



Ko te whakapapa o te ao tupeka kore o Aotearoa

The History of Tobacco Control in New Zealand



HĀPAI TE HAUORA
MĀORI PUBLIC HEALTH

The History of Tobacco Control in New Zealand

PRE-1900s

- Tobacco was first found and cultivated in the Americas and brought to Europe by Christopher Columbus and other explorers in the 15th and 16th centuries.
- Introduced to New Zealand by Captain Cook in 1769.

1900s

- Late 1900s: The invention of machines to mass-produce cigarettes changed smoking habits forever by increasing the convenience and additional supply and access to cigarettes
- 1914-1918: Cigarettes became very popular with soldiers during the First World War - Soldiers were given free cigarettes daily and after the war cigarette smoking became much more acceptable. After the Second World War, 75% of the male adult population, and 25% of adult females were now addicted to cigarette smoking.

1920-1950s

- 1930s: Medical professionals began to notice an increase in lung cancer – previously an unusual disease. “The most noticeable fact in the history of lung cancer, is that before the invention of cigarettes, lung cancer was very very rare”
- By the 1950s, American and British research began to identify smoking, particularly cigarettes, as a leading cause of the increase in lung cancer rates.

In Aotearoa - New Zealand:

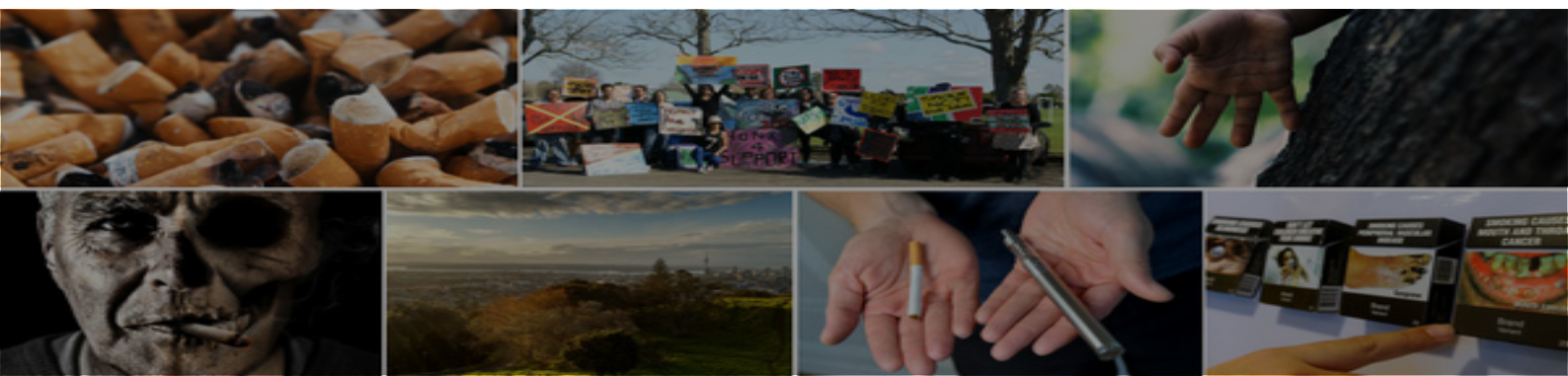
- 1948: First Department of Health posters linking cancer with smoking.
- 1953: Tobacco consumption by weight per adult peaked in New Zealand.

1960-1980s

- 1964: Release of the Surgeon General's report on smoking and health linked smoking to heart disease, other kinds of cancer and many other health problems.

