

## **Northern Territory stakeholder views on tobacco control endgame strategies**

Smoking prevalence in the Northern Territory is the highest in Australia, estimated at 17.3% in 2019, compared to 11% for Australia overall. We see higher smoking prevalence in groups who are subject to structural disadvantage and marginalisation such as people experiencing homelessness, people who are in prison, people who are sexually and gender diverse and First Nations peoples. It is important to consider their views when considering effective tobacco control policies. This research proposes to speak to NT stakeholders about their views on policies aiming to abolish commercial tobacco sales, denormalise tobacco use, and reduce smoking prevalence to almost zero.

### **Abstract**

While smoking prevalence overall is relatively low in Australia, within some population groups smoking prevalence remains high and inequities in health outcomes are significant. Smoking prevalence in the Northern Territory is the highest in Australia, estimated to be 17.3% in 2019, compared to 11% for Australia overall. Tobacco endgame strategies aim to abolish commercial tobacco sales, denormalise tobacco use, and reduce smoking prevalence to close to zero. There is little Australian research on the relevance of tobacco endgame policies for people from populations with disproportionately high smoking prevalence, and few studies that have examined the perspectives of people who smoke about endgame measures. Research with people who smoke indicates that unintended consequences of tobacco control measures are feelings of being stigmatised, punished, and oppressed by wider society. Given the significantly higher smoking prevalence in groups subject to structural disadvantage and marginalisation, it is important to consider their views when designing and implementing effective and equitable tobacco control policy. This may require tailoring policies to address specific needs of different areas and population groups, and hence understanding the views of populations most impacted by tobacco is critical to developing an appropriate endgame strategy for Australia. This research proposes to collect qualitative data from Northern Territory stakeholders on tobacco endgame strategies. A particular priority will be the views of First Nations peoples and communities. The research aims to explore participants' views and identify barriers and enablers to implement novel tobacco control strategies.