



**MAKE A DIFFERENCE
MAKE A DONATION**

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A message from our Patron

As the former Prime Minister of New Zealand and Administrator of the United Nations Development Programme, I am proud to be Patron of ASH.

Whilst in Government, I worked to ensure Aotearoa/New Zealand could become smokefree. As Minister of Health I passed the Smokefree Environments Act in 1990. This landmark legislation ensured that workplaces became smokefree and was extended, when I was Prime Minister, by the 2003 Smokefree Environments Amendment Act.

I support ASH as it has been essential in furthering progress toward our smokefree future. It now needs your support.

Make a difference. Make a donation.

Rt Hon Helen Clark ONZ SSI PC



A message from our Chair

I trained in medicine, cardiology, epidemiology and public health in New Zealand, England and the USA before becoming a public health physician. A Professor of Community Health at the University of Auckland, I later joined the staff of the World Health Organization and directed the Department of Chronic Disease and Health Promotion.

I founded ASH in 1982 and now chair the organisation which actively supports the Smokefree Aotearoa 2025 goal. I have given almost four decades to ASH as a founder, supporter, Chair and donor.

ASH has been pivotal in ensuring decreasing smoking rates in New Zealand. As a consequence, the exceptional harm done because of smoking has decreased as well.

I am immensely proud of this work, but we are not there yet. 500,000 people smoke daily in New Zealand. 12 people die every day of smoking-related illness. There are massive inequalities caused by smoking.

We must achieve the Smokefree 2025 goal and we can. Please support ASH. You have the ability to make a difference.

Make a difference. Make a donation.

Emeritus Professor Robert Beaglehole



What is ASH?

ASH - Action for Smokefree 2025, is an independent NGO advocating for evidence based, ethical and effective actions to achieve Smokefree 2025. ASH is an incorporated society and has been campaigning since 1982 to eliminate the death and disease caused by tobacco.

ASH has never canvassed or accepted, directly or indirectly any funds from manufacturers of tobacco products, including vaping, smokeless and oral tobacco products. ASH does not meet with or consult with tobacco companies. It does not accept money from gambling or pharmaceuticals.

ASH supports well considered and evidence informed legislation and regulation for reduced harm tobacco and nicotine products. This includes vaping, heated tobacco devices, oral tobacco and snus. Regulations

should strike the balance between helping existing smokers to quit smoking and minimising the risk of people who have never smoked developing nicotine dependence.

ASH has been in existence for 38 years. It is a leader amongst community and national partners who work towards Smokefree 2025.

It was established to politicize the tobacco issue and advocate for change particularly through legislation and education to eliminate disease and premature death in New Zealand caused by tobacco.

ASH has been successful but there is now only a short window of opportunity - 5 years - to bring the evidence to bear on our national efforts to reach the Smokefree2025 goal.

The ASH team

Staff

Deborah Hart – Director: Former lawyer, Human Rights Review Tribunal Panel member

Ben Youdan – Policy Advisor

Sally Wong – Researcher

ASH Board

Emeritus Professor Robert Beaglehole – Chair: Independent global public health practitioner.

Mihi Blair: Operations Manager, Equity at Pro Care Health and former General Manager of the National Tobacco Control Advisory Service at Hāpai Te Hauora.

Dr Stephen Child: General physician with respiratory interest, elected to the Medical Council

Dr Gerry Devlin: Cardiologist and Medical Director of the Heart Foundation

Sefita Hao'uli: retired journalist and broadcaster

Rebecca Ruwhiu-Collins: Māori Hauora expert in treatment, national training for tobacco addiction and community mobilisation and development at Hāpai Te Hauora

Dr Grace Wong: Director, Smokefree Nurses Aotearoa/New Zealand



Facts about tobacco use

Smoking is the number one cause of preventable death in Aotearoa New Zealand

Tobacco smoking causes 4,500 deaths in Aotearoa New Zealand annually. That's 12 people dying each and every day.

Since 2000, smoking has caused over 100,000 deaths in Aotearoa/New Zealand

Approximately 1 in 8 adults smoke – that's nearly 500,000 people.

To get to Smokefree 2025, 3 times the number of people quitting now must quit annually.

Smoking is addictive because of the nicotine in tobacco. People smoke for the nicotine, but die from the smoke.

Smoking is a driver of ethnic and socioeconomic inequities in health and welfare, while imposing financial burdens on the poorest groups in society.

A brief history of tobacco control in NZ

In the second half of the 20th century, the issue of tobacco control featured in a sporadic fashion on New Zealand's public health and political agendas.

The launching of Action on Smoking and Health New Zealand (ASH) in 1982 marked the beginning of an unprecedented era of activism in the field of tobacco control.

In 1990 the Government passed the Smokefree Environments Act that reduced the exposure of non-smokers to second-hand smoke and regulated the marketing, advertising and promotion of tobacco products. A 2003 amendment extended the reach of the legislation with a ban on smoking in all workplaces including offices, clubs, pubs, restaurants, airports, schools etc.

In March 2011, the Government, with cross-party support determined to get Aotearoa New Zealand to Smokefree 2025 – whereby less than 5% of adults would be still smoking.

This year, smoking in cars will be banned and a Bill has been introduced into Parliament to ensure vaping is available to assist quitting attempts.

The current challenge

Despite implementing all of the tobacco control policies recommended by WHO, over 500,000 adults continue to smoke with huge financial and health service implications. New Zealand still has much more to do, especially in reducing health inequalities caused by cigarette smoking.



Your generous donations will support important initiatives

Helping Māori and Pacifica

We are not on target to be smokefree in particular for those in low socio-economic groups, for Māori and Pacifica. ASH is now working, in particular, to ensure smokefree initiatives produce equitable results for all.

