s 9(2)(a)	
Tēnā koe	

#### Your request for official information, reference: HNZ00091427

Thank you for your email on 19 June 2025, asking Health New Zealand | Te Whatu Ora for the following under the Official Information Act 1982 (the Act):

I request copies of any internal investigation into the process of the procurement of vape kits / vapes from Mission Brands / RELX.

I request copies of any communication between Minister Costello or her office with HNZ regarding RELX.

I request copies of any communication between RELX and HNZ since 1 December 2024.

Where a document that falls under scope of this request cannot be released, please supply a summary of that document's contents.

Where any document falls under the scope of this request, please release it in full, including sections which might otherwise be considered out of scope.

On 07 July 2025 you clarified that the request is only for information on the substantive topics of vapes, Mission Brands or RELX.

#### Response

Please refer to the schedule of documents (table below) and appendix attached.

Some information has been withheld under the following sections of the Act:

- 9(2)(a), to protect the privacy of natural persons;
- 9(2)(b)(ii), to prevent prejudice to the commercial position of the person who supplied or who is the subject of the information; and
- 9(2)(h), to maintain Legal professional privilege.

As agreed with you on 07 July 2025, where information is marked 'out of scope', this is because it is not related to the substantive topics of vapes, Mission Brands or RELX.

#### How to get in touch

If you have any questions, you can contact us at <a href="https://hnzola.govt.nz">hnzOlA@tewhatuora.govt.nz</a>.

If you are not happy with this response, you have the right to make a complaint to the Ombudsman. Information about how to do this is available at <a href="https://www.ombudsman.parliament.nz">www.ombudsman.parliament.nz</a> or by phoning 0800 802 602.

As this information may be of interest to other members of the public, Health NZ may proactively release a copy of this response on our website. All requester data, including your name and contact details, will be removed prior to release.

Nāku iti noa, nā

Saska Wood

Sasha Wood

Head of Government Services Health New Zealand | Te Whatu Ora

#### **HNZ00091427 Schedule of Documents**

The table below outlines the documents included and the grounds under which redactions have been applied.

#	Туре	Title	Grounds applied
1	Memorandum	Smokefree Innovation Fund	9(2)(b)(ii)
2	Correspondence between Health NZ and Mission Distributors	Dated between 19 September 2024 and 15 January 2025	9(2)(a)
3	Correspondence from Kimberlee McMeeking, Public Health Agency	Dated 24 February 2025	9(2)(a)
4	Correspondence relating to the Minister's Office	Dated between 12 December 2024 and 6 January 2025	9(2)(a)
5	Table	Cost of vape orders	9(2)(a) 9(2)(b)(ii)
6	Correspondence in relation to the office of the Associate Minister of Health	Dated between 12 December 2024 and 10 January 2025	9(2)(a)
7	Advice from Procurement and Legal team on vape purchase	04 February 2025	9(2)(a)  Further emails withheld under 9(2)(h)

From: Selah Hart

To: Leigh Sturgiss; Deborah Woodley

Cc: Carolyn Bevege; Rebecca Ruwhiu-Collins; Tirakaare Kutia (TeAkaWhaiOra)

**Subject:** RE: For Deborah Sign out please **Date:** Thursday, 19 September 2024 12:01:32

Attachments: <u>image001.png</u>

image003.jpg image004.png

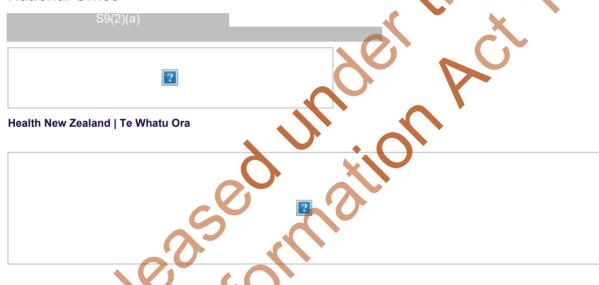
Approved for signing. I am going to share this as an FYI to our Commissioning Governance Group given this is an amazing example of how we continue to co-commission together.

Kaare please sign out for me

#### Selah Hart (she/her)

Ngāti Kuia | Rangitane o Wairau | Ngai Tahu | Ngāti Toa Rangatira | Ngāti Kahungunu ki Wairarapa

#### Head of Hauora Māori Public and Population Health Hauora Māori Services National Office



From: Leigh Sturgiss < Leigh. Sturgiss@TeWhatuOra.govt.nz>

Sent: Thursday, September 19, 2024 10:49 AM

To: Selah Hart <Selah.Hart@TeAkaWhaiOra.nz>; Deborah Woodley

<Deborah.Woodley@TeWhatuOra.govt.nz>

Cc: Carolyn Bevege <arolyn.Bevege@TeWhatuOra.govt.nz>; Rebecca Ruwhiu-Collins

<Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz>

Subject: For Deborah Sign out please

Kia ora koutou

Here are the links to the Smokefree Innovation Fund memo for review and approval – you all have access to the link.

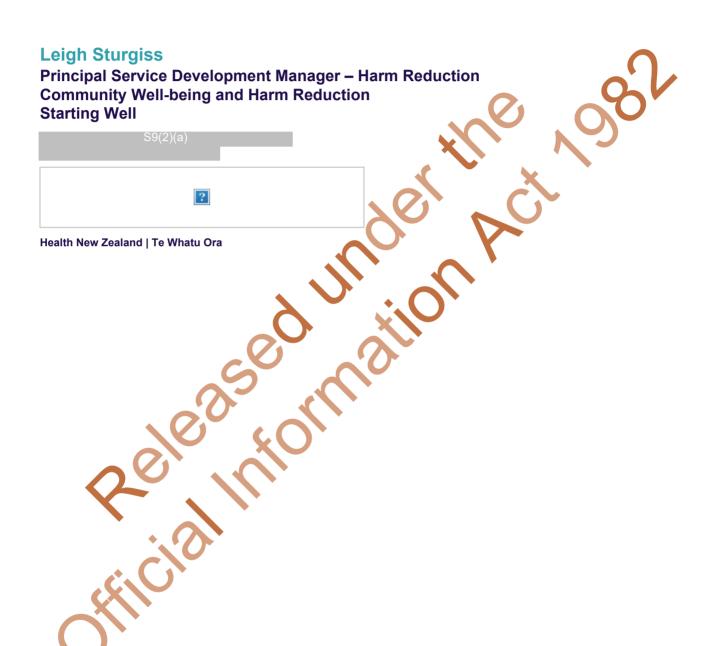
Memo - Smokefree Innovation Grant 16.09.24.docx

HNZ Sign out sheet - Smokefree Memo 16.09.24.docx

@Carolyn Bevege - hard copies attached for Deborah.

Ngā mihi

Leigh



**From:** Deborah Woodley < Deborah. Woodley @ TeWhatuOra.govt.nz >

**Sent on:** Tuesday, October 8, 2024 10:06:34 PM

To: Leigh Sturgiss < Leigh. Sturgiss@TeWhatuOra.govt.nz>

**CC:** Carolyn Bevege <Carolyn.Bevege@TeWhatuOra.govt.nz>; Leanne

Dawson < Leanne. Dawson@TeWhatuOra.govt.nz >

**Subject:** Smokefree Innovations funding memo

#### Mōrena Leigh

I have just received a text from Jason confirming that we are good to go on the Innovations funding.

Ngā mihi Deborah

**Deborah Woodley** (she/her) **Director Starting Well** 

**Planning, Funding and Outcomes** 

Blue heading - leave me, I'm automated Green column - edit me to enter order details	Note: each vape will c	ome with 3 boxes pod	ds		ALL ORDERS TOTAL:	GST EXCLUSIVE \$606,081.00		
Provider name	Enter provider physical address:	Enter no. vapes ordered:	Number of boxes of pods ordered	Cost per vape	Cost per box of pods	Total cost of vape devices ordered	Total cost of Total cost of pods ordered order (excl. 6	whole GST) Column1
Toki Rau (Northland)	9(2)(a) c/- Te Hiku Hauora 49 Redan Road, Kaitaia	100	300	9(2)(b)(ii)			29/	
	Ready Steady Quit Floor 1, 49 Parkway Drive, Rosedale AUCKLAND 0632 Attention: 9(2)(a) Info@readysteadyquit.org.nz 9(2)(a)			_	110		80	
Procare	9(2)(a) Level 4, Building 15, Cornwall Complex, Greenlane Clinical Centre 214 Green Lane West, Epsom,	200				X		obacco and mint only
NPHS - Living Smokefree CM	Auckland 1051	200	600					
	9(2)(a) The Fono 021 871 060 Level 2, 6 Alderman Drive Henderson Auckland 0612		0	79,	P	Q		
The Fono	9(2)(a)  — Midlands Health Network 711 Victoria Street, level 3. 711 Victoria Street, level 3. Hamilton	350	1050		an.			
Midlands		350	1050					
Kaute Pasifica  EBoP - Hapainga	9(2)(a) Eastern Bay Primary Health Alliance 5 Louvain Street Lizzie Spence 02102441502 Whakatane 3120	Con	0	N.				
Turanga Health		300	900					
	9(2)(a) Manaaki Ora Trust 16 Houkotuku Street Ohinemutu Rotorua 3010	2,0						
Manaaki Ora	9(2)(a) 821 Orchard Road Camberley, Hastings 4156	50	150	_				
Hawkes Bay	9(2)(a) , 56 P mb oke Street, Highbury Shopping Cent 1 Palmerston North	250	750	_				
Te Waka Huia	9(2)(a) ams 49 Ingestre	350	9505					
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	9(2)(a)						
	Nelson Marlborough Stop Smoking						
	Service		9(2)(b)(ii)	)			
	281 Queen Street		(-)(-)(-)				
	Richmond 7020						
NPHS - Nelson/Marlborough		200	600				
· ·	9(2)(a) 160 Bealey Ave –						
NPHS - Canterbury	Christchurch 9(2)(a) 28 Bealey Ave, Chch 8013	200	600				
Tangata Atumotu	9(2)(a) 28 Bealey Ave, Chch 8013	20	60			$C_{\mathbf{L}}V$	
	26 Ribble Street,				<b>)</b> .		
Oamaru Pacific Health Arowhenua Whanau Services (Sth Cant)	Oamaru, 9400 0275197724	50	150				
Arownenua wnanau Services (Stn Cant)	9(2)(a) Community and Public		U			A	
	Health, 3 Tarapuhi Street, Greymouth					4)	
NPHS – West Coast	7805	80	240	X V			
Will Wood Godde	7805 9(2)(b)(ii) , Level 2 - 92 Spey	00	210				
	Street						
	Invercargill 9810				X		
Ngā Kete		300	900				
	9(2)(a) , Tui Ora, 36						
Tui Ora	Maratahui St, New Plymouth 4342	50	150				
	9(2)(a) Te Piki Orannga 22 Queen						
Te Piki Oranga	St Blenheim 7201 9(2)(a) 7 Ronwood ave,	80	240				
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		•					

out of scope

From: Leigh Sturgiss < Leigh. Sturgiss@TeWhatuOra.govt.nz>

Sent: Wednesday, 27 November 2024 3:06 pm

**To:** jing@missionbrands.co.nz

Cc: Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz>

Subject: Relx vaping devices

Kia ora Jing

I am working with Hauora Māori Services, Health NZ to implement actions in the recently launched Getting to Smokefree 2025 Action Plan and would like to have an online meeting with you to discuss how Mission Brands/Relx might help us with our work.

If you can provide some times/dates for a online meeting where we can provide additional information.

