



# International Tobacco Control Policy Evaluation Project

## ITC New Zealand Project Summary of Research Outputs

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## 1 The ITC New Zealand Survey

The ITC New Zealand (NZ) Survey was a survey of respondents from the New Zealand Health Survey. Respondents were selected by a complex sample design, which included systematic boosted-sampling of the Maori, Pacific peoples, and Asian populations. Adult smokers were interviewed by computer-assisted telephone survey in two waves (N=1,376 and N=923) 1 year apart. Wave 1 was conducted between March 2007 and February 2008. Wave 2 was conducted between March 2008 and February 2009.

This Project officially finished in August 2009 but funding from residual funds allowed for partial funding of the Project to August 2010 (courtesy of the Health Research Council of New Zealand). In this brief Report the research outputs from the Project are summarised.

## 2 Dissemination Overview

By November 2010, the Project had produced 43 articles and research letters in Medline-indexed journals (not counting articles “in press” and where data were contributed but where the ITC NZ Team members were not co-authors). A total of 8 online Reports were published and 34 posters and oral presentations were delivered at international conferences. Some of these outputs did not directly involve ITC survey data but were performed to provide context for our ITC NZ Project work. Aspects of our work provided training opportunities for students (from medical students to PhD level), involved collaboration with Māori and Pacific colleagues, and with colleagues from other ITC Project countries (see Table 2). As of November 2010, a number of other research outputs are still in draft stages or have been submitted to journals (Appendix 1).

## 3 Evidence for Tobacco Policy

We are very pleased with the achievements of this Project. In particular we have given a voice to NZ smokers by documenting their views on smoking, tobacco control policies, and cessation support. Study of New Zealand-specific issues has informed tobacco control both in New Zealand and internationally. More specifically, our work has informed the following tobacco policy advancements:

- Provision of data to the Commerce Commission (prior to publication<sup>1</sup>) which is likely to have contributed to its ruling against **“light” and “mild” descriptors** on tobacco packaging.
- Provision of data<sup>2-7</sup> and arguments<sup>8,9</sup> to the Māori Affairs Select Committee of the NZ Parliament. The Committee produced a landmark Report which we analysed and commented upon in an Editorial.<sup>10</sup>
- Provision of data to health sector policymakers on **tax and pricing issues**,<sup>11-13</sup> which may have helped boost the official policy case for



Figure 1: “Mild” descriptors on tobacco packaging

tobacco tax increases announced in April 2010<sup>14</sup> (with higher taxes for roll-your-own (RYO) tobacco).

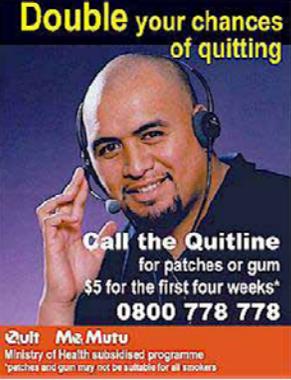
- Provision of data<sup>3 15</sup> to health sector policymakers on **point-of-sale tobacco displays** – which is a topic under policy consideration by the Ministry of Health (as of November 2010).
- Provision of data<sup>16</sup> to Standards NZ on “**fire-safe**” cigarettes.
- Provision of data (see Table 1) to the NZ health sector which highlighted public support for new **smokefree areas** (e.g., smokefree parks have continued to be introduced by local governments in NZ in the past two years).

## 4 Key Findings

Some of the key findings are summarised in Table 1 below. For discussion of the various limitations of the ITC NZ Project survey methods – see the published articles (e.g., refs<sup>17 18</sup>) and an online report.<sup>19</sup> In short, the most significant limitations relate to the issues around the survey response rate (and our ability to deal with this in the weighting process) and possible social desirability bias for some questions.

