

Aotearoa New Zealand's Tobacco Endgame

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Disclosures

I have never received funding from tobacco companies

- I have been an advisor to national and international groups
- I am a member of international research and endgame collaborations
- I have received funding for my research from independent agencies (Health Research Council, Royal Society Marsden Fund, Cancer Society)



Overview

- Brief history of NZ endgame and current proposals
- Smokefree generation
 - Rationale
 - Evidence
 - Challenges



Background

- NZ Smokefree 2025 Action Plan (Dec 2021)
- Smokefree Environments and Regulated Products (Smoked Tobacco) Amendment Bill (July 2022)
- Three world-leading measures



How did we get to here?

Aotearoa originally tupeka kore (tobacco free)

Tobacco introduced via colonisation

Imposes disproportionate burden on Māori

Māori leaders proposed led tobacco endgame vision



Shane Bradbrook

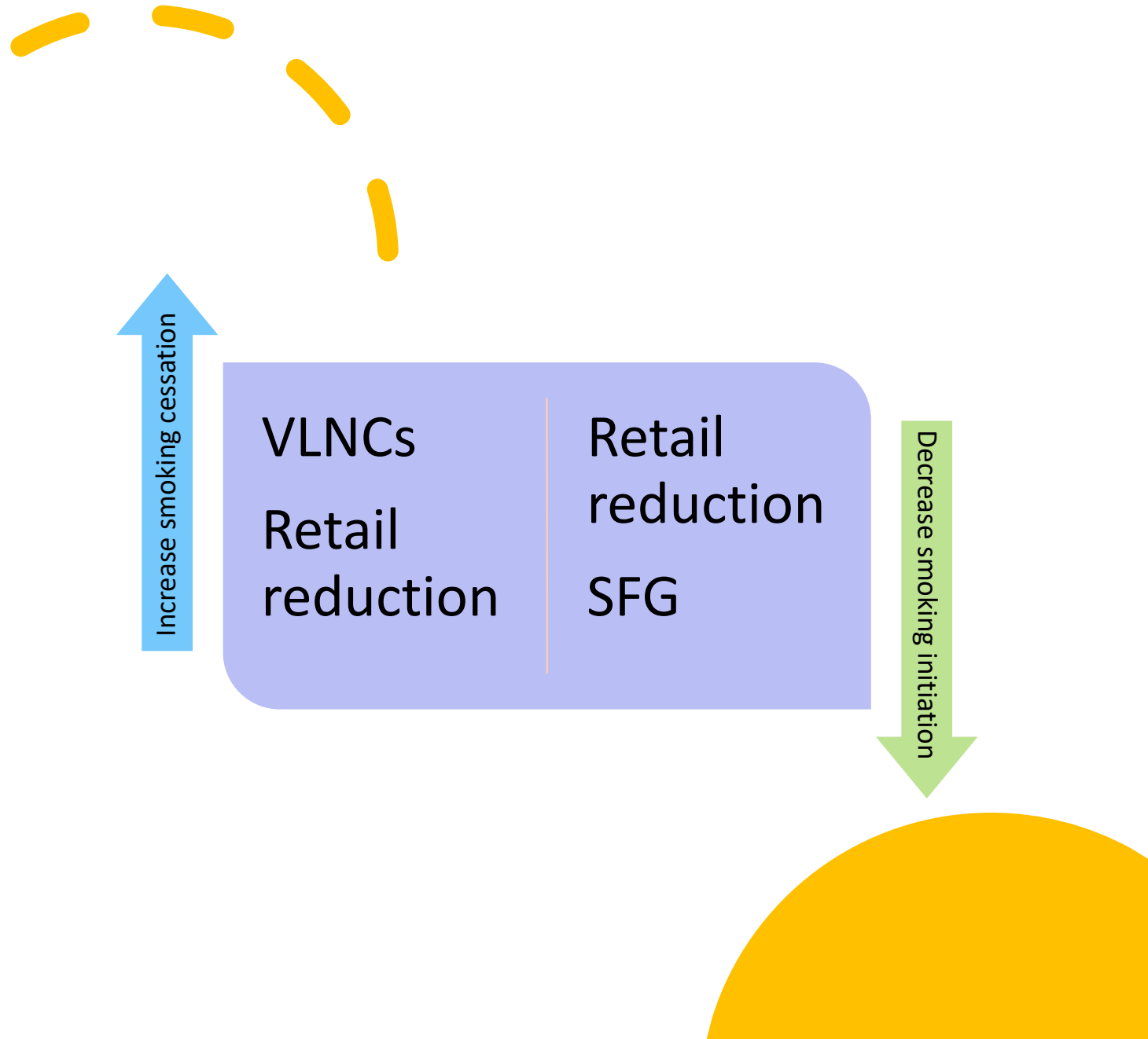


Hone Harawira

Smokefree generation

Differs to other legislative measures

- Bring about rapid reduction in smoking prevalence (VLNCs)
- Denormalise smoking, reduce relapse and uptake (availability)
- Denormalise smoking and maintain low prevalence (SFG)



