



# Endgames for smoking

What is happening  
internationally & how  
does SF 2025 compare?

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# Outline

1. Intro: our 2025 goal and the international endgame project
2. Overview of other countries' endgame contexts and status
3. Early thoughts:
  - Pros and cons of endgames
  - What can we learn from other countries' experiences?
  - How does our 2025 goal compare?





# 2010

## Māori Affairs Select Committee Inquiry

Photo: Mei and Brigham Riwai-Couch,  
with their submission to the Inquiry

**2011**

**NZ Govt  
endgame  
goal was  
adopted**



**AOTEAROA  
NEW ZEALAND**

**2025**



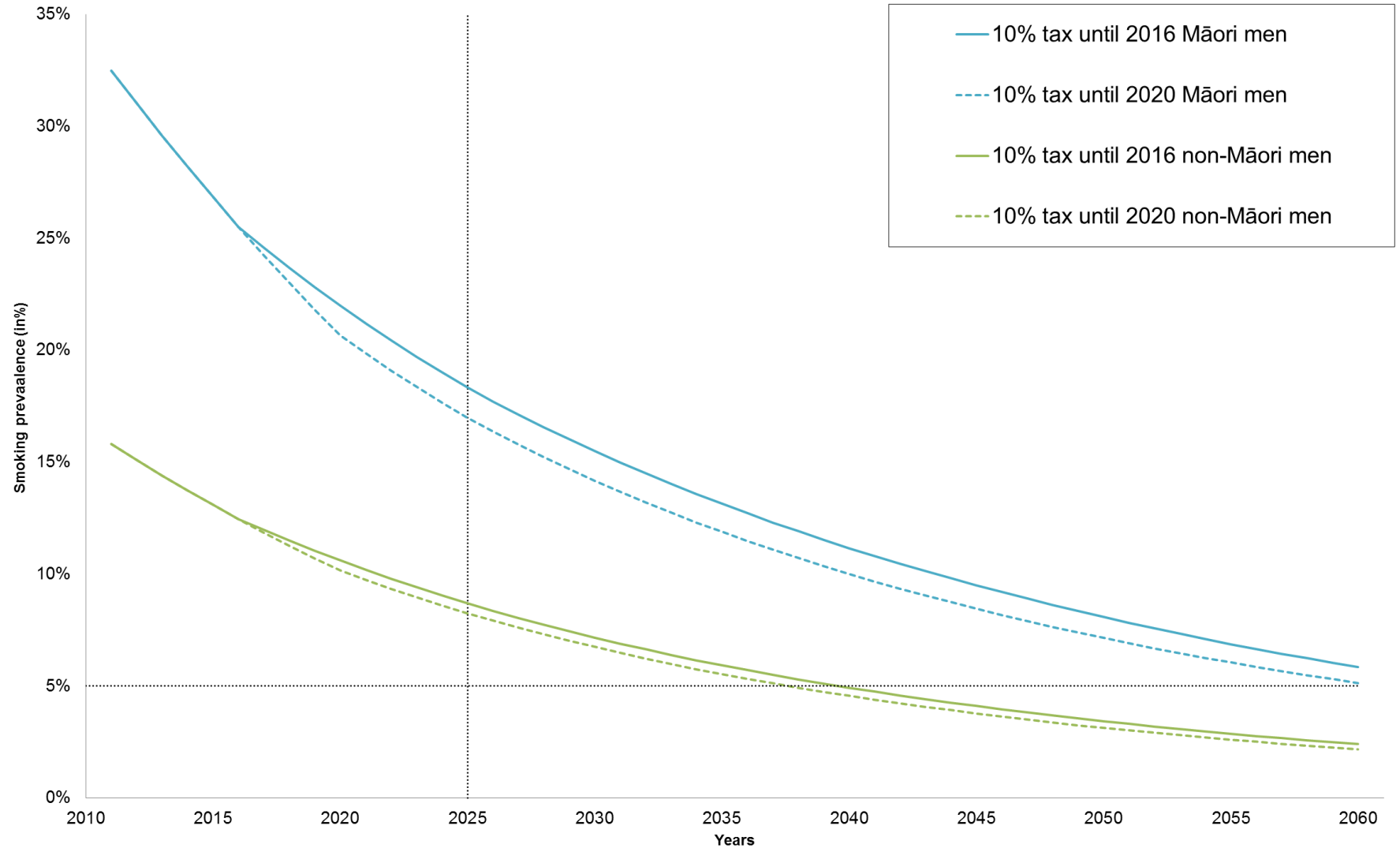
# 2018

- Inadequate progress
- No govt strategy
- Achieving a Smokefree Aotearoa Project (ASAP)



