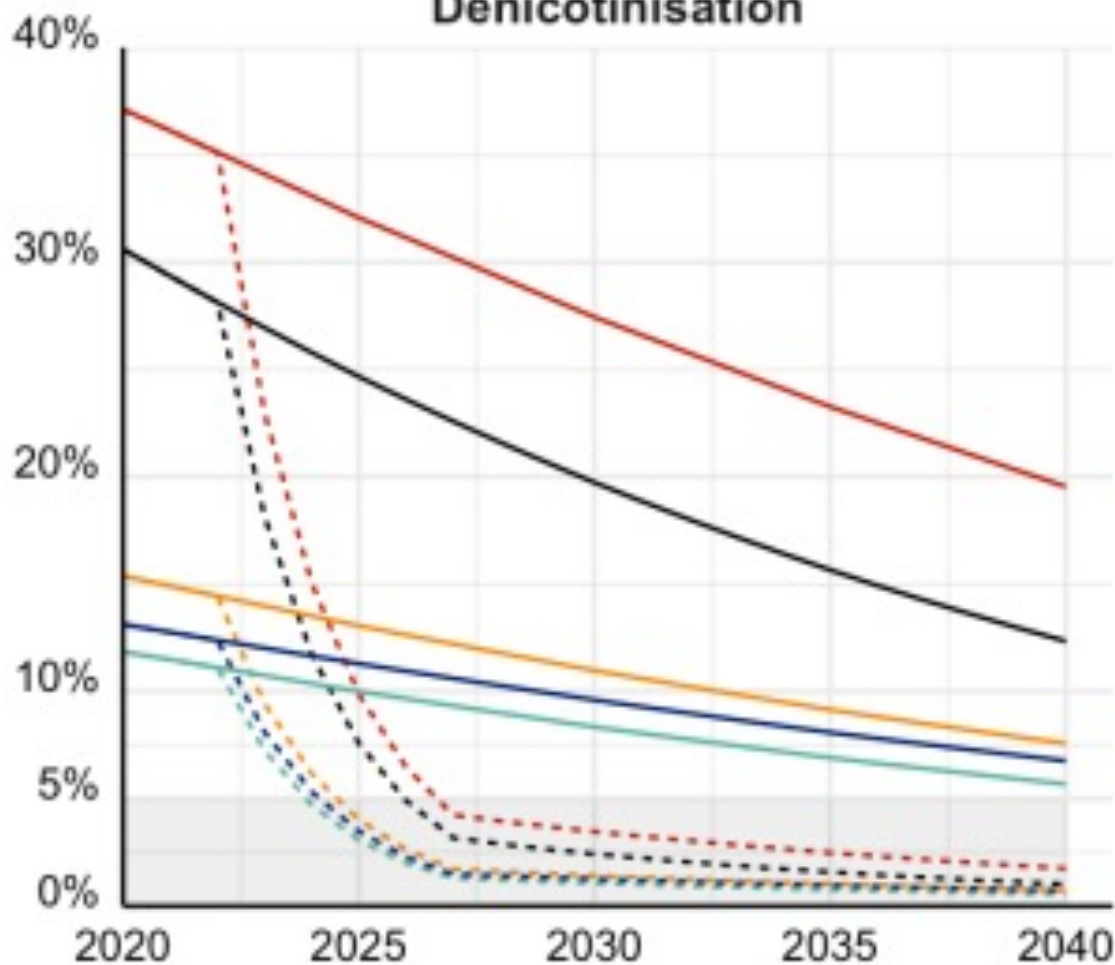
<https://www.phcc.org.nz/briefing/phasing-out-smoking-tobacco-free-generation-policy>

Tobacco endgame intervention impacts on health gains and Māori:non-Māori health inequity: a simulation study of the Aotearoa/New Zealand Tobacco Action Plan

Driss Ait Ouakrim ¹, Tim Wilson,¹ Andrew Waa ², Raglan Maddox ³, Hassan Andrabi,¹ Shiva Raj Mishra,¹ Jennifer A Summers,² Coral E Gartner ⁴, Raymond Lovett,⁵ Richard Edwards ², Nick Wilson,² Tony Blakely ¹

Denicotinisation

- Business as usual
- Intervention
- Māori Female
- Māori Male
- non-Māori Female
- non-Māori Male
- NZ population



<https://tobaccocontrol.bmj.com/content/tobaccocontrol/early/2023/01/10/tc-2022-057655.full.pdf>

