

# ASH New Zealand

"An Aotearoa/New Zealand that is  
free from harm caused by tobacco"




## Achieving Smokefree New Zealand by 2025

Asian power makes policy



# Vision 2025 – the aspiration



## *Smoke-free New Zealand goal*

### **Recommendation 1**

*That the Government aim for tobacco consumption and smoking prevalence to be halved by 2015 across all demographics, followed by a longer-term goal of making New Zealand a smoke-free nation by 2025.*

Presented to the House of Representatives  
in accordance with Standing Order 248

# Vision 2025



## Recommendations & priorities

- Banning tobacco retail displays and better retail control
- Increase tobacco tax
- Plain packaging by 2012 in alignment with Australia
- *Duty free allowances - trans-Tasmin dialogue 2011*
- Protect public policy from tobacco industry influence
- Options to reduce the supply of tobacco into NZ

# Vision 2025



## *Other*

- *Counter marketing to denormalise tobacco industry*
- *Illicit trade - international protocol*
- *Regulate nicotine & additives in tobacco products and more effective disclosure regime*
- *Work with Maori population on policy development*



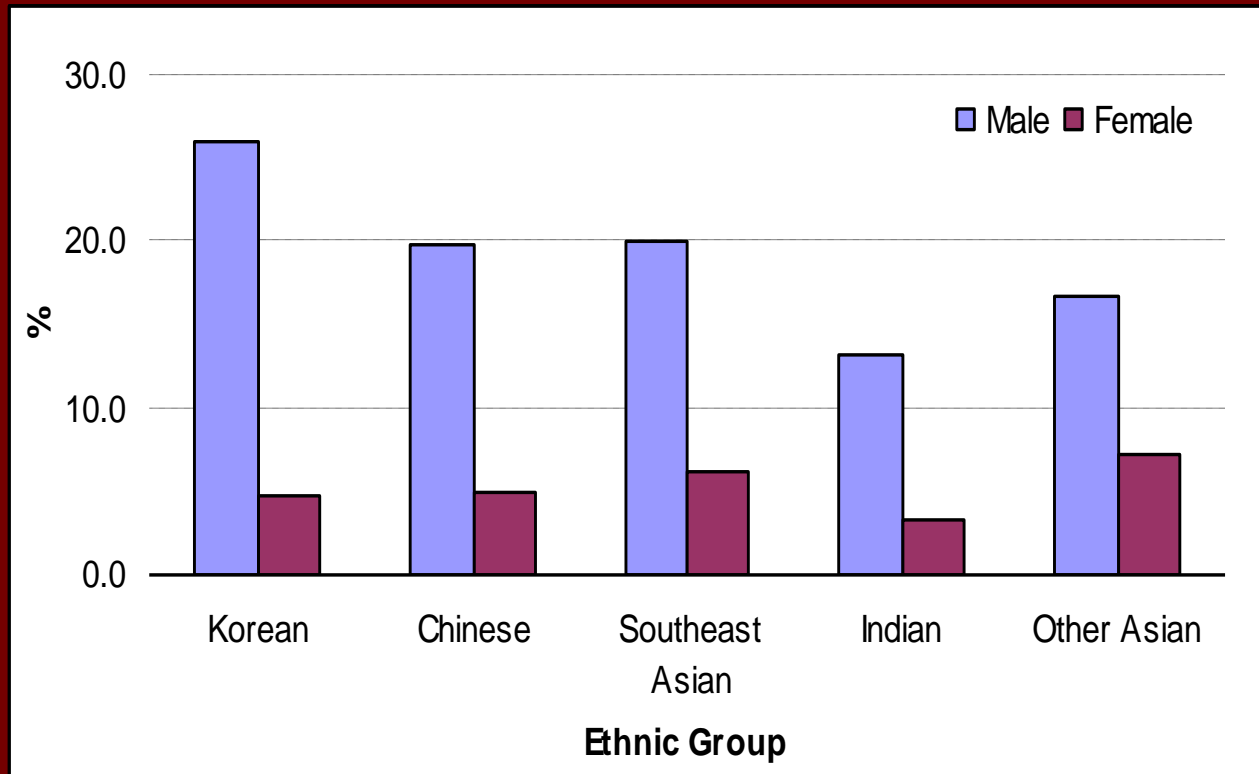
What does this mean for Asian Health?



