

## Introduction

In New Zealand (NZ), roll-your-own (RYO) cigarettes are very commonly smoked, with previous evidence suggesting use is particularly prevalent among young people and among Maori (the indigenous people of NZ).

## Objectives

We explore patterns of and reasons for use of RYO cigarettes among Maori and non-Maori NZ smokers.

## Methods

- Data from the ITC New Zealand survey, a cohort of 1155 smokers and recent quitters recruited from participants in the NZ national health survey (NZHS).
- Data collected by a CATI survey, Sept 2016 – April 2017.
- Response – 41.5% of all contacted eligible subjects, 27.6% among all eligible subjects.
- Results presented from 884 current smokers (320 Māori), analysis allowed for over-sampling of some participant groups in the NZHS/ITC sampling stages.

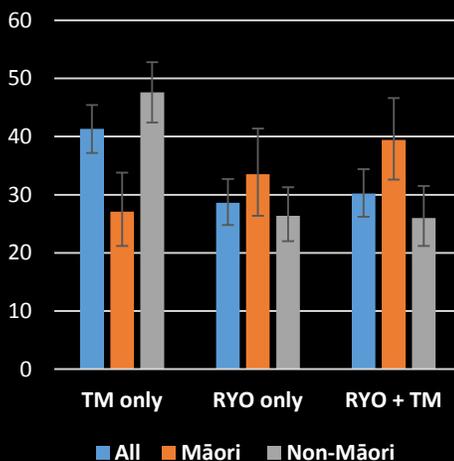
## Acknowledgements

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## Results

- 59% of smokers smoked only (29%) or some (30%) RYO cigarettes.
- RYO cigarette smoking was more common among Māori smokers (Figure 1).
- RYO smoking was less common among ≥ 55 yrs (46% smoked only or some RYO cigarettes), and commonest among 18-24 yrs (63%).

Figure 1: Type of cigarette smoked by ethnicity (%)



- The commonest reason for smoking RYO cigarettes was that they are less expensive (74% of RYO users).
- Over a third (35%) of smokers thought RYO cigarettes were less harmful than tailor-made (TM). This belief was higher among RYO users (Figure 2).
- RYO smokers showed greater evidence of addiction and were less likely to be planning to quit or to have tried quitting in the last year (Figure 3).

Figure 2: Beliefs about harmfulness of RYO vs tailor made cigarettes (%)

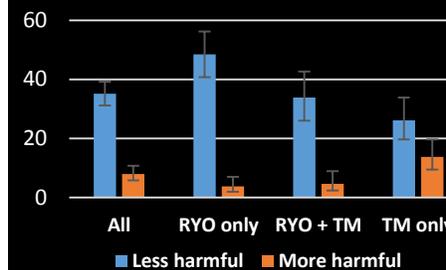
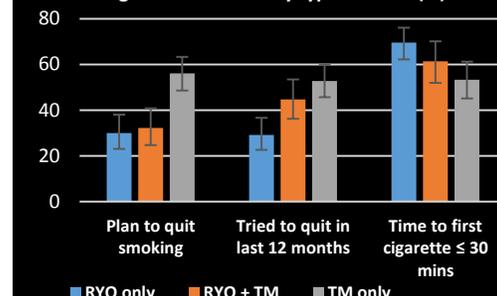


Figure 3: Quit motivation, quitting and degree of addiction by type smoked (%)



## Conclusions

- RYO products and RYO smoking may be undermining progress towards NZ's Smokefree 2025 goal, particularly among Māori.
- Interventions such as differential tax increases for RYO tobacco may be required to reduce RYO use and achieve the endgame for tobacco in NZ.

## Reference

1. Young D, Wilson N, Borland R, Edwards R, Weerasekera, D. Prevalence, Correlates of, and Reasons for Using Roll-Your-Own Tobacco in a High RYO Use Country.. *Nicotine Tob Res* 2010;12(11):1089-98.