Analysis of tobacco industry submissions on draft NZ Action Plan

	Support/ Opposition		
	BAT	Imperial	JTI
Strengthen the tobacco control system	X	–	–
Enhance existing initiatives	✓	✓	–
Reducing retail availability of tobacco	X	X	X
Smokefree generation policy	X	X	–
Mandating very low nicotine cigarettes	X	X	X
Prohibiting filters	X	X	X
Prohibit tobacco product innovations	X	X	X
Minimum price for tobacco	X	X	–

Tobacco industry opposition

HOME • NEWS • BUSINESS

Big Tobacco behind dairy owners' Parliament postcard protest

NEWS BUSINESS

Derek Cheng, NZ Herald, Tue, 22 Jun 2021, 1:27PM



Acting deputy leader Brooke van Veldon after receiving the petition of postcards from dairy owners at Parliament. (Photo / Mark



'Save our stores': The 'corner dairy campaign' quietly backed by big tobacco

RNZ
By Farah Hancock

Save Share

7 Aug, 2023 09:16 AM 7 mins to read



Facebook ads and a poster warning dairies could close down are part of a campaign backed by tobacco companies. Photo / Screenshot

“...smaller type at the bottom of the page says the website is “proudly supported” by tobacco companies BAT (British American Tobacco) New Zealand and Imperial Brands. The website’s privacy policy says the website is “provided” by the tobacco companies.”

What about vaping?

Policies aim to balance preventing youth uptake and use vs supporting people who smoke to switch to less harmful products

Legislation introduced in 2020 and additional regulations due for implementation e.g.

- Comprehensive marketing and sponsorship ban
- Controlled retail availability with restricted range of flavours in non-specialist vape stores
- Education/campaigns on vaping targeted at youth and people who smoke

Further restrictions (2023) e.g. on flavour names and nicotine level

Possible synergy with Action Plan measures but concern about increasing youth vaping

HTPs = additional concern (not covered by VLNC, SFG etc)



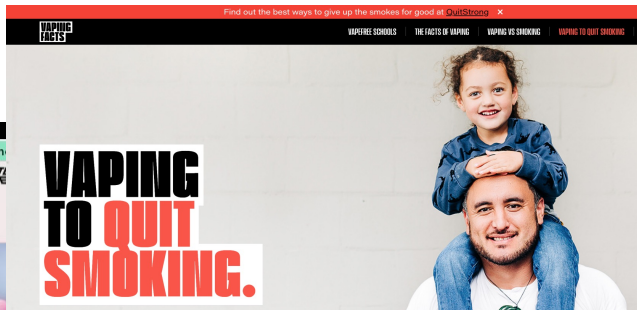
Search

Your health ▾ NZ health system ▾ Our work ▾ Health statistics ▾ Publicatio

Home > Our work > Regulation > Vaping and smokeless tobacco products

Regulation of vaping and smokeless tobacco products

The Smokefree Environments and Regulated Products Act 1990 regulates vaping products and smokeless tobacco products in New Zealand.



Smokefree Aotearoa – possible learning points

- Watch this space – lots to learn from NZ experience
- Be bold!!! Endgame goals, radical measures, comprehensive approach, focus on inequity
- No single blueprint
- Be persistent
- Expect opposition
- Possible wider (global) implications/precedent
- Massive potential for health and well-being gain

Further information

Aotearoa/NZ Government and Ministry of Health

<https://www.health.govt.nz/our-work/preventative-health-wellness/tobacco-control/smokefree-aotearoa-2025-action-plan>

https://www.parliament.nz/en/pb/bills-and-laws/bills-proposed-laws/document/BILL_125245/smokefree-environments-and-regulated-products-smoked-tobacco

ASPIRE Aotearoa website

<https://aspireaotearoa.org.nz/>

<https://aspireaotearoa.org.nz/research-outputs/hot-topics/action-plan-smokefree-aotearoa-2025>

Public Health Communication Centre Briefings

<https://www.phcc.org.nz/>



THE BRIEFING

Smokefree Aotearoa – world-leading developments with profound public health implications

2 March 2023 Richard Edwards, Janet Hoek, Andrew Waa

MANATU HAUORA
COVID-19 Your health NZ health system Our work Health statistics Publications

Smokefree Aotearoa 2025 Action Plan

The Smokefree Aotearoa 2025 Action Plan was launched on Thursday 9 December 2021.