Key difference with SFG

Explicitly acknowledges no safe age for tobacco use to start

- Challenges perceptions of smoking as a symbol of maturity

Recognises tobacco as an innately harmful product

- Draws on consumer safety arguments:
 - People have a right to protection from harmful products



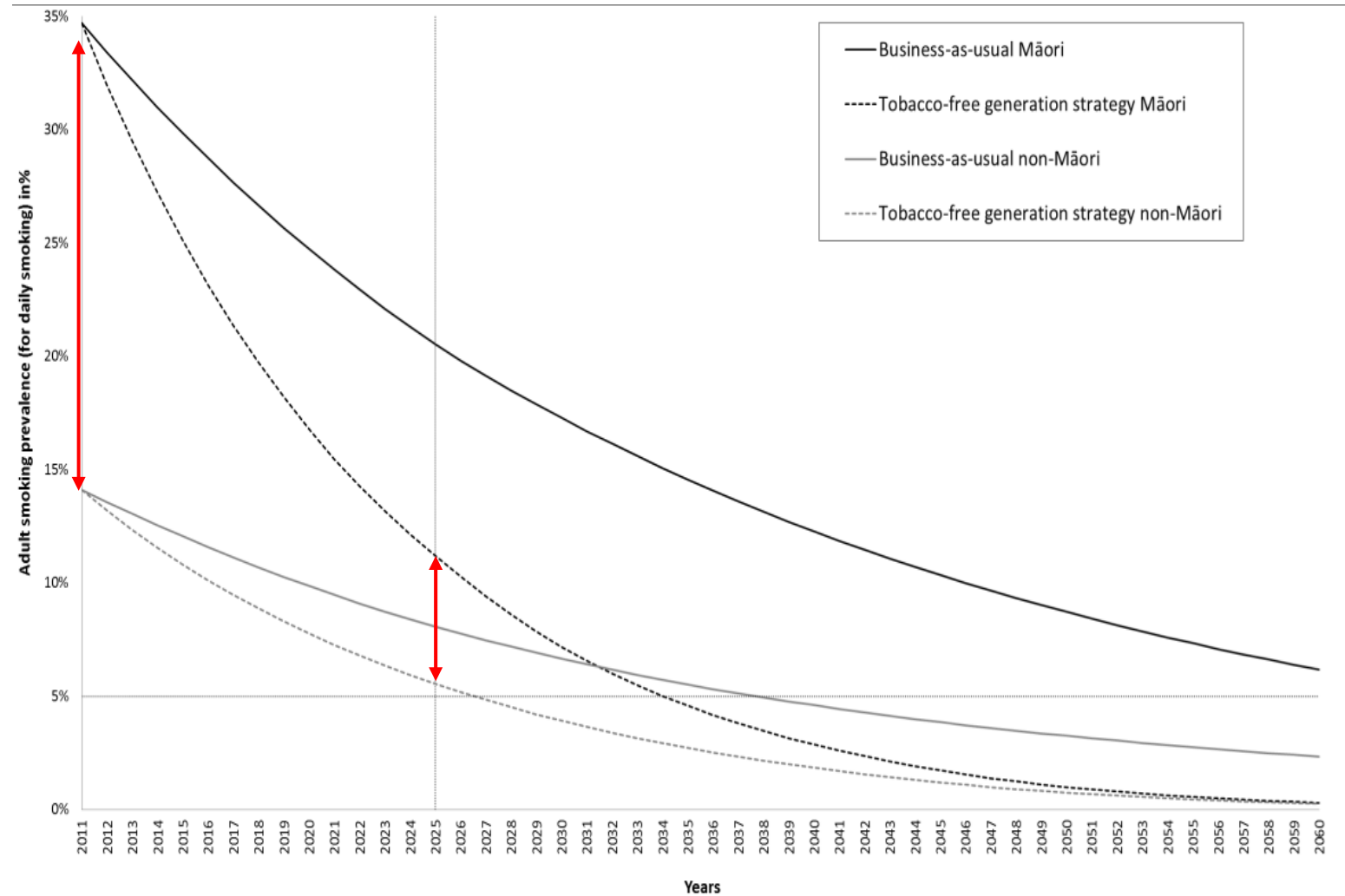
Likely impact of SFG

Modelling studies estimate that:

