

Smokefree 2025

Should it be achieved, and if so, how?

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Declaration of interests

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Nil tobacco industry funding.



Outline

Why a Smokefree Aotearoa Goal?

Where are we now and how we got there

How can we achieve the goal?

Summing up

The Smokefree Aotearoa 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."

Assumption – health
and protecting health =
very high priority

Some conditions caused by/strongly associated with smoking

Angina

Buerger's disease

Diabetes

Peripheral vascular disease

Heart disease

Stroke

Lung cancer (+ 12-13 other cancers)

Chronic Obstructive Pulmonary Disease

Tuberculosis

Exacerbations of asthma

Sudden Infant Death syndrome

Low birth weight

Depression

Cataracts

Optic neuropathy

Macular degeneration

Ocular Histoplasmosis

Graves' disease

Glue ear

Hearing loss

Early menopause

Infertility, reduced sperm count

Osteoporosis

Rheumatoid arthritis

Psoriasis

Crohn's disease

Chronic back pain

The Case for Intervention to Prevent Smoking Uptake

1. Smoking is a uniquely hazardous consumer product
 - Smoking kills 2/3rds of lifelong smokers prematurely
 - Smoking causes a **massive** burden of ill-health and death, creates health disparities and exacerbates poverty
 - Secondhand smoke harms non-smokers, including children
2. Most smokers start young
3. Very few start smoking > 25 years
4. A large majority of smokers regret starting
5. Most smokers want to quit
6. Smoking is highly addictive
7. Stopping smoking is difficult (and the methods to help are not very effective)