The culmination of many years of hard mahi, the plan will accelerate our progress towards a smokefree future and tackle the harm that smoked tobacco products cause the people of New Zealand.

Many organisations, services, advocates, academics, researchers, community champions, individuals and whānau have played an important part in getting us here. This work is the result of extensive consultation in March 2021. View the public consultation: [Consultation on Proposals for a Smokefree Aotearoa 2025 Action Plan: Analysis of submissions](#)

New Zealand Parliament
Pāremata Aotearoa

Language: English Maori

Parliamentary Business MPs and Electorates Get Involved Visit and Learn

Smokefree Environments and Regulated Products (Smoked Tobacco) Amendment Bill

Home » Parliamentary Business » Bills and Laws » Bills (proposed laws)

This bill significantly limits the number of retailers able to sell smoked tobacco products; aims to prevent young people from taking up smoking by prohibiting the sale of smoked tobacco products to anyone born on or after 1 January 2009, and aims to make smoked tobacco products less appealing and addictive.

Get notifications



About Mō Mātou Our Research Ā Mātou Rangahau

Research for a tobacco free future

Action Plan for Smokefree Aotearoa 2025



Research for a tobacco free future



A Smokefree Aotearoa by 2025

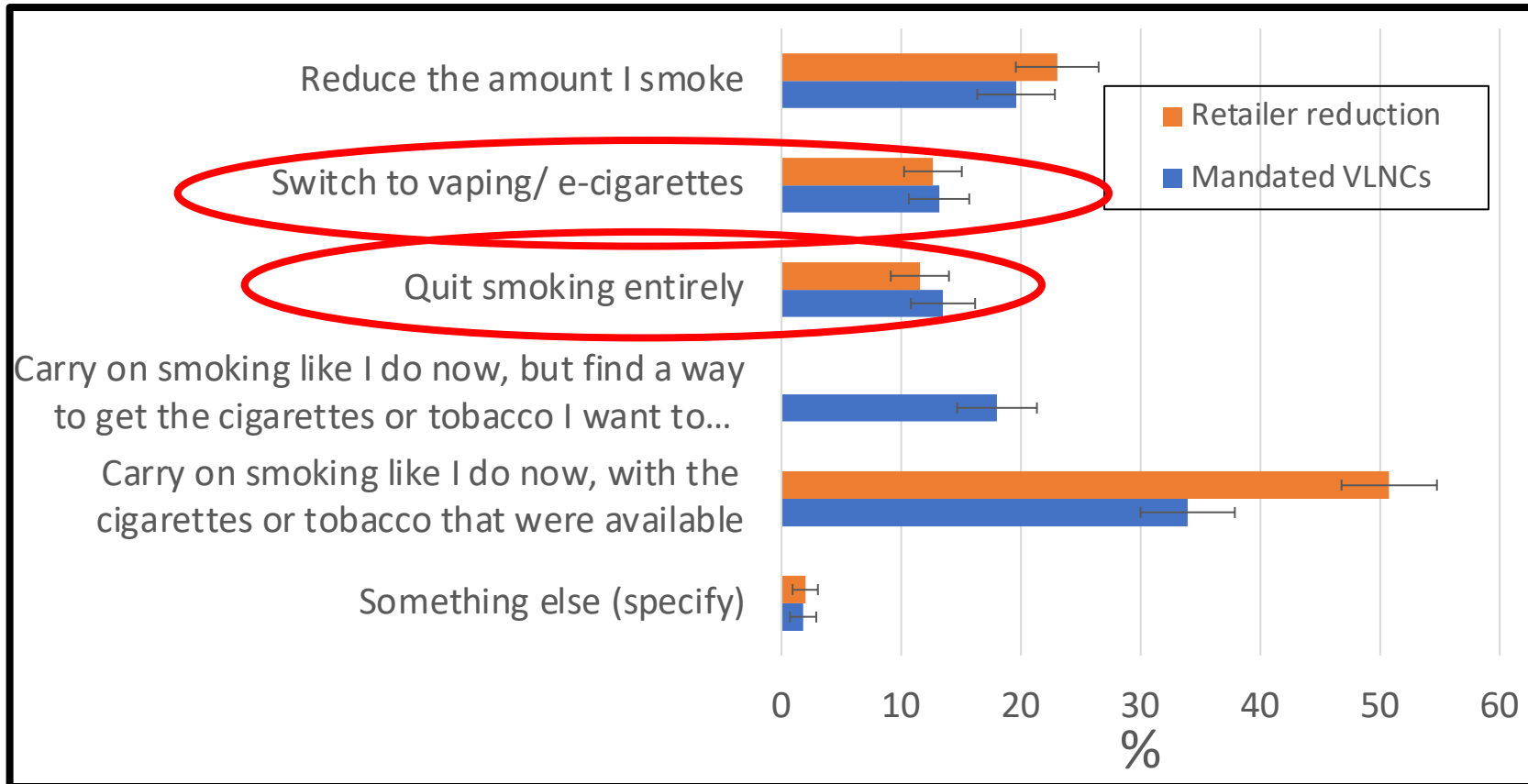
—let's do it for the kids

Thank you

richard.edwards@otago.ac.nz

<https://aspireaotearoa.org.nz/>

Perceived impact of action plan measures (NZ ITC/EASE survey, W3, 2020-21)



Support for action plan measures (NZ ITC/EASE survey, W3, 2020-21; W2 2018)

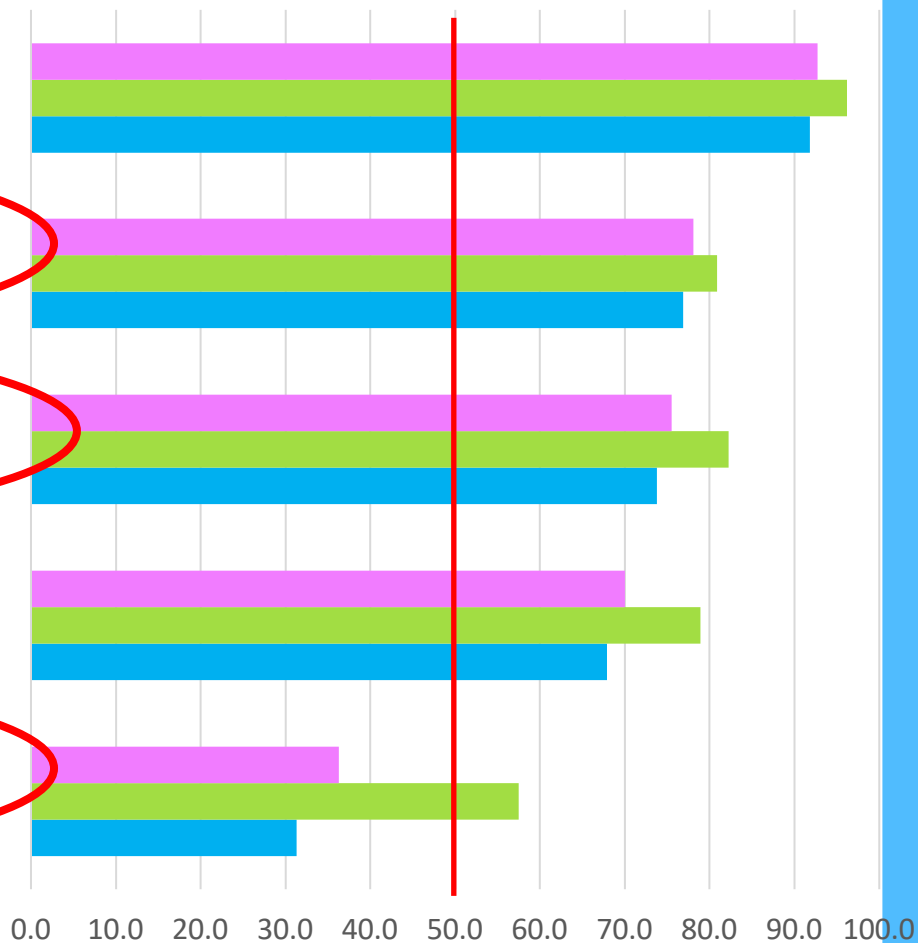
Support for increased government spending on media campaigns to discourage youth and young people from starting to smoke (W3)

Support for a law to prevent people currently 18 or younger from ever buying cigarettes or tobacco to create a tobacco-free generation (W2)

Support for a law to reduce the nicotine in cigarettes and tobacco to make them less addictive, provided they could get nicotine in products other than...