Photo:  
Mei and  
Brigham  
Riwai-Couch  
in 2017

# Projected daily smoking prevalence trends





# **‘Imagine things otherwise’**



- **Near-eliminate by set date**
- **New, bold ideas**
- **e.g. large cuts to retail availability, modify product, reduce imports**



# Project aims

1. Document and disseminate progress and status of endgame goals
2. Share experiences, ideas and best practice





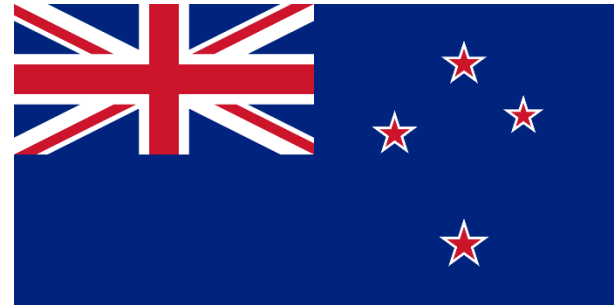
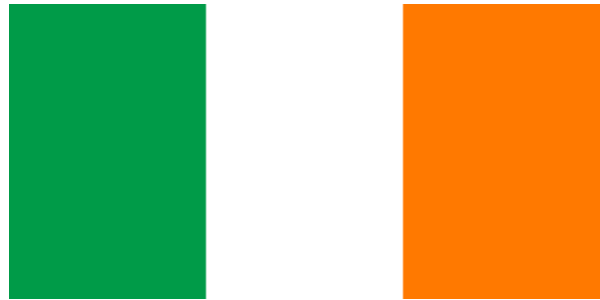
# Methods



- Selected initial countries
- Designed & distributed a template to gather info
- Drafted the summary information

# Six countries with endgame goals

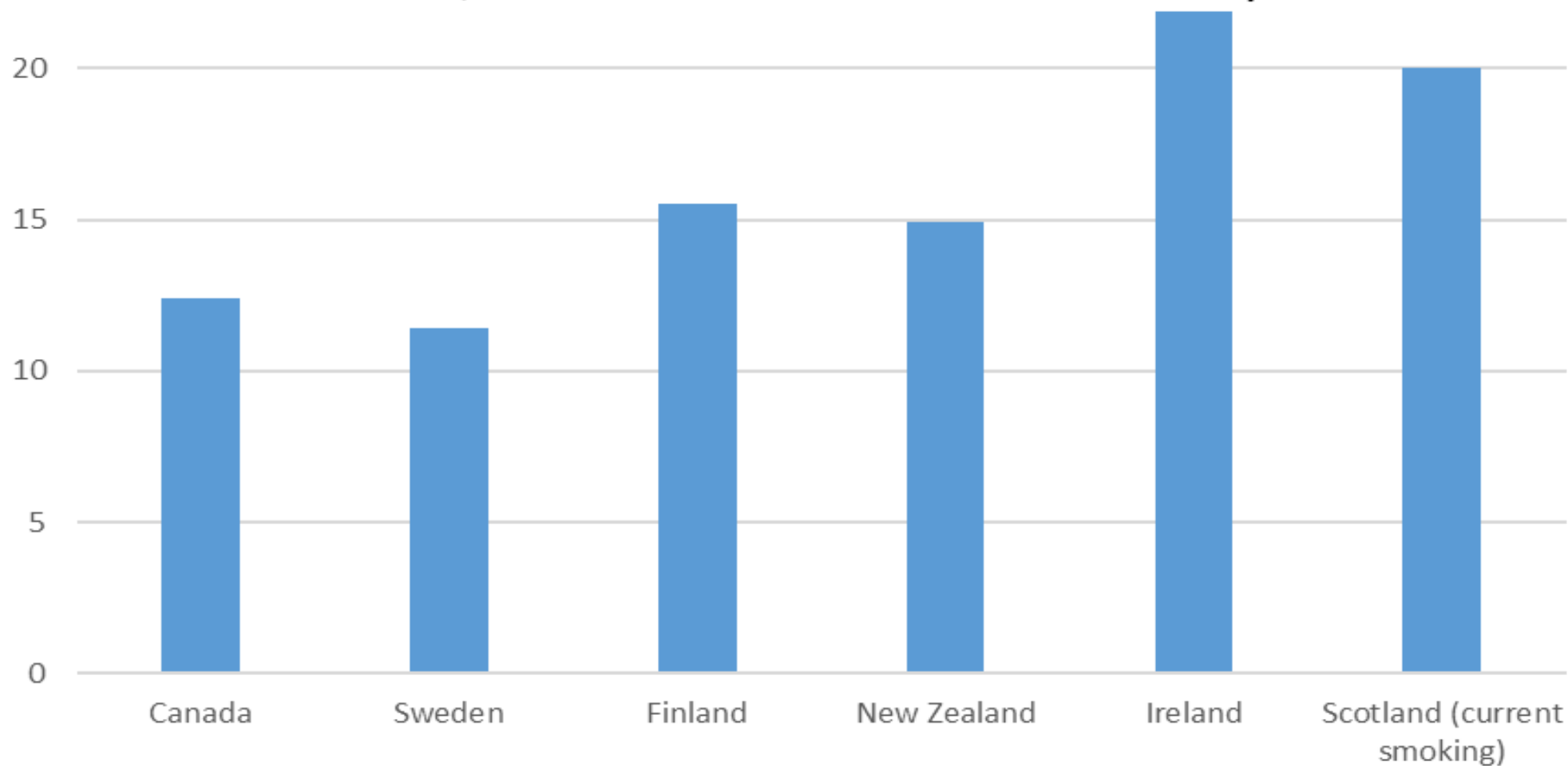
- Canada
- Finland
- Ireland
- New Zealand
- Scotland
- Sweden





