

# Majority support by Maori and non-Maori smokers for many aspects of increased tobacco control regulation: National survey data

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## **Abstract**

The Māori Affairs Select Committee is undertaking an Inquiry into “the tobacco industry in Aotearoa and the consequences of tobacco use for Maori”.<sup>1</sup> The very high levels of smoking among Māori,<sup>2</sup> the important contribution of smoking to poor health and disparities in health,<sup>3,4</sup> and the substantial impact of tobacco use on Māori social and economic development, support the timeliness and importance of this Inquiry.

A possible outcome of the Inquiry is to recommend substantial strengthening of the measures in place to reduce smoking prevalence by promoting and supporting smoking cessation and reducing smoking uptake. Such measures might include introducing a range of proposed new tobacco control policies, strengthening and intensification of existing interventions, or implementing more radical ‘endgame’ solutions. The latter is probably more efficient at ending the tobacco epidemic and could aim to reduce the use of smoked tobacco products such that the large-scale commercial distribution and sale of smoked tobacco product effectively ceases (e.g. in 10 years time).

The aim of this study is to describe the level of support for additional tobacco control policy measures among Māori and non-Māori participants from a nationally representative sample of New Zealand smokers.

## **Recommended Citation**

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