

How Deadly is Tobacco Industry Influence in New Zealand?



4,627 Deaths

from Tobacco in 2020 caused primarily by the top 3 producer(s):

British American Tobacco
Imperial Tobacco
Philip Morris

Smoking Rates



25%

Adults

aged 15+
(2019)

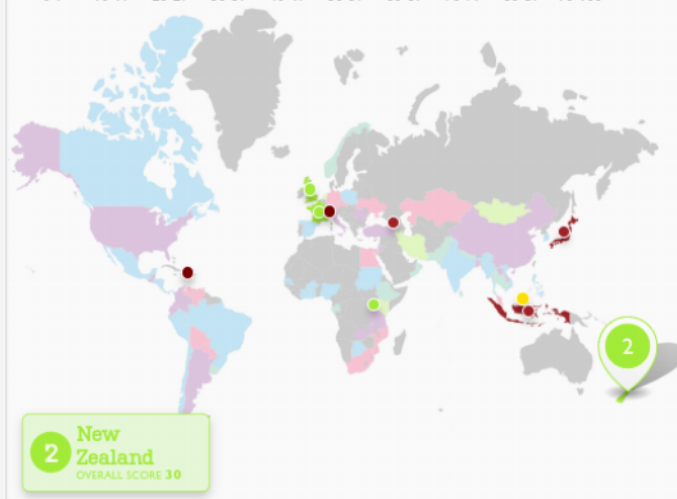
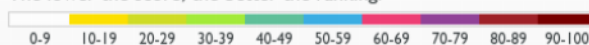


14%

Children

aged 13 - 15
(2019)

The lower the score, the better the ranking.



Least Interference

- 1 Brunei Darussalam
- 2 New Zealand
- 3 United Kingdom
- 4 France
- 5 Uganda

Most Interference

- 80 Dominican Republic
- 79 Switzerland
- 78 Japan
- 77 Indonesia
- 76 Georgia

Ranked 2nd

in a survey of 80 countries.

↑ From 5th
2021

Transparency Has Reduced Unnecessary Interaction With Tobacco Industry In New Zealand

Notifications of meetings between the Ministry of Health (MOH) and the tobacco industry are announced on the MOH website. During the COVID-19 nation lockdown, preferential treatment was granted to the tobacco industry when Imperial Tobacco factory was designated as an "essential business" and permitted to continue its operations.

Tobacco Companies



are **not prohibited** from promoting themselves through so-called **socially responsible activities**



are **not prohibited** from promoting their products through **sponsorships** of events, activity, or individuals



are **required to place graphic warnings** in tobacco product packages

Tobacco Taxes

as a percent of retail price is **82 %¹** while the **global standard** is at **70%**

generate **NZD 2.2 Billion in revenue** but impose **NZD 3 Billion in economic losses²**

¹ Based on most sold brand. ² Primarily healthcare costs and productivity losses. Data Sources: Global Tobacco Industry Interference Index 2020, WHO Report on the Global Tobacco Epidemic 2021, Tobacco Atlas 2019, Cancer Council New Zealand

New Zealand should protect the health of its citizens by doing better at:

Preventing Tobacco Industry Participation in Policy

1

De-normalizing So-called CSR Activities

3

Disallowing Benefits Incentives for the Tobacco Industry

4

Avoiding Unnecessary Interactions with the Tobacco Industry

2

Avoiding Conflict of Interest

4

Adopting Measures to Prevent Influence

11

Establishing Procedures to Ensure Transparency

5

LEGEND: Incidents of tobacco industry interference or government action

