

Smokefree Aotearoa 2025

Our vision

Eliminate the harm smoked tobacco products cause our communities by transforming Aotearoa to a smokefree nation by 2025.

Our goal

By 2025, daily smoking prevalence is less than 5 percent for all population groups in New Zealand.*

Te Tiriti o Waitangi principles that apply to our work

Tino rangatiratanga

Māori have self-determination over their futures.

Equity

The Crown is committed to achieving equitable health outcomes for Māori.

Active protection

The Crown takes all reasonable steps to protect Māori interests and achieve equitable health outcomes for Māori.

Options

The Crown provides options for Māori to meet their unique cultural, spiritual, and physical needs.

Partnership

Power is shared equally with Māori in the design, delivery and monitoring of health and disability services.

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

1 Eliminate inequities in smoking rates and smoking-related illnesses

Smoking harms some people more than others. Smoking causes more harm to Māori, Pacific peoples and people living in the most deprived areas of Aotearoa. We need to remove these inequities.

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

Smoking harms children and young people. We need to prevent children and young people from starting to smoke and we need to help their parents and whānau and the adults around them to quit smoking.

3 Increase the number of people who successfully quit smoking

It is hard to stop smoking. We need to do more to make it easier for people who smoke to quit. We need to change the environment we live in so more people can quit smoking.

To achieve these outcomes, we will take actions under six focus areas



Expand Māori leadership and decision-making

This focus area is about making Māori leadership and decision-making happen at all levels of the action plan.

One of the key actions we'll take is establishing the Smokefree 2025 Taskforce, which will make sure the action plan is on track to achieve a Smokefree 2025 for Māori.



Increase health promotion and community action

This focus area commits us to delivering social media, health promotion programmes and other community activities that let the nation know we're going smokefree.

One of the key actions we'll take is funding a smokefree movement so people can get behind the smokefree goal.



Increase stop smoking services

This focus area commits us to delivering better and more targeted stop smoking services to meet the varied needs of our smoking population.

One of the key actions we'll take is investing directly with Pacific health providers to tailor stop smoking services for Pacific communities.



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

This focus area is about reducing nicotine levels in smoked tobacco products to help people who smoke quit smoking and help people, especially young people, to never become addicted.

It's also about preventing smoked tobacco products from being designed in ways that keep people addicted.

One of the key actions we'll take is to introduce rules that apply to the content of smoked tobacco products.



Make smoked tobacco products harder to buy

This focus area is about reducing the number of shops that sell smoked tobacco products, especially in low-income communities where retail density is higher.

It's also about creating a smokefree generation.

One of the key actions we'll take is to make it an offence to sell or supply smoked tobacco products to people born after a certain date.



Ensure the law is followed by industry

This focus area is about having the right compliance and enforcement systems in place to stop people from importing, trading and selling tobacco products illegally.

One of the key actions we'll take is introducing new penalties and offences for anyone in industry that doesn't follow the rules.

We need your support to achieve a smokefree 2025. We must all work together to reduce the negative impacts of smoking in Aotearoa New Zealand.

Find out about all the actions in each focus area and look out for progress updates on the Smokefree Aotearoa 2025 webpage at health.govt.nz/smokefree2025

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