



# TOBACCO ENDGAME

## NHMRC Centre of Research Excellence

Established in November 2020, The NHMRC Centre of Research Excellence on Achieving the Tobacco Endgame (Tobacco Endgame CRE) aims to develop the evidence base for tobacco control policies and to identify the optimal policy mix to achieve a smokefree Australia.

**Knowledge  
Generation**  
**Collaboration**

**Research  
Capacity  
Building**  
**Knowledge  
Translation**

## Our Objectives

- Estimate the impacts of tobacco endgame policies for different population groups
- Identify the legal barriers and enablers of endgame policies
- Determine stakeholder support (policy makers and the public)
- Inform the development of communication strategies about tobacco endgame policies
- Make the results of research available to policy makers
- Contribute to public health research training and leadership development

## Why we need a Commercial Tobacco Endgame

Commercial tobacco products, particularly cigarettes, cause an enormous burden of disease in Australia and globally. While smoking has been substantially reduced in Australia, the rate of decline has been slow. Without a comprehensive tobacco endgame plan, smoking will continue to cause an unacceptably high number of preventable deaths for many years.

Countries like Australia that have a relatively low smoking prevalence are now in the position to enter the final stage of the process of eliminating tobacco-related disease as a major public health issue. In this context, a tobacco endgame strategy is a roadmap for how to achieve the ultimate agenda of moving beyond controlling tobacco “toward a tobacco-free future wherein commercial tobacco products would be phased out or their use and availability significantly restricted.” Non-commercial tobacco that is used for ceremonial or cultural purposes by some First Nations peoples fall outside this goal.

The vision of the Tobacco Endgame CRE is to achieve a smoke-free Australia by uniting global leaders in tobacco control and connecting them to Australian policy makers at a time when a commercial tobacco endgame has never been more achievable.

The Tobacco Endgame CRE is a member of the **Collaboration for Enhanced Research Impact** (CERI), which brings together The Australian Prevention Centre and related Centres of Research Excellence, representing a united voice for prevention of chronic disease in Australia.





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## Our Research

The Tobacco Endgame CRE conducts research on a wide range of interventions to reduce tobacco-related disease. Our research generates evidence on the feasibility, effectiveness and acceptability of endgame policies and interventions.



### Optimising Quit Assistance

We are developing new quit smoking interventions, such as an 'AI' chatbot, and enhancing existing programs to improve their reach and effectiveness.



### Tobacco Product Regulation

We are evaluating different options for regulating tobacco products to reduce their addictiveness, palatability, and environmental impacts.



### Reducing Retail Availability

We are examining options for reducing tobacco retail availability to create retail environments that support being smokefree.



### Engaging with Consumers

We are examining public understanding of tobacco endgame policies and engaging with consumers and civil society to increase knowledge of these policies and to understand community preferences.



### Economic Approaches

We are measuring the impact of tobacco tax increases in Australia on consumer behaviour and exploring options to make the tobacco industry bear the true costs of their products.



### Illicit Tobacco

We are developing new methods of estimating the size of the illicit tobacco market, such as wastewater analysis. We are also developing interventions to deter illicit tobacco use.



We host the Australian arm of the International Tobacco Control Policy Evaluation Project. This unique international cohort study covers half of the world's population and has generated key evidence on tobacco control policies since 2002, particularly focusing on the WHO Framework Convention on Tobacco Control policies. Evidence from the ITC Project supported the defence of Australia's tobacco plain packaging law in international trade courts.



The Tobacco Endgame CRE is proud to partner with the Mayi Kuwayu study of Aboriginal and Torres Strait Islander Wellbeing to understand the experiences and perspectives of Aboriginal and Torres Strait Islander people about what is the best approach to support people to be smokefree.





# TOBACCO ENDGAME

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The Tobacco Endgame CRE is led by a multidisciplinary team of international experts in health policy, behavioural science, epidemiology, biostatistics, law, environmental health, psychology, Aboriginal and Torres Strait Islander Health, and other priority populations from nine universities across Australia, New Zealand and Canada.