**Table 1: Key findings and topic areas arising from the ITC NZ Project**

Topic	Key findings and references (generally for articles and research letters but including conference outputs where related articles have not yet been published)
Tobacco tax	A key finding was that a majority of smokers support dedicated tobacco tax increases <sup>11</sup> (i.e., if the extra revenue was used to promote healthy lifestyles and support quitting). There was majority support for a dedicated tobacco tax increase among all socio-demographic groups of smokers (including Māori, Pacific and Asian smokers). This majority support was also across groups with differing levels of individual deprivation. <sup>12</sup> To provide additional context for this work we conducted repeated reviews of the NZ tobacco tax situation, <sup>20 21</sup> studied cigarette butt length by area deprivation (to explore compensatory smoking as a response to tobacco price), <sup>22</sup> and estimated missed tobacco tax revenue from a study of discarded packs. <sup>23</sup>
Support for tobacco regulation	A majority of NZ smokers support key tobacco control regulations, and we have summarised these results for Māori and non-Māori. <sup>2</sup> More specifically, we reported on the majority support for fire-safe cigarettes, <sup>16</sup> point-of-sale display bans, <sup>3</sup> and for an end to tobacco sales. <sup>4</sup> The latter prompted us to do more work on endgame policies for the tobacco epidemic in NZ. <sup>8 9 24 25</sup> We also did comparisons with the ITC Project Australia data on smoker support for regulation. <sup>26</sup>
Smokefree environments	The findings indicated majority support for a range of new smokefree areas – but not for all (e.g., 83% supported smoking being allowed in at least some of the outdoor area of pubs). We have detailed the results by setting, <sup>17</sup> but also performed a multivariate analysis around support for such new smokefree areas. <sup>18</sup> Other more focused publications have considered the majority support for smokefree cars, <sup>27 28</sup> and smokefree playgrounds. <sup>29</sup> To better understand the NZ situation we also conducted air quality studies <sup>30 31</sup> and contributed data to an international comparison study. <sup>32</sup> Also, to provide context for this work we conducted a review of the NZ situation <sup>20</sup> and reviews of novel smokefree environments. <sup>33 34</sup>

Topic	Key findings and references (generally for articles and research letters but including conference outputs where related articles have not yet been published)	
Pictorial health warnings (PHWs)	<p>The Project was able to conduct surveys before and after PHWs were introduced in New Zealand. The data support the effectiveness of these warnings,<sup>35-37</sup> and their value in making smokers' more aware of the Quitline number on tobacco packaging.<sup>38</sup> We conducted other studies around industry response to the PHWs,<sup>39</sup> and the process of their introduction in the NZ setting.<sup>40</sup> Earlier work considered text health warnings and variations by smoker ethnicity.<sup>41</sup></p>	 <p data-bbox="1219 415 1386 489"><b>Figure 2:</b> Pictorial Health Warning</p>
Smoker regret	<p>As found in other ITC Project work, the great majority of NZ smokers regret ever starting smoking.<sup>21</sup></p>	
Smoking cessation	<p>Smokers gave “setting example to children” as a relatively strong reason for quitting – at a level that was higher than in studies of smokers elsewhere.<sup>42</sup> Smoker use of the Quitline was fairly common<sup>43</sup> and there was relatively higher use by Māori smokers compared to other smokers.<sup>44</sup> Hence this service is likely to be contributing to a reduction in smoking-related health inequalities. We also found that smokers have misperceptions around nicotine being a major carcinogen<sup>45</sup> – which may deter use of nicotine replacement therapy. Alcohol misuse by smokers,<sup>46</sup> and the mental health<sup>47 48</sup> of smokers were also described, so as to better inform the configuration of smoking cessation services. Other NZ smoking cessation data has been included in an international comparison with many other ITC Project countries.<sup>43</sup></p>	 <p data-bbox="1105 1104 1292 1157"><b>Figure 3:</b> Quitline Advertisement</p>
Tobacco & inequalities	<p>Most of our research outputs have had a strong focus on responses by smoker ethnicity (especially Māori vs non-Māori) and by level of deprivation. Additional work (not listed elsewhere in this report) considered the Māori policy context for tobacco control,<sup>49</sup> quitting intentions by ethnicity<sup>50</sup> and also specific work around Pacific peoples and tobacco.<sup>51</sup> A presentation on the key results in terms of inequalities has also been put on our website.<sup>52</sup></p>	
New methods	<p>We have described the novel methodological aspects of the NZ arm of the ITC Project (e.g., the use of the NZ Health Survey as the sample).<sup>53</sup> New survey methods in supplementary work have also been detailed.<sup>22 54</sup></p>	
<b>Tobacco products &amp; packaging</b>		
Tobacco packaging & “lights”	<p>We found that NZ smokers had misperceptions around “light” cigarettes and their threat to health.<sup>1</sup> Data on the hazardous nature of a sample of “lights” from the NZ market was also published.<sup>55 56</sup> Our work on pack colouring also suggests that colouring is likely to be contributing to smoker misperceptions (similar to the issue with “lights”).<sup>6 57-59</sup> Wider aspects of the marketing of tobacco were also considered (e.g., on the Internet<sup>60</sup>) and marketing to women.<sup>61</sup> The latter covered eight aspects of tobacco marketing to NZ women (released to mark “World No Tobacco Day” in 2010).</p>	
Roll-your-own (RYO) tobacco	<p>We found that most NZ smokers of RYO tobacco report using this product because it is cheaper than factory-made cigarettes.<sup>13 62</sup> But some also have misperceptions about RYO being less hazardous to health. Our multivariate analysis also found that various factors (such as deprivation) were associated with RYO use.</p>	

Topic	Key findings and references (generally for articles and research letters but including conference outputs where related articles have not yet been published)
Menthols	While some of this work is yet to be published, we have detailed smoker misperceptions around menthols <sup>63</sup> (including by ethnicity <sup>5</sup> and gender <sup>61</sup> ).
Smoker attitudes to harm-reduction products	We found that one third of smokers said that they would be interested in trying smokeless products. <sup>64</sup> This suggests that these products could have a role as part of a tobacco epidemic endgame that phases out smoked tobacco.

