

Timeline for the Vision: all recommendations...

Key Action/Objective	Responsibility	Staged Implementation	Measurement
<p>2010:</p> <p>The tactics and activities of the tobacco industry will be exposed</p>			
<p>Expose the industry's use of overt and covert marketing channels, to attract new smokers and retain existing ones</p>	<p>Maori Affairs Select committee inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Maori</p>	<ul style="list-style-type: none"> • Submissions show New Zealand industry's use of the internet, events, product placement in the media, and brand stretching. • Industry leaders in New Zealand confronted with questions to their marketing strategies and budget 	<p>The hearing is filmed and televised with disclosures concerning marketing of products focused on by media.</p>
<p>identify those who gain directly or indirectly from liberal tobacco regulation</p>	<p>Maori Affairs Select committee inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Maori</p>	<ul style="list-style-type: none"> • Submissions show the political economies of tobacco trade and commerce in New Zealand, and who all participants are • Industry leaders commanded to disclose all commercial and customs relationships in New Zealand 	<p>the relationship between those groups and the tobacco industry are exposed</p>

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Banning Retail Displays of Tobacco Products			
Legislation passed banning tobacco retail display	Government	Possible preparatory period before instatement of a Tobacco Retail displays Act	Tobacco products will not be on display at any point of sale. They will be concealed out of sight of customers
Parents and caregivers will be empowered to be smokefree to protect their children from becoming smokers via:			
Campaigns to highlight the influence parents who smoke have over their children taking up tobacco.	Tobacco control community	Coordinated and strategic partnerships amongst NGOs, MOH, DHBs and PHOs delivering Smokefree homes and hapu programmes	<ul style="list-style-type: none"> Decrease in smoking uptake amongst youth shown in Year 10 survey Increased media on parenting and smoking
Promotion of quit services to parents and home-makers	MOH	Health promotion contracts which target Smokefree homes delivered to appropriate NGOs	<ul style="list-style-type: none"> Nationwide increase in parent quit population Evident public uptake of Smokefree homes and hapu messages
Targeted quit services to pregnant women, especially Māori.	Tobacco control community	<ul style="list-style-type: none"> Programme development and piloting Contracted by MOH Nationwide delivery 	<ul style="list-style-type: none"> Decreasing smoking prevalence amongst hapu wahine
Tobacco retail prices will increase systematically and significantly...			
...and prices will be harmonised for 'roll your own' tobacco.			
Ongoing substantial increases in taxes and duties to ensure large increases in price of smoked tobacco products	Government	Significant tax rises annually on World Smokefree Day, 1 December	the real cost of tobacco (in terms of affordability) doubled at least, within 10 years.
differentially higher tax on RYO tobacco introduced (or other means to increase the price of RYO tobacco)	Government/treasury	Tax legislation informs treasury on harmonisation of taxes on both products	No new evidence of a shift in use of RYOs among smokers as an alternative to quitting
The additional revenue from tax increases used for targeted smoking cessation	Government/treasury	<ul style="list-style-type: none"> Tax legislation informs treasury on allocation of 	<ul style="list-style-type: none"> Revenue allocated for targeted programmes made public in annual

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support programmes for Māori, people from lower socioeconomic groups, other priority groups for smoking cessation, other tobacco control programmes, and other health-related expenditure.		tobacco excise tax revenue <ul style="list-style-type: none"> • MOH prescribed additional funds for prescribed programmes 	budget <ul style="list-style-type: none"> • An increase in cessation services targeted for Maori and low SEGs • An increase in smoking-related health expenditure
Tax increases presented as public health measures which aim to promote and support smoking cessation.	MOH	Tax increases introduced with concurrent mass media campaigns and increased promotion of smoking cessation support services.	<ul style="list-style-type: none"> • Increased cessation rate at time of increase • Increased monitoring of Maori and low SEG cessation rates
A full range of effective quit smoking options will be available to all smokers at minimal cost.			
Encouraging more quit attempts, by more people more often, and using more support. Increasing the environmental and social triggers for quit attempts	Tobacco control community	carrying out public education campaigns to raise awareness of the opportunities to quit and the help available to do so	<ul style="list-style-type: none"> • Smoking cessation rates continue to rise in all sectors of New Zealand population • Evaluation via cessation services of which public education campaigns are most effective
Regularly updating New Zealand's smoking cessation guidelines and distributing them to health workers so they are updated on advances in treatments	MOH	<ul style="list-style-type: none"> • Continual reception and liaison with evaluator groups • Resources given to effective nationwide policy development and dissemination of best practices 	<ul style="list-style-type: none"> • Best practice for smoking cessation will constantly be monitored and applied to smoking cessation guidelines in New Zealand.
Encouraging health care professionals to provide quit support as best practice	MOH	currently this is the ABC, although this may develop as new evidence becomes available	<ul style="list-style-type: none"> • Increased cessation remains a priority health target for MOH
Inclusion of brief advice training into all basic health care training.	MOH	<ul style="list-style-type: none"> • Smoking intervention written into all health care 	Qualifications standards include smoking intervention pre-requisites

