

Aide-Mémoire

Stop smoking services and health promotion activities

Date due to MO:	27 February 2024	Action required by:	N/A
Security level:	IN CONFIDENCE	Health Report number:	H2024036635
To:	Hon Casey Costello, Associate Minister of Health		
Consulted:	Health New Zealand: <input checked="" type="checkbox"/> Māori Health Authority: <input checked="" type="checkbox"/>		

Contact for telephone discussion

Name	Position	Telephone
Jane Chambers	Group Manager, Public Health Policy and Regulation, Public Health Agency Te Pou Hauora Tūmatanui	s 9(2)(a)
Emma Hindson	Manager, Ope Ōpiki, Public Health Policy and Regulation, Public Health Agency Te Pou Hauora Tūmatanui	s 9(2)(a)

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To: Hon Casey Costello, Associate Minister of Health

Security level: IN CONFIDENCE **Health Report number:** H2024036635

Details of meeting: 27 February 2024

Purpose of meeting/ proposal: Introduction of the Smokefree Environments and Regulated Products Amendment Bill.

Comment: **Stop smoking services and health promotion activities**

- You will shortly take the Smokefree Environments and Regulated Products Amendment Bill through the House.
- Your office has requested supporting information on stop smoking services and health promotion activities.
- This aide-memoire provides context and information on effectiveness, cost, and future direction of stop smoking services and health promotion activities.
- This aide-mémoire discloses all relevant information.



Jane Chambers
Group Manager, Public Health Policy and Regulation
Public Health Agency | Te Pou Hauora Tūmatanui

Talking points on stop smoking services and health promotion activities

Stop Smoking Services

Background

- There are 25 stop smoking services across the country that provide widely accessible, evidence-based smoking cessation support. This includes multi-session behaviour change support and free stop smoking medicines, such as nicotine replacement therapy.
- Responsibility for stop smoking services sits between Health New Zealand | Te Whatu Ora - Commissioning, Pacific and National Public Health Service and Te Aka Whai Ora.
- Support is provided to all people who smoke, but priority groups are young wāhine Māori, Māori, and Pacific peoples.
- Stop smoking services also provide support to people who have switched to vaping to quit vaping using behaviour change support only.
- Quitline is also available to support smokers to quit either online, by phone, text or email.

Budget and funding

- The total contract value for stop smoking services is \$15,684,109 per annum.
- A total of \$13.875 million in Budget 2021 funding was committed to scaling up stop smoking services over three years from July 2022, with an additional \$2 million per annum of funding to be invested directly with Pacific health providers over four years so they can tailor stop smoking services for Pacific communities.
- Additional funding was allocated to existing Hauora Māori providers, and to scale up current stop smoking services. Since January 2023, 16 stop smoking providers have commenced delivery of their scaled-up proposals. These primarily focus on increasing support to hapū wāhine and Māori.
- The Smokefree 2025 Innovation Grants opened in 2022. 27 grants have now been approved for funding and these services will start from March 2024. These grants are available primarily to community groups to support:
 - new ideas and ways to encourage and support people within the community to quit smoking
 - initiatives developed by the community for their community
 - initiatives that are different to the stop smoking support avenues that already exist.

Effectiveness

- Stop smoking services collect quarterly data from people who smoke who have been referred and then enrolled in a programme, and report success at 4-weeks post-quit date.

- Stop smoking services have been a key aspect of lowering smoking rates for both adults and young people. The below tables show data collected through the New Zealand Health survey on quit rates for all adults (aged 15+) and youth (aged 15-24).

Adult quit rate

Year	Quit rate (percentage of people who smoke aged 15+ who have quit smoking in the past 12 months)	Estimated total number of adults (15+)	Māori adults 15+ who have quit in past 12 months	Pacific adults 15+ who have quit in past 12 months
2011/12	11.4%	74,000	15,000	4,000
2012/13	12.6%	80,000	15,000	6,000
2013/14	10%	63,000	13,000	7,000
2014/15	9.7%	59,000	11,000	6,000
2015/16	9.6%	58,000	9,000	4,000
2016/17	13.5%	85,000	19,000	7,000
2017/18	12.5%	75,000	17,000	6,000
2018/19	11.7%	68,000	15,000	4,000
2019/20	13.6%	76,000	17,000	5,000
2020/21	18.5%	88,000	25,000	8,000
2021/22	19.3%	86,000	33,000	17,000
2022/23	16.2%	55,000	21,000	6,000

Youth (15-24) quit rate

Year	Quit rate (percentage of smokers aged 15 – 24 who have quit smoking in the past 12 months)	Estimated number (total)
2011/12	12.1%	16,000
2012/13	13.6%	16,000
2013/14	8.1%	10,000
2014/15	10.0%	12,000
2015/16	6.7%	7,000
2016/17	17.9%	18,000
2017/18	12.5%	12,000
2018/19	14.6%	13,000
2019/20	20.2%	17,000
2020/21	30.8%	17,000
2021/22	37.1%	25,000
2022/23	41.5%	14,000

Example of service effectiveness

- To provide an example of service effectiveness, the following data are from the Health New Zealand Counties Manukau stop smoking service, from October 2022 to September 2023:
 - During this period there were 1,522 enrolments into the service (Māori 50%, Pacific 26%).