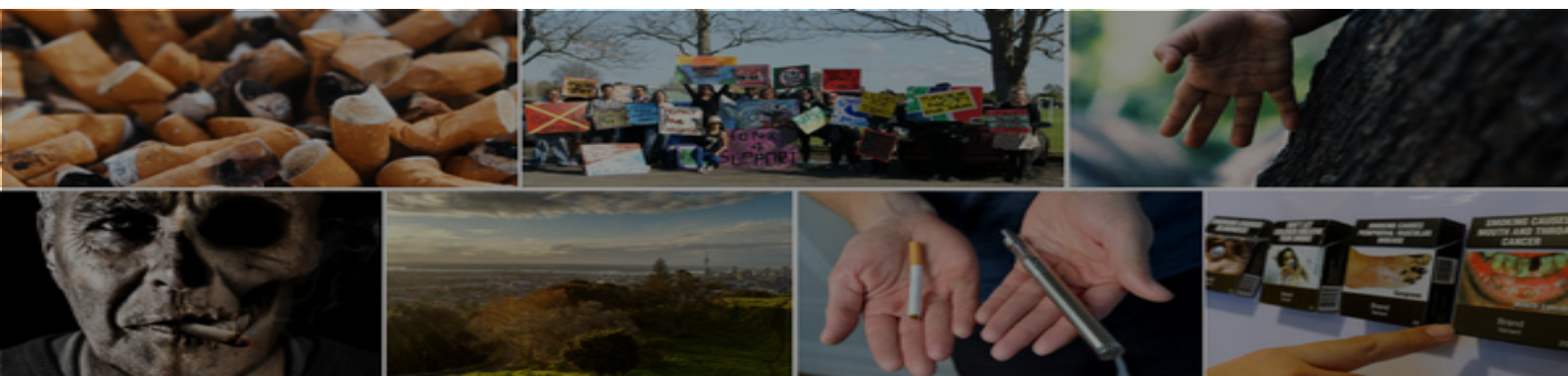
In Aotearoa - New Zealand:

- 1962: Māori female smokers surpassed male Māori smokers.
- 1963: Cigarette advertising banned on New Zealand television and radio by broadcasting authorities in response to the Medical Association's call for a ban on advertising.
- 1973: Industry agrees to ban billboard and cinema screen cigarette advertisements.
- 1974: First health warning appear on cigarette packaging.
- 1979: Tobacco defined as a toxic substance in the new Toxic Substances Act.
- 1984: Māori men and women had highest rates of lung cancer incidence reported from any cancer registry in the world.
- 1984: Labour Government initiates a tobacco control programme.
- 1985: Minister of Health publicised a “comprehensive policy to promote non-smoking”, asking the Government to commit to a tobacco control programme including: public involvement and health education, quit clinics for adults, restricted adolescent access to tobacco, regulation of tar yields, increased taxation, smoke-free environments, health warnings and a ban on advertising tobacco products and tobacco brand name sponsorships.
- Smoke-free Week (1986) supported with \$0.5million government funding for TV advertising.
- Budget raises tax, industry adds its margins and tobacco prices rise 53%
- 1987: New, varied and strong health warnings linking smoking to heart and lung disease appear on the front and back of cigarette packaging sold in New Zealand.
- 1987: Department of Health goes totally smoke-free. Strong public support for restrictions on smoking at work and indoors in public.
- 1988: Amendment to Toxic Substances Act banned tobacco product sales to under 16yrs. Domestic airlines go smoke-free.
- 1989: Coalition to end tobacco advertising and promotion launched in Wellington. First announcement of Government intention to introduce legislation to ban tobacco advertising.
- From 1985-1990, New Zealand had the most rapid rate of reduction in smoking consumption in the Organisation for Economic Cooperation and Development (OECD).