Ngā mihi

Leigh

# Leigh Styrgiss

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

+64 **9(2)(a)** | leigh.sturgiss@tewhatuora.govt.nz 133 Molesworth.St, Thorndon, Wellington



Health New Zealand | Te Whatu Ora

From: Leigh Sturgiss
To: Jing Zhang

Cc: Rebecca Ruwhiu-Collins
Subject: RE: Relx vaping devices

**Date:** Thursday, 5 December 2024 3:14:00 pm

Attachments: <u>image001.png</u>

Amazing, thank you so much

L

#### **Leigh Sturgiss**

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh.sturgiss@tewhatuora.govt.nz
133 Molesworth St, Thorndon, Wellington

Health New Zealand | Te Whatu Ora

**From:** Jing Zhang <jing@missionbrands co nz> **Sent:** Thursday, 5 December 2024 2:59 pm

To: Leigh Sturgiss < Leigh. Sturgiss@tewhatuora.govt.nz>

Cc: Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz>

Subject: Re: Relx vaping devices

Kia Ora Leigh,

Thank you very much for the quick reply.

We have more than 15 havours for Essential Device and Pods range, the price is the same for all flavours.

I would suggest you order with mix of Mint, Watermelon and Tobacco so it will cater for everyone. Tobacco is slow but there are some people just want tobacco. I would suggest you skip the menthol at this around as you already have mint flavour.

I suggest you do 45% on Mint, 45% on Watermelon and 10% on Tobacco, however it is your call to make.

Regard

Jing

#### <Leigh.Sturgiss@tewhatuora.govt.nz> wrote:

Kia ora Jing

Thank you for the pricing information, much appreciated,

We have approval to proceed - can you confirm the flavours available for the RELX Essential Device and Pods range please. Is it mint, menthol and watermelon? Or is the watermelon flavour slightly more expensive?

Ngā mihi

Leigh

#### **Leigh Sturgiss**

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh.sturgiss@tewhatu ra.govt.hz

133 Molesworth St, Thorndon, Wellington

<image001.png

Health New Zealand | Te Whatu Ora

From: Jing Zhang < jing@missionbrands co.nz > Sent: Monday, 2 December 2024 5:39 pm

To: Leigh Sturgiss < Leigh. Sturgiss@tewhatuora.govt.nz >

Cc: Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz >

Subject: Re: Relx vaping devices

Kia Ora Leigh and Rebecca,

Thank you for the opportunity to meet and discuss on what Mission Distribution can provide to the initiatives from Te Whatu Ora in achieving the smoke free Aotearoa 2025 goal.

Please find the links below to current RELX Products:

1. RELX Essential Device and Pods (This was Rebecca's preferred option)

https://www.relxnow.co.nz/products/essential-vape-pen

https://www.relxnow.co.nz/collections/infinity2-vape-pod

The wholesale price of the device is 9(2)(b)(ii) per device. The pods are sold

in cartons (10 pods per carton), the wholesale price of the carton is 9(2)(b)(ii) per carton 9(2)(b)(ii) per pod). I am currently selling the device at cost, so I am unable to offer any discount on device. For pods, I can offer a discount for bulk orders.

2. RELX Spin Device and Pods (This was my suggestion for your consideration,

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https://www.relxnow.co.nz/products/relx-spin-device https://www.relxnow.co.nz/collections/relx-spin-pods

The wholesale price of the device is 9(2)(b)(ii) per device. The pods are sold in cartons (10 pods per carton), the wholesale price for the carton is 9(2)(b)(ii) per carton 9(2)(b)(ii) per pod) of Tobacco and Mint and 9(2)(b)(ii) per carton 9(2)(b)(ii) per pod) for fruity flavours. Due to our already thin margin on this line, I am unable to provide any discounts for this range.

I hope above provided enough information for your consideration, please do hesitate to contact me if you have any further questions.

Regards Jing

On 28 Nov 2024, at 9:23 AM, Leigh Sturgiss < Leigh.Sturgiss@tewhatuora.govt.nz > wrote:

Kia ora Jing

Thanks for getting back to us so quickly, I have sent an invite out for 11:00am tomorrow.

Ngā mihi

Leigh

### **Leigh Sturgiss**

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction

#### **Starting Well**

leigh.sturgiss@tewhatuora,govt.nz

133 Molesworth St, Thorndon, Wellington

<image001.png

Health New Zealand | Te Whatu Ora

**From:** Jing Zhang < jing@missionbrands.co.nz > **Sent:** Wednesday, 27 November 2024 4:26 pm

**To:** Leigh Sturgiss < Leigh.Sturgiss@TeWhatuOra.govt.nz >

Cc: Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-

Collins@TeAkaWhaiOra.nz>
Subject: Re: Relx vaping devices

Kia Ora Leigh,

Thanks for reaching out to me and I am pleased to have the opportunity to work with you and your team.

I can do anytime this Friday or next Monday if it works for you.

Look forward to hearing back from you soon.

Regards

Jing

On 27 Nov 2024, at 1:06 PM, Leigh Sturgiss < Leigh Sturgiss@TeWhatuOra.govt.nz > wrote:

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Ngā mihi

Leigh

#### **Leigh Sturgiss**

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh.sturgiss@tewhatuora.govt.nz

133 Molesworth St. Thorndon, Wellington

<image001.png>

Health New Zealand | Te Whatu Ora

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From: Leigh Sturgiss
To: Jing Zhang

Cc: Rebecca Ruwhiu-Collins
Subject: RE: Relx vaping devices

**Date:** Thursday, 5 December 2024 3:49:00 pm

Attachments: <u>image001.png</u>

Quick update, the email advising services of the intention to fund devices and pods went out this morning.

We have asked for orders to be with me before 13 Dec...

Ngā mihi

Leigh

#### **Leigh Sturgiss**

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh.sturgiss@tewhatuora.gov nz 133 Molesworth St, Thorndon, Wellington

Health New Zealand | Te Whatu Ora

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Regard Jing

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Leigh

#### **Leigh Sturgiss**

# Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

leigh.sturgiss@tewhatuora.govt.nz

133 Molesworth St, Thorndon, Wellington

<image001.png

Health New Zealand | Te Whatu Ora

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Mission Brands/Relx might help us with our work.

If you can provide some times/dates for a online meeting where we can provide additional information.

Ngā mihi

Leigh

#### **Leigh Sturgiss**

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh.sturgiss@tewhatuora.govt.nz

133 Molesworth St, Thorndon, Wellington

image001.png

Health New Zealand | Te Whatu Or

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From: Leigh Sturgiss
To: Jing Zhang

**Subject:** RE: Nicotine pods - strength

**Date:** Monday, 9 December 2024 2:03:00 pm

Attachments: <u>image001.png</u>

Thanks, appreciate the quick turn around

L

#### **Leigh Sturgiss**

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh.sturgiss@tewhatuora.govt.nz 133 Molesworth St, Thorndon, Wellington

?

Health New Zealand | Te Whatu Ora

From: Jing Zhang < jing@missionbrands co.nz>

Sent: Monday, 9 December 2024 1:51 pm

To: Leigh Sturgiss < Leigh. Sturgiss@tewhatuora.govt.nz

Subject: Re: Nicotine pods - strength

Kia Ora Leigh,

The nicotine strength of the pods are 28.5mg/ml.

Regards Jing

On 9 Dec 2024, at 1:46 PM, Leigh Sturgiss

Leigh.Sturgiss@tewhatuora.govt.nz> wrote:

Kia ora Jing

Can you advise what nicotine strength of the pods we planned on purchasing are?

Many thanks

Ngā mihi

Leigh

#### **Leigh Sturgiss**

# Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh.sturgiss@tewhatuora,govt.nz

133 Molesworth St, Thorndon, Wellington

<image001 png

Health New Zealand | Te Whatu Ora

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From: Jing Zhang
To: Leigh Sturgiss
Cc: Rebecca Ruwhiu-Collins
Subject: Re: Nicotine pods - strength

**Date:** Monday, 9 December 2024 5:09:29 pm

#### Kia Ora Leigh,

We are currently don't have 18mg/ml pods available in NZ which we plan to bring in around Feb next year for limited quantities (Classic Tobacco, Menthol Plus and Peppermint). If you want to access to those lines, please let me know in advance, so I can reserve it for you.

For now, the only lower nicotine strength products that we have is disposable vape.

However, I do have want to share with you that, 28.5mg/ml is about 2.5% nicotine, which is not very high.

Regards Jing

On 9 Dec 2024, at 3:22 PM, Leigh Sturgiss <a href="mailto:Leigh.Sturgiss@tewhatuora.govt.nz">Leigh.Sturgiss@tewhatuora.govt.nz</a> wrote:

Thanks Jing

I feel we may be asking a lot of you.. what would the chances of also have an option for a reduced nictone strength and of the 3 boxes we purchase per vaping device 2 x boxes would be 28.5 and 1 box of 10 were maybe 20?

Is that possible?

Nga mihi

Leigh

## Leigh Sturgiss

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh.sturgiss@tewhatuora.govt.nz

133 Molesworth St, Thorndon, Wellington

<image001.png>

Health New Zealand | Te Whatu Ora

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Ngā mihi

Leigr

Leigh Sturgiss

Principal Service Development Manager – Harm Reduction
Community Well-being and Harm Reduction
Starting Well

| leigh.sturgiss@tewhatuora.govt.nz

133 Molesworth St, Thorndon, Wellington

<image001.png

Health New Zealand | Te Whatu Ora

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From: Leigh Sturgiss
To: Jing Zhang

Cc:Rebecca Ruwhiu-CollinsSubject:RE: Amended Vape Order

**Date:** Tuesday, 17 December 2024 7:51:00 am

Attachments: <u>image001.png</u>

#### Mōrena Jing

Thanks for this adjustment. We really do appreciate your support.

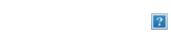
Ngā mihi

Leigh

#### **Leigh Sturgiss**

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh.sturgiss@tewhatuora.govt.nz 133 Molesworth St, Thorndon, Wellington



Health New Zealand | Te Whatu Ora

From: Jing Zhang <jing@missionbrands.co.nz>
Sent: Monday, 16 December 2024 5:16 pm

To: Leigh Stu giss <Leigh.Sturgiss@TeWhatuOra.govt.nz>

Cc: Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz>

**Subject:** Re: Amended Vape Order

Kia Ora Leigh,

As per our discussion, the total price after applied the  $^{920000}$  discount on pods, will be 576,754.50 + GST

Regards

Jing

#### <Leigh.Sturgiss@TeWhatuOra.govt.nz> wrote:

Sorry.. here you go

#### **Leigh Sturgiss**

# Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh.sturgiss@tewhatuora.govt.nz 133 Molesworth St, Thorndon, Wellington

image001.png>

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From: Jing Zhang < jing@missionbrands.co.nz > Sent: Monday, 16 December 2024 3:43 pm

To: Leigh Sturgiss < Leigh. Sturgiss@tewhatuora.govt.nz>

Cc: Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz >

Subject: Re: Amended Vape Order

Kia Ora Leigh,

I think you may not attached the file to the email, could you please send it again, thank you.

Regards

Jing

On 16 Dec 2024, at 3:36 PM, Leigh Sturgiss < Leigh.Sturgiss@tewhatuora.govt.nz > wrote:

Hi Jing

Updated vape order excel – please note this includes a new order (last line)(

Thanks

Leigh

#### **Leigh Sturgiss**

# Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh.sturgiss@tewhatuora.govt.nz 133 Molesworth St, Thorndon, Wellington

<image001.png>

amendments.xlsx>

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Copy of Copy of Value order cost tracking v3 (002) LS

From: Leigh Sturgiss
To: Jing Zhang

Cc:Rebecca Ruwhiu-CollinsSubject:RE: Vaping devices order

**Date:** Monday, 13 January 2025 7:43:00 am

Attachments: image001.png

#### Mōrena Jing

Thanks for the update, its my first day back today and I have approved the payment of the invoice this morning

On behalf of Rebecca and myself, thanks for contributing to this initiative.

