

WHAKAHĀ O TE PĀ HARAKEKE

REALISING THE VISION FOR A SMOKEFREE FUTURE

Welcome to the Whakahā o Te Pā Harakeke quarterly newsletter

The Smokefree Environments and Regulated Products (Smoked Tobacco) Amendment Act has now passed, thanks to an enormous concerted effort by community workers, advocates and researchers. We're elated to see this world-leading legislation in place and look forward to working with colleagues and officials to support implementation of the new measures outlined.

Special thanks to Minister Verrall and her team - we really couldn't have wished for a better Christmas present! We hope everyone who has worked so hard for so long will take time out to relax and enjoy this achievement. We know the hard work will start again next year, but let's make sure we stop to smell and enjoy the roses for a moment!

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 Smoke-

Research Fellows and Summer students

Our new Research Fellows: Janine Nip, Anna Graham DeMello and Lani Teddy, have already made a huge contribution to the ASPIRE Centre and we're thrilled to welcome three summer students: *Katie Frost*, who is working on youth vaping access, *Olivia Sloan*, who is exploring intersections between youth vaping and rangatahi wellbeing, and *Miriam George* is appraising New Zealand's monitoring system for youth alcohol, tobacco and other drugs. We've outlined a little more about their work below.



Te Tiriti

Many of us met recently to consider how we can respond more effectively to Te Tiriti and our responsibilities to Māori. Led by Anaru, we developed pepeha and reflected on the many connections these help us to identify. Richard Ngatai helped us use Edward de Bono's six-hats approach to consider what we are doing and where we should be heading. We're going to be reviewing next steps at our next ASPIRE meeting and planning a work programme for 2023 and beyond.



L-R: Olivia, Lani, Michaela, Jude, Jacqui, Richard, Anaru, Richard Ngatai, Janet, Janine, Miriam and Katie

Smokefree Bill

The past few months have given us many opportunities to work with sector colleagues in supporting the Bill through its various stages. We were delighted to partner with Te Kāhui Matepukupuku o Aotearoa and Hāpai te Hauora in hosting an event at Parliament.

Speakers included Leitu Tufuga, who brought a powerful community perspective, and Dr James Finnegan, Medical Director of the Asthma and Respiratory Foundation.



We were also thrilled the #tags from Wainuiomata (pictured above) joined us and shared their kōrero about youth vaping.



WHENU HIGHLIGHTS

WHENU 1

Evidence for smokefree interventions, equity and endgames

The INSPIRED project, which is monitoring progress with endgame goals in Aotearoa, Canada, Finland, Ireland, Scotland and Sweden is progressing well, thanks largely to Janine's excellent work. Richard visited partners in Ireland, Scotland and Sweden in September and was able to update them on the heartening progress in Aotearoa. A report and article from the first phase of the project are being finalised, and data collection to update what has happened in the six countries since 2018 is underway.

Key findings so far are that the endgame goals successfully catalysed smokefree actions, but tackling inequities in smoking remains a huge challenge and, other than in Aotearoa, radical endgame interventions have not yet been proposed or implemented.

The EASE/ITC NZ project is also progressing very well. Data collection for wave 4 of our surveys of people who smoke or who have recently quit is nearly complete, and recruitment has been very successful with around 1540 people taking part so far. That figure includes larger numbers of Pacific participants than in previous waves. Findings from wave 3 are being finalised for presentation/publication, with outputs on support for and impact of key policy measures, illicit cigarettes, and use of capsule cigarettes, e-cigarettes and heated tobacco products in preparation. We believe that wave 4 and subsequent waves will provide crucial information to help with implementation and evaluation of the key measures included in the Smokefree Action Plan and current Smokefree legislation before Parliament.

WHENU 2

Reducing the appeal, availability and accessibility of tobacco

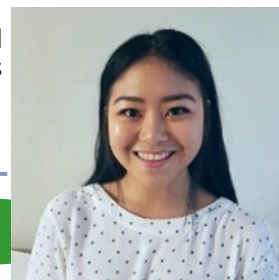
Our work with retailers has continued and Mei-Ling Blank has been doing a fantastic job of recruiting and interviewing retailers to explore their views on alternative product lines (food, coffee, flowers, laundry, EV charging) and possible business support packages. It's clear from these interviews that retailers fear changes to retail outlet numbers will see them close; while their reliance on tobacco sales varies, many feel concerned about what the coming months will bring.

Katie, Olivia, Anna and Lani are working on the youth vaping project and we have collected some fascinating (and frightening) data on young people's vaping practices. Jude and Michaela have kindly offered to share some of their Marsden data so Katie can include findings on vaping access from their work. Anaru and Lani are also supporting Olivia's work on youth wellbeing and ensuring the Māori framework proposed by Anaru is thoughtfully and appropriately applied.

The likely introduction of denicotinisation has created an opportunity to explore whether and how packaging should be adapted to reflect this change. There are risks that adding "low nicotine" may create reduced harm connotations, given confusion over the role of nicotine and tar in causing illnesses among people who smoke. Many people who smoke do not differentiate between nicotine as the addictive substance in tobacco and by-products of combustion (tar) that increase disease risk. Once tobacco is denicotinised, there is a potential risk people may believe it is no longer harmful; on-pack warnings provide an opportunity to pre-empt or correct these misperceptions. We have replaced the alcohol study initially proposed with work that examines on-pack messaging most likely to reinforce the overall message that all cigarettes are harmful. This work will get underway in 2023.