Current smoking among adults and year 10 students in New Zealand

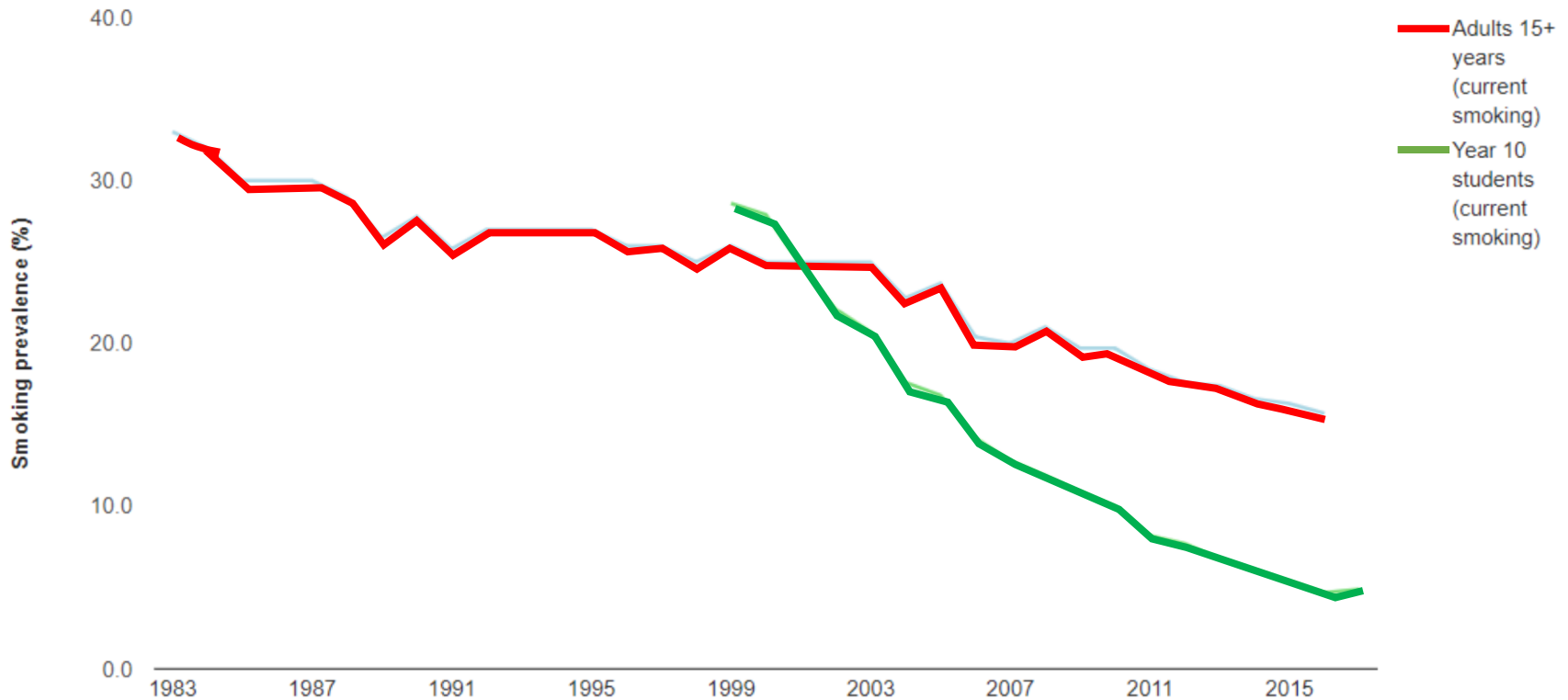
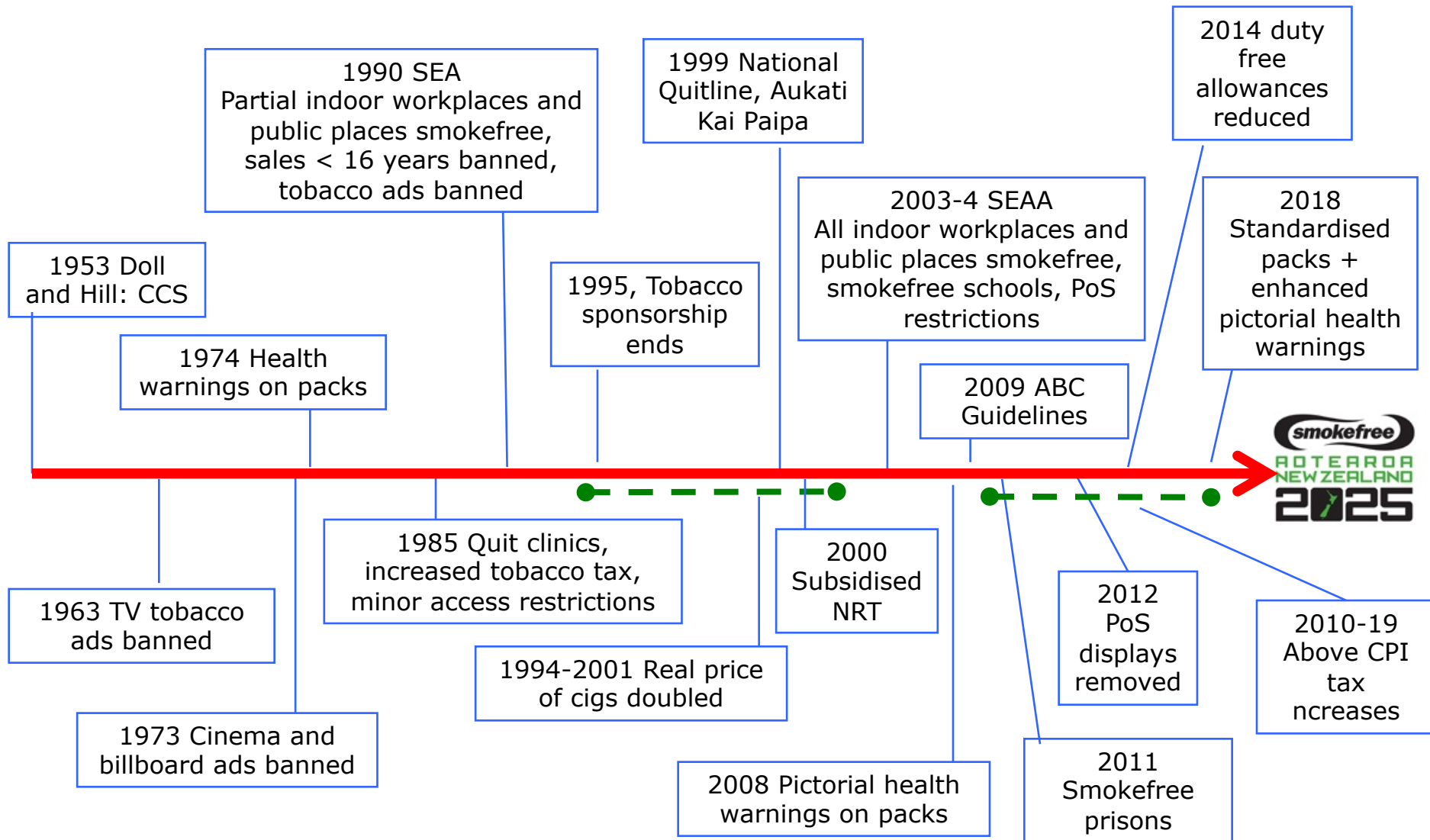