Ngā mihi

Leigh

#### **Leigh Sturgiss**

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh.sturgiss@tewhatuora.govt.nz 133 Molesworth St, Thorndon, Wellington

?

Health New Zealand | Te Whatu Ora

**From:** Jing Zhang <jing@missionbrands.co.nz> **Sent:** Thursday, 9 January 2025 6:32 pm

To: Leigh Sturgiss < Leigh. Sturgiss@TeWhatuOra.govt.nz>

Cc: Rebecca Ruwhiu-Collins < Rebecca. Ruwhiu-Collins@TeAkaWhaiOra.nz>

Subject: Re: Vaping devices order

Kia Ora Leigh and Rebecca,

Happy New Year! I am please to inform you that all orders have been dispatched out as per your instruction by today.

I have attached file for your reference with tracking numbers for each of the service provider. Please note, due to the order size, most of the orders have been packed in the multiple boxes and tracking number has been allocated for each box.

All boxes have been sent via NZ Post and you may use <a href="https://www.nzpost.co.nz/tools/tracking">https://www.nzpost.co.nz/tools/tracking</a> to track the delivery status for each box.

For four of Auckland providers, my colleague delivered to them in person today.

Invoice has been sent to Leigh by our finance team later in Dec 2024, if you have not received it, please let me know and I can ask them to send it again.

If you have any further questions, please let me know.

Regards Jing

On 16 Dec 2024, at 8:36 AM, Leigh Sturgiss < Leigh.Sturgiss@TeWhatuOra.govt.nz > wrote

Kia ora Jing

Please find attached the order form for the devices (and nicotine pods).. Number of devices in column C.

I hope the information in here makes sense, please let me know if you have any questions.

Lets discuss logistics at some stage.

Nga m hi

Leigh

## Leigh Sturgiss

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

leigh.sturgiss@tewhatuora,govt.nz

133 Molesworth St, Thorndon, Wellington

<image001.png

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From: <u>Jing Zhang</u>

To: Natalie Zou; Leigh Sturgiss
Cc: Rebecca Ruwhiu-Collins

Subject: Re: Nelson/Marlborough order - pods

Date: Wednesday, 15 January 2025 10:35:27 am

Attachments: image001.png

#### Kia Ora Leigh,

I am currently in Australia, I have copy my colleague Natalie in the email, she will assist you on this.

@Natalie, could you please have a look at the original order list and packaging list, to confirm Nelson Marlborough Public Health have ordered the 6000 pods or 1800 pods. The order may split into multiple shipments, so maybe some of the shipments are still in transit kindly double check on NZ Post tracking details and let Leigh knows.

#### Regards Jing

On 15 Jan 2025, at 5:44 AM, Leigh Sturgiss <a href="Leigh.Sturgiss@tewhatuora.govt.nz">Leigh.Sturgiss@tewhatuora.govt.nz</a>> wrote

Kia ora Jing

Happy New Year, just received this query from the Nelson/Marlborough provider who thinks they are short some nicotine pods. I think she's right.

Could you come back to me please

Ngā mihi

Kia ora Leigh

I know we are catching up on Friday so we can address this then but thought I send you my query prior.

We received 200 devices (as I ordered) THANK YOU VERY MUCH!

I am just wondering, as it was communicated earlier that each kit would come with

30 pods (10 per month), whether we have received our whole order.

We should have received 6000 pods to go with our 200 kits. Instead we received:

4200 pods in total

- 1800 tobacco
- 1200 watermelon

600 mint

• 600 grape

In my calculation we are **1800 pods short** (to be able to offer every client that chooses to use the vape kit the full 30 pods if required)

So if our order is able to be honoured we are **missing**:

- 1500 mint
- 300 tobacco

Maybe that is still on the way? Thank you for clarifying!

Carlijn

Ngā mihi nui,

#### Carlijn Gilchrist - van Os

Smokefree Team Leader | Kaiārahi Auahi Kore Nelson Marlborough Public Health Te Waipounamu Region

## **Leigh Sturgiss**

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

| leigh\_sturgiss@tewhatuora\_govt.nz 133 Molesworth St. Thorndon, Wellington

?

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# Memorandum - Smokefree Innovation Fund

То:	Deborah Woodley, Director, Starting Well, Planning, Funding and Outcomes Selah Hart, Head of Hauora Māori, Population and Public Health, Hauora Māori Services	From:	Leigh Sturgiss, Principal Service Development Manager, Community Well-Being and Harm Reduction, Starting Well, Planning, Funding and Outcomes  Rebecca Ruwhiu-Collins, Mana Pae Ora, Public and Population Health, Hauora Māori Services		
Date:	24 September 2024				
Subject:	Approval to use the Smokefree 2025 Innovation Fund to fund non- subsidised nicotine replacement therapy products and vaping starter kits				
For your:	Approval		.0		

# **Purpose**

 This memo seeks approval to use the Smokefree 2025 Innovation Fund (2024/25) to fund a non-subsidised nicotine replacement therapy (NRT) product e.g. out of scope starter kits, including nicotine pods.

# **Background**

- 2. Smoking is a significant cause of premature and preventable death and morbidity and is one of the five modifiable risk facts that contribute to five non communicable diseases which cause the majority of avoidable health loss in Aotearoa.
- 3. The Government remains committed to achieving the smokefree goal of less than 5% daily smoking prevalence across all ethnicities and has requested officials to work on a revised Smokefree 2025 Action Plan. The plan outlines a comprehensive approach that empowers communities, increases quitting and encourages people who smoke to switch to less harmful alternatives.
- Budget 21 provided additional funding for evidence-based stop smoking services. This
  included \$1.2m per annum for innovative approaches to help people quit smoking. This
  funding is included in the Starting Well budget for 2024/25.
- Two innovation funding rounds have been conducted, with some promising results. Round one funding was allocated through a contestable Request for Proposals process. Round two funding was allocated through Community Grants.
- 6. From the recent provider hui stop smoking services have requested Hauora Māori

Services, Planning, Funding and Outcomes, NPHS and Pacific Health investigate if funding could be used to purchase alternative nicotine replacement therapy products out of scope and/or vaping starter kits.

Innovation funding is for one-off, short-term projects and must support whānau to make a
quit attempt. Starting Well and Hauora Māori Services, with support from Pacific Health are
confident we can allocate all available funding by the end of 2024, with product available
early 2025.



- 15. Vaping has contributed to a significant reduction in daily smoking rates, particularly for wahine Maori.
- 16. A Cochrane review has found that vaping can help people to quit smoking better than traditional NRT products such as patches and gum.
- 17. Starting Well and Hauora Māori Services will work with independent vape retailers to source vaping starter kits and nicotine pods. Only products that comply with all current regulations will be made available to stop smoking services. Vape Suppliers and Products are provided in Appendix Three.

- 18. To ensure there is capacity within the Starting Well Team to manage this process, stop smoking services will place one order from the preferred supplier/s who will arrange delivery to the stop smoking provider and then invoice Starting Well.
- 19. Funding would be provided to eligible clients for one starter kit and up to three months' supply of nicotine pods, but only if they continue to engage with the stop smoking service. Vaping devices and nicotine pods will not be provided without ongoing behavioural support.
- 20. Impending legislative changes may restrict the sale of vaping products from June 2025. It will be important to manage total quantities carefully to prevent over-purchasing and avoid accumulating surplus stock that cannot be distributed.
- 21. As with the provision of alternative subsidised NRT products providers will be monitored through quarterly reporting.
- 22. Some stop smoking service providers do not support the use of vaping as a cessation tool, and there will be no obligation for those providers to support the use of vapes.

#### Recommendations

It is recommended that you:

1.	Approve	The use of the Smokefree 2025 Innovation Fund to purchase out of scope vaping starter kits at a cost of up to \$891,328.32 for 2024/25.	Yes / No
2.	Note	The third round of the Smokefree 2025 Innovation Fund, totalling \$1.264 million, must be completed by June 2025.	
3.	Note	out of scope	

Deborah Woodley
Director
Starting Well
Planning, Funding and Outcomes
Date:

Selah Hart Head of Hauora Māori Population and Public Health Hauora Māori Services Date:

#### **Appendix One**

#### Cost Estimates for three months' supply of out of scope and Vape Starter Kits

The table below outlines estimated costs for using the Smokefree 2025 Innovation Fund to purchase three months' worth of out of scope vape products.

The figures provided are based on approximations and assumptions.

They are derived from the estimate that 6.8% of adults in New Zealand are daily smokers (approximately 284,000 individuals) and that 4-5% of daily smokers are enrolled with stop smoking services (about 14,200 individuals).

#### out of scope

Of the 14,200 enrolled, approximately 24% (3408 people) opt to use vaping as a smoking cessation tool.

#### out of scope

and vaping products (one vape device + eleven or twelve weeks' worth of replacement pods per person, depending on chosen product).

8			• • • • • • • • • • • • • • • • • • •
NRT product	Unit Price	Quantity Required for 3-months use.	Cost
out of scope	9(2)(b)(ii) ((1)		
Vape product	Unit Price	Quantity Required for 3-months use.	Cost
alt. vape starter kit (1 per person)	9(2)(b)(ii)		
alt. classic pods 2-pack (11 per person)	9(2)(b)(ii)		
Relx Lite	9(2)(b)(ii)		
Relx replacement pod (24 per person)	9(2)(b)(ii)		
out of scope			Total Cost (excl. GST)
			\$828,075.84
out of scope elx vape product			Total Cost (excl. GST)
			\$891,328.32

# **Appendix Two**

# out of scope

9(2)(b)(ii) 9(2)(b)(ii)		
9(2)(b)(ii)		
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# **Appendix Three**

# Vape Suppliers and Products

Company	Product	Notes	Unit Price
alt.	Starter Kit Edition 2	Vape device, pod, and charger	9(2)(b)(ii)
alt.	Classic Replacement Pod 2-pack	Replacement pods x2	
Relx	Relx Lite	Vape device	2 ~6
Relx	Relx pod	Replacement pod	



From: Kimberlee McMeeking < Kimberlee. McMeeking@h\_alth.govt.nz>

Sent: Monday, 24 February 2025 9:17 am

To: Nicholas Sykes-EXT <nsykes@adhb.govt.nz> Vap ng and Smoking (MoH) <vapingandsmoking@health.govt.nz> Cc: paye-EXT <paye@adhb.govt.nz>; Stephen Shen (ADHB) <Stephen Shen@adhb.govt.nz>; June Leung (ADHB) <JLeung@adhb.govt.nz>; Jane Chambers (MoH) <Jane.Chambers@health.govt.nz>; Enforcement (MoH) <Enforcement@health.govt.nz>; Hayden McRobbie <Hayden.McRobbie@tewhatuora.govt.nz>; Leigh Sturgiss <Leigh.Sturgiss@tewhatuora.govt.nz>

Subject: RE: Relx Vapes

Morning Nick

The Ministry has had a look at these products at the request of our colleagues at HNZ due to concerns raised in the media about their compliance. It is our opinion that they meet labelling requirements.

