

Tobacco Free New Zealand by 2020

Tupeka Kore Aotearoa by 2020

Vision

Future generations of New Zealand children will be free from exposure to tobacco and will enjoy smokefree lives.

Rationale

Tobacco free New Zealand is an urgent priority because:

- Tobacco has a catastrophic impact on the health of New Zealanders and urgent action is required to eliminate these effects;
 - Almost all smokers start before the age of 18; two thirds regret starting and want to quit;
 - Smoking is the single most important cause of premature and preventable deaths in New Zealand;
 - Tobacco is still widely promoted, distributed and sold by multi-national tobacco companies who aggressively market their deadly products, including to children;
 - In relation to the harm it causes, the tobacco industry is seriously unregulated;
 - Eradicating smoking from New Zealand is the single most important and attainable policy action to reduce inequalities in mortality for Māori and Pacific peoples; and
 - [The](#) decline in smoking prevalence in New Zealand is too slow. At the present rate it will take 70 years to eliminate smoking from our society.
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Taking action

Our vision is about creating a national identity that protects our children by being proud to be tobacco free. This will be achieved through a social movement against tobacco in New Zealand.

Objectives

By 2020 exposure of children to tobacco will be eliminated by achieving the following goals:

- Children will be protected from exposure to tobacco and the marketing and promotion of tobacco products;
 - There will be no supply of, or demand for, tobacco as consumer products in Aotearoa/New Zealand;
 - All smokers will be empowered to quit and supported by effective quit-smoking support services and products.
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Achieving the Vision

Achieving the vision

Achieving the vision will require a social movement through the widespread support and empowerment of health professionals, communities, whanau, hapu and iwi, businesses and local and national policy makers.

Three key strategies

The following key strategies are a starting point, to be built on over time as knowledge improves and support builds. The three key strategies include:

Protecting children from exposure to tobacco

Children will be protected from exposure to smoking and the promotion of tobacco products. This will be achieved using the following policies:

- Tobacco retail displays will be banned;
 - Plain packaging and graphic warnings will replace brand imagery;
 - All locations where young people are present will be smokefree;
 - Parents and caregivers will be empowered to be smokefree to protect their children from becoming smokers.
 - The tactics and activities of the tobacco industry will be exposed
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Reducing the demand and supply of tobacco products

Tobacco products will be restricted and controlled in line with the harm they cause. This will be achieved using the following policies:

- Tobacco retail prices will increase systematically and significantly; prices will be harmonised for "roll your own" tobacco;
 - Misleading product labelling will be banned;
 - The supply and sale of tobacco products will be controlled;
 - The range and constituents of tobacco products will be controlled.
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Increasing successful quitting

All smokers will be encouraged to quit and will have full access to state of the art quit-smoking support services and products through the following policies:

- A full range of effective quit smoking options will be widely and conveniently available to all smokers at minimal costs;
 - All health care professionals will understand and implement quit-smoking interventions and referrals;
 - Education will change misconceptions about nicotine that currently act as a barrier to the use of quit smoking products;
 - Product innovation for effective and safe ways to manage nicotine addiction will take place
 - Cigarettes will be phased out as a consumer product.
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Conclusion

We now set our sights on a social movement that will make New Zealand a tobacco free nation by 2020.