Figure 1. Smoking prevalence in New Zealand from 1983 to 2017

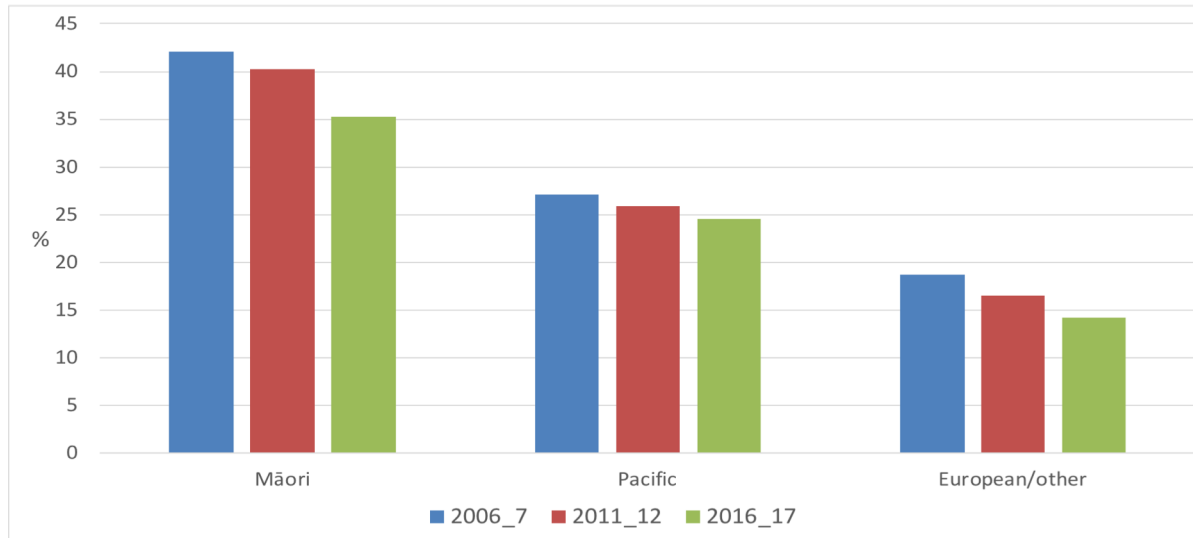
(Sources: AC Neilson; Census, Statistics New Zealand; New Zealand Tobacco Use Survey, Ministry of Health; New Zealand Health Survey, Ministry of Health; Year 10 Snapshot Survey, Action on Smoking and Health.) ([View full graph](#))