# Daily adult smoking prevalence in 2015 - women

Source: Global Burden of Disease estimates, The Lancet, April 5, 2017, and the 2015 Scottish Health Survey



# Equity focus?

- All the endgame countries have a stated focus on reducing disparities in smoking
- Scotland's strategy has a high priority on reducing socioeconomic inequalities:
  - Strategy includes targets by deprivation group
  - Health inequalities impact assessment
- Ireland's strategy has a high priority on reducing socioeconomic and ethnic disparities





**mpower**

**Monitor** Monitor tobacco use and prevention policies

**Protect** Protect people from tobacco smoke

**Offer** Offer help to quit tobacco use

**Warn** Warn about the dangers of tobacco

**Enforce** Enforce bans on tobacco advertising, promotion and sponsorship

**Raise** Raise taxes on tobacco

# Interventions

- The countries generally have M-POWER measures
- Additive restrictions in the EU and Canada proposed or underway
- None of the countries have yet introduced novel endgame measures (e.g. lge reductions in tobacco retail, tobacco-free generation, nicotine reduction)

# Finland



- Nicotine-free goal: less than 5% daily prevalence by 2030 for both tobacco smoking and nicotine use
- Strategy since 2010 – the next update due May 2018
- Interventions in place include: tax increases 2x year, retail licensing, regulation of e-cigarettes
- No standardised packaging, few mass media campaigns
- Tobacco-free Finland 2030 network
- Cross-sectoral approach



# Ireland



- Goal to achieve less than 5% smoking prevalence by 2025
- Tobacco-free Ireland strategy since 2013 – cross-sector approach, dedicated programme
- E-cigarettes are widely available. The strategy includes mention of alternative products – DOH policy position being developed
- Interventions include std packaging, smokefree cars, retail licensing (planned)
- Tobacco Control Partners Group

# Scotland



- Goal is to achieve 5% or lower smoking prevalence by 2034
- Strategy published in 2013, new strategy due
- No strategy statement on alternative products; but rising use of e-cigarettes
- Interventions in place – include registration of retailers, 5 yr funding commitment
- Scotland's Charter for a Tobacco-Free Generation



# Sweden



- Goal to achieve less than 5% smoking prevalence by 2025
- Strategy since 2016 – but no action plan or targets yet
- Relatively low smoking prevalence (9% daily in 2016); historically widespread use of snus (19% daily – men)
- Some standard M-POWER measures aren't in place (e.g. inadequate tax increases, no major mass media campaigns)
- Extensive 'opinion building' exercise – driven by NGOs

# Overview

- Strategy and stated equity statement
- Varying approaches re 'harm reduction'
- No cutting-edge novel endgame interventions have yet been tried
- Formal structures – cross-dept & partnering with NGOs



# Potential advantages and disadvantages of endgame goals

## Advantages

- Clarity of purpose
- Increase in political, societal and public support
- Enhanced tobacco control activities and resources
- Enhanced focus
- Highlight importance of reducing disadvantage ('no-one left behind')
- Greater reductions in smoking prevalence and smoking-related harms

