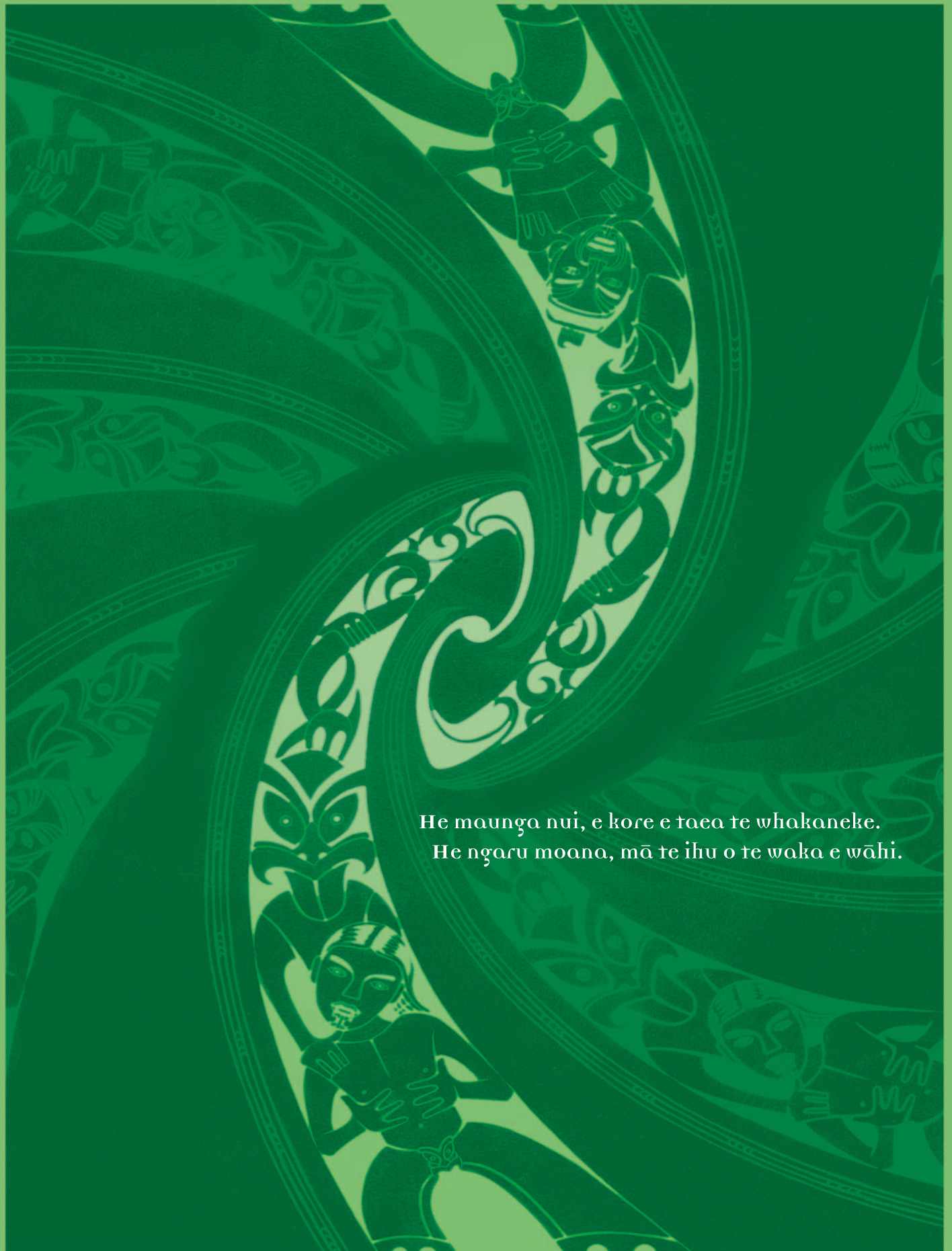


ACTION PLANS FOR THE  
NATIONAL MĀORI TOBACCO  
CONTROL STRATEGY 2003 - 2007



He maunga nui, e kore e taea te whakaneke.  
He ngaru moana, mā te ihu o te waka e wāhi.

**Action Plans  
for the  
*National Māori Tobacco  
Control Strategy*  
2003–2007**

Published by Apārangi Tautoko Auahi Kore (ATAK) Māori Smokefree Coalition  
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# ACTION PLANS

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## Introduction

**Ka tangi te manu tuia ki runga, tuia ki raro. Tui, tui, tuia. Ka pō, ka ao, ka awatea. Tihei mauri ora!**

During the development of the *National Māori Tobacco Control Strategy: 2003–2007* (NMTCS) the Auahi Kore community recognised that, on completion, action would be required to ensure the NMTCS is used to its full potential.

To this end, the National Auahi Kore Hui, held on 9–10 October 2003, had as its main focus the development of action plans that would complement the NMTCS.

To be a success, the NMTCS requires a commitment from the Auahi Kore/Smokefree community, which is made up of the four pillars of tobacco control: legislation, health promotion, cessation and research.