NZ Smokefree landmarks



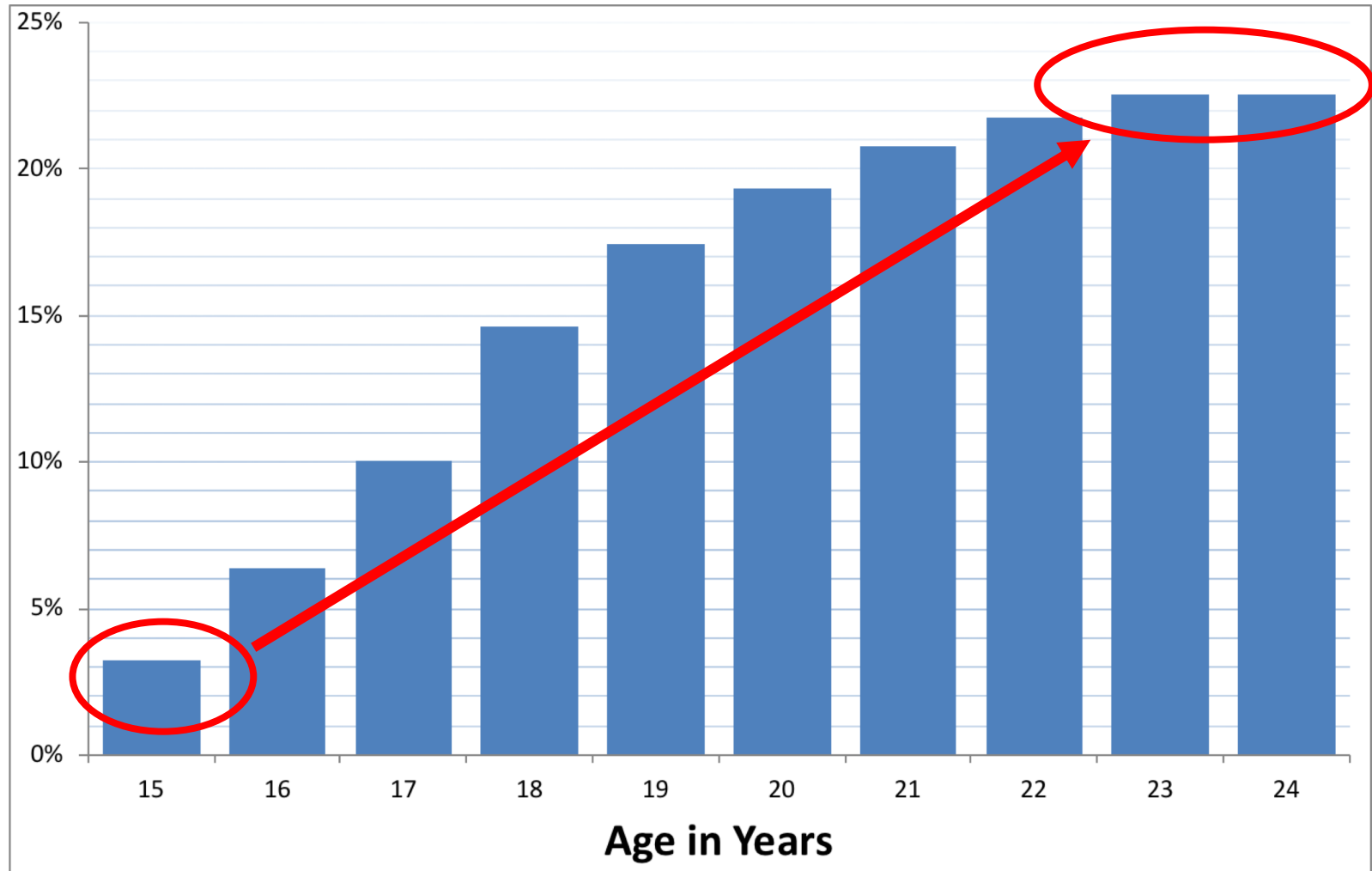
Challenges

1. Disparities in smoking (NZHS)



2. Ongoing uptake among youth and young adults

Regular smoking prevalence in young adults (2013 Census)



How can we get to a Smokefree Aotearoa?