- Introducing a SFG policy would decrease smoking prevalence
- SFG could halve smoking prevalence within 14 years among people aged 45 and under
 - Greater for Māori and Pacific: pro-equity
 - 5.6 times the health gain per capita for Māori compared to non-Māori

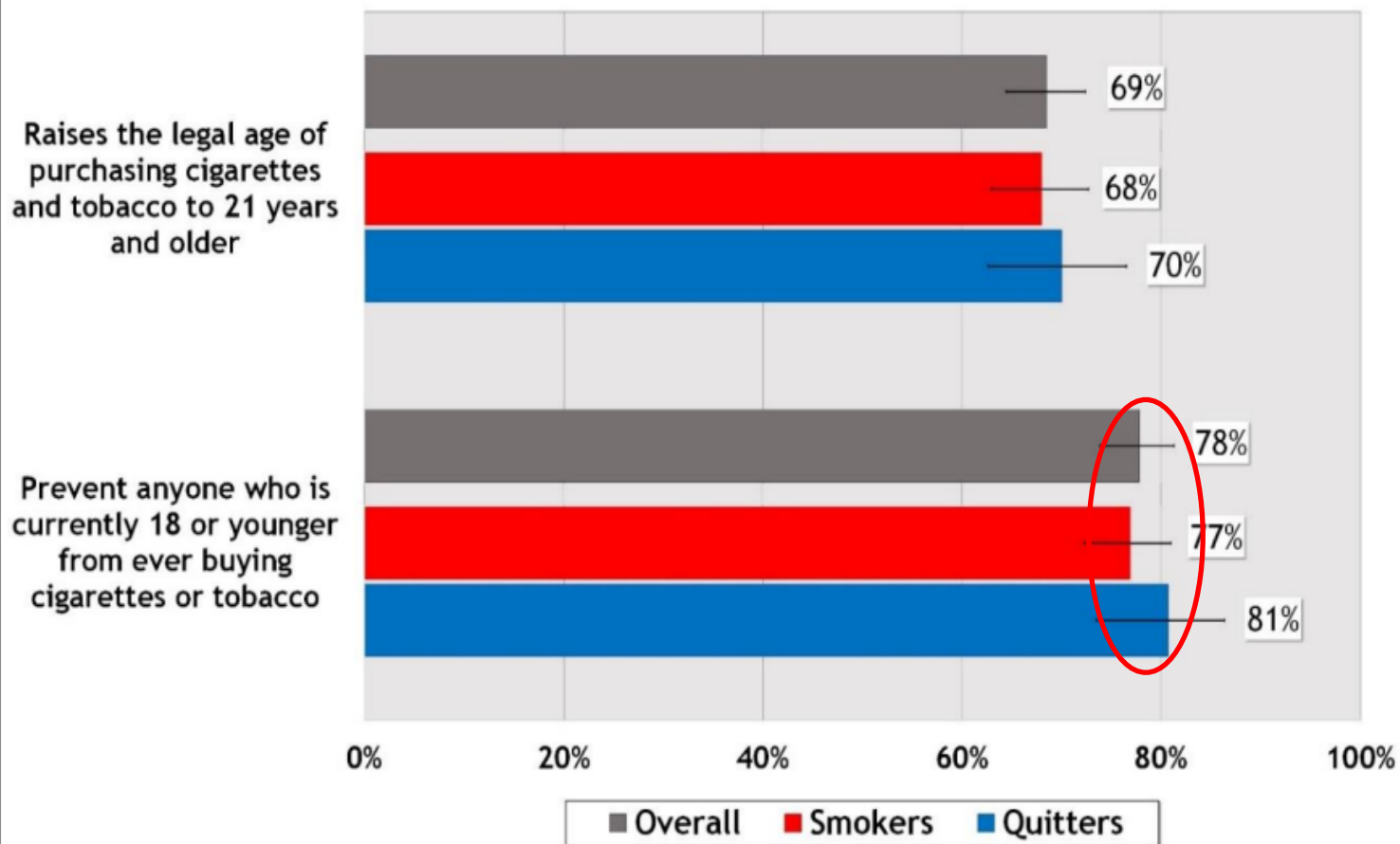


Modelling impact of SFG



Public opinion NZ (ITC data)

Figure 7. Percentage of smokers and quitters who would "support" or "strongly support" measures to restrict youth access to tobacco products at Wave 2 (2018)



Differences between smokers and quitters were not significant.

