

2 June 2022

s 9(2)(a)

By email: s 9(2)(a)
Ref: H202206039

Response to your request for official information

Tēnā koe s 9(2)(a)

Thank you for your request under the Official Information Act 1982 (the Act) to the Ministry of Health (the Ministry) on 6 May 2022 regarding information on smoking campaigns. I will respond to each part of your request in turn.

How much has been budgeted for the New 'Quit' "campaign to prevent youth from vaping"?

You are referencing two different campaigns, as such we are providing information for both. The budget for the new 'Quit' campaign is \$4.3 million until June 2025. The budget for the campaign to prevent youth from vaping is \$1 million for this financial year.

The statement references "Smokefree Generation" What does "Smokefree Generation" mean in this context, given that the proposed Smokefree Generation policy has not yet been legislated?

The Ministry has contracted Hāpai Te Hauora (www.hapai.co.nz) to deliver health promotion activities to support the implementation of the Smokefree Aotearoa 2025 Action Plan (<https://www.health.govt.nz/our-work/preventative-health-wellness/tobacco-control/smokefree-aotearoa-2025-action-plan>), including work on supporting a smokefree generation. This work includes co-designing health promotion activities that will support a smokefree generation with rangatahi.

What are the MOH forecasts for smoking rates out to 2025/2026? What inputs/assumptions inform these forecasts?

Forecast smoking rates are included in the Regulatory Impact Statement (see particularly Table 1 and Table 2 [ris-smokefree-aotearoa-action-plan-nov21.pdf \(health.govt.nz\)](#)). Modelling that underpins these forecasts and the assumptions that underpin the modelling will be made publicly available, likely via The Lancet (www.thelancet.com) in the coming weeks. As such this part of your request is refused under section 18(d) as information requested will soon be publicly available.

Under section 28(3) of the Act, you have the right to ask the Ombudsman to review any decisions made under this request. The Ombudsman may be contacted by email at: info@ombudsman.parliament.nz or by calling 0800 802 602.

Please note that this response, with your personal details removed, may be published on the Ministry of Health website at: www.health.govt.nz/about-ministry/information-releases.

Nāku noa, nā

A handwritten signature in blue ink that reads "D Woodley". The signature is written in a cursive, flowing style.

Deborah Woodley
Interim Director
Health Protection and Prevention
Health New Zealand | Hauora Aotearoa