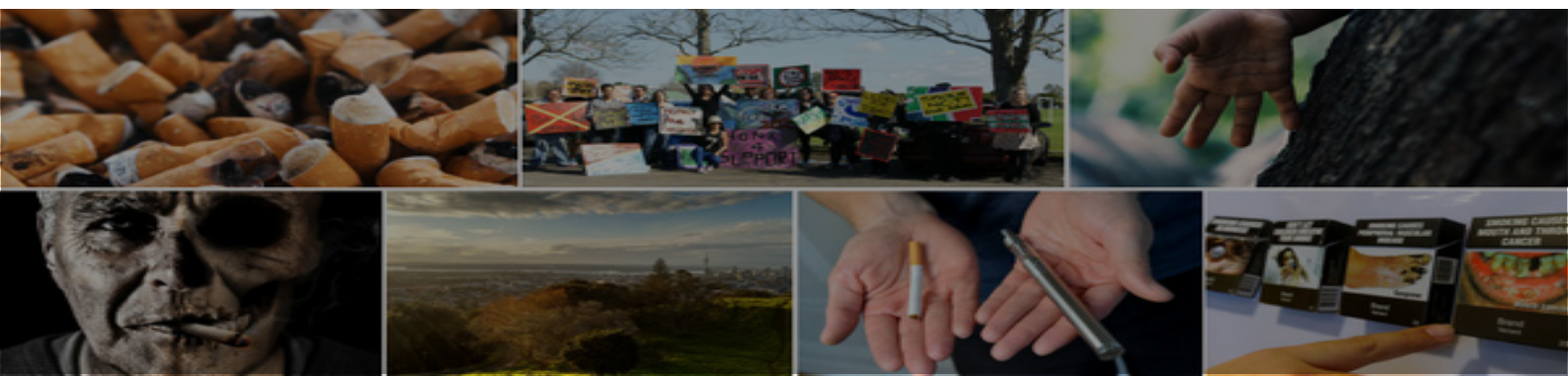


1990s

- From 1990-1998, tobacco tax was adjusted for inflation at least annually. Then three yearly tobacco tax increases continued to be announced.
 - 1990: Smoke-free Environments Bill introduced to Parliament in May and passed into law in August 1990.
- Implementation of the Smoke-free Environments Act 1990 (SFE), incorporated earlier bans and additionally: Placed restrictions on smoking in many indoor workplaces & required all workplaces to have a policy on smoking. Said policy to reviewed annually. Placed bans on smoking in public transport and certain other public places, and restricted smoking in cafes, restaurants and casinos. Regulated the marketing, advertising, and promotion of tobacco products and the sponsorship by tobacco companies of products, services and events.
- Banned the sale of tobacco products to people under the age of 16 years (raised to 18 years in 1998). Provided for the control and disclosure of the contents of tobacco products.
- Established the Health Sponsorship Council (HSC) to replace tobacco sponsorship. The HSC introduced the Smoke-free brand.
- National Government takes office in October promising to repeal the ban on tobacco sponsorship and advertising.
- 1991: Economic recession at its maximum. 17% price increase in cigarettes resulted in 15% decline in cigarette sales.
- 1992: Tobacco product consumption per adult is the lowest among OECD countries and affordability of tobacco products in New Zealand is the one of the lowest among these countries.
- 1993: Environmental Protection Agency in USA says environmental tobacco smoke (ETS or SHS) causes cancer and is causal for glue ear.
- Smoke-free Environments Act amended to allow existing tobacco sponsorships to continue until 1995 (2 years longer than in the initial legislation).
- Australia prohibits tobacco sponsorships from 1995 bringing Australian and New Zealand policies in line.
- Contract established with Te Hotu Manawa Māori to coordinate and strengthen tobacco control among Māori. Until this there was no-one working full-time on Māori smoking.
- Smoking prevalence among adults at 27% – no decrease since 1989.
 - 1994: Launch of Auahi Kore programme, by Te Hotu Manawa Māori.
- HSC begins to replace major tobacco sponsorships with smoke-free sponsorships.
- Public Health Commission sets a target for 20% adult smoking rate or less by 2000 - requiring further government intervention to be achievable.