As stated previously The Ministry is of the opinion that "Ice" or "red", if presented on the packaging, would be compliant with regulation 69A as long as it is not part of the variant (flavour) name. The variant name must be one or two of the flavour names indicated in in schedule 4A. This means that ice may appear on the packaging as a descriptor but not as a variant name, the same would be the case for a colour. For example in your pictures the "tobacco" is the variant name and "red" is the description. This is allowed but if the variant name was "Red Tobacco" this would not be allowed, the same would be the case for watermelon ice – this would not be allowed but "watermelon" with a description on the packaging referring to ice would be allowed.

In terms of testing, Part 3, schedule 5 only applies where s69B has been invoked. If we were to require further information regarding testing, eg. We suspect that there is an issue with this product the Ministry would be in contact with the notifier to obtain further information and test results. We do not have reason to believe that these products do not meet the requirements.

Keen to be a bit more joined up on these actions, particularly when your colleagues at HNZ are responding to queries regarding this product and the Ministry has already undertaken work to address these concerns.

Ngā mihi,

### Kimberlee McMeeking (she/her)

Principal Advisor | Public Health Policy and Regulation Te Pou Hauora Tūmatanui | Public Health Agency

### Manatū Hauora | Ministry of Health

P: 9(2)(a) | E: <u>Kimberlee.McMeeking@health.govt.nz</u> | W: <u>https://www.health.govt.nz</u>







From: Nick Sykes (ADHB) < <a href="mailto:NSykes@adhb.govt.nz">NSykes@adhb.govt.nz</a> Sent: Thursday, February 20, 2025 12:20 PM

To: Vaping and Smoking <<u>vapingandsmoking@health.govt.nz</u>>; Enforcement <<u>Enforcement@health.govt.nz</u>>

**Cc:** Kimberlee McMeeking < <u>Kimberlee.McMeeking@health.govt.nz</u>>; paye-EXT < <u>paye@adhb.govt.nz</u>>; Stephen Shen

(ADHB) <<u>Stephen.Shen@adhb.govt.nz</u>>; June Leung (ADHB) <<u>JLeung@adhb.govt.nz</u>>

Subject: RE: Relx Vapes

Kia Ora,

As part of an ongoing investigation we received the following devices to inspect

- 2x Relx Essential Silver Vaping devices
- 1x Relx Rod Pro 2 Mint Flavour
- 1x Relx Rod Pro 2 Watermelon Flavour
- 1x Relx Rod Pro 2 Tobacco Flavour.

What we have confirmed so far;

- Testing of the Relx Vaping Device child safety mechanism appears to be working 5 clicks for red light notification and 5 press for feactivation.
- Container labelling of vaping substances appear okay, including message. Section 50 and 52
- Vaping pods serial numbers appears to be notified against HARP for the 3 flavours provided "Mint, Watermelon and Toba co"
- Unable to look at battery related regulations due to directive given.

Can you please provide some clarity of the underlined and bold parts please;

- We could see if the retailer has complied with vaping substance testing looking at s65(b) and (f) and pointing to **Regulations, Part 3, Regulation 28(a)** Vaping substance testing.
  - Can the Ministry confirm the level of testing this product has been through, in order to verify that the products comply to all the product safety requirements in Schedule 5?
- Flavour descriptors of vaping products maybe questionable such as "ice" and "red. However we have been given directive last year that as long as it doesn't fall in line with the flavour descriptor, it would be okay.

  Regulation 69(a)
  - Can you confirm that the ICE and RED are acceptable? These appear to be part of the flavour names on the Relx website.



Watermelon (Ice) 28.5mg/mL (relxnow.co.nz)

Tobacco (Red) 28.5mg/mL (relxnow.co.nz)

Ngā Mihi,

# **Nick Sykes**

If you are receiving this message afterhours, please do not respond and we can pick it up on the next business day.

# Senior Compliance Officer, Northern Region. National Public Health Service

waea pūkoro: 9(2)(a) | īmēra: nsykes@adhb.govt.nz |
Level 4, Building 15, Cornwall Complex, Greenlane Clinical Centre
Phone 09 623 4600 | www.Arphs.health.nz



Te Whatu Ora – Health New Zealand

TeWhatuOra.govt.nz

From: Peter Aye (ADHB) < PAye@adhb.govt.nz > Sent: Thursday, 20 February 2025, 11:03 am

To: Nick Sykes (ADHB) < NSykes@advb.govt.nz >; Stephen Shen (ADHB) < Stephen.Shen@adhb.govt.nz >; June Leung

(ADHB) < <u>JLeung@adhb.govt.nz</u>>

**Cc:** Kimberlee.McMeeking@health.govt.nz

Subject: RE: Relx Vapes

Hi all,

Just before you send off to the VRA Nick, just hold off on that for a bit. I've just sent Kimerlee McMeeking (she's the Principal Advisor for Public Health Policy and Regulation) questions in relation to *Regulations 5, Part 3, Regulation 28(a)* – Vaping substance testing.

Regards, Peter Aye

From: Nick Sykes (ADHB) < NSykes@adhb.govt.nz>
Sent: Thursday, 20 February 2025 10:42 am

**To:** Stephen Shen (ADHB) <<u>Stephen.Shen@adhb.govt.nz</u>>; Peter Aye (ADHB) <<u>PAye@adhb.govt.nz</u>>; June Leung (ADHB) <JLeung@adhb.govt.nz>

Subject: RE: Relx Vapes

Great write up Stephen,

I'll having a look myself and sending up to the VRA for a review.

From: Stephen Shen (ADHB) < <a href="mailto:Stephen.Shen@adhb.govt.nz">Stephen.Shen@adhb.govt.nz</a>>

Sent: Thursday, 20 February 2025 10:38 am

To: Peter Aye (ADHB) <<u>PAye@adhb.govt.nz</u>>; Nick Sykes (ADHB) <<u>NSykes@adhb.govt.nz</u>>; June Leung (ADHB)

<<u>JLeung@adhb.govt.nz</u>>
Subject: Relx Vapes

### Good morning,

We received 5 Relx vaping products for examination including -

- 2x Relx Essential Silver Vaping devices
- 1x Relx Rod Pro 2 Mint Flavour
- 1x Relx Rod Pro 2 Watermelon Flavour
- 1x Relx Rod Pro 2 Tobacco Flavour.

### We observed -

- Testing of the Relx Vaping Device child safety mechanism appears to be working 5 clicks for red light notification and 5 press for reactivation.
- Container labelling of vaping substances appear okay, including message. Section 50 and 52
- Vaping pods serial numbers appears to be notified agains HARP for the 3 flavours provided "Mint, Watermelon and Tobacco"
- Unable to look at battery related regulations due to directive given,

### Somethings for consideration -

Unable to determine whether vaping device uses a wick that is silica based or if it delivers a dose of nicotine at
consistent levels under normal conditions use.

# Regulations, Schedule 5, Part 2, Reg 24 and 26

- We could see if the retailer has complied with vaping substance testing looking at s65(b) and (f) and pointing to *Regulations, Part 3, Regulation 28(a)* Vaping substance testing.
  - From there we could verify that against the regulations to see if it's meeting product safety requirements.
- Flavour descriptors of vaping products may be questionable such as "ice" and "red", we can check with Ministry
  again. However we have been given directive last year that as long as it doesn't fall in line with the flavour
  descriptor, it would be okay. Regulation 69(a)
  - We could look at **Regulation 70(1)(a)** if the package refers to additives other than flavours... However, does loe" or "Red" count as an additive.

Happy for any additional comments.

# Ngā Mihi, Stephen Shen (ne/him)

Smokefree Enforcement Officer
Health & Protection
National Public Health Service – Northern Region

Mobile: 9(2)(a) | Email: stephen.shen@adhb.govt.nz Level 3, Building 15, Cornwall Complex, Greenlane Clinical Centre Follow us on: Witter | Facebook | LinkedIn

NB To make a tobacco or vaping complaint, please visit here



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Thanks @Felicity Lawlor for outlining this for us

Nga Mihi

Koula Kutu(she/he

Principal Advisor, Strategic Communications National Public Health Service

Mobile S9(2)(a) | Email Koula Kutu@tewha 133 Molesworth St, Wellington | PO Box 5013. W

Te Whatu Ora

Te Whatu Ora – Health New Zealand TeWhatuOra.govt.nz

From: Felicity Lawlor Felicity Lawlor @tewhatuora.govt.nz>
Sent: Thursday, 12 December 2024 11:35 am
To: Leigh Sturgiss Cleigh Sturgiss
To: Leigh Sturgiss Cleigh Sturgiss
To: Leigh Sturgiss
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Kia ora all

Link to the AM: if the updates/content can please be put into here that would be great: 18-12-2024 - Aide Memoire - HNZ00075077 Getting to

Principal Advisor, Briefings

Business Services National Public Health Service

From: Felicity Lawlor < Felicity lawlor@tewhatuor.

Sent: Tuesday, 10 December 2024 4:02 pm

To: Leigh Sturgiss < Leigh Sturgiss@TeWhatuOra.g

Shavne.Nahu@TeWhatuOra.govt.nz>; Hayden McRobbie <Hayden.McRobbie@TeWhatuOra.govt.nz> .govt.nz>; Mike Asplet < Mike. Asplet@TeWhatuOra.govt.nz>

Subject: FW: Actions from Minister Cos

be added. Can also organise a Teams call for tomorrow on this if easiest

tation plan, which will start to address Item 1.

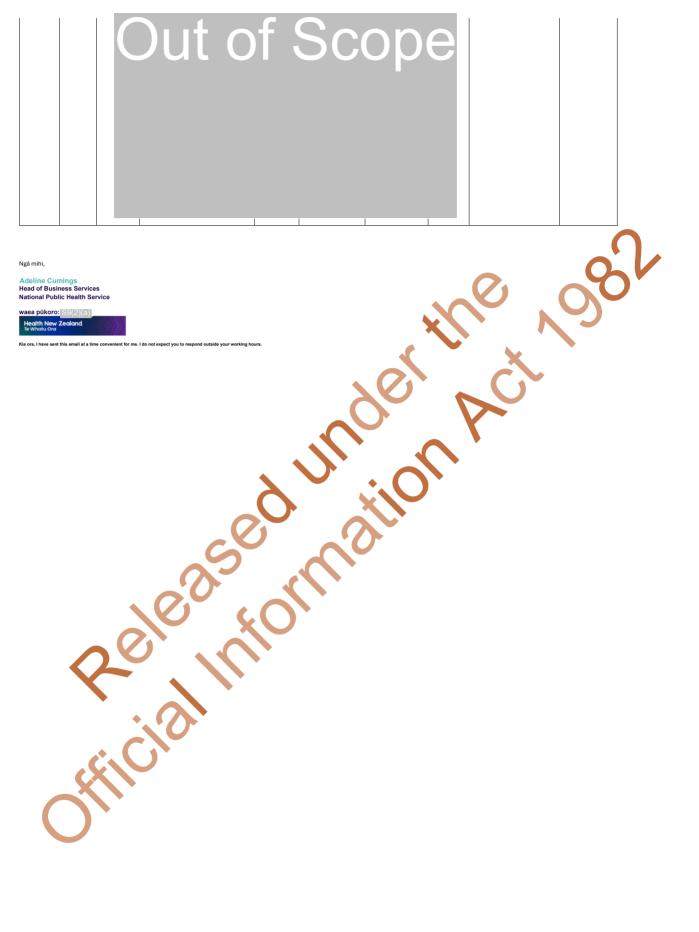
Felicity Lawlor Principal Advisor, Briefin Business Services National Public Healtins

From: Adeline Cumings <a href="Adeline-Cumings@TeWhatuOra.govt.nz">Adeline Cumings@TeWhatuOra.govt.nz></a>
Sent: Tuesday, 10 December 2024 2:07 pm
To: Lara Cavit <a href="Lara Cavit-Clara.cavit@TeWhatuOra.govt.nz">Lara Cavit@TeWhatuOra.govt.nz></a>; Sara Freitag <a href="Sara Freitag@TeWhatuOra.govt.nz">Lara Cavit@TeWhatuOra.govt.nz></a>; Mike Asplet@TeWhatuOra.govt.nz>; Koula Kutu <a href="Koula Kutu@TeWhatuOra.govt.nz">Koula Kutu@TeWhatuOra.govt.nz></a>
Ce: Matt Hannant <a href="MatuOra.govt.nz">Matu@TeWhatuOra.govt.nz></a>; Nick Chamberlain <a href="Mick Chamberlain@TeWhatuOra.govt.nz">Mike Asplet@TeWhatuOra.govt.nz></a>
Subject: Actions from Minister Costello's meeting

Importance: High

Below are the actions that have just come through from Minister Costello's meeting yesterday. I have asked for an extension to 18 December on the Aide Memoire (item 3) – I'm waiting on confirmation from Pine.