Make smoked tobacco products:

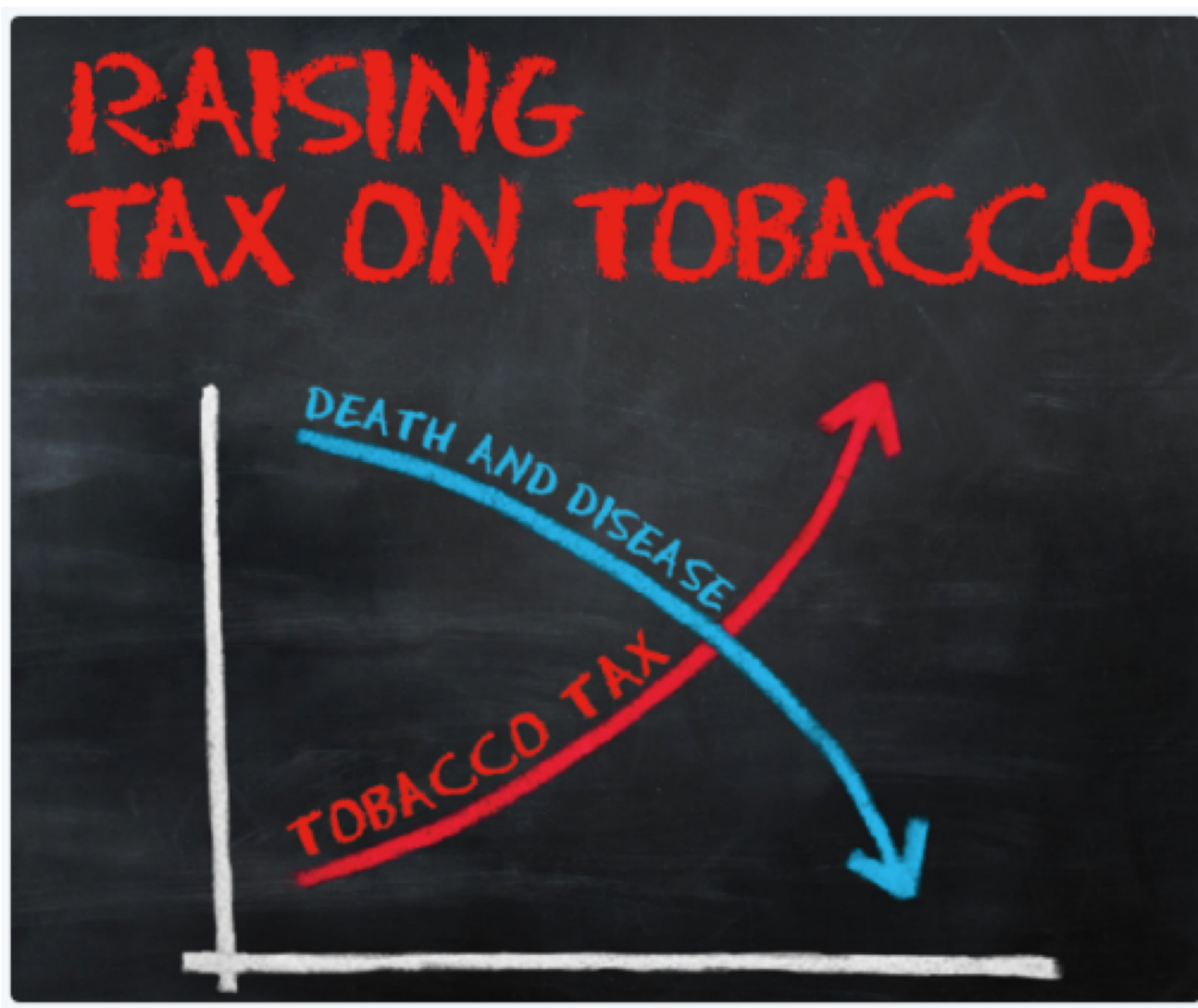
- Less affordable
- Less available
- Less addictive and less appealing/palatable