# Asian Smoking



Smoking prevalence by Asian ethnic group and gender, 2006



Source: Census 2006 data tables (Statistics New Zealand, 2008)

# Asian youth smoking (aged 14-15)

Table 14: Prevalence of smoking status for Asian students, 2009 and 2010 combined

	Daily %	Regular %	Never smoked %	Total (n)
<b>Males</b>				
Chinese	2.8	4.3	86.0	858
Indian	2.4	4.4	83.0	889
Other Asian	2.5	4.6	79.9	1,662
<b>Females</b>				
Chinese	1.8	2.5	89.1	681
Indian	1.4	3.5	85.3	921
Other Asian	1.2	3.2	86.0	1,474

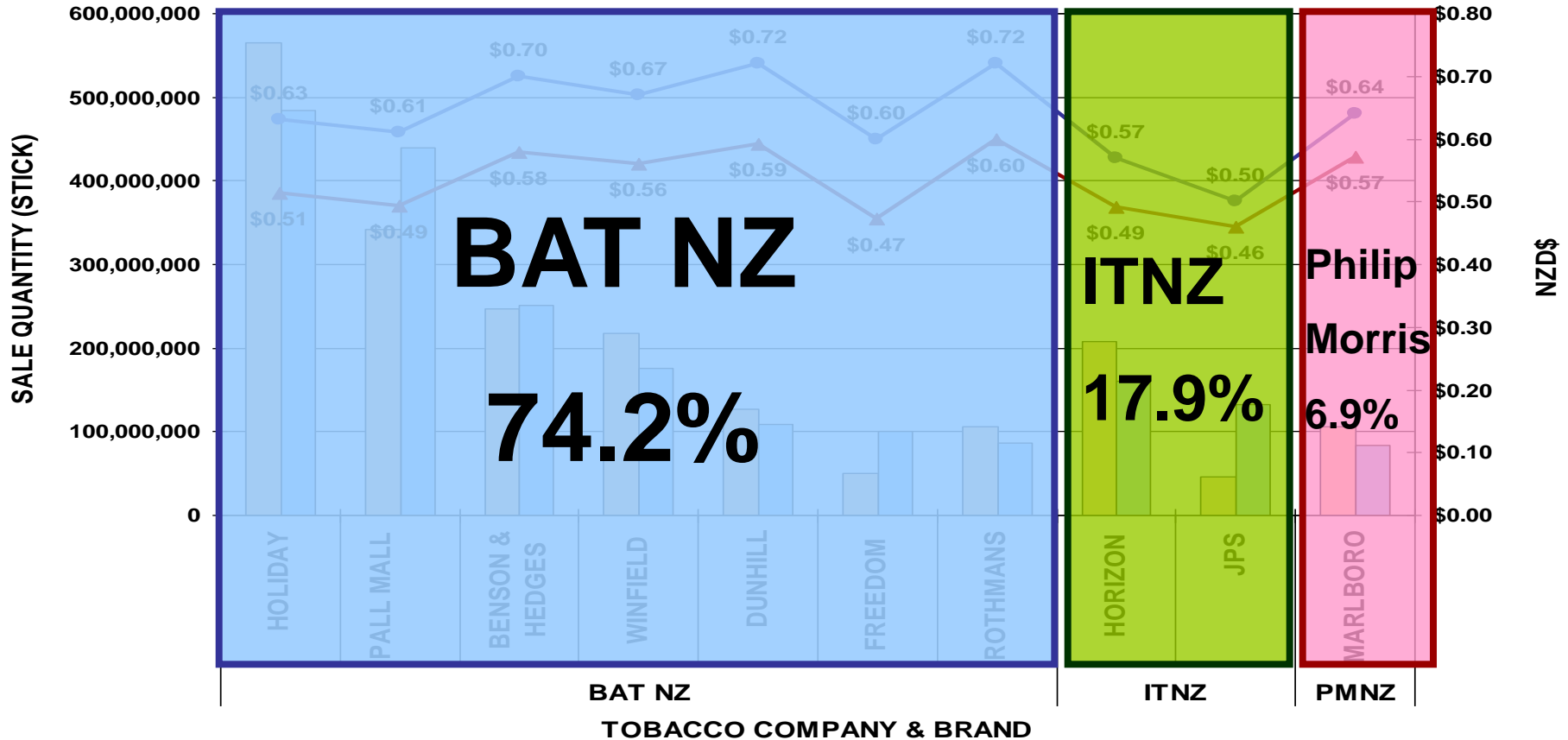
# Not just smoking



- Oral tobacco use
  - Currently, don't have data on the prevalence of oral tobacco use by the Asian communities but.....
  - *“Ethnic communities migrating to NZ bring their tobacco use practices with them.”*
  - More than half of Indian men used some form of tobacco (WHO 2010)
    - 36.5% Indian men used Gutkha – a form of chewing tobacco)

# The Tobacco industry and Asian Smokers

**MOST POPULAR CIGARETTE BRANDS 2009 & 2010**



- SALE QUANTITY (STICK) 2009
- SALE QUANTITY (STICK) 2010
- AVERAGE RETAIL PRICE PER STICK (NZD\$) 2009
- AVERAGE RETAIL PRICE PER STICK (NZD\$) 2010

## The tobacco industry and Asian smokers

<b>Brand</b>	<b>Price per stick (2010)</b>	<b>Sale Quantity (Stick)</b>
<b>Popular NZ brand</b>	<b>\$0.57</b>	
<b>EASY (Europe)</b>	<b>\$0.49</b>	<b>8,640,080</b>
<b>CHUNGHWA</b>	<b>\$0.59</b>	<b>5,430,000</b>
<b>CAMEL</b>	<b>\$0.52</b>	<b>2,844,500</b>
<b>DOUBLE HAPPINESS</b>	<b>\$0.51</b>	<b>1,616,400</b>
<b>ASHFORD (Europe)</b>	<b>\$0.50</b>	<b>1,214,010</b>