9/12/2024	Costello	Smokefree	1. Plan for Smokefree 2025	Aide Memoire/	NPHS - HNZ	Dr Nick Chamberlain	1. 13 Dec 2024	
			implementation @Lara Cavit can	Information			2. 13 Dec 2024	
			you work with Sara to get this into a	Request			3. 16 Dec 2024	
			Info Request format due 13 Dec to				4. ASAP	
			Min Office (work backwards for sign					
			off)					



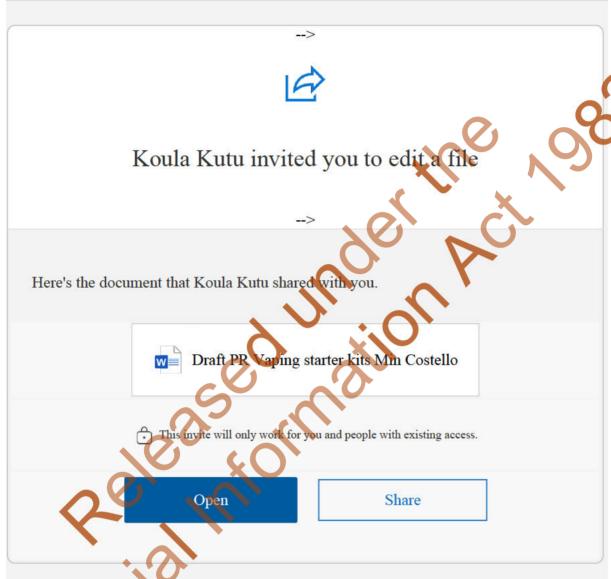
To: Carla Penman; Leigh Sturgiss; Rebecca Ruwhiu-Collins

Subject: Koula Kutu shared "Draft PR Vaping starter kits Min Costello" with you

Date: Monday, 16 December 2024 13:01:21

Attachments: <u>AttachedImage</u>

AttachedImage AttachedImage



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To: <u>Carla Penman</u>; <u>Leigh Sturgiss</u>; <u>Rebecca Ruwhiu-Collins</u>

Subject: RE: Koula Kutu shared "Draft PR Vaping starter kits Min Costello" with you

Date: Monday, 16 December 2024 13:06:20

Attachments: image001.png

image002.png image003.png image004.png

Thanks Carla, that will be great.

@Leigh Sturgiss does it need to be signed off on your end before it goes to NPHS.

# Ngā Mihi

# Koula Kutu(she/her)

# Principal Advisor, Strategic Communications National Public Health Service

Mobile: \$9(2)(a) | Email: Koula.Kutu@tewhatuora.govt.nz
133 Molesworth St, Wellington | PO Box 5013. Wellington 6140
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# Te Whatu Ora

Te Whatu Ora – Health New Zealand TeWhatuOra.govt.nz

From: Carla Penman < Carla.Penman@TeWhatuOra.govt.nz>

Sent: Monday, 16 December 2024 1:05 pm

To: Koula Kutu < Koula, Kutu@TeWhatuOra.govt.nz>; Leigh Sturgiss

<Leigh.Sturgiss@TeWhatuOra.govt.nz>; Rebecca Ruwhiu-Collins <Rebecca.Ruwhiu-</pre>

Collins@TeAkaWhaiOra.nz>

Subject: Re: Youla Kutu shared "Draft PR Vaping starter kits Min Costello" with you

Great thanks all. Support those changes.

Who needs to approve this now Koula? Happy to send it up and cc you in.

# Cheers

From: Koula Kutu < Koula.Kutu@TeWhatuOra.govt.nz>

Sent: Monday, December 16, 2024 1:01:19 PM

To: Carla Penman < Carla.Penman@TeWhatuOra.govt.nz >; Leigh Sturgiss

<Leigh.Sturgiss@TeWhatuOra.govt.nz>; Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-</pre>

Collins@TeAkaWhaiOra.nz>

Subject: Koula Kutu shared "Draft PR Vaping starter kits Min Costello" with you

To: Leigh Sturgiss; Carla Penman; Rebecca Ruwhiu-Collins

**Subject:** RE: Koula Kutu shared "Draft PR Vaping starter kits Min Costello" with you

**Date:** Monday, 16 December 2024 13:09:30

Attachments: <u>image005.png</u>

image006.png image007.png image008.png image009.png

### Thanks Leigh.

@Carla Penman to Deborah and then Selah and Adeline.

Once everyone has made their changes.

# Ngā Mihi

# Koula Kutu(she/her)

# Principal Advisor, Strategic Communications National Public Health Service

Mobile:S9(2)(a)| Email:Koula.Kutu@tewhatuora.govt.nz133 Molesworth St, Wellington| PO Box 5013. Wellington 6140

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# Te Whatu Ora

Health New Zealand

**Te Whatu Ora – Health New Zealand** TeWhatuOra.govt.nz

From: Leigh Sturgiss < Leigh. Sturgiss@TeWhatuOra.govt.nz>

Sent: Monday, 16 December 2024 1:09 pm

To: Carla Penman < Carla. Penman@TeWhatuOra.govt.nz>; Koula Kutu

<Koula.Kutu@TeWhatuOra.govt.nz>, Rebecca Ruwhiu-Collins <Rebecca.Ruwhiu-

Collins@TeAkaWhaiOra.nz>

Subject: RE Koula Kutu shared "Draft PR Vaping starter kits Min Costello" with you

Deborah Woodley for sign off please

L:

# Leigh Sturgiss

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

S9(2)(a) | leigh.sturgiss@tewhatuora.govt.nz

133 Molesworth St, Thorndon, Wellington

# Health New Zealand Te Whatu Ora

To: Rebecca Ruwhiu-Collins; Carla Penman; Shayne Nahu; Belinda Moss
Cc: Kelly Atkinson; Jemma Titheridge; Leigh Sturgiss; Felicity Lawlor; Lara Cavit

**Subject:** RE: Lines for MR re Smokefree announcables in the New Year

**Date:** Monday, 16 December 2024 13:24:43

Attachments: <u>image002.png</u>

image003.png

Hi team,

Have shared Carlas doc as a link.

So we can edit, thank you!

# Ngā Mihi

# Koula Kutu(she/her)

# Principal Advisor, Strategic Communications National Public Health Service

**Mobile:** S9(2)(a) | **Email:** <u>Koula.Kutu@tewhatuora.govt.nz</u> 133 Molesworth St, Wellington | PO Box 5013. Wellington 6140 Follow us on <u>LinkedIn</u> | <u>Facebook</u> | <u>Instagram</u>

# Te Whatu Ora

**Health New Zealand** 

Te Whatu Ora – Health New Zealand

TeWhatuOra.govt.nz

From: Rebecca Ruwhiu-Collins < Rebecca. Ruwhiu-Collins@TeAkaWhaiOra.nz >

Sent: Monday, 16 December 2024 12:47 pm

To: Carla Penman < Carla.Penman@TeWhatuOra.govt.nz>; Koula Kutu

<Koula.Kutu@TeWhatuOra.govt.nz>; Shayne Nahu <Shayne.Nahu@TeWhatuOra.govt.nz>;

Belinda Moss < Belinda. Moss@TeWhatuOra.govt.nz>

Cc: Kelly Atkinson < Kelly. Atkinson@TeWhatuOra.govt.nz>; Jemma Titheridge

<Jemma.Titheridge@TeWhatuOra.govt.nz>; Leigh Sturgiss

<Leigh.Sturgiss@TeWhatuOra.govt.nz>; Felicity Lawlor <Felicity.Lawlor@tewhatuora.govt.nz>;

Lara Cavit < lara.cavit@TeWhatuOra.govt.nz>

**Subject:** RE: Lines for MR re Smokefree announcables in the New Year

Kia ora Carla,

See my suggested changes.

Becs

### **DRAFT MEDIA RELEASE**

1 January 2025

# Vaping starter kits to be distributed to providers

Starting the New Year with new tools at the ready is aimed at supporting smoking cessation providers to help more New Zealanders quit.

"We are pleased to equip many providers up and down the country FROM WHEN? with

vaping starter kits," Associate Health Minister Casey Costello announced today.

"Close to 3,000 (2,900) kits were ordered by providers in December and arrive in the country from January 6.

"We're hopeful that the 80,00<mark>0</mark>-odd people who smoke that we're targeting with this initiative, will consider giving the kits a go," Ms Costello says.

"The kits include vaping devices and enough nicotine pods to last 3 months. Clients will receive a vape device and one month's supply with support of a stop smoking service. "The pods are available in mint, tobacco, and watermelon flavours.

"The vaping starter kits will be free and available to adults who want to switch to less harmful nicotine products than smoking tobacco."

\$1,264 million is available annually through the Smokefree 2025 Innovation fund, from Budget 2021.

This initiative is one of many to be announced following the government's launch of the refreshed Smokefree Action Plan last November.

"We are very focussed on pulling out all the stops to reduce daily smoking rates to less than 5% for all population groups in New Zealand by the end of 2025.

"The government supports adults switching to vaping because vaping is less harmful than cigarettes.

"We know that switching smokers to vaping has been a significant contributor to the reduction in smoking rates, especially for Māori women," Ms Costello says.

The initiative will be monitored and reported on each quarter to determine progress on quit rates.

**ENDS** 

From: Carla Penman < Carla Penman @ TeWhatu Ora.govt.nz>

Sent: Monday, 16 December 2024 12:15 pm

**To:** Koula Kutu < <u>Koula Kutu@TeWhatuOra.govt.nz</u>>; Shayne Nahu

<<u>Shayne.Nahu@TeWhatuOra.govt.nz</u>>; <u>Belinda Moss < Belinda.Moss@TeWhatuOra.govt.nz</u>>

Cc: Rebecca Ruwhiu-Collins < Rebecca. Ruwhiu-Collins@TeAkaWhaiOra.nz>; Kelly Atkinson

< Kelly. Atkirson@TeWhatuOra.govt.nz >; Jemma Titheridge

<<u>Jemma.Titheridge@TeWhatuOra.govt.nz</u>>; Leigh Sturgiss

<<u>Leigh.Sturgiss@TeWhatuOra.govt.nz</u>>; Felicity Lawlor <<u>Felicity.lawlor@tewhatuora.govt.nz</u>>;

Lara Cavit < Lara.cavit@TeWhatuOra.govt.nz>

**Subject:** RE: Lines for MR re Smokefree announcables in the New Year

Please see the draft PR attached.

Let me know of any feedback **by 1.30pm please**. Then will send off to Matt, Adeline and whomever else needs to sign it off.