## Disadvantages

- Distraction from implementation of key measures
- Long term nature of goals may result in difficulty maintaining commitment and interest
- Impact of failing to achieve goal - ? demotivation, nihilism



# Enablers – political commitment

Sustained political support, preferably:

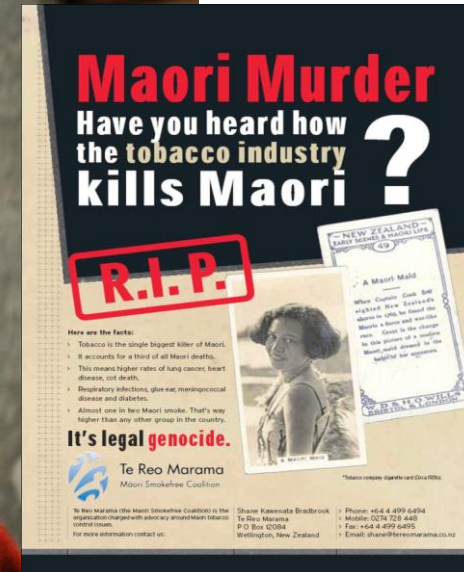
- cross-party
- Ministerial
- across levels (national, regional, local)
- Evidence of strong political support in several countries

In NZ:

- Patchy under last Govt
- Uncertain with new Govt
- Māori political leadership has been key driver e.g. MASC
- Some excellent local examples
- New developments e.g. cross-party group

# Māori leadership and engagement with 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.



# Local action and engagement



## Auckland Plan includes Smokefree by 2025

Wednesday, 11 April 2012, 3:55 pm  
Press Release: Cancer Society

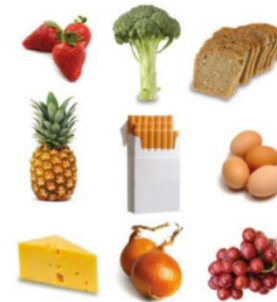
### Auckland Plan includes Smokefree by 2025

Cancer Society Auckland commends Auckland Council on the released Auckland Plan.

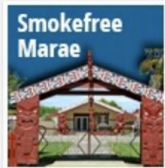
The Auckland Plan includes a clear Smokefree goal of reducing by 2025. The Plan states that 'by 2025 all parks, reserves, child will be Smokefree', and is in-line with the Government's goal

## Tobacco-free Retailer Tool Kit

WHICH ITEM DOESN'T BELONG?



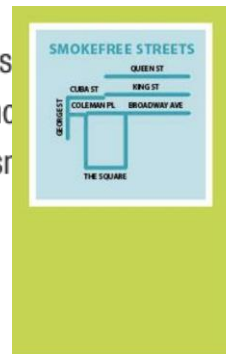
## SMOKEFREE PLACES



## More Wellington Parks Go Smoke-Free

7 June 2012

All Wellington City sports parks are now smoke-free areas as the Council has agreed to make the following streets and squares



# LET'S MAKE PALMY SMOKEFREE

OUR AIM IS FOR: Smokefree streets in the City centre | Smokefree cafes and retailers | Smokefree events | Smokefree parks and playgrounds

Like Follow Share ...

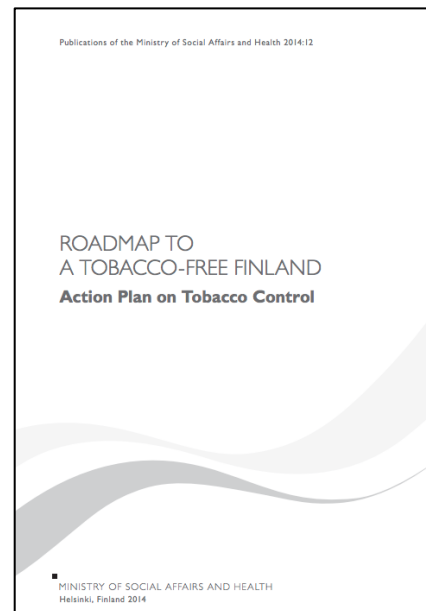
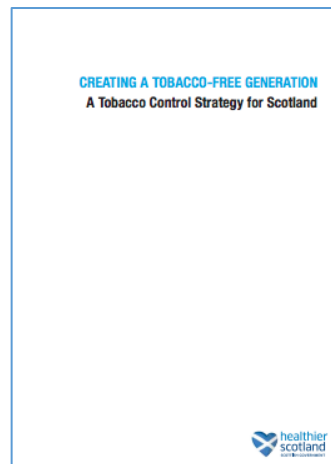
Send Message