Intensify what we currently do

Greater availability of alternatives to smoked tobacco products



Make smoked tobacco products less affordable

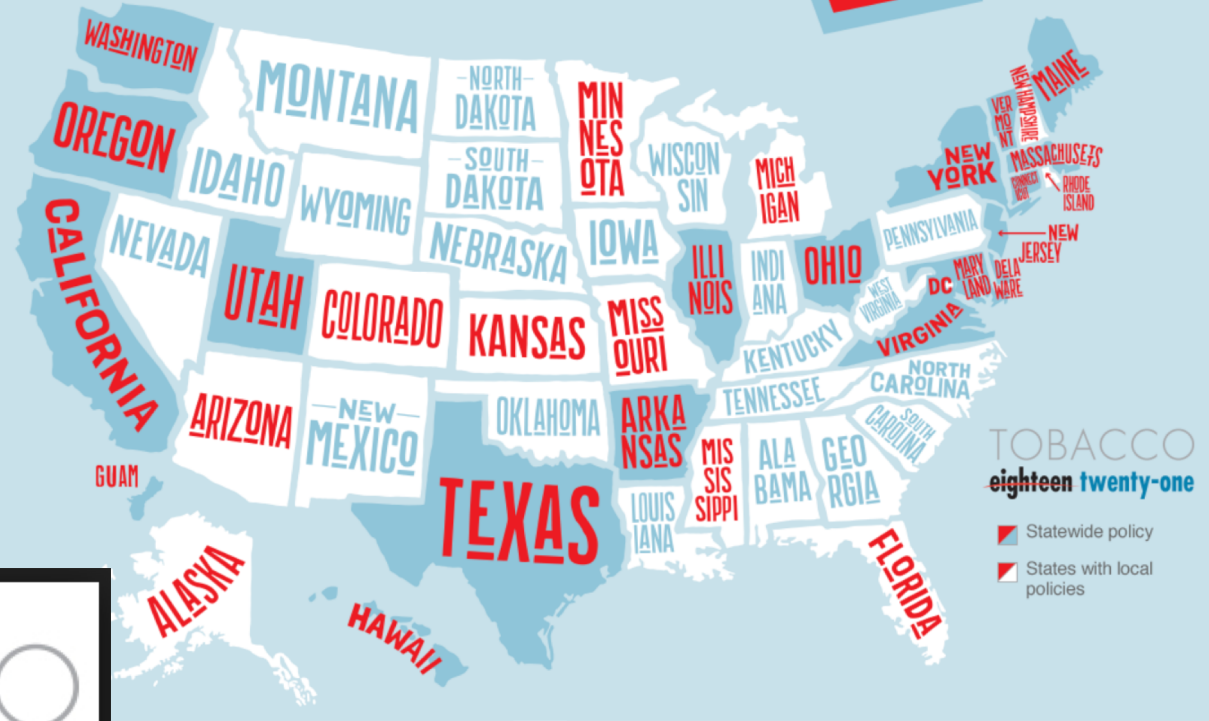


Source: WHO World No Tobacco Day poster, 2014

<https://www.who.int/campaigns/no-tobacco-day/2014/poster/en/>

Make smoked tobacco products less available –
raise legal age of purchase/sale

485+ Cities & Counties in **29** States



TOBACCO
~~eighteen~~ twenty-one

<https://tobacco21.org/>

Make smoked tobacco products less available – reduce places where tobacco is sold

Beverly Hills Poised To Ban All Tobacco Sales

Categories: News, KCBSTV



BUDAPEST BUSINESS JOURNAL

BUSINESS ECONOMY POLITICS REAL ESTATE ANALYSIS INSIDE VIEW BUDAPEST EVENTS WHO'S NEW

Since state monopoly, cigarette sales drop in Hungary

BBJ

Thursday, October 13, 2016, 12:32

Sales of cigarettes have dropped by 40% in Hungary since the government introduced the network of National Tobacco Shops, which can only be opened on acquiring a concession, according to data from the National Tax and Customs Administration (NAV).