- Of those, just over half (51%) went on to make an attempt to quit/set a quit date (n= 770; Māori 47%, Pacific 28%).
- At 4-weeks, 626 (Māori 45%, Pacific 27%) quit smoking (biochemically validated). This is an 81% quit rate (of those who set a quit date).
- Based on well-evidenced data on smoking relapse rates, we can estimate that this service would achieve a 20% quit rate at 1-year. This is some 5-6 times greater than the 1-year quit rate achieved by quitting smoking without support (3-4%).

Future direction of stop smoking services

- The performance of stop smoking services is constantly under review and contracts are due to end in June 2025.

Health promotion programmes

Overview

- There are currently three national health promotion campaigns being funded:
 - Breakfree to Smokefree – led by National Public Health Service Health Promotion
 - Protect Your Breath – led by National Public Health Service Health Promotion
 - Community mobilisation and a community activation fund – led by Hāpai te Hauora contracted by Te Aka Whai Ora.

Breakfree to Smokefree

- Breakfree to Smokefree is a social marketing campaign which encourages people to quit smoking. It launched on 31 May 2023. The campaign material was co-designed with Māori and Pacific audiences, and campaign assets are focused primarily on supporting Māori and Pacific people who smoke to quit. A dedicated website [Breakfree to Smokefree | Smokefree](#) provides people who smoke with a simple way to register with a Quit Coach, Quitline or switching to vaping.

Effectiveness

- Breakfree to Smokefree campaign content has generated high engagement. From 31 May 2023 until 25 February 2024:
 - 675 people have registered with a quit coach through the Breakfree to Smokefree website
 - 1,600 people have registered with Quitline through the Breakfree to Smokefree website
 - 2,185 have clicked through to Vaping Facts.
- 72% of people who saw the Breakfree to Smokefree television commercials thought they would either be somewhat or very successful at driving the intention to quit smoking. This is above the expected outcome of a government funded campaign.
- Quitline have reported an 18% increase in contacts and a 12% increase in enrolments and have acknowledge Breakfree to Smokefree as the main contributor those increases. There has also been a 5% increase in wāhine Māori contacting and enrolling in a Quitline programme.

Protect Your Breath

- Protect Your Breath is a digital campaign made to reduce youth vaping and was launched in November 2022 and funded through to June 2024. This campaign is designed to reduce youth vaping uptake by getting youth thinking critically about vaping and the impact on themselves and their communities. The campaign was co-designed with the Hā Collective, a group of Māori and Pacific youth, supported by Curative, a social change agency.

Effectiveness

- Part of the strength of the Protect your Breath campaign has been the ongoing engagement with rangatahi through the Hā Collective and the direct feedback that they provide which continues to shape the campaign.
- Overall, feedback has been positive with people enjoying the strong sense that it feels 'by rangatahi, for rangatahi'. Feedback continues to maintain that a non-judgemental, friendly tone that encourages self-reflection is important.
- The targeting of the Protect your Breath campaign continues to reach young people directly through social media, digital media, out of home and cinema placements. Media continues to generate high levels of positive engagement with nearly 10 million impressions across social media channels, and approximately 50,000 new website visitors in the last 6 months, seeking additional information and support.
- Anecdotal feedback gathered through the Hā Collective and direct to the Protect your Breath social media indicates that the campaign is leading people to reflect on their vaping usage, or the usage of young people in their community.

Community mobilisation and community led activation fund

- Hāpai te Hauora were contracted in February 2022 to provide health promotion and community mobilisation activities at a local, regional and national level. Hāpai work alongside community groups to ensure that Smokefree messaging is paramount to each of the activations.
- Key activations have included virtual and in-person events during World Smokefree May, Māori Netball sponsorships and the Switch It Up Concert in collaboration with Auckland City Council.
- These activations in heavily populated regions support the smokefree goal throughout Aotearoa by raising awareness, engaging communities and changing behaviours.

Vape to Stop

- The Ministry of Health in partnership with the Health Promotion Agency commissioned a social media campaign to support people who smoke to switch to vaping - "Vape to Quit". One flight of television advertising went live but in September 2019 the campaign was paused due to an obvious increase in youth vaping. Campaign assets were reconfigured to become "Quitstrong" which ran successfully until May 2023 when Breakfree to Smokefree went live.

Future direction of health promotion programmes

- The first Innovation Fund projects run through to June 2024, we will be reviewing these and finalising decisions about scaling up (if appropriate).