



# The *new* face of Big Tobacco

Say NO to Big Marijuana in New Zealand

Same corporates.  
Same objectives.  
Same addiction.  
New product.



## CURRENT DRUG USAGE IN NZ

The current laws around illicit drugs are an inhibitor which deters people from participating. While there will be some who are enticed by the illegality, most people do not like engagement with criminal behaviour or with criminal distribution networks.

Let's compare the usage of tobacco and alcohol with marijuana and other drugs.

### TOBACCO

The great news is that smoking rates in New Zealand continue to reduce, with **15% of adults currently smoking** (this has dropped from 25% in 1996/97). The number of Year 10 pupils who said they were regular or daily cigarette smokers has dropped from about 25% in 2001, to about **5%** in 2017.

*“New Zealand only has seven years left to achieve the Smokefree 2025 goal.”*

Helen Clark, patron of Action for Smokefree 2025 (ASH)

### ALCOHOL

It is believed that **20%** of New Zealanders aged 15 years or more who drank alcohol in the previous year **have a potentially hazardous drinking pattern** (79% of New Zealanders aged 15+ drank alcohol in the past year). **8.4%** of the past-year drinkers consumed a large amount of alcohol (more than six standard drinks for males or four for females on a drinking occasion) at least **once a week**. 20% of women who had been pregnant in the past 12 months reported that they had consumed alcohol while pregnant (*Ministry of Health, 2015*).

### MARIJUANA

Just **3.7%** use cannabis on a **regular (weekly)** basis. **11%** have used it sometime in the last 12 months (*Ministry of Health, 2013*).

### OTHER ILLICIT DRUGS

The prevalence of having used drugs for recreational purposes in the last 12 months was highest for the following other drugs:

- BZP party pills (5.6%)
- ecstasy (2.6%)
- amphetamines (2.1%)
- LSD and other synthetic hallucinogens (1.3%)

(*Ministry of Health, 2010*).

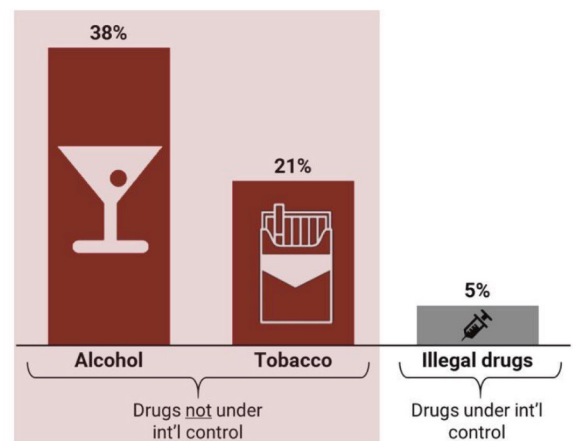
### Illegality keeps prices high and drug use relatively low.

There is no adequate reason why the government is persistently and successfully targeting smoking and not doing likewise with drugs. The end goal of the anti-smoking campaign is not 'slow down' or 'moderate' but 'QUIT', and a realistic understanding about the effort required to reach that end, with numerous strategies and support agencies assisting on the journey. And the numbers overwhelmingly suggest that it is working.



preventdontpromote.org

### Percentage of people worldwide who used drugs in the past year (ages 15+)



Source: WHO & UNODC (alcohol data from 2014; tobacco data from 2012; illegal drugs data from 2013)

For additional information, including source references:  
[SayNopeToDope.org.nz/drug-usage-in-nz](http://SayNopeToDope.org.nz/drug-usage-in-nz)

Correct as at time of printing. We welcome any documented corrections.