Smokers’ awareness, understanding and support for Smokefree 2025: results from the New Zealand ITC project

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Hobart, October 18 2017
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

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• Research NZ
• Other ITC Project teams and investigators
• Advisory Group
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

• Concerns about rate of progress towards goal
• Achievement more likely if broad awareness and understanding of, and support for, Smokefree Aotearoa 2025 goal
Objective

Explore awareness, understanding and support for New Zealand’s Smokefree Aotearoa 2025 goal among NZ smokers and recent quitters
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 awareness, understanding and support for SF2025 goal
Have you heard that the government of New Zealand has a goal of becoming a smokefree country by 2025?
In the last 6 months how often, if at all, have you noticed such (about NZ SF2025 goal) advertising or information?

- **Never**
- **Rarely**
- **Sometimes**
- **Often**
- **Very often**
Beliefs about nature of Smokefree 2025 goal – NZ ITC Project 2016-17
The government should do more to ensure that New Zealand's Smokefree 2025 goal is achieved.

The graph shows the percentage of agreement and disagreement among all, smokers, and quitters. The bars indicate the number of people who agree, disagree, or are not sure.
Support For Smokefree 2025 (unprompted) - NZ ITC Project 2016-17

Support For Smokefree 2025 (prompted) - NZ ITC Project 2016-17
Support for the Smokefree 2025 goal (prompted), 2014

<table>
<thead>
<tr>
<th>Category</th>
<th>Support (n)</th>
<th>Oppose (n)</th>
<th>No preference (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Smoker</td>
<td>335</td>
<td>73</td>
<td>160</td>
</tr>
<tr>
<td>Social Smoker</td>
<td>335</td>
<td>73</td>
<td>160</td>
</tr>
<tr>
<td>Former Smoker</td>
<td>335</td>
<td>73</td>
<td>160</td>
</tr>
<tr>
<td>Non-smoker</td>
<td>335</td>
<td>73</td>
<td>160</td>
</tr>
<tr>
<td>Weighted sample</td>
<td>335</td>
<td>73</td>
<td>160</td>
</tr>
</tbody>
</table>

New Zealand has set a goal for a Smokefree Aotearoa by 2025. A big part of that goal is to discourage young people from starting to smoke. But another part is helping people to stop smoking. If you’d like to stop, this brochure provides information on how Champix® can help you.
Chief Medical Officer supports bid for tobacco-free future

11th May 2017

Catherine Calderwood, Scotland’s Chief Medical Officer was today proud to endorse Scotland’s Charter for a Tobacco Free Generation.
“This strategy should include consistent messaging from political leaders and decision-makers to draw attention to .... achieving the Smokefree Aotearoa 2025 goal.”

“....supported by integrating promotion of the Smokefree Aotearoa 2025 goal into all smoking cessation and tobacco control activities, and a specific mass media strategy providing information about the goal... and .... measures for achieving the goal.”

Summary

- Awareness of Smokefree 2025 goal high among smokers and recent quitters
  - But ......
    - Few participants reported often seeing information or promotional material about the goal
    - Widespread misunderstanding of nature of SF2025
    - Commonly held view that Govt not doing enough to achieve SF2025

- Support for goal substantial even among smokers, and increased further once nature of Smokefree 2025 goal explained

- Findings + lack of publicity and information about Smokefree Aotearoa 2025 goal suggests concerted action required to promote the goal and explain its nature
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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