## Chief Investigators



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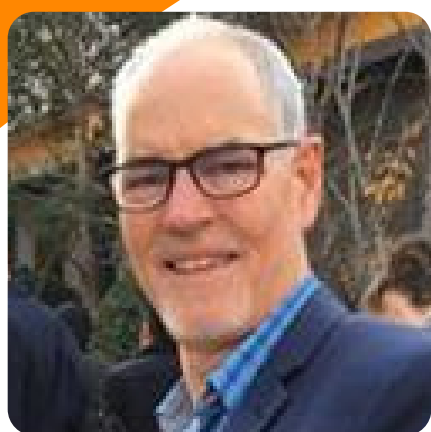




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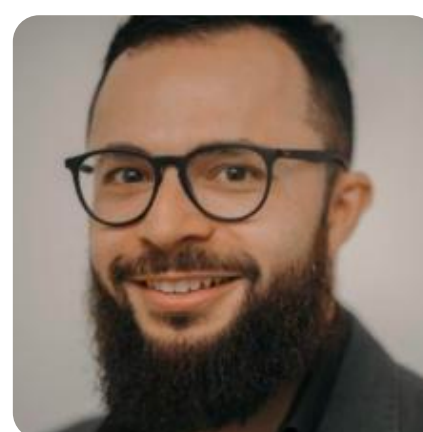
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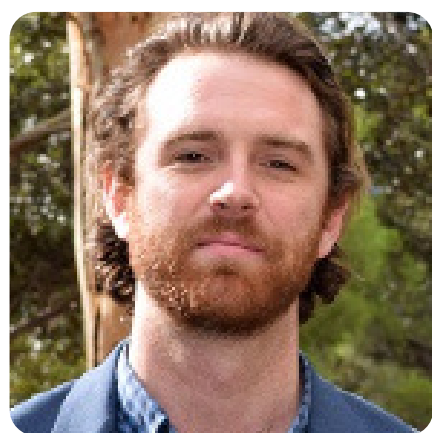
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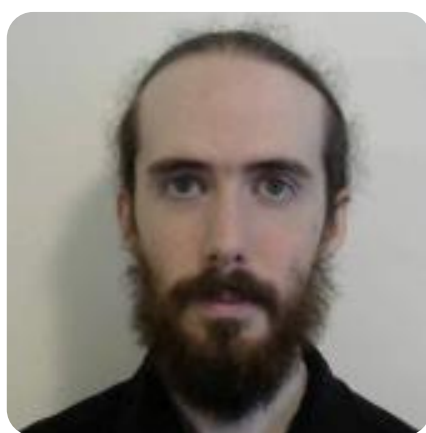
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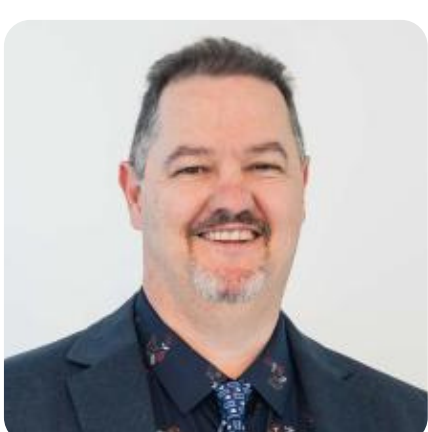
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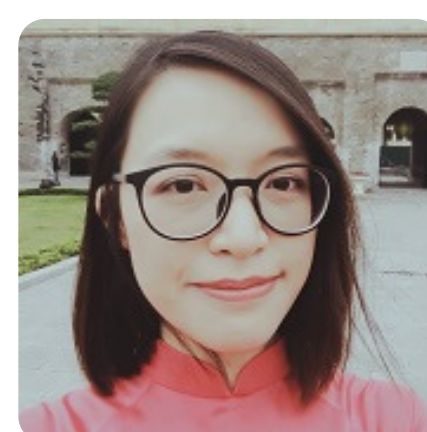
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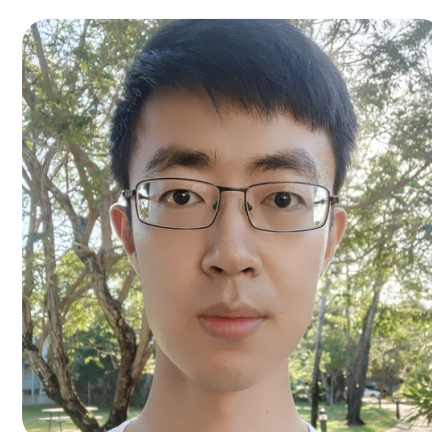
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Researchers from 20 institutions around Australia and internationally contribute to the Tobacco Endgame CRE research program.



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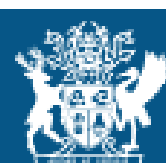
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