

# End Smoking NZ

Creating a smokefree future for all New Zealanders

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## Four policies to end sales of cigarettes and smoking tobacco in New Zealand by 2020

Poster AFACT conference Sydney 2010

Murray Laugesen, Marewa Glover, Trish Fraser, Ross McCormick, Sir John Scott - End Smoking NZ.

**Aim** To phase out sales of cigarettes and of smoking tobacco products in New Zealand by the year 2020.

### All four policies working together

Supply Reduction	Demand Reduction
<b>Commercial Supply reduced by law by 100%</b>	Increased tax raises price
	Price increases due to scarcity
	Less Nicotine per cigarette, Nicotine tax
	Nicotine Substitutes including e-cigarettes
	Home grown tobacco
	Illicit supply

### 2. Decrease the tobacco supply: by Sinking lid, or Cap and trade

**Cap and trade**, is an emissions trading scheme where smoking tobacco products represent the emissions to be reduced. "Cap" means total supply is capped at say, 95% of last year's level. "Trade" allows manufacturers to trade their permits to sell at ever increasing prices. This hastens the reduction in the cigarette supply. Economic research can estimate the effects.

**Sinking lid** on supply volumes released for sale would be imposed by government on manufacturers, reducing by, say, 10% per year.

### 3 Decrease the nicotine in cigarettes

#### 3.1 Nicotine tax

- 1) Measure nicotine content in all cigarettes annually.
- 2) Tax the nicotine content of the un-burnt cigarette.
- 3) Each high nicotine cigarette would cost \$1 extra.
- 4) Most cigarettes would now be very low nicotine as these would cost no extra.
- 5) Monitor brand sales by nicotine content.
- 6) Nicotine tax will likely halve nicotine inhaled from cigarettes.

#### 3.2 Sinking lid on nicotine content

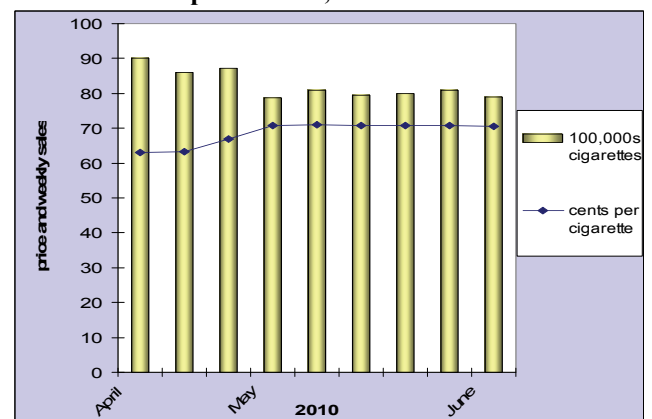
Nicotine is lowered annually by say 20%, all brands together. The sinking lid, however, has little effect on smoking until nicotine content has reduced 80%.

**Proposed policies** Four policies would reduce smoking so that commercial cigarettes sales could be phased out. Even if some grow their own tobacco or buy illicit tobacco, smoking would greatly reduce. The four policies require law changes.

#### 1. Increase the price.

In 2010, 118/122 NZ Members of Parliament voted for a tobacco tax increase. Price rose 12% and sales fell 15%.

**Figure 1. Average weekly cigarette sales and prices, all 388 New Zealand supermarkets, 2010**



Price to increase 10% again in 2011, 10% in 2012.

### 4. Sell safer alternatives: nicotine e-cigarettes



**Shorter term switchers just want to quit smoking after a few weeks or months. Often have tried every other method.**



**Longer term switchers, usually serious nicotine addicts, may wish to continue to enjoy nicotine.**

- 4.1 Non-nicotine electronic cigarettes. On sale in NZ
- 4.2 Nicotine electronic cigarettes sold as medicines. None approved so far under Medicines Act.
- 4.3 Nicotine electronic cigarettes as recreational nicotine products, can possibly be sold under Smokefree Environments Act. Legal position not tested.

Based on **Four Policies** paper NZ Med J 2010;123;1314.  
[www.endsmoking.org.nz/FourPolicies14May2010.pdf](http://www.endsmoking.org.nz/FourPolicies14May2010.pdf)