- Stronger support for SFG than for increased age restrictions

Edwards et al., ITC NZ 2018 wave

Challenges

Presented as an attack on freedom

- BAT(NZ) claimed the SFG restricted:
 - *"personal freedoms, [young people's] right to autonomy in their private lives"*
 - *"amounts to age discrimination"*
- Dairy owners and small retailers submitted the SFG was:
 - *"another arrogant hand-wringing response from people who want to tell others how they ought to live and what they must buy"*





New Zealand to ban smoking for next generation in bid to outlaw habit by 2025

Legislation will mean people currently aged 14 and under will never be able to legally purchase tobacco



NEW ZEALAND WORLD

Saint Jacinda's war on fags

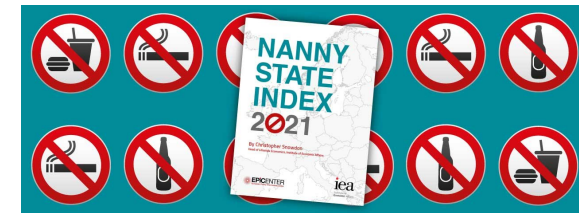
Steerpike



Freedom

Often perceived negatively

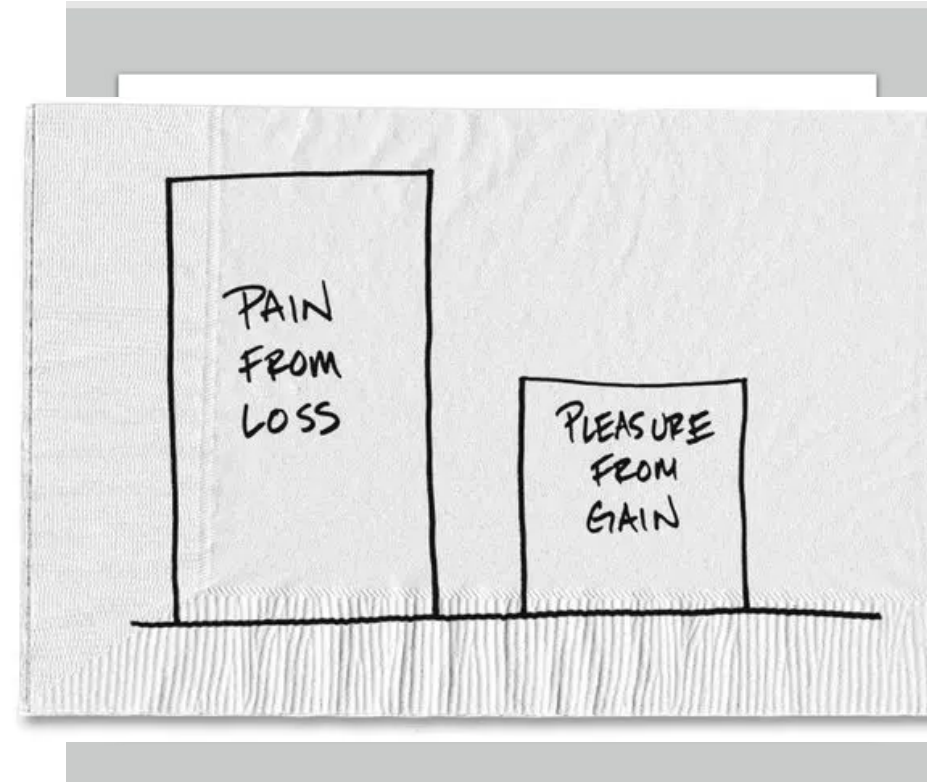
- Restrictions seen not as protection
 - But removal of freedoms
- Even when applied to predatory industries
 - “Free choice” has powerful resonance



Alternative view

Reframes freedom

- Not based on “negative freedom” (non-interference)
- But on positive freedom
 - Recognises power and resources required to act freely
 - Constraints enable freedom
- Complicated by heuristics (loss aversion; short term gain cf. long term risk)





Choice as illusory

Choice not being removed because it never existed

“Whether it's the government taking the choice or you being addicted to smokes. You've got no choice either way. If you're addicted to smoking it's not like you are choosing to go buy smokes, you're going, 'Oh, I needed a packet of smokes this week’ (Leila, 18, S)



Utopian vision

Benefits to future generations a strong focus

"...it [the SFG] would just change the world in a few years. Like if you stop... the young, the next generation will stop. Then when they're the leaders of their generation, or generations below them... it just will get better and better and better, the younger they go" (Oliver, 17, S)



