

Assessment Schedule – 2013

Social Studies: Describe how cultures change (91039)

Evidence Statement

Evidence example – Changes in smoking in New Zealand (Note: Possible Social Studies concepts are bold and <i>italicised</i> .)		
Cultural change	Processes	Reasons
<p>The cultural change could include:</p> <p>Tobacco was introduced to New Zealand by Captain Cook in the 18th century.</p> <p>The period 1920 –1963 saw a significant increase in tobacco consumption in New Zealand. Smoking became an increasingly popular, common, and sociable habit, emerging as an integral part of twentieth-century life. Through this period, smoking was uncontroversial, and was often considered healthy.</p> <p>In 1953, tobacco consumption by weight per adult peaked in New Zealand. By the 1930s, the medical profession had begun to notice an increase in lung cancer. By the 1950s, American and British research began to identify smoking as a leading cause in lung cancer rates.</p> <p>In 1964, the United States Surgeon General’s report <u>Smoking and Health</u> proved conclusive links between smoking and lung cancer – as well as other negative health effects of the use of tobacco. However, these reports did not influence New Zealanders to change their smoking habits. By 1984, Māori men and women had the highest rates of lung cancer reported in the world. The habit contributed to cancer being the leading cause of death in New Zealand in the 1990s.</p> <p>From the 1960s onwards, actions were taken by various groups in New Zealand to change society’s perception of the risks of smoking, and to try to reduce the societal harm caused by smoking. These actions included:</p> <ul style="list-style-type: none"> • the banning of cigarette advertising (1963) • printing health warnings on cigarette packets (1974) <p>And New Zealand introduced new laws, such as:</p> <ul style="list-style-type: none"> • the Smoke-free Environments Act (1990) • the Smoke-free Environments Amendment Act (2003) • the Customs and Excise (Tobacco Products – Budget Measures) Amendment Act (2012). <p>This last act will make four 10% increases to the duties on all tobacco products, and will ban smoking in prisons (1 June 2011).</p> <p>In 2011, the New Zealand Government committed to a goal of New Zealand becoming</p>	<p>Processes that led to the change could include:</p> <p>Government policies and laws: e.g. the Smoke-free Environments Amendment Act (2003), required that:</p> <ul style="list-style-type: none"> • the buildings and grounds of schools and early childhood centres became smoke-free from 1 January 2004 • licensed premises (bars, restaurants, cafés, sports clubs, casinos) became smoke-free indoors from 10 December 2004 • other workplaces became smoke-free indoors from 10 December 2004 – including offices, factories, warehouses, work canteens and ‘smoko’ rooms • the display of tobacco products in retail outlets was restricted, and a ‘smoking kills’ sign erected near the display from 10 December 2004 • herbal smoking products were included in smoking bans • the access of those under 18 years of age to smoking products was further restricted. <p>Lobbying: In September 2009, the Māori Affairs select committee launched an inquiry into the tobacco industry in Aotearoa and the impact upon Māori. The inquiry invited submissions from groups across New Zealand. This</p>	<p>Reasons why the processes that led to the change were important for the individuals /groups /society(s) involved could include:</p> <p>The Government policies and laws that led to the change in smoking in New Zealand is important for New Zealand society, because second-hand smoke contains poisonous chemicals, such as arsenic, hydrogen cyanide, ammonia, and carbon monoxide. Prior to enactment of the smoke-free legislation amendment, around 350 New Zealanders died each year because of exposure to second-hand smoke, and many others became sick. The requirements of the Smoke-free Environments Amendment Act (2003) are designed to protect non-smokers from second-hand smoke.</p> <p>The Māori Affairs select committee report on the impact of the tobacco industry on Māori was important for New Zealand society, because it influenced the Government to adopt an aspirational goal of</p>

smoke-free by 2025.

Over the last 15 years, daily smoking has fallen from more than one in four New Zealanders to around one in five. The latest survey statistics show those smoking in people aged 15–64 fell significantly between 2006 (24.4%), and 2009 (21.8%).

According to the Tobacco Trends 2008:

- in a brief update of tobacco use in New Zealand, half of youth reported never tried smoking, not even one puff. This is a significant **change** from a 2006 survey, where just 39% of youth had not tried smoking
- Māori (45.4%) and Pacific people (31.4%) were still more likely to be current smokers, compared with the total population aged 15 – 64 years (2008).

Descriptions of individuals / groups / society(s) involved could include:

Smokers: The *2009 New Zealand Tobacco Use Survey* was carried out from January to May 2009.

Key findings from the survey included:

- approximately one in five adults (21%) were current smokers, indicating that current smoking rates in New Zealand continued to decline
- around one in five (18 percent of) youth aged 15–19 years were current smokers, a significant decrease from 23% in 2006.