# Enablers – Government strategy/action plan

Strategies in place in  
Scotland, Ireland, Sweden  
and Finland

New strategies due in 2018  
in Scotland and Finland



In NZ:

- MASC recommendations
- No strategy under last Govt (despite commitment)
- Sectoral strategies:
  - NSFWG 'Next Steps'
  - ASAP



# Enablers – comprehensive implementation of mainstream and leading edge actions

Strong MPOWER interventions in place in most countries (NB some have less focus on mass media)

But, no 'leading edge' policies (e.g. radical reductions in supply, tobacco-free generation and nicotine reduction)

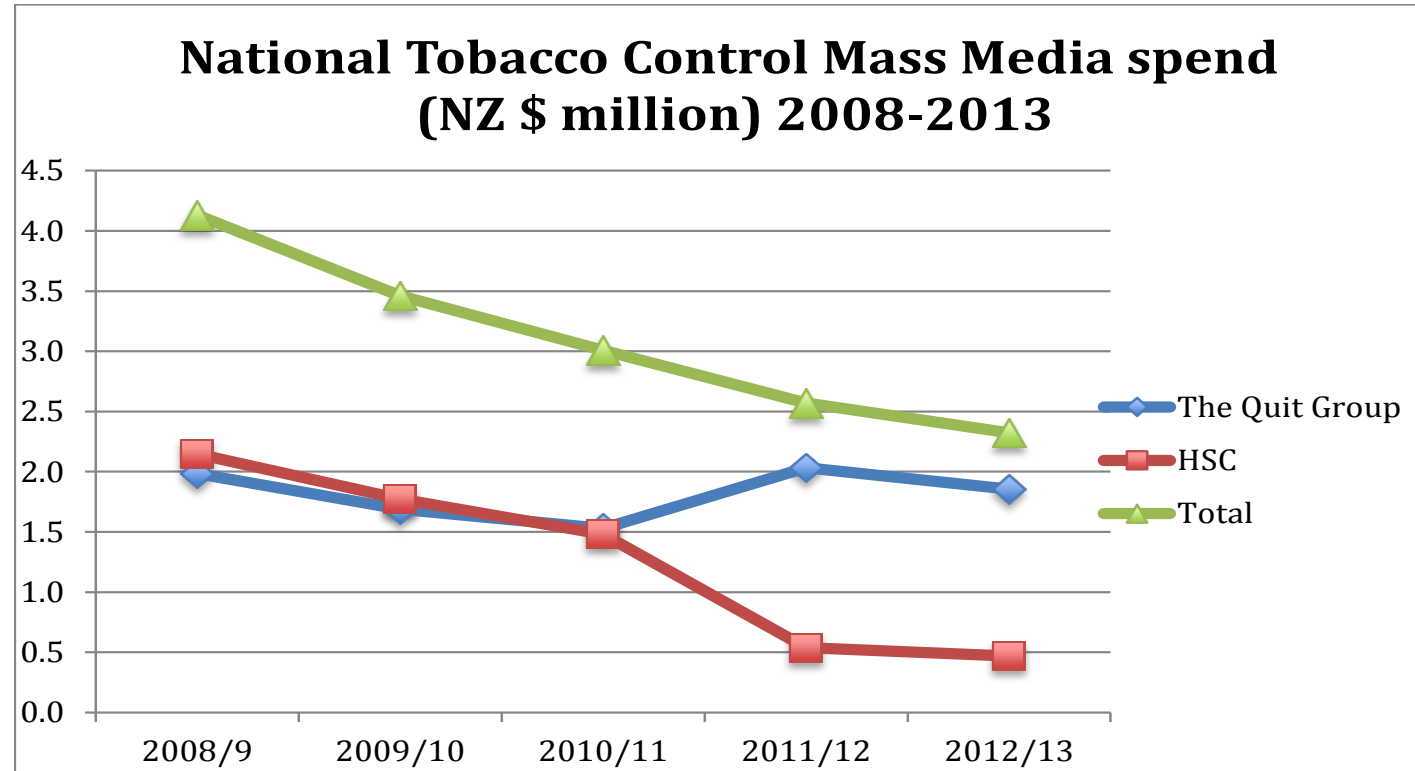
Some phased removal of additives (EU TPD countries and Canada)

In NZ:

- MPOWER largely in place (less focus on mass media)
- Leading edge policies under discussion (e.g. included in ASAP), but no plans for implementation

# Mass media – expenditure

Figure 1: National Tobacco Control Mass Media Spend (NZ \$ million) 2008-2013



Source: Expenditure information is for television and other mass media placement costs from The Quit Group and the Health Sponsorship Council. Data exclude development and production costs as these fluctuate greatly year on year.