Finally, we were very pleased to see Lindsay Robertson's work on relapse from vaping published online in November. We have also published Ell Lee's 2020 and 2021 summer projects (details below).

Ell Lee



WHENU HIGHLIGHTS (continued)

WHENU 3

Evidence to Action

Whenu toru comprise three studies.

Study 1 is an initial qualitative study exploring stakeholder views within the 'tobacco system' about who holds knowledge, power and influence and who ought to hold these attributes. The tobacco system refers to all those things that enable tobacco to be made available in Aotearoa and the tobacco control system that attempts to minimise harm from tobacco products. Study 1 interviews include people involved in tobacco control, retailers who might sell tobacco, advocates, and government officials. The interview sample was divided into interviews with Māori stakeholders and interviews with mainstream stakeholders. The interviews have been completed (n=10 mainstream and n=10 Māori) and data analysis is underway. We have conducted initial top-level thematic analysis to inform the statement concourse for the Q-Method stud (see study 2) and are currently developing two papers for publication. The first is a thematic analysis exploring how tobacco control is conceptualised from a Maori perspective. The second is based on critical systems heuristics and is exploring participant understandings of knowledge, power, legitimacy and motivations within the 'tobacco system' in Aotearoa.

Study 2 employs Q Method to identify and articulate nuanced mental models that will shed light on decision making and its influences within tobacco control. This study continues from study 1 and applies Q Method. From the top-line analysis of the results from Study 1 we have developed draft concourse statements that will form the basis of Study 2. We will be testing these statements over the next few weeks and hope to start interviews before the end of this year.

Study 3 brings together findings from study 1 and 2 to develop systems diagrams that describe interactions within tobacco control systems. This will involve workshoping with stakeholders and applying intervention scenarios based on findings from whenu tahi and whenu rua. We expect this study to be in field in 2023.

Summer Projects



Katie Frost has just finished the second year of her medical degree and worked in the film industry before returning to study medicine. She is working with young people aged 16 to 17 who vape regularly, and is exploring how they access vaping products (given vapes are R18 products). She has already discovered intriguing details about the informal supply networks operating within schools and heard several poignant stories of regret experienced by young people who find they are now dependent on vaping.

Olivia Sloan represented New Zealand in archery before coming to Otago to study medicine. Like Katie, Olivia will be entering the ELM3 year in 2023. Olivia is using the Ngā Pou Mauriora framework to explore how vaping intersects with youth wellbeing. By talking with rangatahi who vape, as well as those who do not, she hopes to probe the impact vaping has on core concepts underpinning young people's wellbeing.



Miriam George will be a fifth-year medical student in 2023. She previously completed a Bachelor of Health Science and Postgraduate Diploma in Health Sciences and has studied the design and functions of health systems, as well as working for the Northern Regional Alliance. Her project focuses on appraising New Zealand's monitoring system for youth alcohol, tobacco, e-cigarette, and cannabis use.

Other work

As part of a programme contract with the Cancer Society, several ASPIRE researchers have presented webinars. In November, Dr Robin Quigg shared findings from work she had led (with Dr Louise Marsh and Bobbie Clark-Heu). Their study explored the context of place and associations with smoking in urban Hamilton parks using a Te Ao Māori perspective. Robin gave an excellent and very thought-provoking webinar.

Recent Publications

Gendall P, Gendall K, Branston JR, Edwards R, Wilson N, Hoek J. Going 'Super Value' in New Zealand: cigarette pricing strategies during a period of sustained annual excise tax increases. Tobacco Control Published Online First: 25 August 2022. doi: 10.1136/tc-2021-057232

Hoek J, Waa A, Edwards R. Does the smokefree generation proposal go far enough? New Zealand Medical Journal (Online); 135 (1561), (Sep 2, 2022): 8-11.

Wilson N, Carter R, Heath D, Wei Z, Martinez E, Robertson L, Zhangmo P, Bloomfield S, Thomson G, Hoek J, Edwards R. Assessing cigarette smuggling at a time of border closure to international tourists: survey of littered packs in New Zealand. Tobacco Control Published Online First: 26 August 2022. doi: 10.1136/tc-2022-057603

Two projects from Eli Lee, a summer student in 2020 and 2021, have recently been published!

Lee E, Hoek J, Fenton E, Joshi A, Evans-Reeves K, Robertson L. An analysis of arguments advanced via Twitter in an advocacy campaign to promote Electronic Nicotine Delivery Systems (ENDS). Nicotine Tob Res. 2022 Oct 21;ntac237. doi: 10.1093/ntr/ntac237.

Hoek J, Lee E, Teddy L, Fenton E, Edwards R. How do New Zealand youth perceive the smoke-free generation policy? A qualitative analysis. Tobacco Control Published Online First: 25 October 2022. doi: 10.1136/tc-2022-057658