Cheers

Carla Verboeket (nee Penman) Senior Media Advisor, National

# **People and Communications**

Mobile S9(2)(a)

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### Health New Zealand | Te Whatu Ora

TeWhatuOra.govt.nz

From: Koula Kutu < Koula.Kutu@TeWhatuOra.govt.nz>

Sent: Monday, 16 December 2024 9:41 am

To: Carla Penman < Carla.Penman@TeWhatuOra.govt.nz >; Shayne Nahu

<<u>Shayne.Nahu@TeWhatuOra.govt.nz</u>>; Belinda Moss <<u>Belinda.Moss@TeWhatuOra.govt.nz</u>>;

Cc: Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOta nz>; Kelly Atkinson

< Kelly. Atkinson@TeWhatuOra.govt.nz >; Jemma Titheridge

<<u>Jemma.Titheridge@TeWhatuOra.govt.nz</u>>; Leigh Sturgiss

<Leigh.Sturgiss@TeWhatuOra.govt.nz>; Felicity Lawlor <Felicity.lawlor@tewhatuOra.govt.nz>;

Lara Cavit < Lara.cavit@TeWhatuOra.govt.nz>

Subject: RE: Lines for MR re Smokefree announcables in the New Year

Morning team,

Back on deck, thanks for pulling the notes together.

Can I just get an update on what the status is with the PR? We need to get a draft today for Matt, Adeline and Selah and then over to Minister Costello office:

Ngā Mihi

Koula Kutu(she/her)

# Principal Advisor, Strategic Communications National Public Health Service



Te Whatu Ora - Health New Zealand TeWhatuOra.govt.nz

**From:** Carla Penman < <u>Carla.Penman@TeWhatuOra.govt.nz</u>>

Sent: Monday, 16 December 2024 8:58 am

To: Shayne Nahu < Shayne.Nahu@TeWhatuOra.govt.nz >; Belinda Moss

<Belinda.Moss@TeWhatuOra.govt.nz>; Koula Kutu <Koula.Kutu@TeWhatuOra.govt.nz>

Cc: Rebecca Ruwhiu-Collins <Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz>: Kelly Atkinson

<<u>Kelly.Atkinson@TeWhatuOra.govt.nz</u>>; Jemma Titheridge

<<u>Jemma.Titheridge@TeWhatuOra.govt.nz</u>>; Leigh Sturgiss

<Leigh.Sturgiss@TeWhatuOra.govt.nz>

Subject: RE: Lines for MR re Smokefree announcables in the New Year

Morning all,

# Cheers

# Carla Verboeket (nee Penman)

Senior Media Advisor, National **People and Communications** 

Mobile S9(2)(a)

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# **Health New Zealand** Te Whatu Ora

Health New Zealand | Te Whatu Ora

TeWhatuOra.govt.nz

From: Shayne Nahu < Shayne. Nahu@TeWhatuOra.govt.nz>

Sent: Monday, 16 December 2024 8:53 am

**To:** Belinda Moss < Belinda Moss@TeWhatuOra.govt.nz >; Koula Kutu

< Koula.Kutu@TeWhatu@ra.govt.nz >; Carla Penman < Carla.Penman@TeWhatu@ra.govt.nz >

**Cc:** Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz >; Kelly Atkinson

< Kelly. Atkinson@TeWhatuOra.govt.nz >; Jemma Titheridge

<<u>Jemma. Titheridge@TeWhatuOra.govt.nz</u>>; Leigh Sturgiss

<Leigh.Sturgiss@TeWhatuOra.govt.nz>

**Subject:** RE: Lines for MR re Smokefree announcables in the New Year

# Agree Leigh

From: Belinda Moss < Belinda. Moss@TeWhatuOra.govt.nz >

Sent: Friday, 13 December 2024 4:03 pm

**To:** Koula Kutu < <u>Koula.Kutu@TeWhatuOra.govt.nz</u>>; Carla Penman

<Carla.Penman@TeWhatuOra.govt.nz>

**Cc:** Rebecca Ruwhiu-Collins <<u>Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz</u>>; Shayne Nahu <<u>Shayne.Nahu@TeWhatuOra.govt.nz</u>>; Kelly Atkinson <<u>Kelly.Atkinson@TeWhatuOra.govt.nz</u>>; Jemma Titheridge <<u>Jemma.Titheridge@TeWhatuOra.govt.nz</u>>; Leigh Sturgiss <<u>Leigh.Sturgiss@TeWhatuOra.govt.nz</u>>

**Subject:** RE: Lines for MR re Smokefree announcables in the New Year

Kia ora koutou An edit from Leigh highlighted below. Belinda

From: Belinda Moss < Belinda. Moss@TeWhatuOra.govt.nz >

Sent: Friday, 13 December 2024 3:46 pm

To: Koula Kutu < Koula.Kutu@TeWhatuOra.govt.nz >; Carla Penman

<<u>Carla.Penman@TeWhatuOra.govt.nz</u>>; Leigh Sturgiss <<u>Leigh.Sturgiss@TeWhatuOra.govt.nz</u>>

**Cc:** Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz >; Shayne Nahu < Shayne.Nahu@TeWhatuOra.govt.nz >; Kelly Atkinson@TeWhatuOra.govt.nz >;

Jemma Titheridge < <u>Jemma.Titheridge@TeWhatuOra.govt.nz</u>> **Subject:** Lines for MR re Smokefree announcables in the New Year

Kia ora Carla and Koula

Caroline, Leigh, Rebecca and I met on Friday to discuss bullet points for a MR for the Minister about Smokefree 2025 initiatives in the New Year, specifically vaping starter kits and a 'That's Us Smokefree 2025' campaign.

The MR is due by COB Monday. However, our recommendation is for the Minister's office to delay it until the New Year because of the timing of the initiatives, to maximise the 'New Year resolution' period, and to avoid the pre-Christmas noise. We also recommend two MRs, one about each initiative.

There are two new initiatives:

# 1. Vaping starter kits

- Health NZ is funding vaping starter kits for stop smoking services.
- There has been a strong response from services for the kits. (Orders closed today, 13 December for delivery after 6 January).
- The kits will be free to adult clients who want to switch to less harmful nicotine products than smoking tobacco.
- The kits include vaping devices and enough nicotine pods to last 3 months. Clients will receive a month's supply at a time so stop smoking services will keep engaging with clients.
- The pods are available in mint, tobacco, and watermelon flavours.
- Funding comes from the Smokefree 2025 Innovation Fund, with \$1,264m

is available per annum. (Budget 21 funding)

- The kits are distributed to stop smoking services by an independent vape retailer not connected with the tobacco industry and fully compliant with all current regulatory and legislative requirements.
- Government supports adults switching to vaping because vaping is less harmful than cigarettes. We know that switching smokers to vaping has been a significant contributor to the reduction in smoking rates, especially for Māori women.
- The initiative will be monitored and reported on regularly.

# Out of Scope

(<u>@Leigh Sturgiss</u> I'm emailing this before you've had a chance to give feedback on the draft. Feel free to jump in any make any changes).

Ngā mihi nui

Belinda

Belinda Moss (she/her)

Principal Advisor
Whiti Ora | Health Promotion
National Public Health Service

S9(2)(a) | belinda.moss@tewhatuora.govv.nz 133 Molesworth Street, Wellington | PO Box 2142, Wellington 6140

Health New Zealand
Te Whatu Ora

Health New Zealand | Te Whatu Ora

From: Koula Kutu

To: Leigh Sturgiss

Subject: RE: Lines for MR re Smokefree announcables in the New Year

Date: Monday, 16 December 2024 13:30:49

Attachments: image003.png

image004.png image005.png

Draft PR Vaping starter kits Min Costello.docx here you go! Sorry.

# Ngā Mihi

# Koula Kutu(she/her)

# Principal Advisor, Strategic Communications National Public Health Service

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# Te Whatu Ora

Te Whatu Ora – Health New Zealand TeWhatuOra.govt.nz

From: Leigh Sturgiss < Leigh. Sturgiss @TeWhatuOra.govt.nz:

Sent: Monday, 16 December 2024 1:30 pm

To: Koula Kutu < Koula. Kutu@TeWhatuOra.govt.nz>

Subject: RE: Lines for MR re Smokefree announcables in the New Year

I cant see a link, sorry.

# Leigh Sturgiss

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction Starting Well

S9(2)(2) Reigh sturgiss@tewhatuora.govt.nz

Health New Zealand
Te Whatu Ora

Health New Zealand | Te Whatu Ora

From: Koula Kutu < Koula.Kutu@TeWhatuOra.govt.nz>

Sent: Monday, 16 December 2024 1:25 pm

To: Leigh Sturgiss; Carla Penman

Subject: FW: Koula Kutu shared "Draft PR Vaping starter kits Min Costello" with you

Date: Monday, 16 December 2024 14:46:57

Attachments: <u>AttachedImage</u>

AttachedImage AttachedImage image001.png

### Hi Leigh,

Are you able to kindly chase up your boss to approve the PR please before it goes to Selah.

# Ngā Mihi

# Koula Kutu(she/her)

# Principal Advisor, Strategic Communications National Public Health Service

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133 Molesworth St, Wellington | PO Box 5013. Wellington 6140
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# Te Whatu Ora Health New Zealand

Te Whatu Ora – Health New Zealand TeWhatuOra.govt.nz

From: Carla Penman < Carla.Penman@TeWhatuOra.govt.nz>

Sent: Monday, 16 December 2024 1:05 pm

To: Koula Kutu < Koula, Kutu@TeWhatuOra.govt.nz>; Leigh Sturgiss

<Leigh.Sturgiss@TeWhatuOra.govt.nz>; Rebecca Ruwhiu-Collins <Rebecca.Ruwhiu-</p>

Collins@TeAkaWhaiOra.nz>

Subject: Re: Youla Kutu shared "Draft PR Vaping starter kits Min Costello" with you

Great thanks all. Support those changes.

Who needs to approve this now Koula? Happy to send it up and cc you in.

# Cheers

From: Koula Kutu < Koula. Kutu@TeWhatuOra.govt.nz>

Sent: Monday, December 16, 2024 1:01:19 PM

To: Carla Penman < Carla.Penman@TeWhatuOra.govt.nz >; Leigh Sturgiss

<Leigh.Sturgiss@TeWhatuOra.govt.nz>; Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-</pre>

Collins@TeAkaWhaiOra.nz>

Subject: Koula Kutu shared "Draft PR Vaping starter kits Min Costello" with you

From: Leigh Sturgiss
To: Deborah Woodley
Cc: Carolyn Bevege

Subject: FW: ide Memoire HNZ00075077: Getting to Smokefree 2025 Initiatives to support a New Years Resolution

campaign and Implementation Plan

Attachments: image001.png

18-12-24 - Aide Memoire - Getting to Smokefree 2025 Initiatives to support a New Years Resolution

campaign and Implementation Plan - HNZ00075077.pdf

FYI

L

# **Leigh Sturgiss**

Principal Service Development Manager – Harm Reduction Community Well-being and Harm Reduction

**Starting Well** 

\$9(2)(a) | leigh.sturgiss@tewhatuora,govt.nz
133 Molesworth St, Thorndon, Wellington



### Health New Zealand | Te Whatu Ora

From: Lara Cavit

Sent: Wednesday, 18 December 2024 2:46 pm

To: Leigh Sturgiss; Rebecca Ruwhiu-Collins; Hayden McRobble; Shayne Nahu

Subject: ide Memoire HNZ00075077 Gelting to Smokefree 2025 Initiatives to support a

New Years Resolution campaign and Implementation Plan

Kia ora Leigh, Hayden, Rebecca and Shayne,

FYI attached Aide Memoire that was sent to the Ministers Office today.