# SMOKEFREE AOTEAROA 2025 PLAN

## 1. Make tobacco products less affordable:

- Raise tobacco tax by 20%
- Introduce a minimum retail price for all tobacco products

## 2. Make tobacco products less available:

- Support retailers to move away from selling tobacco in the next 3 years, and then cap the number of retailers
- End tobacco sales in bars and pubs
- Introduce a cut-off birth date for legal purchase of tobacco, to create future 'tobacco-free' generations

## 3. Make tobacco products less appealing and less addictive:

- Remove additives and flavours that enhance taste or appeal (e.g. menthol, sugar)
- Reduce nicotine content to very low levels so they are no longer addictive

## 4. Do more of what we already do

Such as:  
enhanced targeted smoking cessation, mass media campaigns and moving to greater availability of e-cigarettes

# Enablers – cross-sectoral activities and strong NGO sector

- Strong cross-sectoral activities in several countries
  - NGO sector often described as key strength
  - Specific mechanisms for coordination and Govt integration with NGO sector often present
- In NZ:
    - Strong NGO sector
    - Coordination and integration weak and greatly diminished since realignment in 2015 -> demise of SF Coalition and NSFVG
    - Very limited cross-sectoral activities in Govt (army, prisons)

# Scotland's Charter for a Tobacco Free Generation



The aim of Scotland's **Charter for a Tobacco-free Generation** is to:

- inspire organisations to take action to reduce the harm caused by tobacco;
- raise awareness of the goal of creating a tobacco-free generation of Scots by 2034 and;
- support organisations whose work impacts on children, young people and families to address tobacco issues.

190 organisations supporting – April 2018

## R

Robert Owen Memorial Primary School  
Royal Environmental Health Institute of Scotland (REHIS)  
Roy Castle Lung Foundation  
Royal College of Nursing Scotland  
Royal College of Paediatrics and Child Health Scotland  
Royal College of Psychiatrists in Scotland  
Royal College of Physicians Edinburgh  
Royal High School

## S

School of Education, University of Strathclyde  
Scottish Borders Community Planning Partnership  
Scottish Cancer Prevention Network  
Scottish Cot Death Trust  
Scottish Fire and Rescue: East Dunbartonshire Area  
Scottish Sports Futures  
Scottish Tobacco-free Alliance  
Scottish Youth Parliament

# NZ – cross-sectoral actions

## New Zealand will have the first smokefree defence force in the world

Last updated 15:12, May 31 2017



## NZDF aims to be world's first smokefree military by 2020

9:54am, Wednesday 31 May 2017. By Online News - Rereātea



WELLINGTON



THE NEW ZEALAND  
MEDICAL JOURNAL  
Journal of the New Zealand Medical Association



### New Zealand's smokefree prison policy appears to be working well: one year on

A comprehensive smokefree prisons policy was introduced in New Zealand a year ago (1 July 2011). The impression is that this policy appears to have been very successful so far. Initial concerns about the feasibility of establishing smokefree prisons seem to have been overridden by the reported smooth transition, from 67% of the nation's residential institutions being smokefree to a situation of a 100% smokefree