Rangatahi study

Deep systematic reasoning

- Greater good
 - Privileging of social cf. individual
- Limits of freedom
 - Fiction of pure freedom
- Positive understanding of freedom
 - Could be reached via constraint

Implications



Opportunities to:

- 'Own' freedom metaphors
- Design communications to avoid cue-based heuristics
- Focus on well-being, equity

Implications



Challenge industry discourse

- Unsmoking the world = supporting this policy
- “Right to autonomy” = freedom from addiction
- Opportunities for accountability

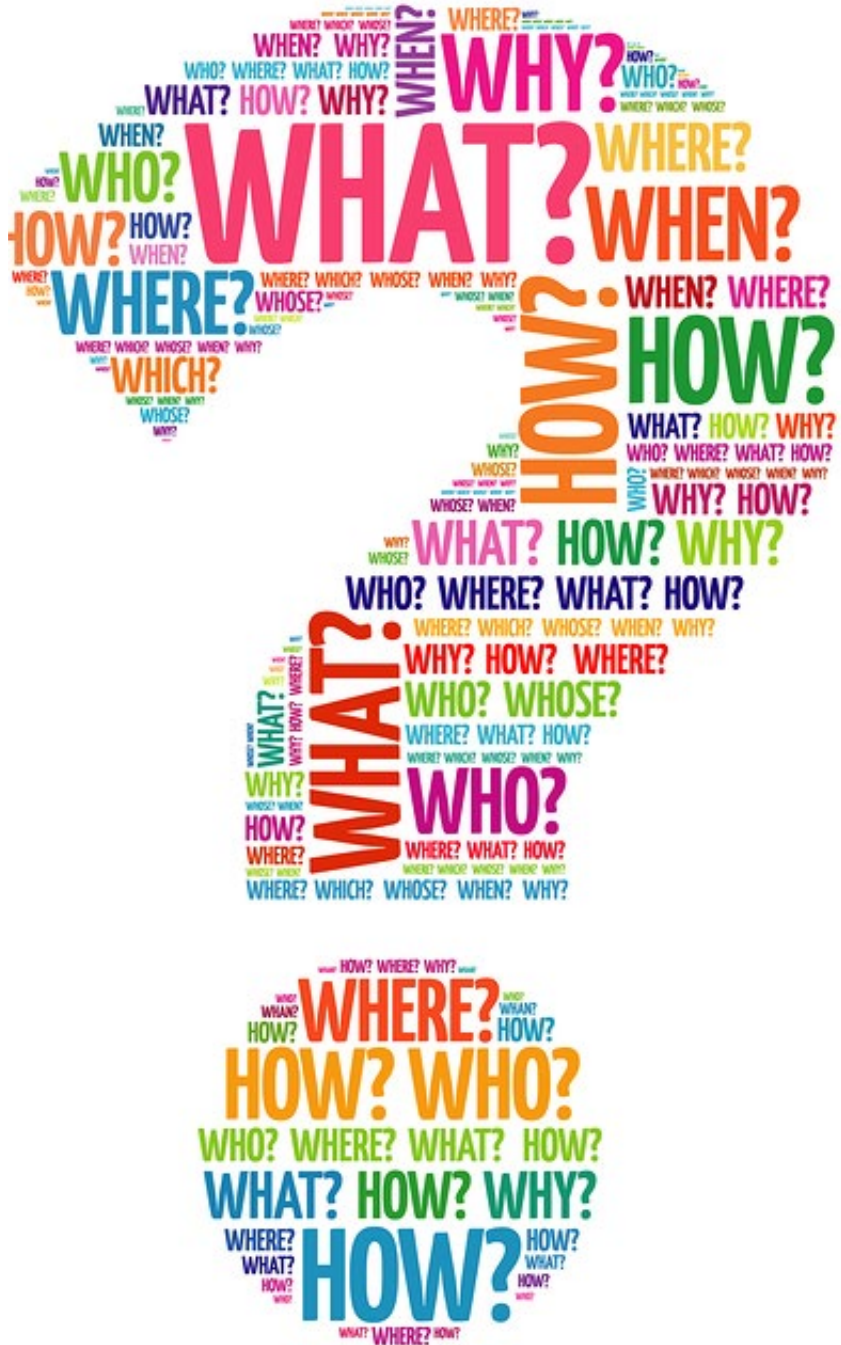
Final thoughts...

~~Are we far enough??~~

Original vision....

- Tupeka kore (**tobacco** free)
- Denmark and Malaysia plan nicotine-free generation
- *Has NZ gone far enough?*





Questions?

Kia ora, thank you

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