

Tobacco Control Research Tūranga



Innovative Ideas to Reach 2025

Dr Marewa Glover, Centre for Tobacco Control Research

Associate Professor Chris Bullen, National Institute for Health Innovation





The Tūranga brief

- **Innovative, edgy, interventions focused, rapid turnaround research**
- Multi-institution, multi-disciplinary collaboration
- Strongly linked to information needs of end users
- Inform rapid prevalence reduction overall but also in priority population groups



Innovative is not:

- Extending what you've been doing to more people by expanding your service
- Having someone new do something hundreds have done before

“If you want something new, you have to stop doing something old.”

Peter Drucker



Innovation is:

***“Creativity is thinking up new things.
Innovation is doing new things.”***

Theodore Levitt

***“Innovation distinguishes between
a leader and a follower.”***

Steve Jobs



TALANOA SAMOA: CESSATION ON PACIFIC RADIO

Dr Vili Nosa¹, Dr Marewa Glover², Dudley Gentles², Associate Professor Chris Bullen³

- No documented cessation programmes delivered over radio at present.
- Randomised controlled trial of a smoking cessation intervention delivered over Samoan radio.



WERO: A GROUP STOP SMOKING COMPETITION

Dr Marewa Glover¹, Dr Chris Paton², Nathan Cowie¹, Dr Anette Kira¹

“It always seems impossible until its done.”

Nelson Mandela

- Group (vs individual) stop smoking contest to trigger ‘mass quitting’.
- Capitalises on a culturally pervasive love of competition & whānau-centred cultural values.
- Uses new communication technologies (social media; apps, games).
- www.wero.me



AWHI - Incentives

Dr Marewa Glover¹, Dr Anette Kira¹, Dr Natalie Walker², Professor Linda Bauld³

“Innovators are inevitably controversial.”

Eva Le Gallienne.

- Paying pregnant women who smoke to quit appears to be highly successful, but it has met with strong criticism in the UK.
- We undertook a Randomised Controlled Trial to test the feasibility of using financial incentives to decrease smoking rates among pregnant Māori women.



INTRODUCING E-CIGARETTES IN CLINICAL PRACTICE FOR SMOKERS WITH MULTIPLE ADDICTIONS

Dr Penny Truman¹, Dr Geoffrey Robinson²

“Feel the fear and do it anyway.”

Susan Jeffers.

- This observational study aims to test the uptake and acceptability of electronic cigarettes for patients undergoing alcohol and drug detoxification in a hospital setting.



enRIQ – Nicotine Reduction Study

Dr Natalie Walker¹, Dr Murray Laugesen², Dr Penny Truman³, Trish Fraser⁴, Associate
Professor Chris Bullen¹, Dr Marewa Glover⁵

"There's a way to do it better — find it."

Thomas Edison

- A Randomised control trial three arm study to pre-test a nicotine reduction policy and nicotine price differential for reducing usual cigarette consumption in smokers who are unmotivated to quit.



Quota Management Policy for NZ Tobacco Supply

Professor Caroline Saunders¹, Dr Peter Tait¹, Paul Rutherford¹

***“Innovative solutions to new challenges seldom come
from familiar places.”***

Gyan Nagpal

- Economic modelling study considering the potential for a quota management system for tobacco and the development of a model depicting the effect of a ‘sinking lid’ quantity policy.



International Trade Law & Tobacco Control

Professor Jane Kelsey¹

“Regulation needs to catch up with innovation.”

Henry Paulson

- Policy analysis that considered Endgame strategies against existing international trade and investment treaties.
- Highlighted critical potential barriers for strategies needed to advance NZ to being smokefree.



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Follow the Tūranga:

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