

Smokefree Aotearoa 2025 Action Plan

Support for people who smoke and their whānau and friends

The Government is committed to ending the harm caused by smoked tobacco products, such as cigarettes and roll-your-owns.

Smoking is not an individual issue; it is a social issue and one that we collectively need to address. Whether you're taking the first step in your own journey to quit smoking or are a whānau member supporting someone on this journey, you can play a part in helping us to reach our goal. We know that change – truly meaningful change – comes from within whānau and communities. We want our tamariki and rangatahi to grow up in a country where living smokefree is the norm – for them, their whānau and their community.

Changes being made through the action plan

Traditional tobacco control measures are largely focused on changing people's smoking behaviours, for instance, encouraging people to not start smoking or to stop smoking. While this is an important approach, it does not work for everyone. We need to empower people on their quit journey by making sure their environment is as supportive as possible. That's why the key changes put forward in the action plan aim to reduce nicotine levels in smoked tobacco products, make it harder to buy smoked tobacco products and prevent smoked tobacco products from being designed in ways that keep people addicted.

Once the changes are in place, the smoked tobacco products available for sale will not be the same as they are now. The levels of nicotine they contain, which is what causes addiction, will be much lower. Lower nicotine levels means that it will be much easier to quit as the tobacco will be less addictive. If you want to continue to smoke, you may have to travel further to purchase smoked tobacco products. The age at which you can start buying these products will also go up.

Personal choice

Most people who smoke regret having started and struggle to stop. Many people who currently smoke, or used to smoke, have told us they want us to make it easier to quit by stopping smoked tobacco products from being so easy to get hold of everywhere they go and by making them less addictive. Also, they have asked us to do what we can to prevent young people from starting to smoke. Tobacco harms communities, and we need to take a community approach to reducing that harm.

But this is not prohibition. Smoked tobacco products will still be available for those who choose to continue to smoke.



Te Kāwanatanga o Aotearoa
New Zealand Government



The first steps

There is already a lot of support available for anyone who wants to stop smoking and the whānau who are supporting them on this journey.

- Stop smoking services can create a quit plan that is right for you, provide free and flexible support and free nicotine replacement therapy. You can find out more on the 'Local help to stop smoking' webpage on the Smokefree website at www.smokefree.org.nz/help-advice/stop-smoking-services
- If you are whānau or a friend helping someone you care about to quit, visit the 'Helping others to be smokefree' webpage' on the Smokefree website at: www.smokefree.org.nz/help-advice/helping-others-to-be-smokefree
- QuitStrong is a website that offers information about stop smoking services and techniques and tools for dealing with cravings. You can find out more on the QuitStrong website at: quitstrong.nz
- Quitline is open 24/7 and offers a number of different options that can help you quit. You can call 0800 778 778, text 4006 or visit the Quitline Facebook page at: www.facebook.com/quitlinenz
- Some community pharmacists provide funded nicotine replacement therapy and behaviour support services.
- Creating healthy habits is key – create smokefree environments, especially in your home and car.
- If you can, advocate for smokefree areas at your local park or sports field.

Extra supports

The changes proposed in the action plan won't happen overnight – some need to wait for new laws before they can be put in place.

We're working with our stop smoking services to make sure they are ready and able to provide support to people who want to quit smoking. They'll be there when you're ready.

Information and access to support are essential for people who smoke and their whānau, so we'll be running a multi-year health promotion programme to help explain what's happening, and when, with clear signposts for how and where you can get support along the way.

Through the action plan, we're scaling up stop smoking services that wrap around people on their quit journeys and investing in extra services – including those focused on the needs of Pacific people.

We'll be working with mental health and addiction service providers and their clients to learn more about the stop smoking needs of these service users, and we'll use this information to help us develop and deliver better stop-smoking services.

We'll also work with Well Child Tamariki Ora and lead maternity care practitioners to make quality targeted referrals to stop smoking services so pregnant women and their households can be supported to successfully quit smoking.

Look out for progress updates on the Smokefree Aotearoa 2025 webpage on the Ministry of Health website at: health.govt.nz/smokefree2025

