



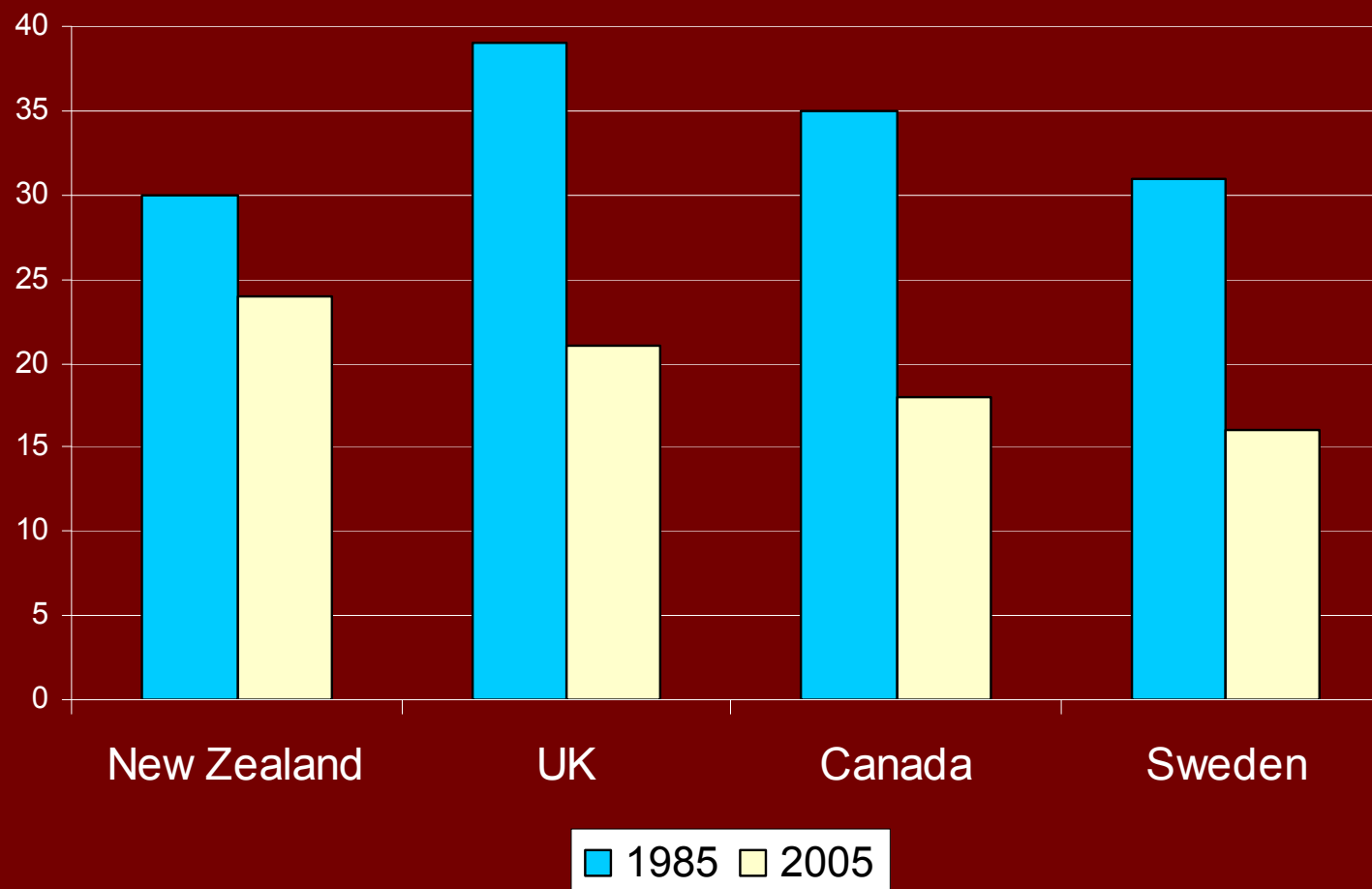
**Building Results:  
A Timeline of Recommendations  
to the Select Committee**

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- New Zealand *has* been at the forefront of tobacco control measures:
  - Smokefree Environments Act 1990
  - Smokefree Workplaces
  - Framework Convention on Tobacco Control
  - Innovative Quitline services
  - Mass media campaigns
- What progress has all this made?

# A sense of urgency



# A sense of urgency



- We require an ambitious goal, and steps to get there
- Think 'endgame'
- Supported and endorsed by all
- Māori affairs select committee is an opportunity to kick start *endgame* thinking in Parliament

# Inquiry terms of reference



- The historical actions of the tobacco industry to promote tobacco use amongst Māori
- The impact of tobacco use on the health, economic, social and cultural wellbeing of Māori
- The impact of tobacco use on Māori development aspirations and opportunities
- What benefits have accrued to Māori from tobacco use
- What policy and legislative measures would be necessary to address the findings of the inquiry

# Frame the debate



## Short term goals

- Less protracted debate on short term goals
- Small steps perceived as large victories
- Slow progress



## Endgame vision

- Move the debate to the big picture results
- Small steps perceived as small steps
- Accelerate progress

**Tupeke Kore Aotearoa 2020**  
**Tobacco Free New Zealand 2020**

# Tobacco Free 2020



## 2010 – 2020: Headline actions

- Systematic reduction in the volumes of tobacco sold in New Zealand
- Systematic increase in the cost of tobacco

# Tobacco Free 2020



**2010**

## **Priority actions**

- Tobacco retail displays will be banned
- Tobacco tax will be equalised for roll your own and factory made cigarettes
- Substantial tax increase on tobacco
- Supply model for controlling the tobacco market must be developed

# Tobacco Free 2020



2011

## Priority actions

- A schedule of annual tax increase of at least 20% per annum will be agreed and initiated, with a view to increasing the price of a packet of 20 cigarettes to \$20 by 2015
- The sale of tobacco will be limited to licensed retailers. There will be a schedule to reduce the number of licenses issued, and a strict public health focused criteria for issuing licenses.

# Tobacco Free 2020



**2012**

## **Priority actions**

- Legislation will ban smoking in cars carrying children
- The use of terms, packaging and marketing tools that mislead smokers about the relative harm of tobacco products will be banned

# Tobacco Free 2020



## 2013

- Tobacco products branding will be limited to generic plain text and graphic picture warnings
- No new smoked tobacco products will be permitted into New Zealand unless they can demonstrably be proved to have a public health benefit
- Introduce a schedule for the mandatory reduction of nicotine content in cigarettes

## 2013 onwards

- Regulation and control on the supply and sale of tobacco products will set a mandatory annual decrease in the tobacco available for sale in New Zealand, and the location at which it can be sold.

# Summary



- This is an opportunity to be ambitious
- Frame the big picture goals
- Set a deadline, and the timetable to make it happen
- Encourage Māori politicians to ramp up their leadership on tobacco