WERO CHALLENGE

Dr Marewa Glover

Centre for Tobacco Control Research, Social and Community Health,
University of Auckland

WERO

Rationale for WERO

- Māori, Pacific and low income people have significantly higher smoking rates
- Māori are 2.4 times more likely and Pacific are 1.6 times more likely to be current smokers compared to European/Others

	Smoking Prevalence %			
Ethnic group	Women	Men	Total	Estimated number
Māori	35	30	33	122553
Pacific	21	26	23	41142
Asian	3	13	8	26988
European / Other	13	15	14	332349
Total NZ	**14**	**16**	**15**	523032

Source: Derived from 2013 New Zealand Census

WERO

WERO Results

Competition	Questionnaire + CO verified smokefree
Pilot competition	36% (54/148)
Hawkes Bay vs Northland	43% (94/220)
2013 September National	28% (183/661)*

***** This figure assumes those who had not returned a questionnaire or been verified at end of competition were still smoking. **47%** (193 out of 415) respondents self reported as saying they hadn't smoked.

WERO

Results – National September 2013

Region	Quit smoking	Total participants	Quit Rate
North	54	169	32%
South Auckland	32	150	21%
Central	45	173	26%
South	52	169	31%
Total	**183**	**661**	**28%***

* CO verified, lost to follow-up counted as smokers.

1 September – 30 November 2013

WERO

WERO North
18 teams

WERO South
Auckland
16 teams

WERO
Central
18 teams

WERO South
18 teams

Ngā mihi / Acknowledgements

- WERO was developed as part of the New Zealand Tobacco Control Research Tūranga programme. The Tūranga is supported through funding from the Reducing Tobacco-related Harm Research Partnership co-funded by the Health Research Council of New Zealand and the Ministry of Health of New Zealand (HRC grant 11/818).
- WERO National is supported by the Ministry of Health Pathway to Smokefree New Zealand 2025 Innovation Fund

Commercial in Confidence, ©Auckland UniServices Ltd, 2012