

# WHAKAHĀ O TE PĀ HARAKEKE

*REALISING THE VISION FOR A SMOKEFREE FUTURE*

## Welcome to the Whakahā o Te Pā Harakeke quarterly newsletter

We are delighted to bring you our second quarterly newsletter that updates work undertaken within the Whakahā o Te Pā Harakeke programme, sets out future plans, and outlines details of forthcoming events.

Projects within our programme are now well established and giving rise to some important findings. We have re-oriented some projects to respond to the Smokefree 2025 Action Plan Discussion Document, released in February 2021, and will undertake a further review once the final Action Plan is released later in 2021. We have also prioritised work to inform legislation that may be required to introduce Action Plan measures.

The Whakahā o Te Pā Harakeke programme is conceptualised around a whariki, created from three whenu that comprise strands of related projects that are interwoven with miro, which represent our overarching themes. Our miro detail our shared commitment to reducing health inequities, which we will achieve by developing evidence to reduce smoking prevalence among priority groups, and promoting the achievement of Smokefree Aotearoa for all peoples in New Zealand.



## WHENU HIGHLIGHTS

### WHENU 1

#### Evidence for smokefree interventions, equity and endgames

EASE: Since the July Rōpū Kaitiaki meeting, we have completed the W3.5 survey with 623 (out of 1277 eligible) participants: 208 Māori, 92 Pacific, 6 Māori and Pacific, 317 non-Māori non-Pacific; 103 aged 18-24 years. Preliminary weighting and top-level analyses of W3 are complete and final weighting is underway. We have used preliminary analyses in blogs to support the Government's Action Plan proposals.

We have prepared proposals outlining initial analyses and papers or brief reports; these include work on capsule cigarette use, HTPs use, update on e-cigs prevalence and beliefs, patterns of cessation services use, and information on use of illicit cigs/tobacco. In addition, we are preparing outputs from W1/W2 surveys; these include the impact of plain packaging and larger warning labels, and alcohol and smoking/quitting analyses.

We have revised the conceptual model and aims for EASE so these align with and incorporate the likely impact of action plan proposed interventions. The W4 survey questionnaire preparation underway. We are also very pleased to advise that the National Institutes of Health (US NIH) has renewed the overall ITC programme grant; the NZ ITC is now included as core country in this proposal.

INSPIRED: Progress on the INSPIRED project has been limited, pending appointment of a research fellow to support this project. There have been some promising developments to explore spin-off projects through the NHMRC-funded CRE on tobacco endgames, including international endgame initiatives and an international stakeholder assessment of proposed endgame interventions.

## WHENU HIGHLIGHTS continued

### WHENU 2

#### Reducing the appeal, availability and accessibility of tobacco

Thanks to hard work from Lizzie Strickett from Hāpai, we have completed Study 2.1 whānau interviews exploring how whānau Māori who smoke experience smokefree policies implemented in the past. We also took the opportunity to probe how they perceive new measures that could be included in the final Smokefree Action Plan. Lizzie has since welcomed Pānapa and is taking parental leave; while Lizzie is away, we have welcomed Cynthia Otene who will take over work Lizzie had underway. Cynthia worked with Lizzie on the final interviews and will now be analysing the data using a korowai framework Lizzie developed and preparing a journal article.

COVID disrupted our plans to begin interviewing in Study 2.3, where we will be exploring how young people access tobacco socially and commercially. We have adjusted our plans to use dyad interviews and believe we can proceed with individual interviews under Alert Level 2 and orange or green traffic lights. We are delighted to welcome Associate Professor Patrick Vakaouti to this project; Patrick has recruited Miriama Matagi Tomasi (Ama) one of our summer students who will be interviewing Pacific students.

We have brought forward Study 2.2, where we will interview retailers who have successfully delisted tobacco. We plan to identify the key strategies they used and then explore these with retailers who continue to supply tobacco. We have developed the study protocol and plan to have submitted the full ethics application by the end of November.

We have completed study 2.5, which explored relapse from vaping to smoking; Dr Lindsay Robertson led this work and a paper that is currently under review.

### WHENU 3

#### Evidence to Action

Study 3.1: Over twenty stakeholder interviews have been completed to date from a wide range of stakeholders within the 'tobacco system'. Interviews are due to be completed before the end of the year and initial data coding has started. Thanks in particular to the ESR and Hāpai teams for their work on this project so far. One initial data coding is completed we will start developing a statement concourse that will be further refined as part of Q-Methodology for Study 3.



#### Changes in the team

We are also very pleased to advise that **Lani Teddy** (Ngāti Ranginui, Ngāi Te Rangi) will be moving from a programme manager role to a Research Fellow role, where she will work with Anaru. Lani has a superb background in qualitative research and we know the skills she brings will add new strengths to the programme. Lani has done an outstanding job as programme manager but we are pleased to welcome Andrea Farquharson who is currently working with the Housing and Health programme and who we know will carry on Lani's excellent work. Andrea is just finishing her current role and we look forward to profiling her in our next newsletter.