Support for increased government spending on media campaigns to promote quitting smoking (W3)

Support for a law to reduce the number of places in NZ that are allowed to sell tobacco - from around 6000 to 300 (W3)



■ All ■ Recent quitters ■ Smokers

Current status and timelines

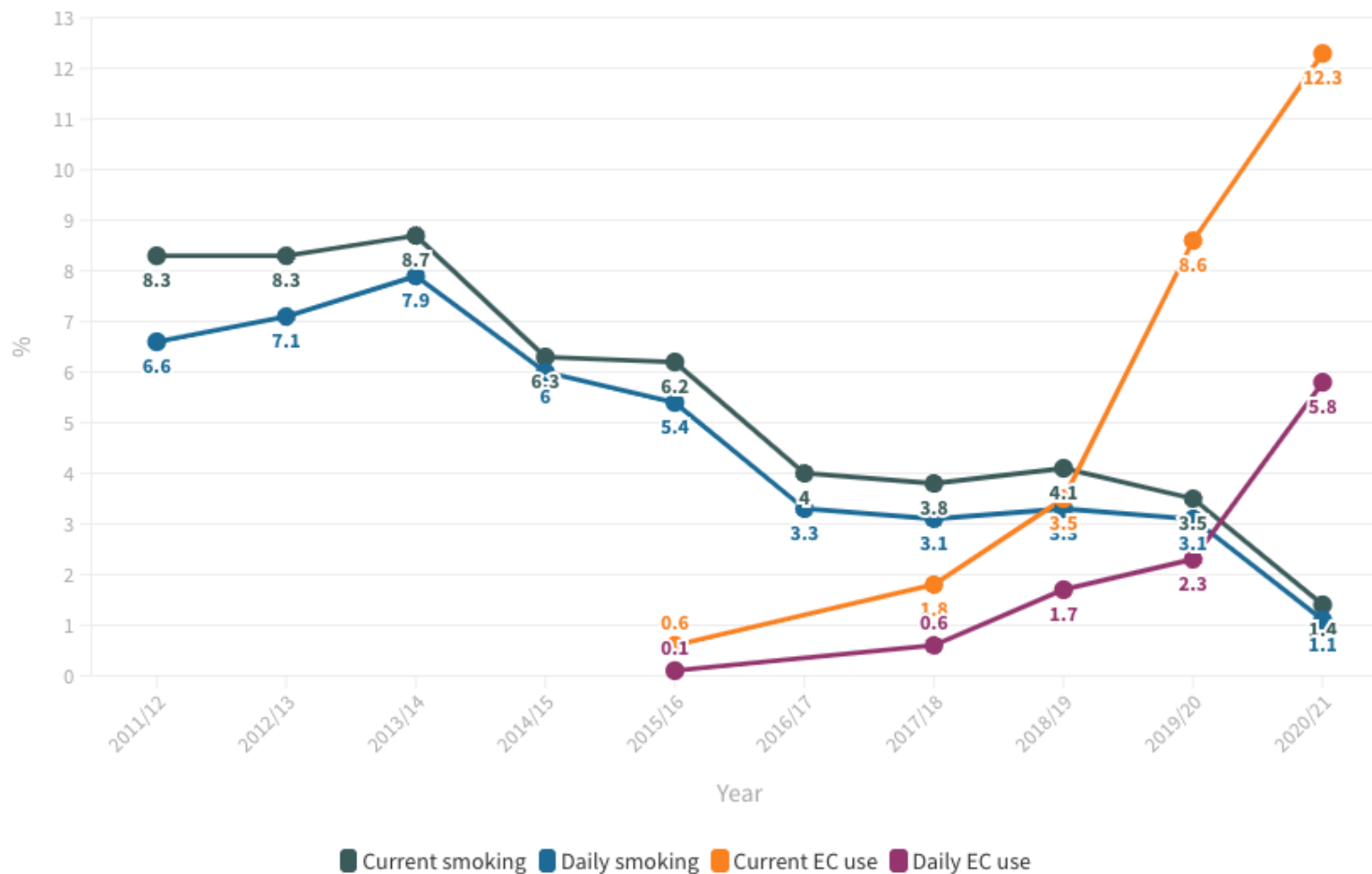


- Increased funding and implementation underway for many measures e.g.
 - Smokefree Taskforce and Pacific Assurance group
 - Māori community activators
 - Increased funding for smoking cessation, public education, enhanced Customs enforcement
 - Youth vaping campaign
- Timeline for implementation of three key measures:
 - Reduced retail availability of STPs - implementation July 1 2024
 - Mandated denicotinisation of smoked tobacco products (STPs) – implementation April 1 2025
 - Smokefree generation for STPs - implementation January 1 2027
- Regulations released August 2023 setting out implementation process for Smokefree legislation and to strengthen vaping regulation