It is a reality that, too often, strategies are left to gather dust with little action being undertaken as a result. These action plans have been developed with the expectation that the concept of a living, workable document will be fulfilled.

*He maunga nui, e kore e taea te whakaneke.*

*He ngaru moana, mā te ihu o te waka e wāhi.*

*Some problems are considered to be as hard as moving a big mountain.*

*But others can be solved as easily as the prow of a canoe parts the sea.*

## How to use this document

This document should be used in conjunction with the *National Māori Tobacco Control Strategy: 2003–2007* as a:

- guide for policy development at local, regional and central government level;
- guide for planning – strategic, communications, marketing, action plans and business plans;
- guide for an organisation's decision-making processes;
- reference for the Auahi Kore/Smokefree community;
- supporting document for future proposals and funding bids;
- support for specific advocacy efforts.

# National Māori Tobacco Control Strategy 2003–2007

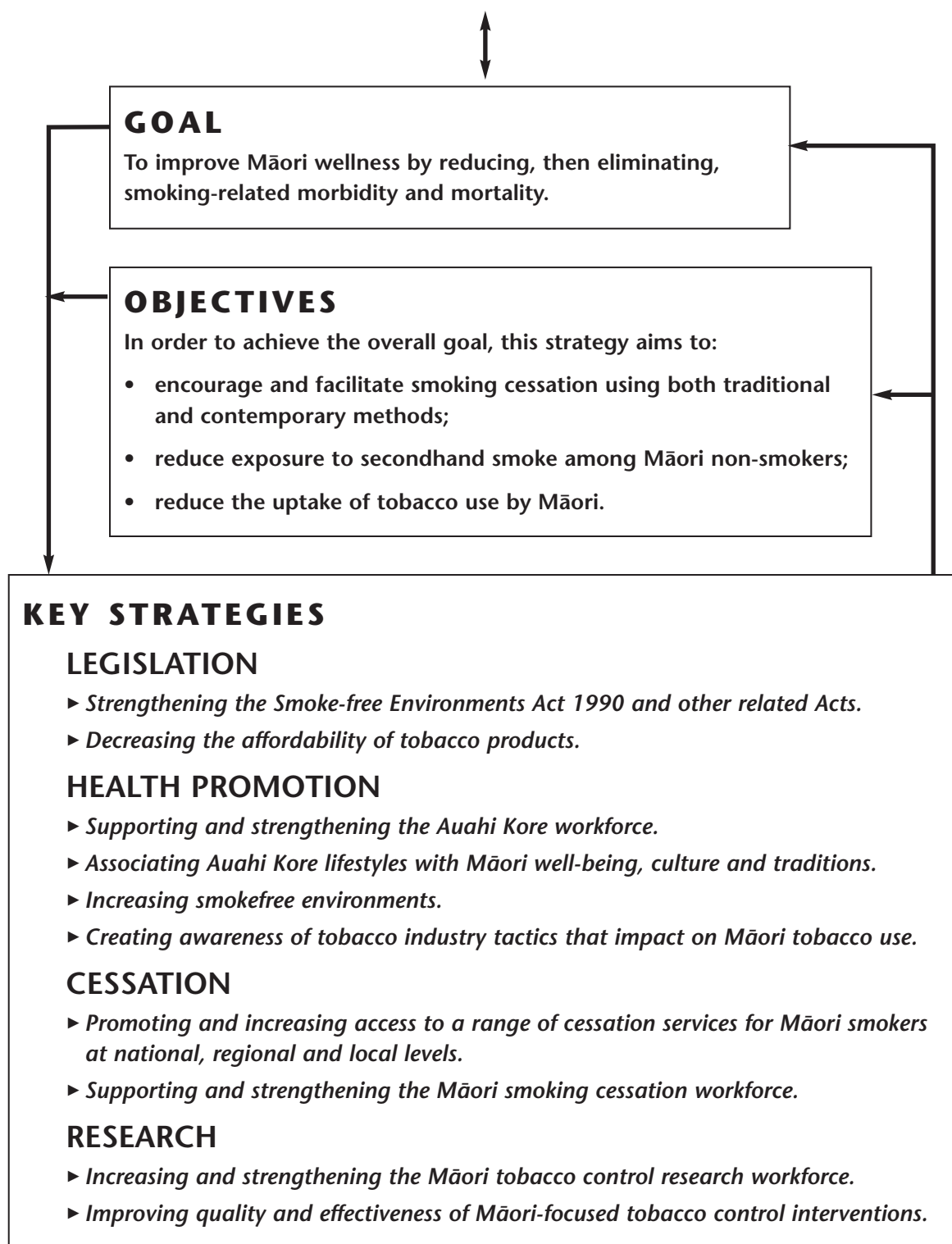
## VISION

Te Ao Māori, Te Ao Auahi Kore – Traditionally Māori, Traditionally Auahi Kore.

