KEY MESSAGES

1. SMOKING IS KILLING OUR PEOPLE AND COSTING OUR COUNTRY

2. MASSIVE DISPARITIES IN SMOKING RESULT IN MUCH WORSE HEALTH FOR MAORI 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.

To read the ASAP report and supporting documents, see aspire2025.org.nz/smokefree-action-plan

ACHIEVING SMOKEFREE AOTEAROA BY 2025

In Summary

Published in Wellington, Aotearoa New Zealand, August 2017.
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).

**We call on politicians and decision-makers to implement this action plan to reach Smokefree Aotearoa 2025**

**WHERE ARE WE NOW?**

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.

**ACTION PLAN FOR SMOKEFREE AOTEAROA 2025**

**OBJECTIVE 1: AFFORDABILITY**

Make tobacco products less affordable

**OBJECTIVE 2: ACCESS**

Make tobacco products less available

**OBJECTIVE 3: APPEAL**

Make tobacco products less appealing and less addictive

**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 |