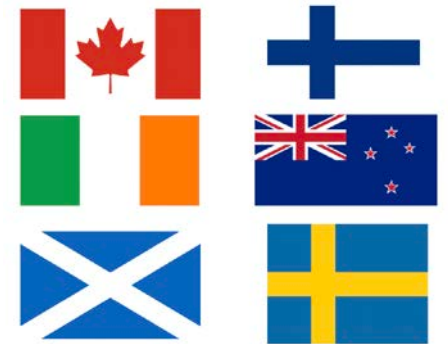


INSPIRED (International Network to Share Insights on Tobacco Endgames)



Lessons from INSPIRED



Smokefree 2025 Research Symposium
November 9 2018, Wellington

Richard Edwards and Louise Thornley

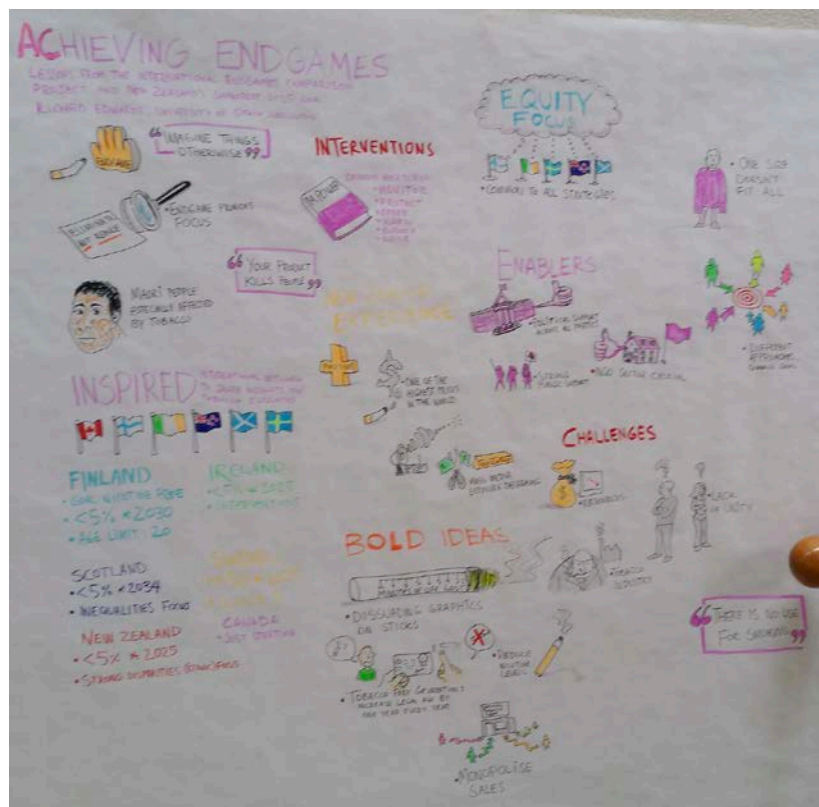
ASPIRE 2025, University of Otago, Wellington

Project aims

1. Document and disseminate progress and status of endgame goals
2. Share experiences, ideas and best practice

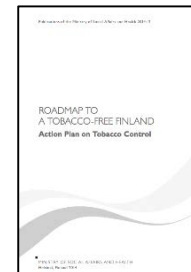
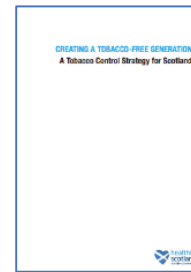
Methods

1. Select countries (Canada, Finland, Ireland, New Zealand, Scotland and Sweden) and recruit key informants
2. Design & distribute a template to gather info
3. Information gathered by in-country team using template and key documents
4. Drafted summary report of:
 - context/origins, current status and SWOT analysis of endgame goal in each country;
 - synthesised key learnings across countries



Results

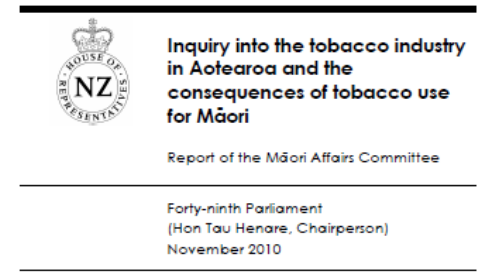
- Endpoints from 2025-2033
- MPOWER interventions mostly in place
- No cutting-edge novel endgame interventions
- Varying approach to harm reduction
- Strategy/action plan in all countries **except NZ** – variable extent and detail
- Very strong civil society engagement and partnership approach in Sweden, Ireland, Finland and Scotland
- Equity focus in all countries, but ongoing disparities
- Progress variable
- Context important, heterogeneity



ASPIRE
2025



L10A



Presented to the House of Representatives

Implications and next steps

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What is needed in NZ?

- Enhanced:
 - Political commitment
 - Communication and engagement with goal
 - Cross-sectoral working and NGO integration
- Major intensification of activities to achieve Smokefree 2025 and address disparities
- Need a Government strategy for achieving SF 2025, including:
 - Intensification of current interventions
 - Implementation of leading edge interventions
 - Focus on Māori and Pacific
 - Use e-cigarettes in complementary fashion
 - Monitoring, evaluation and review



Next steps for INSPIRED

- Further dissemination
- Ongoing data collection
- Use information to inform best practice and leverage progress