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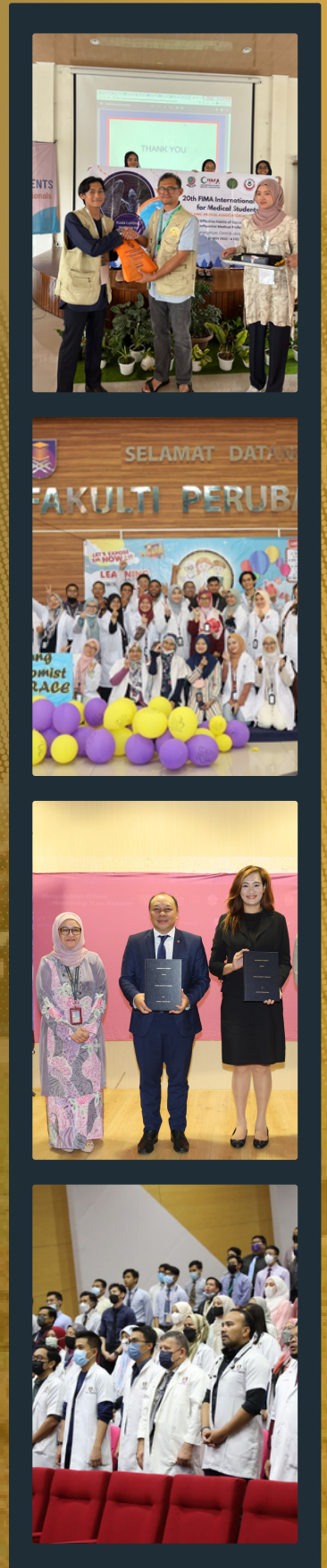
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# "From Ashes to Action" Cross-border Sharing Session from New Zealand

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Department of Public Health Medicine

The Department of Public Health Medicine is honored to invite Prof Chris Bullen, a professor from the School of Public Health, The University of Auckland Waipapa Taumata Rau, New Zealand. He is also the Society for Research on Nicotine & Tobacco president and the director of the National Institute for Health Innovation, University of Auckland, New Zealand. The webinar entitled "From Ashes to Action" aims to share effective tobacco control strategies from a public health perspective.



There is a total of 30 participants (lecturers and postgraduate candidates) attended this talk through Microsoft Teams on 8th May 2023, Tuesday at 11 am MYT (3 pm NZT). Prof Chris Bullen began the talk by highlighting the statistics that smoking is the second top risk factor contributing to the number of deaths worldwide after high blood pressure. Tobacco is an obstacle to a



nation's and global development; every Sustainable Development Goal (SDG) is affected by tobacco, from SDG 1 poverty to SDG 17 partnerships for the goals. By applying the epidemiological triad, the agent is the cigarettes, the environment is the clean indoor air policy, and the vector is the tobacco industry (manufacturers, distributors, and vendors).

Several tobacco action plan strategies have been implemented in New Zealand and proved effective. They include:

(i) the Smokefree Aotearoa 2025 Framework implementation in which a smoke-free generation where anyone born after 2009 is prohibited from ever being sold nicotine,

(ii) the denicotinisation policy (95% less nicotine in the tobacco),

(iii) retailer reduction to reduce the easy access and purchase of tobacco,

(iv) research and evaluation (e.g., Illicit Tobacco Trade Study, CENIC-NZ Study, ITC-NZ Study, and ASH Year 10 surveys annually).

Prof. Chris Bullen strongly believes that denormalization of tobacco smoking is the key to changing people's behavior in tobacco control. Additionally, decisive leadership and political will are paramount to refocus upstream to causes of causes. Extra effort needs to be taken by the Malaysian government to create a smoke-free generation, as the issue of cheap/illegal cigarettes is readily available through smuggling activities and the complicated issue of vaping burgeoning in Malaysia.