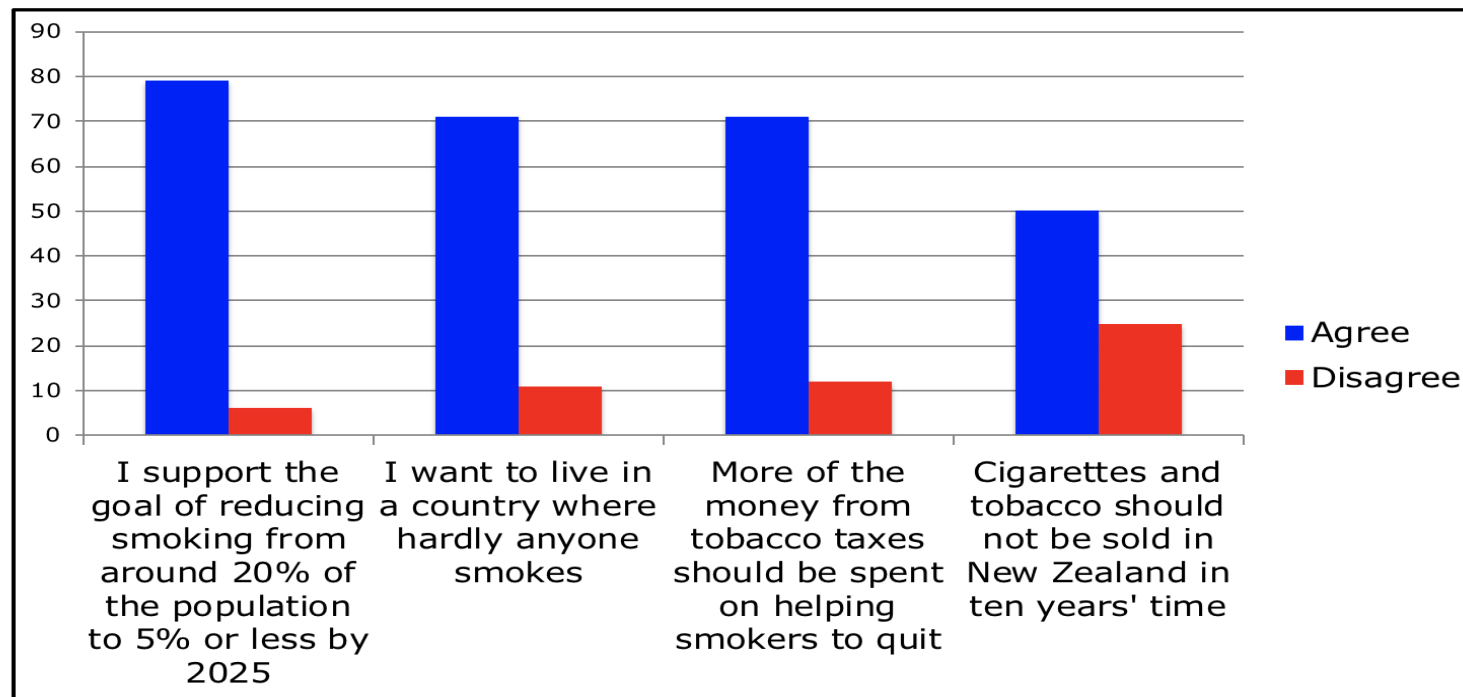
Smokefree by 2020. That's the buzz word New Zealand Defence Force (NZDF) announced today.



# Enablers – public support

Evidence of strong public support in all countries including NZ

What do the public think of the 2025 goal?



