



# SEMINAR

## Department of Public Health



University of Otago, Wellington | 23A Mein Street | Newtown | Wellington

## Tobacco endgame – game on!

**Tony Blakely, Nick Wilson, Linda Cobiac and Frederieke van der Deen**

Will New Zealand achieve the goal of less than 5% smoking prevalence by 2025 under business as usual? What additional impact would a 10% per annum tax have? This seminar will walk through three research projects that address these questions.

1. Forecasting future tobacco smoking prevalence under business as usual (BAU) using Census and Mortality data, combined through a Markov model, to calculate past initiation and cessation rates for smoking.
2. Adding a 10% per annum tax out to 2025, resulting in a reduced prevalence.
3. Disease and economic decision modelling (multistate lifetable methodology) to estimate the quality adjusted life years that a 10% annual tax would gain, and the health system cost savings.

**The presenters** are members of the Burden of Disease Epidemiology, Equity and Cost-Effectiveness Programme (BODE<sup>3</sup>).

**Friday 13 June 2014**

**12.30 to 1.30**

**Small Lecture Theatre**

**ALL WELCOME!**

**bode<sup>3</sup>**

Burden of Disease Epidemiology, Equity  
and Cost Effectiveness Programme