



GFN – a different kind of endgame
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Disclosures

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- Monique Leerschool, NZ Ministry of Health for background information.
- I have no known conflicts of interest.

Overview

NZ's Endgame
'Smokefree 2025'

Vaping in NZ

Vaping Futures

Current Context in NZ

New Zealand uses existing legislation to regulate e-cigarettes:

- Medicines Act 1981, and
- Smoke-free Environments Act 1990

Smokefree 2025 $\leq 5\%$ smoking prevalence

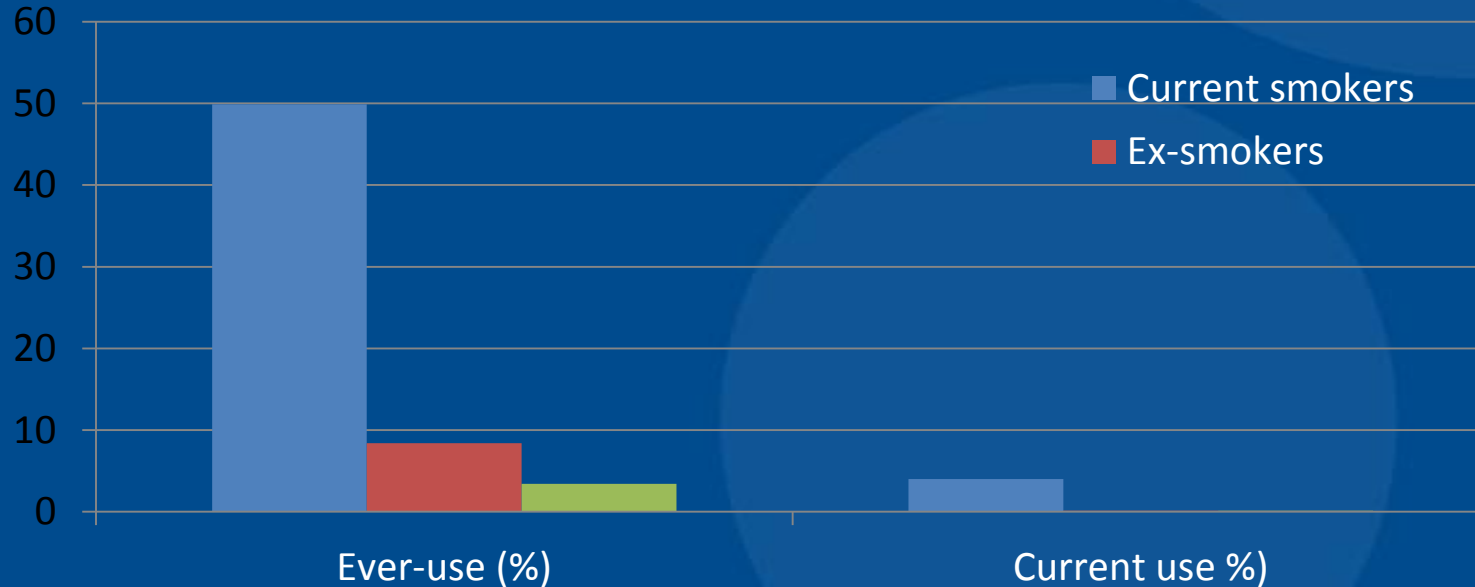
No nicotine for vaping

- The sale of nicotine-containing ENDS for non-therapeutic use is prohibited in New Zealand
- Nicotine-containing ENDS can only be sold for therapeutic use (smoking cessation) if approved by Medsafe under the Medicines Act.

No sales to under 18yrs

- ENDS (with or without nicotine) that resemble a tobacco product or smoker's pipe that can be used to simulate smoking (toy tobacco product) cannot be sold to anyone under 18 years of age.
- ENDS containing nicotine (derived from tobacco) and not registered as a medicine, are “an oral tobacco product that is not smoked” and therefore it is illegal to **advertise**, import for sale, sell, pack, or distribute.

Adult ecig ever-use and current use in 2014 by smoking status (%)



Land of the Long White Cloud?

Tighter restrictions
on ENDS

- Limiting access
- Advertising bans

Status Quo

Special regulation

- Nicotine juice sales, limited retailers
- Point-of-sale ads only
- Exemptions for inside vaping

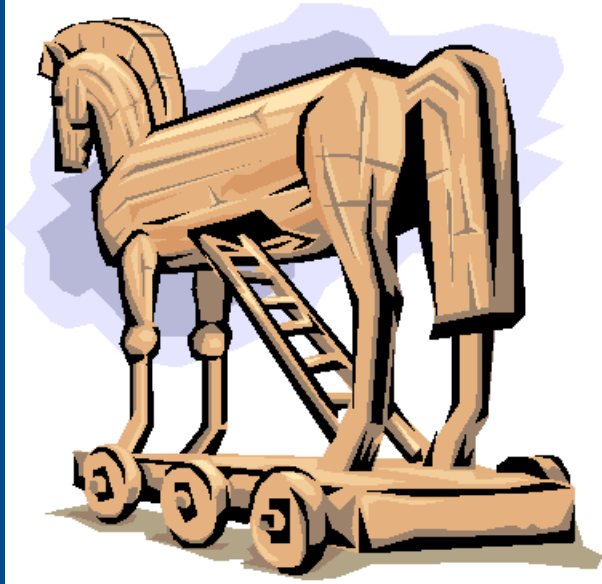
Māori proverb

*He aha te mea nui?
He tangata. He tangata. He tangata.*

*What is the most important thing?
It is the people. It is the people. It is the people.*

The enemy of my enemy is my friend.

ENDS are a Trojan Horse



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