

91039R



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Level 1 Social Studies, 2014

91039 Describe how cultures change

9.30 am Thursday 27 November 2014
Credits: Four

RESOURCE BOOKLET

Refer to this booklet to answer the questions for Social Studies 91039.

Check that this booklet has pages 2–8 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

SMOKING

Introduction

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See: <http://en.wikipedia.org/wiki/Smoking>*

CHANGE IN SMOKING FOR DIFFERENT GROUPS (Resources A–C)

RESOURCE A

Change in smoking for New Zealanders

Smoking has gone through many changes in New Zealand. Below is a graph showing New Zealand tobacco **consumption** during the period 1920–2010.

Tobacco consumption per New Zealand adult, 1920–2010

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See: <http://www.TeAra.govt.nz/en/graph/38983/tobacco-consumption-per-new-zealand-adult-1920-2010>

For copyright reasons, this resource cannot be reproduced here.

See: <http://www.acneeinstein.com/does-smoking-cause-acne/>

WORD BOX

Consumption – use
Prevalent – widespread
Legislation – laws

The graph shows a steady increase in tobacco consumption, to a high in the 1950s and early 1960s. This happened because smoking became an increasingly popular, **prevalent**, and sociable habit. Through this period, smoking was accepted and was often considered healthy.

The decline in smoking per adult was very gradual until the mid-1980s, when stronger anti-smoking measures and increases in prices led to a decline of over 40% between 1984 and 1992. The drop in smoking then stabilised until the early 2000s, when another burst of anti-smoking **legislation** had a strong impact. From 2000 to 2010 the decline in consumption per adult was over 36%. Adults' rate of smoking has declined to 15% in the latest census. Census 2013 counted 463,000 adults who smoked one or more cigarettes a day, compared with 598,000 at the previous census in 2006.

Quitline Chief Executive Paula Snowden said the drop in the smoking rate was “a monumental shift. We’re thrilled to see such a big drop in the number of smokers in New Zealand. These figures validate the hard work of all of us in tobacco control and send a strong signal that we will rid New Zealand of tobacco products. There are over 135,000 fewer smokers in New Zealand. That’s the equivalent of the entire population of Hamilton. We congratulate each and every one.”

RESOURCE B**Change in smoking for Māori**

Before Europeans arrived in New Zealand there was no local equivalent of tobacco. After

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<http://www.teara.govt.nz/en/maori-smoking-alcohol-and-drugs-tupeka-waipiro-me-te-tarukino/page-1>
http://www.nzine.co.nz/features/cancer_smoking.html
http://www.nzherald.co.nz/smoking/news/article.cfm?c_id=321&objectid=11170102

census shows that smoking among Māori has dropped, from 42.2% in 2006 to 32.7% in 2013.

RESOURCE C**Change in smoking for youth**

Most New Zealanders begin smoking before they are 15 years old. Maggie Sandler, an

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http://www.ash.org.nz/wp-content/uploads/2013/01/Factsheets/01_Smoking_statistics_ASH_NZ_factsheet.pdf

and butter of the smoking industry – they are the next generation of addicted smokers.”

PROCESSES THAT LED TO THE CHANGE AND IMPORTANCE OF THE PROCESS FOR SOCIETY (Resources D–F)

RESOURCE D

Process: Technology developments

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See: http://www.nzherald.co.nz/lifestyle/news/article.cfm?c_id=6&objectid=11136258

With aids such as nicotine replacement therapies (patch, inhaler,

An e-cigarette being “smoked”.

*For copyright reasons, this resource cannot be reproduced here. See the following sources:
<http://geektechnica.com/quit-smoking-with-the-help-of-modern-technology/>
<http://healthyliving.msn.com/diseases/quit-smoking/new-ways-to-quit-smoking-1>*

to them, and persons around them who would have been exposed to ... tobacco smoke.”

Importance: Technology developments

The world market for e-cigarettes is expected to top \$2 billion this year, with hundreds of

*For copyright reasons, this resource cannot be reproduced here. See:
<http://www.independent.co.uk/life-style/health-and-families/features/no-smoke-without-ire-the-ecigarette-revolution-8994118.html>*

This could lose us customers.”

