



**TOBACCO CONTROL
INITIATIVES
WHAT WORKED AND WHY?**

Auckland Regional Alcohol Forum

15 October 2008

A QUICK HISTORY OF TOBACCO CONTROL

- Smokefree Environments Act passed 1990
- Amended twice during the '90's
- Subsidised nicotine replacement therapy 1998
- Private Members' Bill 1999
- Supplementary Order Paper – 2001
- Smokefree Environments (Enhanced Protection) Act passed Dec 10 2003
- Smokefree bars, clubs, and all workplaces implemented Dec 10 2004



HOW DID THIS ALL HAPPEN

- A supportive government
- A supportive Ministry of Health
- A coordinated workforce
- Good science/research
- Good international contacts
- Existing NGO's e.g. ASH, Smokefree Coalition, ATAK (now TRM) the Maori Smokefree Coalition, Quit Group and HSC
- Steve Chadwick MP and Judy Keall MP



- Smokefree working groups set up all over NZ, from Kaitaia to Invercargill
- World Smokefree Day – 31 May. Instead of working on an international theme, NZ did it's on thing
- National organisations met regularly – those already mentioned along with Heart Foundation, Cancer Soc, Asthma, Te Hotu Manawa Maori



ADVOCACY INITIATIVES

- Media campaign – letters to the editor, opinion editorials
- Submissions coordinated
- Met with nearly all Members of Parliament, regardless of party affiliation
- Stuck to one message – it was all about smokefree workplaces
- Local hero – David Simm
- National Drug Policy team used the NGO community effectively



WE KNEW WE WERE DOING OK COS...

- Lots of Official Information Requests about how our contracts were funded.
- Hospitality Industry funded “overseas experts” telling publicans that their business would all fail
- Tales of woe.. 30% of all pubs would close down (30% figured used internationally)



- California had gone smokefree in restaurants and then bars.. Good evidence, sales figures etc
- Then Ireland went smokefree 6 months before us
- Lots of states in the US, and providences in Canada
- Public opinion constantly monitored. We started off with about 30% public support, and by the time the law change was implemented we had over 70% support



- We just kept on doing stuff.
- Keep the issue in the minds of the public and politicians
- Get involved, if you don't do it, then why should you expect others to
- Find allies – coordinate efforts
- Try and focus and changing a couple of things, not everything.



MY TOP 5 THINGS

- Leadership
- Consistency
- Know who your allies and your enemies
- Get involved – submissions
- Don't expect to fail.