\* For a full list of outputs see: <http://www.wnmeds.ac.nz/itcproject.html>

## 5 Additional ITC New Zealand Outputs

**Table 2: Other specific aspects of the ITC NZ Project**

Topic	Details
Training – PhD level	PhD related work on PHWs has been disseminated. <sup>35 36 41</sup> The candidate, Judy Li, has also contributed as a co-author on various other Project outputs. <sup>37 39 65</sup> <sup>66 38 44 67 54</sup>
Training – medical and public health students	Student work contributed to: a cigarette butt length by area deprivation study, <sup>22</sup> an air quality study, <sup>31</sup> a tobacco on the internet study, <sup>60</sup> a study on the mental health of smokers, <sup>48</sup> and to a smokefree streets study (see Appendix 1).
Collaboration with Māori colleagues	Our Māori colleagues (Gifford, Bradbrook, Waa, and Glover) have co-authored 7 articles/letters with other team members; were lead authors on a report; and were lead authors/co-authors on 5 conference outputs and other reports.
Collaboration with Pacific colleagues	Our Pacific colleagues (Lanumata, Talemaitoga) have co-authored 2 articles/letters. <sup>4 51</sup>
Collaboration – ITC Project Australia	A total of 6 journal publications were co-authored with Australian ITC Project colleagues (and also some conference outputs e.g., <sup>26 46 53 67 68</sup> ). Some of this work involved comparisons of NZ and Australian data. <sup>13 26 62</sup>
Collaboration – wider ITC Project work	NZ Team members contributed to ITC 4-country work <sup>69 70</sup> and to an ITC Project “smoking cessation” supplement of the journal “Nicotine & Tobacco Research”. <sup>38 44</sup> Data was contributed to other wider ITC Project studies. <sup>32 43</sup>
Synergies with other Projects in NZ	There were synergies between the ITC Project and another Project we were involved in on tobacco endgame issues (funded by the Marsden Fund, Richard Edwards, PI). <sup>2 4 24 64</sup> Similarly, for the “Smokefree Kids Project” (HRC funded, George Thomson, PI). <sup>17 18 27-29 42 51</sup>

## 6 Acknowledgments

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- The NZ Ministry of Health which provided a wide range of support for the Project, particularly access to the NZHS data.
- Other members of our ITC NZ Project Team (see: <http://www.wnmeds.ac.nz/itcproject.html>); Roy Morgan Research for conducting the interviews; the Data Management Core at the University of Waterloo, Canada; and the agencies which support the ITC Project internationally (particularly the Canadian Institutes of Health Research (#79551); the Roswell Park Transdisciplinary Tobacco Use Research Center (TTURC- P50 CA111236), funded by the US National Institutes of Health; and many other funding agencies as detailed on the ITC Project website: <http://www.itcproject.org/>).
- Lorraine Craig and Karima Ladhani (ITC Project staff at the University of Waterloo) for helping to prepare this Summary Report.

## 7 Appendix 1: Work In Progress

**Table A1: Work that has not yet been published in the peer-reviewed journal literature**

Topic	Detail / comment
Smoking cessation	<b>Submitted to a journal:</b> NZ data was included in a 15 country ITC Project comparison of smoking cessation services (lead by Australian colleagues Li & Borland et al).
Smoker misperceptions around menthols	<b>Submitted to a journal:</b> An article on smoker perceptions – Wilson et al (currently being revised in response to reviewer feedback).
Second-hand smoke in public places	<b>Submitted to a journal:</b> An article (Wilson et al) documenting residual air pollution from second-hand smoke (SHS) in public places in the capital city (Wellington).
Methods for informing the policy process around smokefree streets	<b>Submitted to a journal:</b> An article (with illustrative data) currently being revised in response to reviewer feedback (Parry et al, with input from Thomson & Wilson).
Alcohol misuse and smoking	Advanced draft of a journal research letter has been prepared (Wilson et al).
Smoker attitudes to regulation (& comparison with Australia)	Advanced draft of a Report has been prepared (Edwards et al). Journal articles may follow completion of this report.
Impact of pictorial health warnings	On-going work as part of a PhD thesis (Judy Li).

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