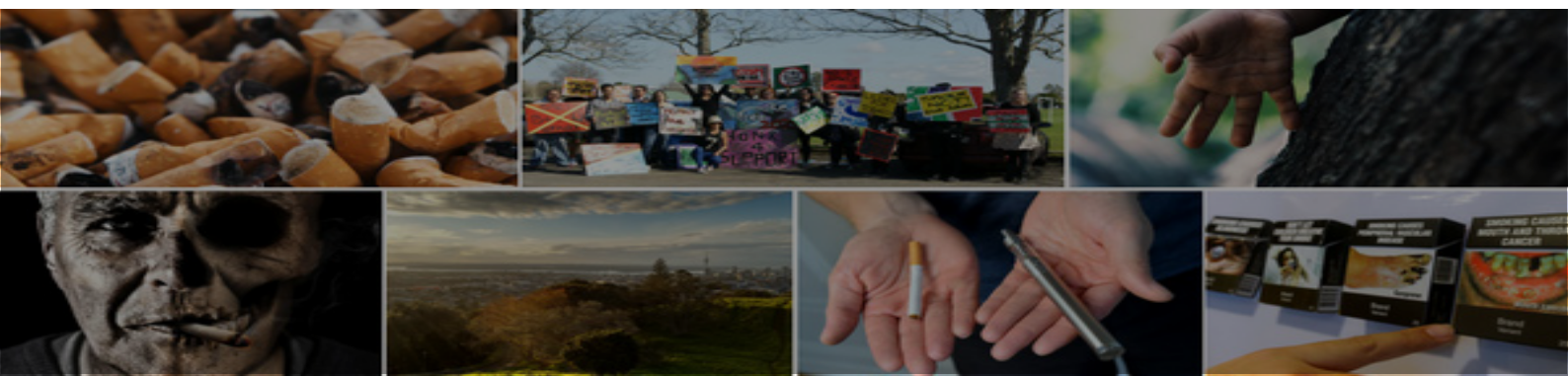


- 1995: 1 January: All tobacco product signs in shops come down.
- 31 March: All Air New Zealand flights smoke-free with the exception of flights to Japan and Korea.
- 1 July: All tobacco sponsorships end and sponsorship signs come down - a few exemptions until Dec 1995 included Winfield Cup Rugby League matches held in Auckland.
- October: Smoke-free Environments Amendment Bill No.2 introduced into Parliament.
- 1996: Census reveals that 23.7% of New Zealanders smoke.
- Media campaign targeted at youth begins – Why Start? – and runs for 3 years at a cost of \$1million annually.
- 31 May: First national celebration of World Smokefree Day (WSFD). Held annually, WSFD is the only global event established to call attention to the health effects of using and being exposed to tobacco products.
- 1997: Liggett tobacco company in USA admits tobacco causes cancer, heart disease and is addictive and also admits to marketing to children.
- First national Smoke-free Conference held in Wellington attended by 120 - theme “Consensus for a Smoke-free New Zealand”. Conference held again 1998 and biennially since.
- Smoke-free Environments Amendment Bill No.2 passed in July, becoming the Smoke-free Environments Amendment Act (1997), amending the Smoke-free Environments Act (1990) to:
 - ban sales of tobacco products to anyone under 18yrs (was previously 16yrs)
 - ban sales of cigarettes in packs of less than 20
 - clarify the regulatory powers of the Act to limit harmful constituents in tobacco products
 - ban incentives to retailers to promote tobacco products
 - reduce size of in-shop tobacco advertising.
- 1998: September: Quitline and Quit/Me Mutu pilot campaign launched in Waikato and Bay of Plenty. At completion of six-month trial, 8500 calls were received, out of 100 000 smokers in the region.
- Apārangi Tautoko Auahi Kore (ATAK) – Māori Smokefree Coalition, established.
- 1999: Launch of national Quitline and Quit/Me Mutu campaign at the Public Health Association Conference.
- Mid-1999 - launch of Aukati Kai Paipa, a two-year pilot cessation programme for Māori.
- Introduction of Smoke-free Environments (Enhanced Protection) Amendment Bill, which proposed greater protection for workers, volunteers and the public than the Smoke-free Environments Act 1990, particularly against exposure to second hand smoke.
- First national Auahi Kore conference held in Wellington attended by 100

