

ACHIEVING SMOKEFREE AOTEAROA BY 2025

In Summary

MIHI

Nā whero, nā pango, i oti ai ngā hua katoa. Ka mihi ki te rāngai tūpeka me te hāpori whānui, nā rātou tēnei kaupapa i tautoko kia taea ai he Aotearoa Tūpeka Kore 2025 - nā Rangī McLean, Hāpai te Hauora.

[Thank you to all of the contributors, both sector and community, enabling us to reach a Smokefree Aotearoa 2025.]

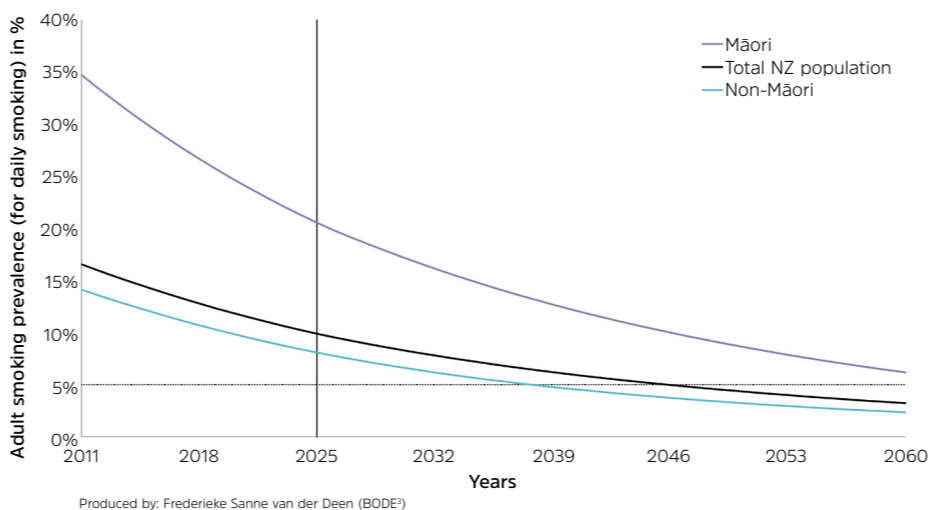
WHERE ARE WE NOW?

Aotearoa New Zealand has a world-leading goal, Smokefree Aotearoa 2025, which evolved from Māori-led advocacy and the work of the 2010 Māori Affairs Select Committee. Achieving the goal will represent one of New Zealand's greatest public health achievements.

What is the Smokefree Aotearoa 2025 goal?

To reduce the prevalence of daily smoked tobacco use to less than 5%, and as close as possible to 0%, by December 2025. The goal applies to all population groups in Aotearoa New Zealand.

Unfortunately, modelling estimates suggest that the goal will not be achieved with current policies. For Māori and Pacific peoples, the goal will be missed by a wide margin. This is due to large, unacceptable ethnic disparities in smoking. As shown here, Māori are unlikely to reach less than 5% prevalence until beyond 2060 (if we don't change our approach).



The Achieving Smokefree Aotearoa Project (ASAP) is a response to widespread concern over insufficient progress and priority given to achieving the goal. Despite some excellent tobacco control interventions implemented since 2011, we are not on track to achieve Smokefree Aotearoa 2025 and there is still no national strategy to address this.

ACTION PLAN FOR SMOKEFREE AOTEAROA 2025

In the absence of a government strategy, more than 30 experts from New Zealand and overseas, together with around 100 health and community stakeholders, have provided input for this evidence-based, comprehensive plan that sets out the actions needed to reach the Smokefree Aotearoa 2025 goal.

The action plan suggests a number of new measures to be introduced over the next five years to greatly **reduce the affordability, availability, appeal and addictiveness** of smoked tobacco products. It also recommends enhancing existing measures.

The Smokefree Aotearoa goal is achievable for all peoples in New Zealand – provided the right actions are implemented without delay.

KEY MESSAGES

1

SMOKING IS KILLING OUR PEOPLE AND COSTING OUR COUNTRY

2

MASSIVE DISPARITIES IN SMOKING RESULT IN MUCH WORSE HEALTH FOR MĀORI AND PACIFIC PEOPLES – THIS UNJUST SITUATION HAS PERSISTED FOR DECADES WITH INSUFFICIENT ACTION

3

A SMOKEFREE AOTEAROA CAN BE ACHIEVED BY 2025. BUT CURRENT ACTIONS AREN'T ENOUGH TO GET US THERE, AND NO GOVERNMENT STRATEGY OR PLAN EXISTS TO MAKE IT HAPPEN

4

WE'VE CREATED A PLAN FOR THE NEXT FIVE YEARS (2018-2022), BACKED BY EVIDENCE AND CONSULTATION

5

URGENT ACTION IS REQUIRED. ELIMINATING TOBACCO WILL DRAMATICALLY IMPROVE NEW ZEALANDERS' HEALTH AND WELLBEING.

SMOKEFREE AOTEAROA 2025 PLAN

GOAL: Daily smoked tobacco use is less than 5%, and as close as possible to 0%, by December 2025 – for all population groups

OBJECTIVE 1: AFFORDABILITY

Make tobacco products less affordable

Action 1.1

Increase tobacco excise tax by 20% (above inflation) annually in 2019, 2020 and 2021

Action 1.2

Establish a minimum retail price that must be charged for tobacco products, with effect from December 2020

Complementary measures

enhanced cessation support, 15% one-off increase in RYO tobacco tax

OBJECTIVE 2: ACCESS

Make tobacco products less available

Action 2.1

Require all existing tobacco retailers to transition out of selling tobacco products by December 2021. Tobacco products will be sold only by a small number of specified tobacco retail outlets from 2022

Action 2.2

Disallow sales of tobacco products in all alcohol on-licensed premises by December 2018

Action 2.3

Introduce a 'tobacco-free generation' policy to restrict access to tobacco products for future generations, with an annual increase in minimum purchase age, starting in December 2020

Complementary measures

engagement process, support and incentives for retailers to transition away from tobacco sales

OBJECTIVE 3: APPEAL

Make tobacco products less appealing and less addictive

Action 3.1

Remove all additives and innovations from tobacco products that may enhance their appeal or addictiveness by December 2020

Action 3.2

Introduce a mandated nicotine-reduction policy to restrict the sale of tobacco to very-low-nicotine-content tobacco products, with effect from December 2022

DOING MORE OF WHAT WE ALREADY DO

Proceed with planned actions

1. Ensure access to safe alternative nicotine-delivery products, along with complementary information and smoking cessation support
2. Introduce standardised packaging and enhanced pictorial health warnings

Enhance or extend existing tobacco-control activity

1. Enhance mass media and social media campaigns, including about smoking cessation support and the Smokefree Aotearoa 2025 goal
2. Enhance targeted smoking cessation advice and support
3. Extend smokefree environment legislation to include specific outdoor areas and vehicles carrying children
4. Review and consider reinstating the Pathway to Smokefree New Zealand 2025 Innovation Fund to support new local and community-based initiatives



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