Please forward to those appropriate.

Thanks all for your support with getting this completed. We will regroup in the new year to come up with a more detailed implementation plan and reporting templates.

Thanks again and if I don't speak to you beforehand have a good Christmas and

restful time off

Ngā mihi,

Lara

# Aide-Mémoire

# Health New Zealand Te Whatu Ora

# Getting to Smokefree 2025: Status update on the plan and initiatives to support refreshed campaign activity

Due to MO:	18 December 2024	Reference	HNZ00075077	
То:	Hon Casey Costello, Associate Mir	nister of Health	SO O	
From:	Dr Nick Chamberlain, National Director, National Public Health Service			
Copy to:	Hon Dr Shane Reti, Minister of Health			
Security level:	In Confidence	Priority	Routine	
Consulted	n/a	0		

Name	Position	Phone	1st contact
Dr Nick Chamberlain	National Director, National Publ Health Service	S9(2)(a)	х
Selah Hart	Head of Hauora Māori Public ar Population Health, Hauora Māo Services		

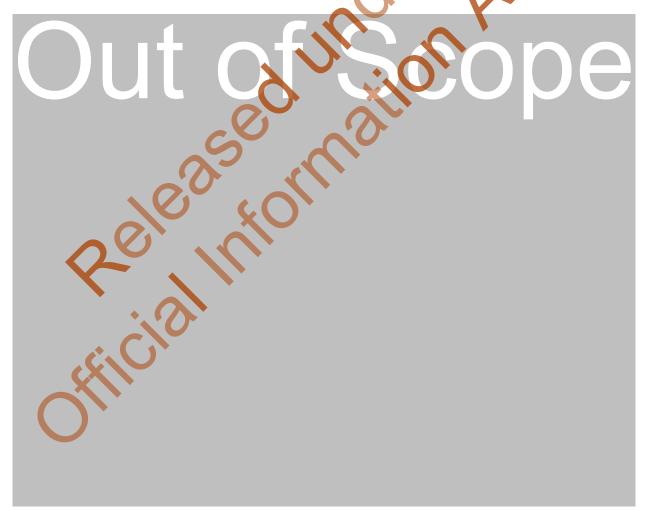
Attachments	
Appendix 1:	High Level Status Update for Implementing 'Getting to Smokefree 2025'
Appendix 2:	Draft Media Release (for early 2025)

# **Purpose**

1. To provide a high-level status update on the implementation of the 'Getting to Smokefree 2025' (the Plan); and to provide a draft media release to support a campaign in the New Year to launch refreshed activity.

# **Background**

- 2. On 27 November 2024 you launched 'Getting to Smokefree 2025' which is the final push towards achievement of the overall Smokefree 2025 goal: for daily smoking prevalence to be fewer than 5% for all population groups in New Zealand by the end of 2025.
- The Plan is now being implemented and Appendix 1 contains a status update on key activities. All items are on-track, where issues have been identified these are being actively mitigated and managed.
- 4. There are a number of activities to refresh and invigorate our Smokefree 2025 goal. We have provided short updates on the key activities below and captured this progress in a draft media release for you to announce in early 2025 as part of New Year resolutions (Appendix 2).



# Out of Scope

# Vaping Starter Kits

12. Health NZ is funding vaping starter kits for Stop Smoking Services, via the Smokefree 2025 Innovation Fund (\$1,264,000 per annum). Vaping starter kits and three months' supply of nicotine pods (30 pods) will be distributed to smoking cessation providers in mid-January 2025. Whānau/clients will be provided one month's supply of nicotine pods at a time, along-side multi-session behavioural support. The kits will be free to adult clients, particularly those who have already tried other options to quit and want to switch to less harmful products than smoking tobacco. Regular quarterly reporting will be nonitored to record 4-week quit rates.



# Out of Scope

# **Next Steps**

- We will continue to keep you updated on the status of implementing the Getting to Smokefree 2025 plan.
- 17. We have focused the draft media release on vaping starter kits being provided to smoking cessation providers, as well as the community campaign launch for 'That's Us, Smokefree 2025' (Appendix 2).

Appendix 1: High Level Status Update for Implementing 'Getting to Smokefree 2025

# Out of Scope in the contraction of Scope in the contraction of the con

The high-level plan is based on the Getting to Smokefree 2025 plan and the four steps of the smokefree continuum below:

Reduce smoking uptake Increase quit attempts Improve access to quit support to stay smokefree

Monitoring and Accountability

Aide-Mémoire: HNZ00075077

In Confidence

# In Confidence



In Confidence



# In Confidence

# Out of Sie objection Received to the control of Sie objection and the control of the control of

	Support people to stay smokefree			
9	Expand the range of products to help people to quit smoking: provide more options to quit smoking to improve quit successes, including vaping starter kits, cessations medicines, and alternative nicotine replacement therapy.	<ul> <li>Work to expand the range of products to help people quit smoking is underway.</li> <li>Vaping starter kits and three months' supply of nicotine pods (30 pods) have been funded and will be distributed to smoking cessation providers in January 2025.</li> <li>Options continue to be actively explored to provide nicotine mouth spray to smoking cessation providers in accordance with legislation.</li> </ul>	June 2025	On track / minor issue →

Aide-Mémoire: HNZ00075077 In Confidence

Aide-Mémoire: HNZ00075077 In Confidence

Aide-Mémoire: HNZ00075077 In Confidence

10

# **Appendix 2: Draft Media Release**

### DRAFT MEDIA RELEASE

1 January 2025

# Vaping starter kits to be available to smoking cessation providers

Starting the New Year with new tools will support smoking cessation providers to help more New Zealanders to quit.

"We are pleased to equip many providers up and down the country from January 2025 with vaping starter kits," Associate Health Minister Casey Costello announced today.

"3400 kits were ordered by providers in December and will be delivered to Stop Smoking Services from 6 January 2025.

"We're hopeful that people who still smoke will consider giving quitting another go," Ms Costello says.

"Clients will receive a vape device and one month's supply of nicotine pods each month over a three-month period with continuing support from a stop smoking service.

"The vaping starter kits will be free and available to adult smokers who want to switch to less harmful nicotine products."

This initiative is one of many to be announced following the Government's launch of the Getting to Smokefree 2025 plan last November.

"We are very focussed on pulling out all the stops to reduce daily smoking rates to less than 5% for all population groups in New Zealand in the next 12 months.

"The government supports adults switching to vaping because vaping is less harmful than cigarettes."

"We know that smokers switching to vaping has been a significant contributor to the reduction in smoking rates, especially for Māori women," Ms Costello says.

# Community Campaign launch

As part of the Getting to Smokefree 2025 plan we have the 'That's Us, Smokefree 2025' grassroots community campaign, which inspires collective action towards achieving a healther smokefree future.

The campaign encourages communities to unite under the theme of shared responsibility, emphasising positivity and inclusivity. Promotional activities include community mobilisation project 'Activate Your Street' and localise Stop Smoking Service videos to help identify where to find support.

Further campaign information can be found at www.worldsmokefreemay.nz

The initiative will be monitored and reported on each quarter to determine progress on quit rates.

ENDS

To: Leigh Sturgiss; Rebecca Ruwhiu-Collins

Cc: Selah Hart

**Subject:** RE: PR - Quit smoking help for New Year"s resolution 1.1.25

**Date:** Thursday, 19 December 2024 16:25:38

Attachments: <u>image001.png</u>

PR - Quit smoking help for New Year"s resolution 1.1.25 KK LS RC edits.docx

Thanks Lee, have made the changes and left the comment in there for the office to let them know it wont be Monday.

<u>@Rebecca Ruwhiu-Collins</u> over to you. Please review and come back to me. Note due at 4.30pm. Thank you!

# Ngā Mihi

# Koula Kutu(she/her)

# **Principal Advisor, Strategic Communications National Public Health Service**

Mobile: \$9(2)(a) | Email: Koula.Kutu@tewhatuora.govt.nz
133 Molesworth St, Wellington | PO Box 5013. Wellington 6140
Follow us on LinkedIn | Facebook | Instagram

# Te Whatu Ora

**Te Whatu Ora – Health New Zealand** TeWhatuOra.govt.nz

From: Leigh Sturgiss < Leigh Sturgiss@TeWhatuOra.govt.nz>

Sent: Thursday, 19 December 2024 4:09 pm

**To:** Koula Kutu < Koula Kutu@TeWhatuOra.govt.nz>; Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz>

**Subject.** PR Quit smoking help for New Year's resolution 1.1.25

Some thoughts/changes from me (Ive stuck to my lane and not commented on the Hāpai bit)

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From:

To: Selah Hart; Rebecca Ruwhiu-Collins; Leigh Sturgiss Subject: RE: PR - Quit smoking help for New Year"s resolution 1.1.25

Date: Thursday, 19 December 2024 16:43:43

**Attachments:** image001.png

image002.png

PR - Quit smoking help for New Year"s resolution 1.1.25 Edits.docx

Here is the final, with the edits.

Good to go over now to MO?

# Ngā Mihi

# Koula Kutu(she/her)

# **Principal Advisor, Strategic Communications National Public Health Service**

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# Te Whatu Ora Health New Zealand

Te Whatu Ora - Health New Zealand TeWhatuOra.govt.nz

From: Selah Hart <Selah.Hart@TeAkaWhaiOra.nz>

Sent: Thursday, 19 December 2024 4:36 pm

To: Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz>; Koula Kutu <Koula.Kutu@TeWhatuOra.govt.nz>, Leigh Sturgiss <Leigh.Sturgiss@TeWhatuOra.govt.nz>

Subject: RE: PR - Quit smoking help for New Year's resolution 1.1.25

Also think this sentence could be tightened

The Minister said that New Zealand is a leader in reducing smoking, but that we need to reinvigorate our stop smoking efforts and to support people to stop stopping, if we are to get the smoking rate below 5 per cent by the end of next year and achieve our Smokefree 2025 goals.

The Minister reinforced that New Zealand continues to lead in reducing smoking rates of its total population from a global perspective, but reinvigoration of our stop smoking efforts to proactively support people to stop smoking in our final push to achieving the Smokefree 2025 goal is most critical now.

# Selah Hart (she/her)

Ngāti Kuia | Rangitane o Wairau | Ngai Tahu | Ngāti Toa Rangatira | Ngāti Kahungunu ki Wairarapa | Ngāti Whakaue Head of Hauora Māori Public and Population Health **Hauora Māori Services National Office** 

S9(2)(a) | selah.hart@healthnz.govt.nz

# Health New Zealand Te Whatu Ora

Health New Zealand | Te Whatu Ora

From: Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz >

Sent: Thursday, 19 December 2024 4:31 pm

**To:** Koula Kutu < <u>Koula.Kutu@TeWhatuOra.govt.nz</u>>; Leigh Sturgiss

<Leigh.Sturgiss@TeWhatuOra.govt.nz>

Cc: Selah Hart <<u>Selah.Hart@TeAkaWhaiOra.nz</u>>

**Subject:** RE: PR - Quit smoking help for New Year's resolution 1.1.2

I made very minor changes.

I also just got off the phone with Hapai and they are good with the hapai line

From: Koula Kutu < Koula.Kutu@TeWhatuOra.gov/.nz>

Sent: Thursday, 19 December 2024 4:24 pm

To: Leigh Sturgiss < Leigh. Sturgiss@TeWhatdOra.govt.nz >; Rebecca Ruwhiu-Collins

<<u>Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz</u>>

Cc: Selah Hart < Selah. Hart @ TeAka Whai Ora.nz >

Subject: RE: PR - Quit smoking help for New Year's resolution 1.1.25

Thanks Lee, have made the changes and left the comment in there for the office to let them know it wont be Monday.