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		education curriculae	
evidence on the causes of lapse and relapse back to smoking.	Academic Researchers	<ul style="list-style-type: none"> Research programmes on lapse and relapse 	<ul style="list-style-type: none"> Presentation to tobacco control community, government and MOH Publication online and in print
International and national evidence will be evaluated and incorporated into strategies to support and improve long-term quit rates.	Academic Researchers	<ul style="list-style-type: none"> Ongoing dialogue with international tobacco control community Ongoing review of effective programme evaluations 	<ul style="list-style-type: none"> Presentation to tobacco control community, government and MOH Publication online and in print
Information on the drivers to smoking among Māori and Pacific groups and on what is needed to support Māori and Pacific smokers to quit and to stay quit.	Maori Academic Researchers	<ul style="list-style-type: none"> By Maori for Maori research and evaluation programmes Pacific research and evaluation programmes 	<ul style="list-style-type: none"> Presentation to tobacco control community, government and MOH Publication online and in print
<p>Negative misconceptions about nicotine and quitting that currently act as barriers to the use of effective quit smoking products will be changed through health professional and public education.</p>			
Addressing barriers to using NRT	MOH and government	<ul style="list-style-type: none"> tackling misconceptions about NRT and quitting among health care workers through the roll out of the ABC strategy Make changes in regulation and funding to make all existing forms of NRT available including nicotine inhaler and microtab. Have incentives to prescribing NRT among New Zealand health professionals. 	<ul style="list-style-type: none"> Increased sale and use of NRT Products Increased positive user feedback the wider sale of more affordable NRT packs in a range of retail outlets.
giving smokers realistic expectations of	MOH and HSC	<ul style="list-style-type: none"> Public awareness initiatives 	<ul style="list-style-type: none"> NRT listed highly amongst successful

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NRT through public education campaigns		and marketing encouraging smokers to experiment with NRT prior to quitting	quitters as part of their quit strategy
addressing misconceptions about the use of NRT with pregnant women	MOH	<ul style="list-style-type: none"> Specific ABC strategy rolled out for pregnancy health care 	<ul style="list-style-type: none"> Increased sale and use of NRT products amongst pregnant women Increased cessation rate amongst pregnant women
The accessibility of safer and more effective nicotine products will be improved, and they be made more affordable.			
Investigate e-cigarettes and other innovations	MOH funded Academic Research	Pilot testing of products and methods already proven effective in overseas markets	Those proven to be safe and helpful in managing nicotine withdrawal recommended for easier sale and promotion as viable alternatives to smoking
Accelerate the process for approving new and safe cessation products in New Zealand. Options should be considered via existing medications regulation and the Smoke-free Environments Act.	Pharmac, MedSafe and government	<ul style="list-style-type: none"> Pharmac licenses NRT for managing abstinence long-term as well as for smoking cessation. Manufacturers encouraged to provide smaller, more affordable packs of NRT patches, gum and lozenges, inhalers and microtabs, manufacturers given incentive to market and sell their full range of products in New Zealand 	<ul style="list-style-type: none"> choice of quit smoking aids to the consumer greatly increased NRT use correlated to increased quit rates Wider range of quit smoking options subsidized More NRT products for sale in a wide range of outlets.

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2011

Parents and caregivers will be empowered to be smokefree to protect their children from becoming smokers via:

Promotion of smokefree homes and quit services to parents	Tobacco control Community Local government HSC and MOH	Education and marketing programmes promoting parental influence and leadership, including targeted programmes to pregnant women, especially Maori	Year 10 survey shows increased Smokefree homes, parents, and decreased smoking uptake.
banning smoking in cars carrying children.	Government	New legislation informs traffic officers to penalise drivers smoking with children in car	Legislation enforced until Smokefree practice in vehicles accepted as norm.

The tactics and activities of the tobacco industry will be exposed

the public is protected by ensuring their full awareness of the activities of the industry	Government	<ul style="list-style-type: none"> tobacco companies required to provide MOH with annual data on marketing expenditure in New Zealand political parties banned from accepting donation from tobacco companies all meetings between MPs and tobacco company employees made transparent A Royal Commission of Inquiry into the operation of the tobacco industry in New Zealand, following recommendation from 	<ul style="list-style-type: none"> Annual data on tobacco industry market practice is disseminated by MOH to the tobacco control community News information surrounds the meetings of MPs with tobacco industry Party campaign funds are scrutinised for tobacco industry channels of funding
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		2010 Inquiry	
The supply and sale of tobacco products will be controlled			
Licensing of retailers introduced as a building block for additional supply-sided measures	Government and MOH	<p>A Tobacco Retailers Licencing Act where:</p> <ul style="list-style-type: none"> • Legislation and policy informs Smokefree enforcement officers on best practice licensing for compliant retailers • licences are removed from retailers who are non-compliant with tobacco control legislation. 	<ul style="list-style-type: none"> • tobacco is no longer considered a normal consumer product • public accepts exceptional measures are needed to reduce its use.
The feasibility of introducing restrictions on the number and/or density of tobacco retailers should be investigated.	MOH	<ul style="list-style-type: none"> • An incremental approach may be required, with the aim of reducing the density of tobacco retailers to an agreed maximum over a five-year period. • bans on all new tobacco licences in the vicinity of schools, followed by a gradual phasing out of existing licensees in those areas. 	Policy analysis published and proceeds cooperatively with the tobacco control community
The feasibility of more effective nicotine products will be considered, and regulations on NRT revised.			
Following 2010 recommendations by MOH, regulatory options for more innovative nicotine replacements will be piloted. For example, options should be developed to appropriately regulate and enable the sale and promotion of the e-cigarette and	Pharmac and MOH	<ul style="list-style-type: none"> • safety standards, efficacy testing and marketing within controlled quitting populations of New Zealand 	Evaluative reports with recommendations to government for enabling Pharmac to loosen regulation on successful products