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### Recent publications

Edwards R, Johnson E, Hoek J, Waa A, Tautolo E-S, Ball J, Stanley J. [The Smokefree 2025 Action Plan: key findings from the ITC New Zealand \(EASE\) project](#). Public Health Expert, July 5, 2021.

Barbalich I, Gartner C, Edwards R, Hoek J. (2021). [New Zealand smokers' perceptions of tobacco endgame measures: A qualitative analysis](#). *Nicotine & Tobacco Research*

Gartner C, Wright, A, Hefler M, Perusco A, Hoek J. (2021). [It is time for governments to support retailers in the transition to a smoke-free society](#). *Medical Journal of Australia*, 215 (10): 446-448.

## SPOTLIGHT | Summer Students

We have welcomed three summer students who we're thrilled to have join our programme. Janet Hoek will be supervising these students in collaboration with colleagues from across the programme.

**Miriama Matagi Tomasi (Ama)** is working on the social supply project. Ama is completing a BA in Pacific Island studies and sociology; in 2022 she will be President of the Otago Pacific Students Association and providing pastoral support to students to Toroa College. Ama will be undertaking talanoa with young Pacific people who smoke to explore how they access and supply tobacco. Associate Professor Vakaouti will be co-supervising Ama.



**Ell Lee** has returned to work with us in 2021/2022! Ell has just completed the ELM3 year and will be exploring how young people potentially affected by the tobacco free generation proposal perceive that measure. Ell will work with young people who could be affected if the Action Plan introduces a TFG measure, and explore how they perceive this measure. We are very pleased that Dr Elizabeth Fenton from the Bioethics Centre will be collaborating on Ell's project, as will several members of the wider ASPIRE group.



**Charika Muthumala** has just completed the ELM2 programme. Charika previously completed a pharmacy degree so we're thrilled to draw on her skills and knowledge as we explore how pharmacists interpret the smokefree 2025 goal and a potential role supplying tobacco as part of a strategy to reduce retailer numbers. Dr Elizabeth Fenton from the Bioethics Centre, Dr Lindsay Robertson and Dr Frederieke Sanne Petrovic van der Deen will be advising on Charika's work.



## Upcoming Event

Our final webinar for 2021 will be given by **Dr Sarah Hill** on 09 December 2021.

### **'As Long as It Comes off as a Cigarette Ad, Not a Civil Rights Message': Gender, Inequity and the Tobacco Industry**

Gender is recognised as a key determinant of health and an important axis of health inequities alongside social class, ethnicity and Indigenous status, and other aspects of social location. This review looks at how the tobacco industry interacts with gender, with a particular focus on women. It reviews the tobacco industry's historical efforts to engage with women via marketing and corporate social responsibility activities, and reflects on its continuing exacerbation of gender inequities via strategies intended to protect market freedoms and the privileged position of commercial actors. By reinforcing gender inequities at multiple levels, the tobacco industry undermines the health of women and girls and exacerbates global health inequities. This highlights the need to address industry activity as a commercial determinant of ill-health and the limitations of relying on product innovation to reduce tobacco-related inequities.

Sarah is a senior lecturer at the University of Sydney's School of Public Health, a senior editor on the journal Tobacco Control, and a member of the Lancet Commission on Gender and Global Health. **For more information and to register click [here](#).**

## Recent Events

In September and October we held two very successful webinars:

### Smoking in NZ Pacific adolescents and implications for the Smokefree2025 action plan

Dr Jude Ball organised this webinar where Associate Professor El Shadan Tautolo (AUT) presented key findings from a joint [ASPIRE and ASH report on smoking among Pacific adolescents](#). Associate Professor Collin Tukuitonga, Stephanie Erick and Lealailepule Edward Cowley, NZ's foremost Pacific smokefree experts discussed the findings and their implications for NZ's Smokefree2025 Action Plan.

### Youth Vaping: What it is, why we are concerned, and what we can do

We were thrilled to welcome Professor Bonnie Halpern-Felscher from Stanford University who gave an excellent overview of youth vaping and shared details of the [to-bacco toolkit](#) she and her team have developed to support youth quitting (of smoking and vaping).

### SRNT Virtual Half-Day Conference Commercial Tobacco Endgame: Perspectives, Progress and Research Gap

In October the Society for Research into Nicotine and Tobacco held a half day virtual workshop on commercial tobacco endgames. Anaru Waa presented on "Imagining an end to harm from commercial tobacco, an Indigenous perspective". This provided a great opportunity to profile the great work within Māori communities that led to the Government's adoption of the SF2025 goal and the potential of the proposed Smoke-free Plan for closing smoking disparities.



## New website!

We are very pleased that the programme website is now live: [www.whakaha.org.nz](http://www.whakaha.org.nz). Special thanks to Jason and William from Hāpai who developed the site and whose creative flair has resulted in a very appealing and professional design.



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## REALISING THE VISION FOR A SMOKEFREE FUTURE

*Eliminating smoking will deliver huge health, economic and social justice gains, and would be a world-leading achievement for Aotearoa.*

