Smoker support for retail and supply interventions: results from the New Zealand ITC project

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The International Tobacco Control (ITC) Project

- International collaboration currently in 29 countries
- Monitors progress towards FCTC
- Robust cross-country comparable cohort study design
- Coordinated through University of Waterloo, Canada
New Zealand ITC Project

NZ Team
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- Advisory Group

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3. Centre for Pacific Health & Development Research, Auckland University of Technology
4. Whakauae Research for Māori Health and Development, Whanganui

• Mary Thompson, Mi Yan and other members of Waterloo ITC data management team
What is the goal?

“…..the Government agrees with a longer term goal of reducing smoking prevalence and tobacco availability to minimal levels, thereby making New Zealand essentially a smoke-free nation by 2025”

March 2011
Since state m
Hungary

Sales of cigarettes t government introduct can only be opened National Tax and Ci
In terms of UVR exposure, NZ Europeans represent a "climatically displaced" population.

Characteristics of tobacco retailers in New Zealand
Louise Marsh, Crile Doscher, Lindsay A. Robertson

Retailer meshblock NZDep2006 Index (1=least deprived; 10=most deprived)

Number of retailers

Smoking rate (%)

Tobacco retailer selling alcohol
Tobacco retailers (not selling alcohol)
Smoking rate
SMOKEFREE AOTEAROA 2025 PLAN

1. Make tobacco products less affordable:
   - Raise tobacco tax by 20%
   - Introduce a minimum retail price for all tobacco products

2. Make tobacco products less available:
   - Support retailers to move away from selling tobacco in the next 3 years, and then cap the number of retailers
   - End tobacco sales in bars and pubs
   - Introduce a cut-off birth date for legal purchase of tobacco, to create future 'tobacco-free' generations

3. Make tobacco products less appealing and less addictive:
   - Remove additives and flavours that enhance taste or appeal (e.g. menthol, sugar)
   - Reduce nicotine content to very low levels so they are no longer addictive

4. Do more of what we already do
   Such as: enhanced targeted smoking cessation, mass media campaigns and moving to greater availability of e-cigarettes
Objective

To explore support for tobacco control measures targeting the retail supply of tobacco products in New Zealand
New Zealand ITC Project

• Cohort recruited from large national health survey (NZHS)
• CATI survey, Wave 1 Sept 2016 – April 2017
  ➢ Follow-up 2018
• 881 smokers & 274 recent quitters
  ➢ 35.2% of invited participants completed at least some of the survey after excluding invalid phone numbers)
  ➢ Māori : 320 smokers, 66 recent quitters
• Analysis accounts for over-sampling of some participant groups in the NZHS/ITC sampling stages
• Analysis presented for questions relating to support for a range of retail/supply tobacco control interventions
Usual source of cigarettes or tobacco among smokers
Level of agreement with 3 retail tobacco control measures: NZ ITC survey 2016-17

- Sell in special places where children not allowed
- Sell in special places where quitting products sold
- Gradually reduce number of places selling tobacco
The number of places allowed to sell tobacco products should be reduced gradually to make them less easily available.
Level of Support for 4 proposed retail tobacco control laws: NZ ITC survey 2016-17

- Require store sell alternative nicotine products
- Restrict number of places that sell cigs
- Require license to sell cigs
- Raise legal age of purchase to 21

Support all  
Support Māori  
Oppose all  
Oppose Māori
Law restricting the number of places where cigarettes could be purchased
Law raising the legal age of purchasing cigarettes and tobacco to 21 years and older

Support | Oppose
---|---
All | Smokers | Ex-smokers | Māori | Non-Māori
Support | Oppose
Smoker support for 3 retail tobacco control measures: 2013 online survey and NZ ITC survey 2016-17

Gendall et al. NZMJ 2013, Vol 126 No 1375: 85-94
Summary

• Strong support for range of measures to control or reduce retail supply of tobacco products in NZ
  • Support stronger among Māori
  • Support for reducing numbers of retail outlets more balanced
  • Some evidence of growing support among smokers since 2013

• Introduction of interventions to address retail supply of tobacco products are feasible should be included in measures to achieve Smokefree Aotearoa 2025
Kia ora
Thank you

A Smokefree Aotearoa by 2025
—let’s do it for the kids

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www.aspire2025.org.nz

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