Māori smoker support for achieving a Smokefree Aotearoa by 2025

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Background

- Ongoing Māori /non-Māori smoking disparities
- 2005 Hone Harawira calls to get rid of tobacco
- 2006: Tupeka Kore Aotearoa proposed
- 2010: Government commitment to Smokefree 2025 (below 5%)
- 2017: Continued high smoking prevalence (36%M cf 13%E)
Business as usual projections of daily smoking prevalence: Females

Van der Deen, et al., 2014
New Zealand ITC Project

Study aims
- Māori awareness and support for 2025 goal
- Māori support for 2025 enabling actions

Methods
- International Tobacco Control (ITC) Project in 29 countries
- Monitors progress towards FCTC
- Coordinated by University of Waterloo, Canada (PI Geoff Fong)
- NZ Arm:
  - Prospective cohort study
  - Recruited from large national health survey (NZHS)
  - CATI survey
  - Wave 1 data: Sept 2016 – April 2017
  - 35% response rate
  - Overall sample: 881 smokers & 274 recent quitters
  - Māori: 320 smokers, 66 recent quitters
  - Weighted back to population figures
Awareness of SF2025 Goal

- 84% prompted awareness of SF2025 Goal
- Awareness of what goal actually is is varied

![Bar chart showing awareness of various tobacco control measures with data points for yes, no, and don't know responses.](chart.png)
Support for SF 2025 Goal

Prompted support for 2025 goal

- Over half support goal
- Over half see goal a priority for Māori

![Pie chart showing support levels](chart.png)

![Bar chart showing priority levels](bar_chart.png)
Support for SF 2025 enabling strategies

- Most oppose tax
- Support for reduced nicotine, increase age to 21, reduced access
- More support than oppose for restricting purchase places, supporting total sale ban, and banning all additives/flavourings.
- Significant opposition to an annual 20% tax increase.
Conclusions

- Urgent action required
- Solid awareness & support for SF2025
- Many potential strategies strongly supported by Māori smokers:
  - Campaigns to raise support for the goal
  - Increase age to 21
  - Reduce nicotine
  - Reduce access
- Provides push to quit or alternatives
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- Advisory Group

University of Waterloo:

- Waterloo ITC team
  Susan Kaai, Anne Chiew Kin Quah, Geoff Fong
  Mary Thompson & Waterloo data management team
The International Tobacco Control (ITC) Project

- International collaboration currently in 28 countries
- Monitors progress towards FCTC
- Robust cross-country comparable cohort study design
- Coordinated through University of Waterloo, Canada
  - Geoff Fong PI

NZ ITC:
- Richard Edwards (PI)
- Andrew Waa
- James Stanley
- Beck O’Shaugnessy
- Dan El-Shadan Tautolo
- Janet Hoek
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- Heather Gifford