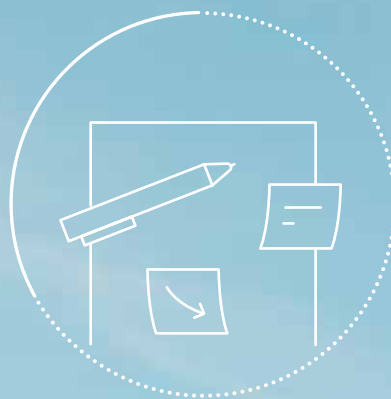


Smokefree Aotearoa 2025 Action Plan

Focus Area 4

Make it easier to quit and harder to become addicted to smoking



Our vision

Our vision is to eliminate the harm that smoked tobacco products cause in our communities by transforming Aotearoa New Zealand to a smokefree nation by 2025.

Our goal

Our goal is that, by 2025, daily smoking prevalence will be less than 5 percent for all population groups in Aotearoa New Zealand.*

Focus areas

The Smokefree Aotearoa 2025 Action Plan has six key focus areas, each with actions that we will take during the next four years and beyond to achieve Smokefree Aotearoa 2025 and ultimately end the harm smoking causes.

Focus Area 4: We'll reduce the addictiveness and appeal of smoked tobacco products by only having low-level nicotine smoked tobacco products for sale and restricting product design features that increase their appeal and addictiveness.

Key actions for Focus Area 4

4.1 Establish a technical advisory group to support development of the regulatory scheme to reduce the addictiveness and appeal of smoked tobacco products.

Lead

Ministry of Health

Timeframe

From February 2022

4.2 Introduce an amendment Bill to allow only very low nicotine levels in smoked tobacco products for manufacture, importation, distribution and sale and introduce product assurance systems to support compliance with these requirements.

Lead

Ministry of Health

Timeframe

2022

* The prevalence goal is for smoking only and excludes vaping and the use of smokeless tobacco products.



Te Kāwanatanga o Aotearoa
New Zealand Government



4.3 Introduce an amendment Bill to restrict product design measures aimed at maintaining or enhancing the appeal and addictiveness of smoked tobacco products.

Lead

Ministry of Health

Timeframe

2022

4.4 Work across government, including with the Ministry for the Environment, to consider how best to restrict filters.

Lead

Ministry of Health

Timeframe

From 2022

We will know we are succeeding when we achieve our three main outcomes of:

1 Eliminating inequities in smoking rates and smoking-related illnesses

2 Creating a smokefree generation by increasing the number of children and young people who remain smokefree

3 Increasing the number of people who successfully quit smoking

For more information, visit the Smokefree webpage on the Ministry of Health website at: health.govt.nz/smokefree2025