# Enablers – focus on disparities

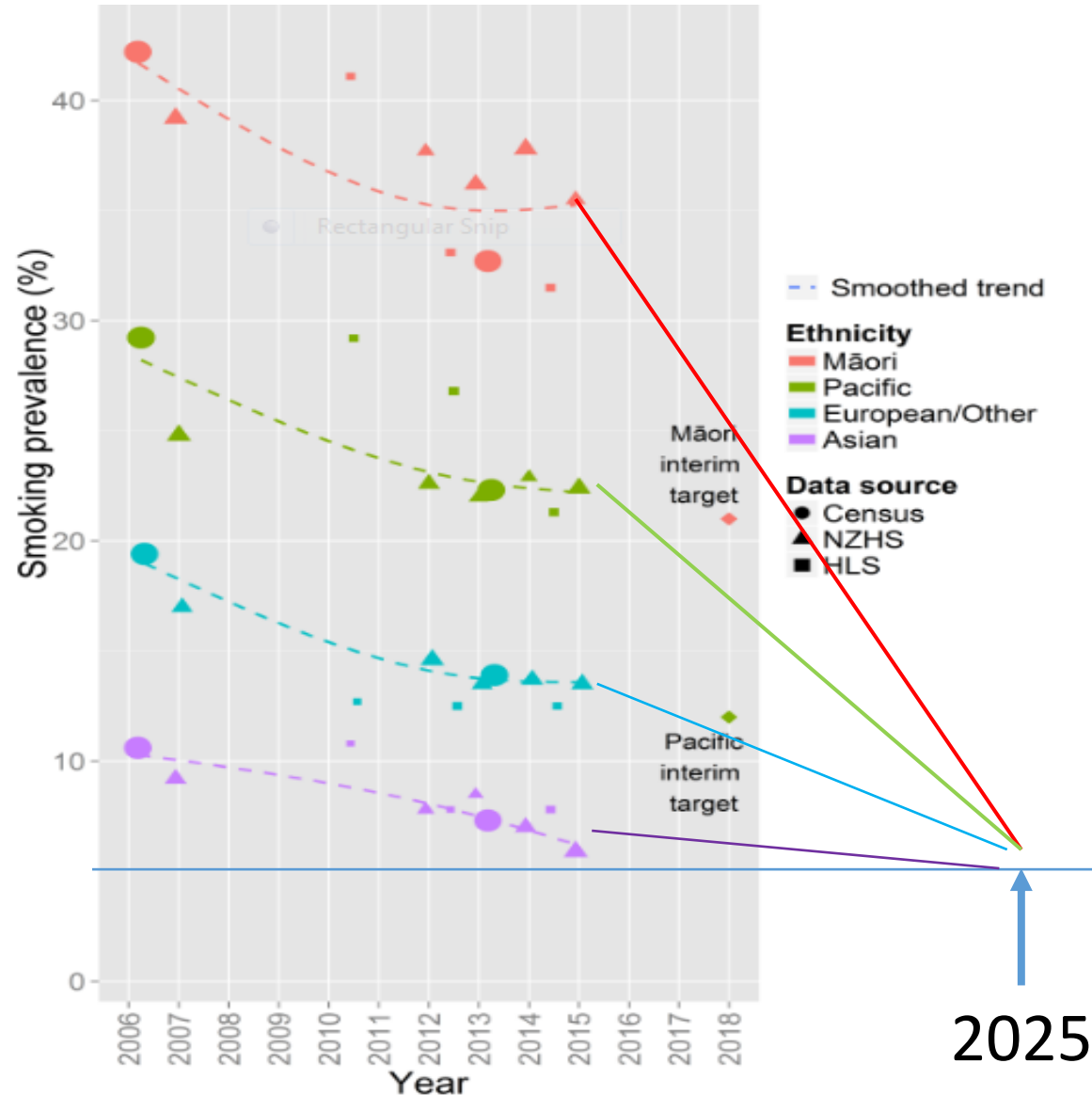
Priority focus in all four countries, particularly strong in Scotland (SES)

But – inadequate progress at reducing disparities often highlighted

- In NZ:
  - Strong focus, particularly on disparities by ethnicity
  - Strong Māori and Pacific leadership
  - Māori led national advocacy organization
  - Specific interim targets for Māori and Pacific
  - Inadequate progress in reducing Māori and Pacific smoking

# Persisting inequity and inadequate progress towards goal

Daily Smoking Prevalence 2006-2015 by ethnicity: smoothed trends based on Census, NZHS and HLS data.



**Source:** Ball J, et al.  
*N Z Med J* 2016;  
129(1439):11-22.

# Enablers – robust monitoring and review

Focus in several countries, particularly strong e.g.

- annual progress monitoring in Scotland and Ireland
- new strategies in preparation in Finland and Scotland

In NZ:

- Interim (2018) overall and Māori and Pacific targets
- MoH report back to MASC in 2016 -> no change in approach
- No other formal review processes



# Enablers – strong local research, evaluation and evidence-generation infrastructure

Moderate/strong research infrastructure and capacity in each of the four countries

e.g. Scotland – several universities have research groups focusing on tobacco control &/or partners in UK Centre for Tobacco and Alcohol Studies

In NZ:

- Strong tobacco control research sector
- Provides evidence for key policies
- Weak Govt commitment to policy evaluation

# Challenges and threats

- Competing political priorities
- Challenge of maintaining momentum with long term goals
- Level of resources and capacity to support interventions for endgame goals
- Persisting disparities in smoking prevalence
- Lack of unity in tobacco control community
- Tobacco industry tactics and interference

# Conclusions

## Key findings

- Heterogeneity of contexts, goals and approaches
- Very different approaches to harm reduction
- Not 'one size fits all'
- But marked similarities in enablers and challenges

## Implications for NZ – what is needed?

- Enhanced:
  - political commitment
  - cross-sectoral working and NGO integration
- Intensification of activities to achieve Smokefree 2025
- Need a Government strategy for achieving SF 2025, including:
  - Intensification of current interventions
  - Implementation of leading edge interventions
  - Focus on Māori and Pacific
  - Use e-cigarettes in complementary fashion
  - Monitoring, evaluation and review



A Smokefree Aotearoa by 2025

—let's do it for the kids



**ASPIRE**  
2025

**Kia ora**  
**Thank you**

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