

Tobacco Control – The way forward

“Aotearoa/New Zealand Tobacco Free Tupeka Kore!”

New Zealand is putting tobacco on notice.

We've removed tobacco sponsorship; banned traditional advertising; got smokefree workplaces and indoor areas and still tobacco claims the lives of 4500 Kiwis every year. The stage is set for the final curtain.



Te Reo Mārama
Māori Smokefree Coalition



Tobacco-free Aotearoa/New Zealand ***“Tupeka Kore!”***

The countdown....

“To make New Zealand a country free from smoking in 10 years and ultimately free from tobacco.”

...has begun!

Our Vision: - *“Aotearoa/New Zealand - where tobacco has no place in our children’s future!”*

Our Goal

Our goal is for a smokefree (auahi kore) Aotearoa/New Zealand within ten years and then a tobacco free (Tupeka kore) Aotearoa/New Zealand.

Key Messages:-

- Aotearoa/New Zealand - tobacco free/Tupeka kore!
- Smoke-free in ten years
- Future generations will not be exposed to smoked tobacco
- Tobacco products will be regulated in proportion to the harm that they cause.

Rationale

Setting the goal of a totally smokefree, and then tobacco-free Aotearoa/New Zealand is an important part of creating cohesive national momentum for change. We require evidence based ethical and practical pathways towards ending the tobacco epidemic in New Zealand.

Nicotine addiction is an extremely serious yet treatable condition. Freeing smokers from this addiction is equally as important as protecting our children from starting.

Smoked tobacco is the most dangerous, yet most readily available, unregulated and efficient form of nicotine delivery. Safer and more accessible ways to access nicotine may be an important part of achieving our vision.

Reform is the key. All models for reform remain on the table. The only given is that reform to tobacco market and products must be defined by health gains, not profit motives.

Process

The campaign for a Tobacco-free Aotearoa/New Zealand is a staged process starting with the most harmful products. The clock is ticking on smoked tobacco. The contributors to this document are committed to New Zealand being smokefree in ten years.

In order to achieve this there will need to be high level engagement within the smokefree community to ensure that the activity around the various policy options have broad acceptance and contribute to advancing the work of achieving the goal we have set ourselves.

Denormalisation, Regulation, Cessation and Harm Reduction

There are a range of heads under these policy fields which have been identified in the literature review completed by “Gravitas”, and which are also the subject of ongoing research and evaluation.

These will form the bulk of the pathways which will eventually accompany this vision document.

This vision document does not try to define or address these matters. They can in themselves be divisive and controversial but the vision provides the framework to inform future activity in pursuit of our common goals.

To this end the sector will continue to plot out the actions which need to be taken.

The vision provides a switch board into which all activities can be plugged.

The principles of the approach will inform the activities.

What happens next!

Let the “countdown” begin. An event will be held early next year to launch the countdown clock.

Call the group back together for another meeting to start work on the pathways.

Inform the sector at meetings like this.

Everyone can spread the word.

History:

In January 2006 ASH and the Smokefree Coalition commissioned Gravitass Research and Strategy Limited to produce a discussion report reviewing the evidence regarding tobacco product regulation and harm reduction. The document also provided discussion on various regulation and harm reduction policy frameworks.

The Smokefree Coalition board wished to have a wider debate on the issues outlined in the report before setting policy priorities and called together a group of people working in tobacco control in a range of settings for a high level discussion in Auckland on the 25th and 26th of June 2007.

What follows represents the general views of those who attended the workshop. It is their vision for a tobacco free New Zealand within the next twenty years.

We hope this paper will be used to foster even further debate for the tobacco control community as we look to move forward with this agenda in a unified way.

Resources available:

Apart from this document, a full copy of the "Gravitass" report is available on the Smokefree Coalition's website at <http://www.sfc.org.nz/pdfs/gravitasreport.pdf>.