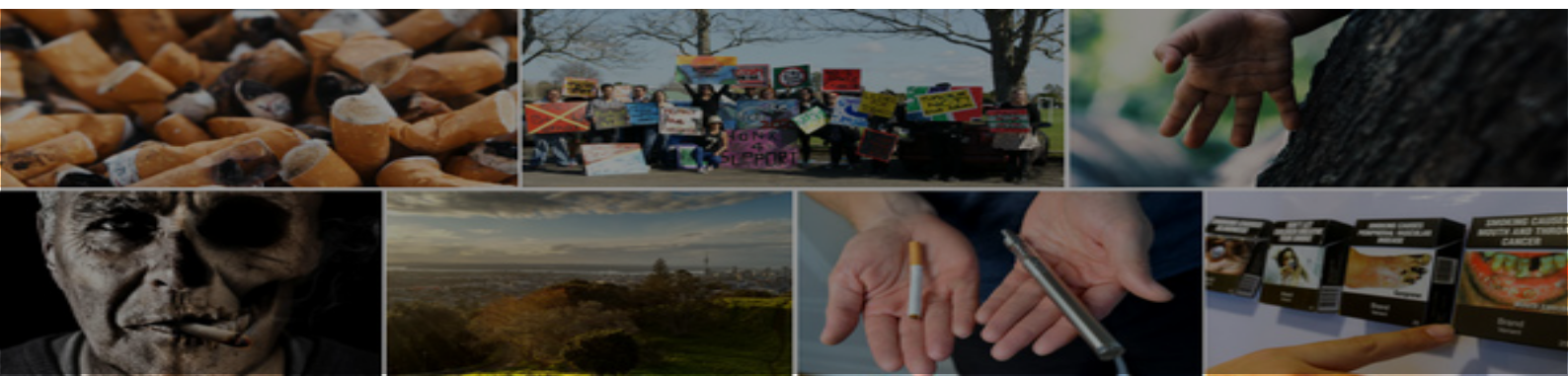


2000 - the New Millennium

- 2000: November – subsidised nicotine patches and gum available through the Quitline and authorised community providers.
- 2001: Supplementary Order Paper (SOP) further enhanced changes suggested by the Smoke-free Environments Amendment Bill.
- Smoke-free Environments Amendment Bill (a combination of the Smoke-free Environments (Enhanced Protection) Amendment Act 1999 and the SOP) referred to the Health Select Committee.
- 2003: Agreement reached on the Framework Convention on Tobacco Control (FCTC) - the worlds first public health treaty designed to reduce the health and economic effects of tobacco. Provides the basic tools for countries to enact comprehensive tobacco control legislation. Signed by New Zealand in June 2003.
- Development and distribution of the National Māori Tobacco Control Strategy 2003-2007 and accompanying Action Plans.
- 3 December: Smoke-free Environments Amendment Bill passed. Royal Assent received 10 December, becoming the Smoke-free Environments Amendment Act 2003.
- 2004: 1 January: All buildings and grounds of schools and early childhood centres required to be smoke-free.
- 27 January: NZ ratifies FCTC, making the conventions and protocols outlined in the document, legally binding to NZ. As at 26 May 2005, 168 countries have signed and 66 have ratified.
- 29 March: Ireland becomes first country to go completely smokefree in workplaces, banning smoking in all workplaces, including pubs, bars and restaurants.
- 10 December: All licensed premises (bars, restaurants, cafes, sports clubs, casinos) and other workplaces (including offices, factories, warehouses, work canteens and 'smoko' rooms) become smoke-free indoors in New Zealand.
- All Australian states (with exception of the Northern Territory) make the announcement of the intention to go smoke-free in 2006-2007 (announcement pending for South Australia)
- 2005: 28 February: FCTC comes into force when the 40th country formally ratifies.
- May: South Taranaki District Council is the first local authority in New Zealand to implement a policy discouraging smoking in Council owned swimming pools and outdoor surrounds, playgrounds and parks.
- 2006: Aukati Kaipapa conference: Hone Harawira - vision of NZ as a tobacco free nation
- Smoke-free Symposium: Shane Bradbrook Director of Te Reo Marama presents a vision of 'Tupeka Kore' – Māori worldview of the removal of tobacco from the community, determined by Māori.