Tobacco industry messaging

- Economic effects
 - Costs for small retailers
- Ineffective / no evidence
- Negative impacts
 - Illicit trade increase
 - Crime increase
 - Stress and stigmatisation for people who smoke
- Moral/philosophical
 - Unnecessary and excessive state interference/restrictions on freedoms
 - *De facto* prohibition
 - Unfair on people who smoke
- Minimise the issue
 - Youth smoking 'solved'
- Shift away from health
- Promote alternative approaches
 - Less rigorous regulation
 - Education
 - THR

Trends in youth (15-17 years) current (\geq monthly) and daily smoking and e-cigarette use (NZHS 2011/12 to 2021/22)



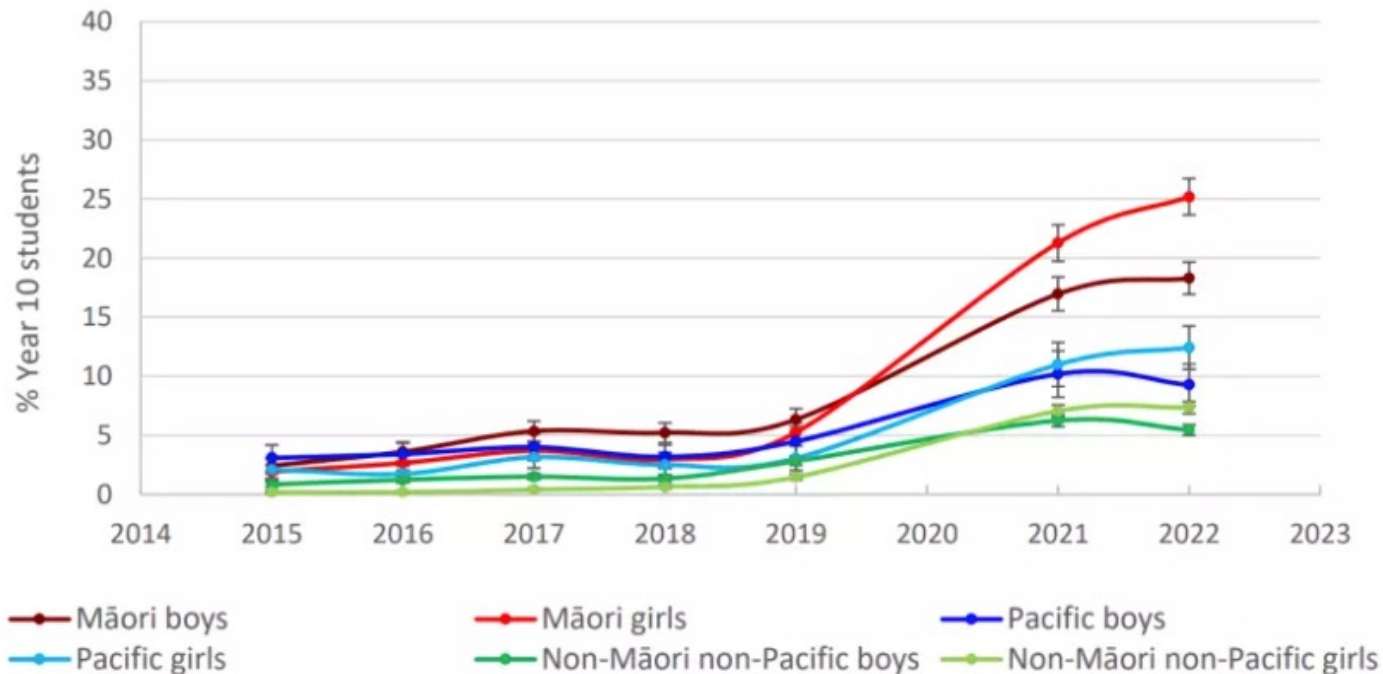
Source: [New Zealand Health Survey Data Explorer](#) • Current smokers defined as smoking at least monthly.

phca

Research for a tobacco free future



Trends in adolescent (14-15 years) daily vaping prevalence by ethnicity and gender (ASH Snapshot survey 2015-2022)



Source: ASH Snapshot Year 10 Survey¹