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other future innovations.			
2012			
Misleading product labeling will be banned			
A comprehensive ban on the use of any terms that could mislead consumers into thinking a product is any less harmful.	Government	Amendments to the Tobacco Retail displays Act informs tobacco manufacturers on the penalties associated with misleading consumers	Packaging of tobacco no longer misleads with the use of terms including, but not be limited to: <i>Light, mild, smooth, fine, mellow, or colour associations such red and gold.</i>
All locations where young people are present will be smokefree			
Support for Smokefree places where young people are present anywhere in New Zealand will be translated into action	Local Government HSC, the tobacco control community	<ul style="list-style-type: none"> Smokefree Schools nationwide, with active by youth for youth programmes Smokefree Beaches, parks, playgrounds Smokefree Festivals, Stadia, Campgrounds 	In every location throughout New Zealand, parents are at liberty to take their children to areas where they will not be exposed to tobacco products or smoking environments.
Policies and practices are required that make tobacco use seem less 'normal'			
strong public concern at the actions of the industry and increase public recognition of the enormous harm caused by tobacco use, and the strong action that needs to be taken.	HSC, MOH, Ministry of Education, Ministry for the Environment, Ministry of Women's Affairs, Ministry of Arts and Cultural Development, Ministry of Social Development, Tourism New Zealand, the tobacco community, local government	<ul style="list-style-type: none"> publicising and building on successful local authority policies encouraging smokefree outdoor areas, and obtaining stronger government support for these exploring, evaluating and implementing alternatives to the current profit driven model for the sale of 	<ul style="list-style-type: none"> stronger community support for smoking cessation and a shared nationwide responsibility for developing healthy environments for children Smokefree built into the national identity and branding exercise of New Zealand around the world

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		tobacco.	
2013			
Plain Packaging will be introduced for all cigarettes			
The brand relationships between tobacco manufacturers and customers will be eliminated	Government	Legislation informs the tobacco industry on how to package their products in New Zealand that disallows brand relationships with customers	<ul style="list-style-type: none"> All tobacco products in New Zealand sold in plain packaging and prominent effective health warnings Tobacco product branding will be limited to generic plain text and graphic picture warnings.
The supply and sale of tobacco products will be controlled			
Additional criteria for holding a licence to sell tobacco products should be introduced.	Government and MOH	Amendments to the Tobacco Retailer Licencing Act: <ul style="list-style-type: none"> include the sale of smoking cessation products such as NRT the display of anti-tobacco marketing materials such as smoking cessation leaflets and posters prominent display of the Quitline number, and local smoking cessation support services. 	<ul style="list-style-type: none"> Number of tobacco retailers begins to decline voluntarily Sales in NRT increase Cessation service user populations increase
Enhanced enforcement and monitoring of sales to minors should be introduced	MOH	Increased funding for nationwide best practice training for Smokefree enforcement officers	<ul style="list-style-type: none"> Less sales to minors recorded

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2014			
2016			
The supply and sale of tobacco products will be controlled			
A ban on duty-free tobacco sales should be introduced in all New Zealand airports.	Government and Customs	Amendments to the Tobacco Retail Displays Act or Smokefree Environments Act	Sale of tobacco at all ports of New Zealand entry ceased
Additional measures which should be further explored include the feasibility of:	Academic Research	<ul style="list-style-type: none"> implementing a ban on internet cigarette sales from vendors based inside and outside New Zealand general supply-focused solutions to increase the regulation and control over the supply of tobacco products. 	Recommendations and conclusions from feasibility studies to instruct MOH and Government on implementing best practice strategies for these final solutions

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2017

Cigarettes will be phased out as a consumer product

regulation and control over the supply of tobacco products.	Government	Introduction of a regulatory legislation with aim to gradually phase out the sale of smoked tobacco, while introducing more effective, safe forms of nicotine that can effectively manage smokers' withdrawal.	<ul style="list-style-type: none">• <2% smoking population in New Zealand, all being targeted for cessation services.• <2% smoking uptake amongst year 10 students• A national pride in New Zealand being 100% pure and almost tobacco free.
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