- 30 May: The family of a dead Invercargill woman lost a landmark case against British American Tobacco. Janice Pou lodged a \$310,000 claim for damages against British American Tobacco before her death from lung cancer in 2002.
- 31 May: Upper Hutt City Council becomes the second local authority to implement a policy discouraging smoking in Council owned reserves, playgrounds and parks. Many more councils begin to follow.
- 2007:13 February: Prime Minister Helen Clark says she finds the idea of taxpayers' money being invested in tobacco companies offensive.
- 13 March: The Vodafone Warriors rugby league franchise announce they will be introducing smoke-free outdoor seating areas to Mt Smart Stadium from the start of the season.
- September: New Zealand, Ireland and Finland are jointly awarded the Global Smoke-free Partnership's Extraordinary Award in Edinburgh, in recognition of their "exceptional and outstanding commitment" in the development of guidelines for Article 8 (Protection from exposure to tobacco smoke) of the FCTC.
- 2008: Tupeka Kore 2020 Vision and 2009 'Achieving the Vision' documents Tupeka Kore Aotearoa 2020 Vision Future generations of New Zealand children will be free from exposure to tobacco and will enjoy smokefree lives There will be no supply of, or demand for, tobacco as normal consumer products in Aotearoa/New Zealand Origins
- 28 February: Regulations around graphic pictorial health warnings appearing on all tobacco packaging sold in New Zealand come into force. Thirty percent of the front and 90 percent of the back of cigarette packets must be covered by graphic health warnings.
- May 2008: Results from the Ministry of Health's 2006/07 New Zealand Health Survey - the largest survey of New Zealanders' health ever completed - puts New Zealand's smoking prevalence at a record low of 19.9 per cent for current smokers (aged 15 years and over).
- 17 June: Txt2Quit, a quit smoking programme by mobile phone is launched in New Zealand as a 'world-first'.
- A report, published jointly by the Ministry of Health and the National Health Board in 2011, 'Cancer: New Registrations and Deaths 2008', reported that lung cancer remained the leading cause of cancer death in 2008, followed by colorectal, breast and prostate cancer.
- 2009: The 2009 New Zealand Tobacco Use Survey was carried out from January to May 2009. Key findings from the survey included: Approximately one in five adults (21 percent) were current smokers, indicating that current smoking rates in New Zealand continued to decline. Around one in five (18 percent of) youth aged 15-19 years were current smokers, a significant decrease from 23 percent in 2006.
- 2010: Māori Affairs Select Committee inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori.
- 2010: Māori Affairs Select committee released their 42 recommendations to the Government.



- 2010: On 4 November 2010 Associate Minister of Health, The Honourable Tariana Turia, announced Cabinet decisions outlining a suite of increased control measures focused on the tobacco retail environment:
 - prohibiting any visible display of tobacco products for sale
 - tighter legislation regarding the display of trading names for tobacco outlets
 - enabling Smoke-free Enforcement Officers to issue instant infringement fines to those selling tobacco products to individuals under the age of 18 clarifying that any contracts and agreements covering trade rebates and discounts for selling tobacco which are inconsistent with the Smoke-free Environments Act are legally void.
- These changes were brought in by amendment to the Smoke-free Environments Act and subsequent regulations.
- 2011: The Māori Smoking and Tobacco Use 2011 profile was released, presenting information related to the tobacco use of Māori compared with non-Māori, using findings from the 2009 New Zealand Tobacco Use Survey. It found that Māori in all age groups had higher smoking rates than non-Māori and that Māori non-smokers were more likely than non-Māori to be exposed to second-hand smoke in their homes and cars.
- 2011: Government response to Māori Affairs Select Committee inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Maori and adoption of Smoke-free 2025 goal
- 2012: From July 23 retailers have had to ensure that tobacco products are not visible to the public, either from the inside or the outside of a premise. A fine of up to \$10,000 exists for breaching the law.
- 2014: (1 November) Duty-free tobacco allowances cut from 200 cigarettes to 50.
- 2015: Single cigarette sales alerted as ongoing issue by Hāpai, Tupeka Kore Community Action Group and Auckland Regional Public Health.
- 2015: Smoke-free Environments (Tobacco Plain Packaging) Amendment Bill: Approved.
- Māori adults smoking rates 38%, Pacific adults 24%, European/other 15%, Asian 6%.
- 605,000 New Zealand adults continue to smoke. Over 700,00 have stopped smoking.
- 2015: Ministry of Health realignment of Tobacco Control services.
- 2016: Government announces Standardised Packaging moving forward.
- 2017: 29 March – Legalisation of the sale and supply of nicotine e-cigarettes and e-liquid as consumer products announced.