<u>@Rebecca R whiu-Collins</u> over to you. Please review and come back to me. Note due at 4.30pm. Thank you!

Ngā Mihi

Koula Kutu(she/her)

# Principal Advisor, Strategic Communications

# **National Public Health Service**

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**Te Whatu Ora – Health New Zealand** TeWhatuOra.govt.nz

**From:** Leigh Sturgiss < Leigh. Sturgiss@TeWhatuOra.govt.nz >

Sent: Thursday, 19 December 2024 4:09 pm

**To:** Koula Kutu < <u>Koula.Kutu@TeWhatuOra.govt.nz</u>>; Rebecca Ruwhiu-Collins < <u>Rebecca.Ruwhiu-</u>

Collins@TeAkaWhaiOra.nz>

**Subject:** PR - Quit smoking help for New Year's resolution 1.1.25

Some thoughts/changes from me (Ive stuck to my lane and not commented on the Hāpai bit) Released under Incit

L

To: Selah Hart; Rebecca Ruwhiu-Collins; Leigh Sturgiss

Cc: <u>Health New Zealand Media</u>

**Subject:** RE: PR - Quit smoking help for New Year"s resolution 1.1.25

**Date:** Thursday, 19 December 2024 16:48:41

Attachments: <u>image001.png</u>

PR - Ouit smoking help for New Year"s resolution 1.1.25 FINAL.docx

@Selah Hart are you able to confirm you are happy with the PR to go to MO please.

# Ngā Mihi

# Koula Kutu(she/her)

# **Principal Advisor, Strategic Communications National Public Health Service**

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# Te Whatu Ora Health New Zealand

Te Whatu Ora - Health New Zealand

TeWhatuOra.govt.nz

# Hon Casey Costello Associate Minister of Health



1 January 2025

# Quit smoking help for New Year's resolution

More help will be available for people wanting to quit smoking this year, Associate Health Minister Casey Costello said today.

"We know that more people try and quit over Christmas and New Year and smoking cessation providers are getting more tools to help smokers quit.

Starting on Monday, the Stop Smoking Services will be receiving vaping starter kits, which will be free and available to adult smokers, particularly those who have already tried other options to quit and want to switch to less harmful products

"Vaping has played a key role in reducing smoking rates and the government supports adults switching to vaping because vaping is at less harmful than smoking cigarettes.

"Clients will receive a vape device and one month's supply of nicotine pods each month over a three-month period with continuing support from a stop smoking service.

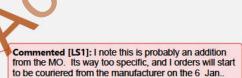
"Those using quit smoking services are four times more likely to successfully stop smoking compared to those who receive no support, and this initiative provides the services with another tool."

The Minister said that New Zealand is a leader in reducing smoking, but that we need to reinvigorate our stop smoking efforts and to target the right people, if we are to get the smoking rate below 5 per cent by the end of next year and achieve our Smokefree 2025 goals.

"The Getting to Smokefree 2025 plan is about providing the tools and resources that encourage more 'quit smoking' attempts by more people," Ms Costello says.

"As part of that, a new 'That's Us, Smokefree 2025' marketing campaign has also been developed and is being launched today."

Hāpai te Hauora << Describe who they are>> developed the campaign which is will target key audiences through social media and localised networks. The campaign complements the national *Breakfree to Smokefree* campaign.



Commented [LS2]: Delete far - is less harmful than

Can we be more vague pls

Commented [LS3]: Most of our service providers do not refer to people as clients. This infers a medicalised model of health care. Can we change to whānau or at worse 'people who smoke' or people making a quit attempt.

Commented [LS4]: Don't think TARGET is the right word here

"We are focussed on pulling out all the stops to reduce daily smoking rates and to reduce the harm from smoking," Ms Costello says.

"Part of that is about reaching the right people with the right messages in the right way.

"We also want to ensure there's access to a range of effective products and tools — I'm hoping we can provide a new device to providers soon - and that the whole health sector works together to encourage referrals to stop smoking providers.

"By using every tool in our toolbox, whether it's education, tailored support, or innovative campaigns, we're determined to increase awareness, provide more robust support, and ultimately help more people successfully quit.

"Our message for 2025 is that it's always worth trying to quit smoking – that tens of thousands of others have managed to do it - and that there are great people ready to help."

### **ENDS**

Media contact: Richard Ninness S9(2)(a)

From: Koula Kutu
To: Nari Faiers

Cc: Rebecca Ruwhiu-Collins; Leigh Sturgiss

**Subject:** RE: Vaping starter kits

**Date:** Friday, 10 January 2025 16:02:03

Attachments: image001.png

image002.png image003.png image005.png

Hi Nari.

Cate and the team have been following up on the below.

I spoke to Rebecca yesterday and she said that we will wait for Leigh to come back on Monday.

If we can please get a response on Monday that will be great.

Thank you.

# Ngā Mihi

# Koula Kutu(she/her)

# Principal Advisor, Strategic Communications National Public Health Service

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# Te Whatu Ora Health New Zealand

**Te Whatu Ora – Health New Zealand** TeWhatuOra.govt.nz

From: Koula Kutu < Koula.Kutu@TeWhatuOra.govt.nz>

Sent: Tuesday, 7 January 2025 12:29 pm

To: Nari Faiers < Nari. Faiers @ TeAkaWhaiOra.nz>

Cc: Rebecca Ruwhiu-Collins < Rebecca. Ruwhiu-Collins @ TeAkaWhaiOra.nz>; Leigh Sturgiss

<Leigh.Sturgiss@TeWhatuOra.govt.nz>

Subject: RE: Vaping starter kits

Thanks Nari.

Ngā Mihi

# Koula Kutu(she/her)

# Principal Advisor, Strategic Communications National Public Health Service

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**Te Whatu Ora – Health New Zealand** TeWhatuOra.govt.nz

**From:** Nari Faiers < <u>Nari.Faiers@TeAkaWhaiOra.nz</u>>

Sent: Tuesday, 7 January 2025 12:26 pm

To: Koula Kutu < Koula.Kutu@TeWhatuOra.govt.nz >

**Cc:** Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz >; Leigh Sturgiss

<Leigh.Sturgiss@TeWhatuOra.govt.nz>

Subject: RE: Vaping starter kits

Kia ora Koula, I have sent a text to Rebecca, will get back to you.

Ngā mihi

# **Nari Faiers**

Te Arawa | Ngāpuhi | Welsh

Public and Population Health | Senior Advisor Hauora Māori Services National Office

waea pūkoro: S9(2)(2) Jīmēra: nari.faiers@teakawhaiora.nz

Kotuku House, Level 4, 4 Osterley Way, Manukau 2104

Health New Zealand
Te Whatu Ora

Health New Zealand | Te Whatu Ora

From: Koula Kutu < Koula Kutu@TeWhatuOra.govt.nz>

Sent: Tuesday, 7 January 2025 12:16 pm

**To:** Nari Faiers < Nari Faiers@TeAkaWhaiOra.nz >

**Cc:** Rebecca Ruwhiu-Collins < Rebecca.Ruwhiu-Collins@TeAkaWhaiOra.nz >; Leigh Sturgiss

<Leigh.Sturgiss@TeWhatuOra.govt.nz>

**Subject:** FW: Vaping starter kits

Kia ora Nari,

Happy New Year.

Hope all is well, I just wanted to check with you on the query below...is this something you can answer?

I know Rebecca and Leigh have been across the vape kits and I saw your name on Rebecca's out of office email.

Look forward to hearing from you.

Ngā Mihi

# Koula Kutu(she/her)

# Principal Advisor, Strategic Communications National Public Health Service

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**Te Whatu Ora – Health New Zealand** TeWhatuOra.govt.nz

From: Brooklyn Stoddart < Brooklyn.Stoddart@TeWhatuOra.govt.nz > On Behalf Of Health New

Zealand Media

Sent: Tuesday, 7 January 2025 10:54 am

To: Koula Kutu < Koula.Kutu@TeWhatuOra.govt.nz

Subject: FW: Vaping starter kits

Kia ora Koula.

Hope you got to enjoy a break. Is this something you're able to pick up? It doesn't look like a media request

Nga mihi

Brook v Stoddart (she/her)

**Media Coordinator** 

waea pukoro: S9(2)(a himera brooklyn.stoddart@tewhatuora.govt.nz

Spark Central

Health New Zealand
Te Whatu Ora

Health New Zealand | Te Whatu Ora

From: Skara Bohny < Skara. Bohny@health.govt.nz >

Sent: Tuesday, 7 January 2025 10:25 am

**To:** Health New Zealand Media < <a href="mailto:hnzmedia@tewhatuora.govt.nz">hnzmedia@tewhatuora.govt.nz</a>>

**Subject:** Fw: Vaping starter kits

Kia ora tīma,

The team here has let me know this is being run by HNZ? Forwarding the below for you

Ngā mihi nui

Skara Bohny (she/her)

Senior Media Advisor, S

S9(2)(a)

media@health.govt.nz

info for media: <a href="https://www.health.govt.nz/news-media/media-centre">https://www.health.govt.nz/news-media/media-centre</a>

Manatū Hauora, 133 Molesworth Street Wellington 6011



**From:** Cate Macintosh < cate@healthcoalition.org.nz >

**Sent:** Monday, January 6, 2025 10:17:06 AM **To:** Media MOH < media@health.govt.nz >

**Subject:** Vaping starter kits

Kia ora,

Re the vaping starter kits - can you let me know:

- How much has been budgeted for this initiative?
- How many vaping starter kits have been purchased to date?
- What brand/manufacturer is supplying the kits?
- What is the nicotine content in the vaping pods?
- What precautions have been taken to prevent non-smokers/non-clients using the kits?

Ngā mihi

Cate

Cate Macintosh
Communications Manager
Health Coalition Aotearoa
cate@healthcoalition.org.nz

linkedin.com/in/catemacintosh

The HCA tīma will be having a break from COB 20th December, back on deck on the 13th of January 2025. Kia pai ngā hararei, we hope you have a safe and happy break.



Released under the 1986
Sticial Information Act.

From: Corinne Thompson

Sent: Tuesday, 4 February 2025 1:46 PM

**To:** Jason Power

**Cc:** Mark Powell; Deborah Woodley

**Subject:** Advice from Procurement and Legal team on vape purchase

### Kia ora Jason

The procurement advisors from our team have reviewed the co-commissioning (Commissioning Services and Hauora Māori Services teams) funding decision process and rationale for the decision to directly purchase off a vaping provider. Unfortunately, our team weren't involved with the selection of the provider or any exemption for this purchase. On review of the facts and the documentation provided, our team do have some concerns about the probity, procurement rule compliance and exemption process around this purchase. We have sought legal review on these and this advice will be sent to you separately shortly.

We understand the process around this process was light due to internal resource capacity and time pressures linked to the Smokefree Action Plan targets. We don't believe this is the fault of any one person and believe as a system we can improve how we make funding decisions and our operational processes that support that. We are happy to work on PFO funding decision process enhancements to support additional procurement support on these key decisions. Our team would welcome the opportunity to strengthen the rationale and process in situations like this (from early in the process), ensuring probity of process, public value for money, protection of internal employees and fairness to external suppliers and ultimately get the optimal health service outcomes.

# **Corinne Thompson**

Manager, National Contracting and Procurement Planning, Funding and Outcomes

9(2)(a) corinne.thompson@tewhatuora.govt.nz
32 Oxford Terrace | Christchurch

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