Other individuals / groups / society(s) involved could include:

- New Zealand society
- health sector
- Government (local and national)
- special interest groups (eg the Māori Party, iwi etc.)
- education sector
- tobacco industry

Points of view about the change could include:

Hon Tariana Turia said the government’s commitment to a smoke-free New Zealand by 2025 was a landmark moment in New Zealand. “It is about us asserting our own identity as a nation and defining for ourselves the role tobacco is allowed to play in the life of this country – this is not something we are just going to leave in the hands of the tobacco industry,” she said. “There is still so much to be done, but I’m more confident than ever that we can reach the goal of New Zealand being a nation free of tobacco.”

Prison services assistant general manager Rachel Leota said prisons had reported a “calmer” **environment** with fewer “standover” incidents now that tobacco has been taken out of circulation. Inmates had been heard on the prison telephone monitoring system telling **family** they appreciated living in a smoke-free **environment** and encouraging

included health groups, **communities**, retailers, whānau, iwi and the tobacco industry. More than 2000 submissions were received, one of the biggest responses to a select committee inquiry ever. After hearing evidence from hundreds of people, including the tobacco industry, the committee made a recommendation that New Zealand be smokefree by 2025.

Contrasting points of view about the change could include:

Health Minister Tony Ryall believes New Zealanders are turning against tobacco companies and their marketing strategies. “New Zealanders have moved on from being influenced in this way. There is a lot of support for what the **Government** is doing in tobacco.”

A contrasting point of view about smoking regulation from Philip Morris spokesman Christopher Bishop is that while smokers understood the ban on smoking indoors, it was the series of tax hikes and the fact that it was becoming hard to smoke outdoors that was the problem. “Smokers are telling us that (Government) regulation has gone too far, and they want a voice.”

New Zealand being smoke-free by 2025. In addition to this goal, the **Government** agreed to:

- mid-term targets for reducing tobacco consumption
- review information disclosure
- regulations for tobacco products
- investigate using existing regulatory powers to reduce additives and nicotine
- investigate measures relating to the supply and availability of tobacco.

<i>family</i> to give up.							
N1	N2	A3	A4	M5	M6	E7	E8
<p>ONE of:</p> <ul style="list-style-type: none"> describes the cultural change describes the individuals / groups / society(s) involved describes points of view about the change uses relevant Social Studies concepts. 	<p>TWO of:</p> <ul style="list-style-type: none"> describes the cultural change describes the individuals / groups / society(s) involved describes points of view about the change uses relevant Social Studies concepts. 	<p>THREE of:</p> <ul style="list-style-type: none"> describes the cultural change describes the individuals / groups / society(s) involved describes points of view about the change uses relevant Social Studies concepts. 	<p>FOUR of:</p> <ul style="list-style-type: none"> describes the cultural change describes the individuals / groups / society(s) involved describes points of view about the change uses relevant Social Studies concepts. 	<p>Describes in depth:</p> <ul style="list-style-type: none"> a process that led to the change contrasting points of view about the change. 	<p>Describes in depth:</p> <ul style="list-style-type: none"> the processes that led to the change contrasting points of view about the change. 	<p>Comprehensively describes:</p> <ul style="list-style-type: none"> why a process that led to the change was important for the individuals / groups / society(s) involved. 	<p>Comprehensively describes:</p> <ul style="list-style-type: none"> why the processes that led to the change were important for the individuals / groups / society(s) involved.

N0 = No response; no relevant evidence.

Acknowledgements

Cultural change:

<http://researcharchive.vuw.ac.nz/handle/10063/935>

www.sfc.org.nz/infohistory.php

www.teara.govt.nz/en/society/5/2

www.stats.govt.nz/surveys_and_methods/methods/classifications-and-standards/classification-related-stats-standards/cigarette-smoking-behaviour/definition.aspx

<http://smokefree.org.nz/smokefree-2025>

www.parliament.nz/en-NZ/PB/Legislation/Bills/6/d/9/00DBHOH_BILL11403_1-Customs-and-Excise-Tobacco-Products-Budget-Measures.htm

www.health.govt.nz/publication/tobacco-trends-2008-brief-update-tobacco-use-new-zealand

www.nzine.co.nz/features/cancer_smoking.html

www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10831658

www.stuff.co.nz/dominion-post/news/6996153/Ciggie-free-prisons-a-success-story

www.stuff.co.nz/dominion-post/news/politics/7310313/Website-for-smokers-views-launched

<http://tvnz.co.nz/national-news/govt-commits-smokefree-nz-2025-4061733>

Processes:

www.health.govt.nz/our-work/regulation-health-and-disability-system/smokefree-law

www.scoop.co.nz/stories/GE1201/S00001/social-media-quit-smoking-challenge-2012.htm

www.ash.org.nz/?t=153

Reasons:

www.health.govt.nz/our-work/regulation-health-and-disability-system/smokefree-law

www.ash.org.nz/?t=153

www.ash.org.nz/site_resources/library/newsletters/111_newsletter_april_2011.pdf