San Francisco's Tobacco Retail Density Policy

Permits to sell tobacco will not be issued to establishments where:

- The total number of existing permits in the Supervisorial District exceeds 45
- The location is within 500 feet of a school
- The location is within 500 feet of another location permitted to sell tobacco
- The location was not previously occupied by a permitted store. (In other words, permits will not be issued in locations that have never had a tobacco license in the past.)
- Restaurants, bars, or other tobacco shops that are not already permitted

Source: San Francisco Department of Public Health, [Retail Tobacco Sales Permit Program](#)

Make smoked tobacco products less addictive – remove the nicotine

SPECIAL REPORT

Potential Public Health Effects of Reducing Nicotine Levels in Cigarettes in the United States

Benjamin J. Apelberg, Ph.D., M.H.S., Shari P. Feirman, Ph.D., Esther Salazar, Ph.D., Catherine G. Corey, M.S.P.H., Bridget K. Ambrose, Ph.D., M.P.H., Antonio Paredes, M.S., Elise Richman, M.P.H., Stephen J. Verzi, Ph.D., Eric D. Vugrin, Ph.D., Nancy S. Brodsky, Ph.D., and Brian L. Rostron, Ph.D., M.P.H.

Article Figures/Media

Metrics

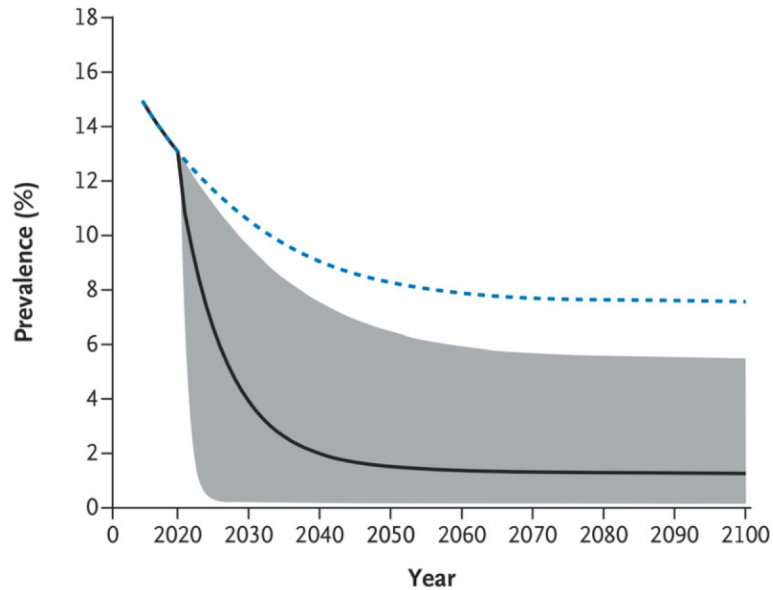
May 3, 2018

N Engl J Med 2018; 378:1725-1733

DOI: 10.1056/NEJMsri1714617

48 References 30 Citing Articles

A Cigarette Smoking



--- Baseline scenario ■ Policy scenario: 5th to 95th percentile — Policy scenario: Median