<b>GOLDEN DEER</b>	<b>\$0.49</b>	<b>710,000</b>
<b>GD (Europe)</b>	<b>\$0.48</b>	<b>370,000</b>
<b>DJARUM</b>	<b>\$0.68</b>	<b>297,040</b>
<b>PANDA</b>	<b>\$1.02</b>	<b>280,000</b>
<b>FURANGWANG</b>	<b>\$0.55</b>	<b>246,000</b>
<b>LESSER PANDA</b>	<b>\$0.52</b>	<b>210,000</b>

# What's happening overseas

## Illicit trade and counterfeit cigarettes

- *“China is the golden goose of the 21st century”*
- *Demolish Chinese tobacco companies and open door to foreign companies through trade agreement*



# What's happening overseas

In silence I see.  
With WISDOM, I speak.

我默，觀察  
三思而後言

VIRGINIA SLIMS  
Find Your Voice

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

VIRGINIA SLIMS  
100'S

The "tar" of 0.7 mg per cigarette is an average by FTC method.

© 1999 Philip Morris Inc.

The advertisement features a woman in traditional Chinese attire with a peacock on her shoulder. The background is dark with a subtle pattern. The text is in white and gold. The overall aesthetic is elegant and sophisticated.

# What's happening overseas?

- Ratified countries of the WHO Framework Convention on Tobacco Control
  - China
  - India
  - Korea
- Not yet ratified
  - Indonesia



# What Action can you take?



- Is smoking a challenge among Asian communities?
  - Low smoking prevalence – under reporting
  - Co-morbidity – problem gambling and mental health issue
  - Are we under utilising our cessation services?

# What Action can you do?

- Achieve Vision 2025 together
- UN Summit on Non communicable diseases
  - Poverty and smoking

