

Aotearoa New Zealand's smokefree journey

- 1948** — First posters in New Zealand link cancer with smoking
- 1963** — Cigarette advertising on tv and radio banned
- 1974** — First health warning on cigarette packets
- 1984** — Strong health warnings linking smoking to heart and lung disease appear on the front and back of cigarette packets sold in New Zealand
Strong public support for restrictions on smoking at work and indoors in public
- 1990** — Smoke-free Environments Act 1990 comes into force
Auahi Kore Smokefree brand launched
- 1999** — Quitline launched
- 2003** — FCTC signed 16 June 2003
- 2004** — All licensed premises (bars, restaurants, cafes, sports clubs, casinos) and other workplaces (including offices, factories, warehouses, work canteens and 'smoko' rooms) become smokefree indoors in New Zealand
- 2010** — First of ten annual tobacco excise tax increases of 10%
- 2011** — Following the Māori Affairs Select Committee process in 2010, the New Zealand Government responded with a goal of a Smokefree New Zealand by 2025
- 2016** — **Stop Before You Start** campaign launches
- 2018** — Tobacco standardised packaging introduced
- 2019** — **Vaping Facts website** launched
- 2020** — **Smokefree Environments and Regulated Products (Vaping) Amendment Act 2020** comes into force on 11 November 2020
- 2021** — **Smoke-free Environments (Prohibiting Smoking in Motor Vehicles Carrying Children) Amendment Act** comes into force on 28 November
Smokefree 2025 Action Plan launched on 9 December
- 2023** — Smokefree Environments and Regulated Products (Smoked Tobacco) Amendment Act comes into force on 1 January
Low Nicotine Technical Expert Advisory group forms and completes its work

