



Fine tuning business health and wellbeing

WORKWELL THIRTEEN | FEBRUARY 2014

Working Towards a Smokefree New Zealand 2025

The New Zealand Government has committed to a goal of New Zealand becoming smokefree by 2025. What does this mean for New Zealanders and how far are we from reaching our goal?

In March 2011, the New Zealand Government adopted the Smokefree 2025 goal for New Zealand. The goal aims to get the smoking rate down to less than 5% across the New Zealand population by 2025, thereby freeing our children and grandchildren from exposure to tobacco and tobacco use. The intention is to make tobacco increasingly difficult to sell and supply, rather than to ban smoking altogether.

The goal is an ambitious one, however recent NZ Census results indicate that smoking rates are moving in the right direction. According to the 2013 Census, there has been a 23 percent drop in the number of adults who smoke; down from 598,000 in 2006 to 463,000 in 2013. This brings the current adult smoking rate across the population to 15%, or one person who smokes out of approximately every 6 and a half adults.

Even more encouraging is the drop in adult smoking rates for Māori, from 42.2% in 2006 down to 32.7% in the 2013 Census results. Smoking is a major contributor to illness and mortality rates and it is heartening to see these positive changes taking place, although there is still a way to go to reach the 2025 goal!

It will take a concerted effort in order to reach the Smokefree 2025 goal and there a number of things that your workplace can do to play its part.



What your workplace can do:

- Provide relevant smoking cessation information to encourage and support employees who smoke to make changes to their smoking.
- Make support options available to those who are interested in stopping.
- Subsidise smoking cessation treatments.
- Provide a workplace cessation programme.
- Increasing the number of smokefree outdoor spaces in the workplace or make the entire workplace smokefree.

A smokefree workplace has many benefits, such as protecting the health of employees who don't smoke, encouraging employees who smoke

to stop and reducing the likelihood of relapse for employees who have quit smoking. There are now a number of affordable nicotine replacement options available to help employees to be comfortably smokefree during work hours if they are not yet interested in stopping smoking altogether.

The most important thing that a workplace can do for its employees who smoke is to provide a supportive, encouraging and non-judgmental quitting environment that recognises the addictive nature of tobacco.

If you would like some more ideas for ways to support the Smokefree 2025 goal you can find some useful resources online at www.smokefree.org.nz, or talk to your WorkWell Advisor for further support and information

What's inside:

- February Bike Month
- Upcoming information sharing events
- Changes to sale and supply of alcohol laws
- 2013 highlights

www.workwell.health.nz

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