Policy and advocacy

ASH has built strong relationships with key ministers including Associate Health Minister Jenny Salesa and Health Minister David Clark.

Minister Salesa worked with ASH to launch our survey data, and to open a policy forum organised by ASH in April 2019. We have met with her several times in the last year and provided advice that has helped guide amendments to the Smoke-free Environments and Regulated Products (Vaping) Amendment Act.

We are actively engaged with other Members of Parliament, from all parties.

At the moment, our focus is on the Smoke-free Environments and Regulated Products (Vaping) Amendment Bill, 2020. Good legislation will ensure



that vaping can be utilised as a valuable quit smoking aid and at the same time, protect the community by regulating products and prohibiting certain kinds of marketing.

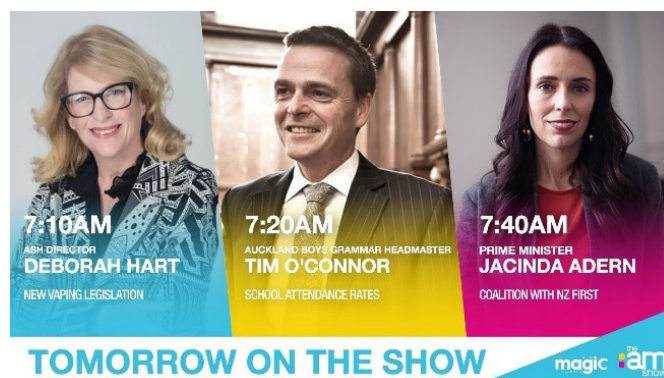
ASH will continue its strong focus on influencing the Bill's progress and ensuring that the final policy is evidence based, and has the best outcomes for population health.

Our next priority is a national plan to achieve the Smokefree 2025 goal.

Media advocacy

ASH has been a regular contributor to the media. This has included commentary on front page stories on the Dominion Post and NZ Herald. Key topics have been tobacco taxation, quitting smoking and recent stories on smoking, vaping and cardiovascular health. We have also appeared on One News, Newshub, Breakfast TV, the AM Show, Maori TV, Radio NZ, RNZ and Radio Waatea.

In late 2019 ASH led and facilitated the collaboration between leading health groups, academics and schools to pen an open letter to Minister Salesa. The letter was widely reported in the media and garnered the appreciation of many disparate groups.



Election Year Projects

It is an election year for New Zealand. We will be working on an election plan that canvasses candidate and party positions on key tobacco issues. This will include ensuring we have key relationships with potential ministers and MPs who can influence tobacco policy.

Research and policy leadership

Making research and evidence around key tobacco issues accessible to the public and policymakers has been key to the ASH evidence-based approach.

The ASH Year 10 Survey has been used by policy-makers and researchers to underpin evidence-based outcomes for youth. It is the largest youth health survey (30,000 participants) in NZ and one of the longest running surveys on youth smoking habits globally. It now encompasses vaping as well.

Last year ASH prepared and published a Surge Strategy for Smokefree 2025 which summarised the evidence on the strategies needed for a smokefree 2025. This was widely circulated and led to policy development improvements.



ASH also worked with University of Auckland researchers using the Year 10 data to publish their work in the Lancet. We contributed to international thought leadership in a comment piece published in the Lancet in August 2019.

Educating the public about the harmful effects of smoking on health

As a strong advocate for an evidence-based approach to tobacco control, ASH provides information to a range of organisations.

In 2019, ASH collaborated with Hāpai te Hauora and Tala Pasifika to organise a policy forum in Parliament that focused on equity and tobacco harm reduction. The event was attended by over 120 people from NGOs, policy advisers, local government, health sector and MPs including Associate Health Minister Jenny Salesa. In April 2020 ASH developed a FAQ on Vaping Policy.



Collaborations

ASH collaborates with a wide range of organisations both within NZ and internationally.



Make a difference, Make a Donation

ASH needs to raise \$100,000 annually. This is in addition to the grants and contracts we receive, in order to continue operating. We are at a critical time in getting New Zealand to Smokefree 2025. This is an incredibly challenging time to ensure we have secure finances.

Our strength is not as a fundraiser, but we turn to you and ask for financial support to enable us to keep doing our essential work, which is now at risk.

We are looking for super donors!

Donations can be made in honour of a loved one. The donation will be noted as "Donation by [your name] In honour of [your loved one]."

LEVELS OF SUPER DONORS	
DIAMOND	\$10,000 or more
PLATINIUM	\$5,000 or above
GOLD	\$2,500 or above
SILVER	\$1,500 or above
BRONZE	\$500 or above

Any amount is welcome, of course. You can make a single donation or a regular donation.

3 Easy Ways to Donate:

1. Donate to ASH directly. [Click HERE](#)

2. Donate by cheque to:
ASH NZ
C/- Heart Foundation
9 Kalmia St, Ellerslie
Auckland 1051.

3. Direct debit into our bank account:
ASH NZ A/C: **02 0160 0296285 00.**

Use your Surname for particulars, ASH as code, and the descriptor/reference "donation"

ASH is an Incorporated Society. All donations will be receipted and are tax deductible.

To talk to us about your donation, or to discuss sponsorship opportunities, contact our Director, Deborah Hart: dhart@ash.org.nz; 021 379 344

Membership and Acknowledgements

All donors will be offered free membership of ASH and acknowledged in the ASH annual report at the level of their donation.

If you are unable to become a donor of ASH, please consider becoming a Member for \$30 [HERE](#)

Contact

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