Center for Tobacco Products



FDA Tobacco ✓
@FDATobacco

Follow

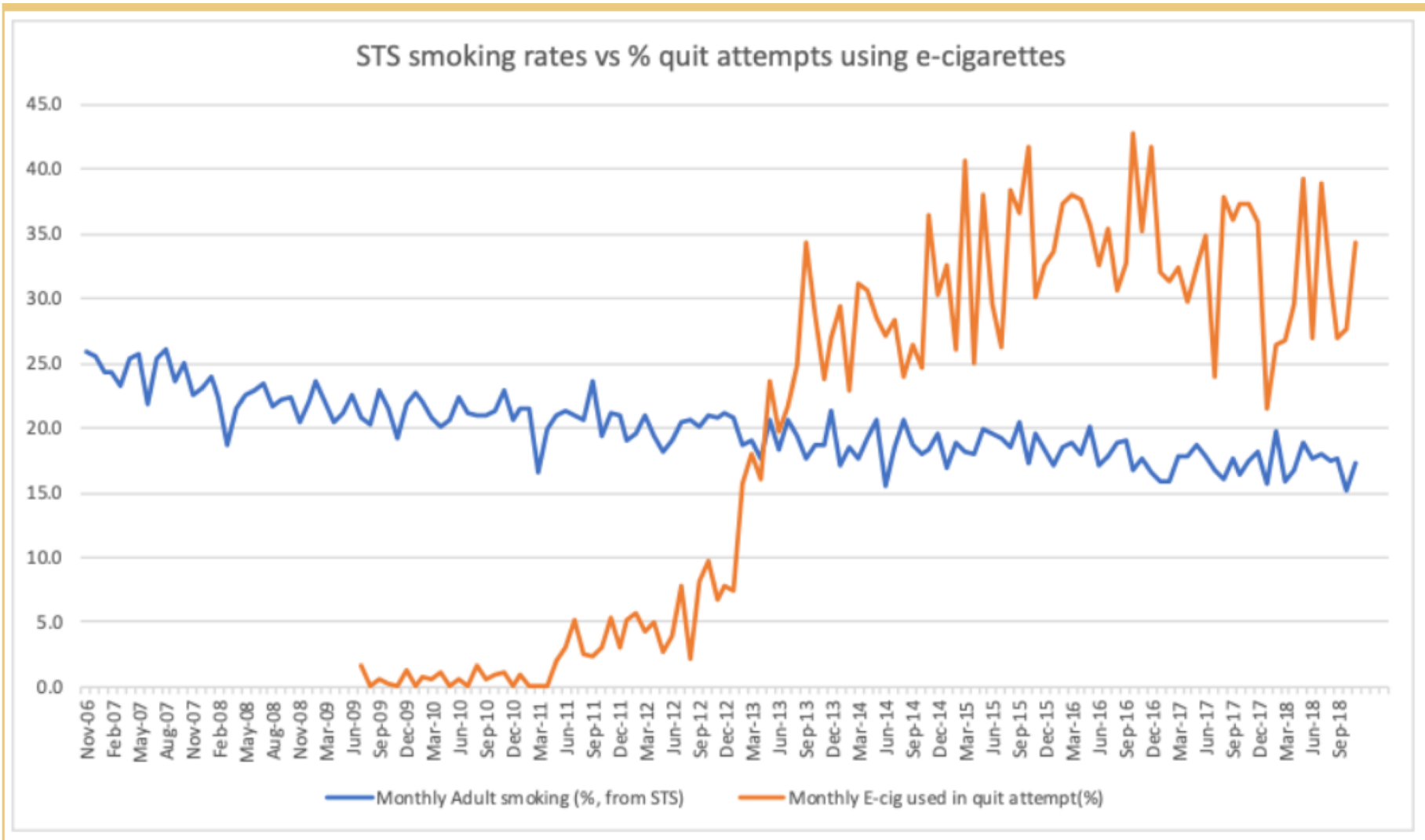
Today @US_FDA announced a new regulatory plan to lower the burden of tobacco-related disease & death: go.usa.gov/xRQ68

3:35 AM - Jul 29, 2017

Make smoked tobacco products less appealing
– remove flavours, ban design innovations



Make alternatives to smoked tobacco more widely available (judiciously)



Making smoked tobacco products less affordable, less available and less addictive/appealing will **enhance the impact** of alternatives to smoked tobacco



Summary

- The Smokefree Aotearoa goal is highly justifiable
- Existing measures have greatly reduced smoking
- Challenges remain
- A comprehensive multi-faceted strategy with robust population-based measures is required
- Achieving the goal will result in massive health gains for current and future generations



A Smokefree Aotearoa by 2025

—let's do it for the kids

Remember the human
suffering behind the
smoking statistics