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GF has served as an expert witness or consultant for governments defending their country's policies or regulations in litigation and has served as paid expert consultant to the Ministry of Health of Singapore in reviewing the evidence of plain/standardized packaging. All other authors have no conflicts of interest to declare.

Heated tobacco product use among people who smoke and recent quitters in Aotearoa New Zealand: Findings from the ITC NZ (EASE) 2020-21 survey



Richard Edwards¹, Janine Nip¹, Jane Zhang¹, Ellie Johnson¹, Andrew Waa¹, Jude Ball¹, James Stanley¹, El-Shadan Tautolo², Thomas Agar³, Anne C.K. Quah³, Geoffrey T. Fong^{3,4}

¹ University of Otago Wellington, New Zealand, ² Auckland University of Technology, New Zealand, ³ University of Waterloo, Canada,

⁴ Ontario Institute for Cancer Research, Canada

BACKGROUND

- Aotearoa New Zealand has a Smokefree Aotearoa goal to reduce smoking prevalence to less than 5% for all peoples by 2025.
- Daily smoking prevalence in 2021/22 was 8%, but was substantially higher among Māori (the Indigenous peoples) (20%) and Pacific peoples (18%).
- Heated tobacco products (HTPs) and e-cigarettes (ECs) are widely available in Aotearoa New Zealand and could help people switch to less harmful alternatives or quit nicotine addiction completely.

OBJECTIVE

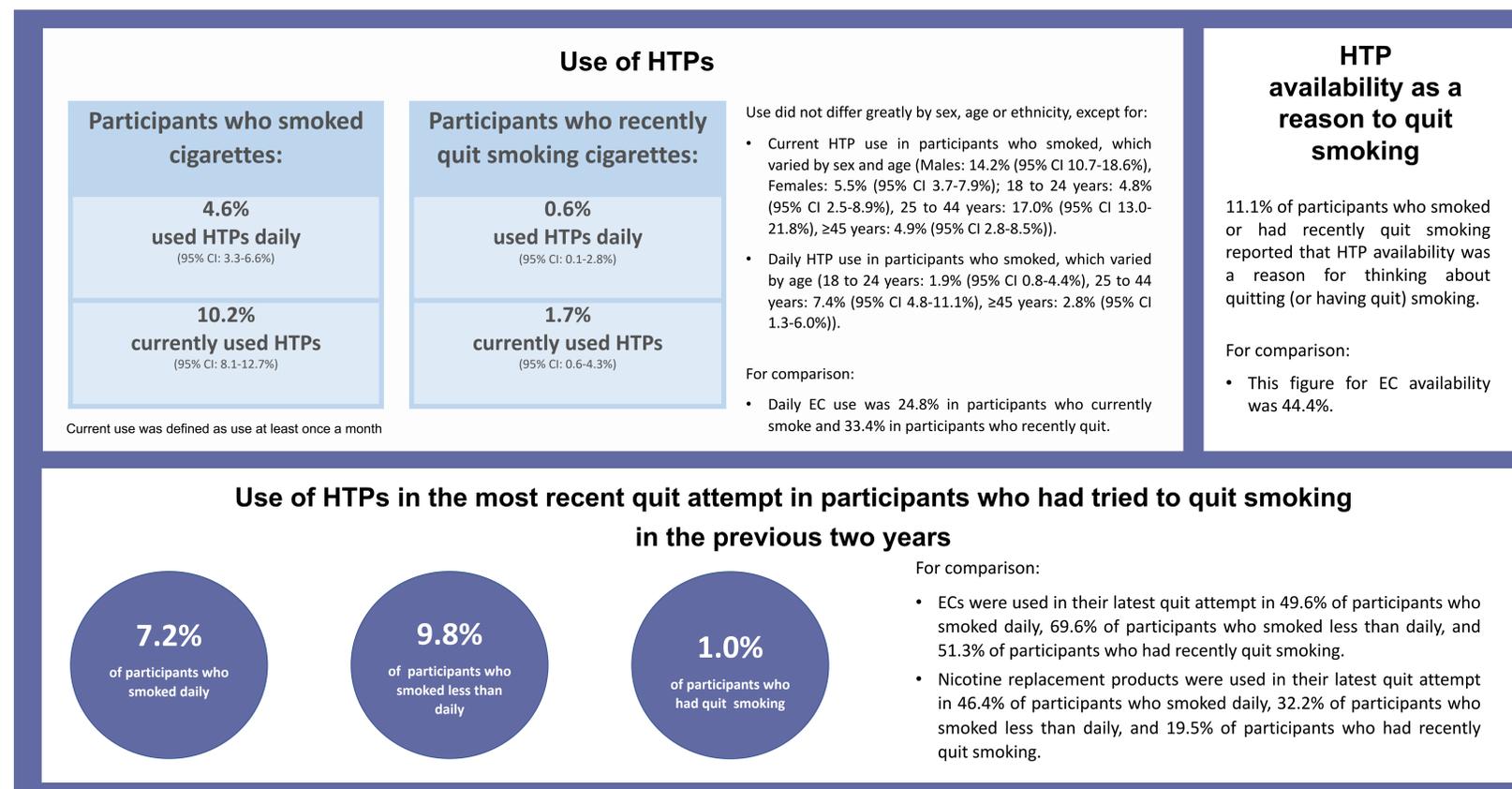
- Determine patterns of use of HTPs among people who smoke or recently quit smoking in Aotearoa New Zealand and evaluate any differences by age, sex, or ethnicity.

METHODS

- Data were from Wave 3 of the ITC NZ/EASE Survey, conducted online (Oct 2020-Feb 2021).
- Participants were: 700 people who smoked daily, 292 people who smoked less than daily, and 238 people who recently quit smoking. Participants included 492 Māori and 238 Pacific peoples.
- Estimates were weighted to reflect Aotearoa New Zealand's population of people who currently smoke and recently quit smoking, including weighting for age, sex, and ethnicity.
- "Don't know" and "Refused" responses were excluded.



RESULTS



CONCLUSIONS

- HTP use was very low, particularly among people who had recently quit smoking and much lower than EC use. HTP use did not differ greatly by ethnicity.
- HTP use was very low during recent quit attempts, and was much lower than use of ECs and nicotine replacement products.
- These findings suggest HTPs have a minimal role currently in supporting smoking cessation or achievement of the Smokefree Aotearoa goal.

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Contact: Richard Edwards (richard.edwards@otago.ac.nz)