RESOURCE E

Process: Legislation

Government legislation to help change the high levels of tobacco consumption have been introduced

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<http://www.stuff.co.nz/national/politics/5286712/Law-change-targets-tobacco-industry>

<http://www.beehive.govt.nz/node/27591>

<http://www.stuff.co.nz/southland-times/news/401654>

http://en.wikipedia.org/wiki/Smoking_in_New_Zealand

<http://www.teara.govt.nz/en/smoking/page-3>

<http://www.sfc.org.nz/infhistory.php>

[http://www.moh.govt.nz/notebook/nbbooks.nsf/0/eb6c262573e2867a4c2566470012a221/\\$FILE/Brief%20History%20of%20Tobacco%20Control%20in%20New%20Zealand.pdf](http://www.moh.govt.nz/notebook/nbbooks.nsf/0/eb6c262573e2867a4c2566470012a221/$FILE/Brief%20History%20of%20Tobacco%20Control%20in%20New%20Zealand.pdf)

*For copyright reasons,
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reproduced here.*

See: <http://www.stuff.co.nz/nelson-mail/news/7668416/Cigarette-display-ban-fails-to-stub-out-smoking>

**Asmita Ranchhod of
Victory On The Spot store,
with a cabinet required
following the tobacco
display ban.**

know what they want anyway. It doesn't make any difference," he said.

Importance: Legislation

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See: <http://www.stuff.co.nz/auckland/local-news/western-leader/9347686/No-break-for-Smokos>

No break for Smoko's

Kevin Carroll, with his Smoko's stores, has become the first

*For copyright reasons, this resource cannot be reproduced here.
See: <http://www.stuff.co.nz/auckland/local-news/western-leader/9347686/No-break-for-Smokos>*

Kevin Carroll is the first retailer to be convicted under the new smokefree laws, for using "Smoko" in his business name.

dismissed Mr Carroll's argument, saying, "the word was a 'blatant breach' of the act."

Importance: Financial benefits

Smoking is an expensive habit. Smoking a pack a day costs around \$4,500 per year. This is

*For copyright reasons, this resource cannot be reproduced here. See the following sources:
<http://smokefree.org.nz/costs-smoking>
<http://www.quit.org.nz/21/reasons-to-quit/money-benefits>*

by smoking, and smoking-related health care costs.

RESOURCE F

Process: Marketing and sponsorship changes

Before World War II, smoking advertising

*For copyright reasons, this resource cannot be reproduced here.
See: <http://www.dailymail.co.uk/news/article-2149969/The-glamorous-cigarette-adverts-disappeared-puff-smoke.html>*

*For copyright reasons, this resource cannot be reproduced here.
See: <http://www.teara.govt.nz/en/ephemera/38972/advertisement-for-capstan-cigarettes>*

Advertising posters for tobacco

*For copyright reasons, this resource cannot be reproduced here. See the following sources:
<http://www.sfc.org.nz/infhistory.php>
http://en.wikipedia.org/wiki/Tobacco_advertising
http://www.ash.org.nz/wp-content/uploads/2013/01/Tobacco_industry/Selling_glamour_and_death__Tobacco_marketing_in_New_Zealand.pdf*

*For copyright reasons, this resource cannot be reproduced here.
See: <http://www.blogcdn.com/slideshows/images/slides/218/792/7/S2187927/slug/1/98071750c3b5426b9f38063a436b1a56-1.jpg>*

*For copyright reasons, this resource cannot be reproduced here.
See: <http://www.theatlantic.com/international/archive/2013/05/which-countries-smoke-most-and-which-have-the-best-anti-smoking-ads/276422/>*

Anti-smoking advertising

advertisements had a huge impact on New Zealand smoking numbers, which saw a significant drop.

Importance: Advertising changes**Survey confirms decline in smoking rates**

A survey has confirmed that the number of adult smokers fell from

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For copyright reasons, this resource cannot be reproduced here. See: <http://tvnz.co.nz/national-news/survey-confirms-decline-in-smoking-rates-5776662>

on the way out in our country," said Dr Jan Pearson, chairperson of the Smokefree Coalition.

Importance: Financial benefits**The end of tobacco sponsorship has led to the beginning of other sponsors**

Sports and interest groups saw a decline in their income after the Smoke-free Environments

For copyright reasons, this resource cannot be reproduced here. See: <http://formula1.about.com/od/historyofsponsorship/a/The-End-Of-Tobacco-Sponsorship-Led-To-The-Beginning-Of-Other-Sponsors-In-F1.htm>

opened up a whole new door."

For copyright reasons, this resource cannot be reproduced here. See: <http://www.f1.co.uk/read-news/formula-one-sponsorship>