## UNDERLYING PRINCIPLE / KAUPAPA

The *National Māori Tobacco Control Strategy* is based on the key principle that:

*Māori have a fundamental human right to a state of complete health and wellness.*



# LEGISLATION

## STRENGTHENING THE SMOKE-FREE ENVIRONMENTS ACT 1990 AND OTHER RELATED LEGISLATION

### ***What needs to be achieved?***

The Smoke-free Environments Act requires strengthening to reduce:

- tobacco advertising and promotion at national, regional and local levels;
- availability and supply of tobacco; and
- to ensure appropriate regulation of tobacco products.

### **Priority actions**

*for strengthening the Smoke-free Environments Act 1990 and other related legislation*

#### ➔ **Educational information**

- ▶ Develop a national education campaign, for the Auahi Kore/Smokefree workforce, that focuses on the following identified aspects of legislation:
  - educational facilities – te Kōhanga Reo, te Kura Kaupapa Māori;
  - enforcement;
  - herbal cigarettes;
  - hospitality venues – bars, restaurants, cafes, clubs and casinos;
  - housie at schools;
  - supply of cigarettes to minors.
- ▶ Produce and distribute advocacy information that supports smokefree and other relevant legislation for national, regional and local action:
  - engage with runanga/health providers in rural areas regarding legislation;
  - engage with regional and local councils on Auahi Kore/Smokefree policies and local government legislation (that is, bylaws) regarding legislation.
- ▶ Invite politicians and policy-makers regularly to Māori health providers and relevant workplaces to highlight the role they play in tobacco control.

#### ➔ **Ensure that the Smoke-free Environments Act 1990 is supported**

Instigate advocacy activities, within the Auahi Kore/Smokefree community, by:

- ▶ advocating for the overall support and implementation of the Smoke-free Environments Act 1990 and other related legislation at political and policy levels;
- ▶ creating simple, consistent and effective messages for the Auahi Kore/Smokefree community that support the legislation;
- ▶ engaging Māori health professionals, such as doctors, nurses and midwives – to participate actively in Auahi Kore/Smokefree advocacy activities related to legislation;
- ▶ increasing media exposure to support smokefree legislation and other related legislation by writing letters to editors of relevant publications and media releases that provide relevant international, national and localised stories;
- ▶ promoting the availability of support/cessation services for the expected increase in demand.

## DECREASE THE AFFORDABILITY OF TOBACCO PRODUCTS

***What needs to be achieved?***

Support for an increase in tobacco taxation that can reduce the affordability of tobacco.

**Priority actions**

*for decreasing the affordability of tobacco products*

➔ **Advocate for tied tobacco taxation**

- ▶ Advocate for a tied or hypothecated taxation regime at a political and policy level.
- ▶ Advocate for specific Māori tobacco control funding from the tied taxation.
- ▶ Advocate the need for increased prioritisation of Māori tobacco control requirements at a political and policy level.
- ▶ Advocate and support annual taxation increases with a corresponding increase in tobacco control funding for programmes and resourcing to support those directly affected.
- ▶ Advocate and support taxation as a tobacco control tool for reducing prevalence rates amongst Māori.
- ▶ Evaluate the impact of tied taxation on the Māori population using appropriate Māori research methodology.
- ▶ Use relevant research mechanisms to secure funds from tobacco taxation.

**SUPPORTING, INCREASING AND STRENGTHENING THE  
AUahi KORE WORKFORCE**

***What needs to be achieved?***

- Develop an enhanced national co-ordination plan for the Auahi Kore community that engages with iwi, hapū and whānau.
- Develop and maintain a centralised integrated communication network.
- Ensure key responsibilities are identified, developed and monitored for national, regional and local organisations in line with the NMTCS.
- That Māori strategic direction works independently but alongside the non-Māori tobacco control community.

**Priority actions**

*for supporting, increasing and strengthening the Auahi Kore workforce*

**➔ Accountability and transparency**

- ▶ Ensure accountability and transparency of Auahi Kore/Smokefree health promotion funding.
- ▶ Ensure that Government funding, for example, District Health Board, is spent appropriately.

**➔ Communications**

- ▶ Develop an accessible co-ordinated health promotion communications strategy.
- ▶ Develop a consistent and appropriate communications message(s) for different environments, for example, whānau and wāhine hapū.
- ▶ Develop useable and relevant education resources for different settings in collaboration with the community.
- ▶ Identify communication gaps within the wider Māori community – who is not hearing the message and how do we reach them?
- ▶ Identify the preferred centralised communications organisation.

**➔ Develop best practice guidelines**

- ▶ Develop best practice guidelines, based on Te Wheke, Te Whare Tapa Whā, Te Pae Mahutonga and TUHA-NZ, that include:
  - best practice examples;
  - policies and procedures;
  - consistency of approach(es) to health promotion for the Auahi Kore/Smokefree kaupapa;
  - sustainability of Auahi Kore/Smokefree health promotion activities;
  - co-ordination of Auahi Kore/Smokefree health promotion activities;
  - validating Auahi Kore/Smokefree health promotion actions;
  - Auahi Kore/Smokefree health promotion competency;
  - accountability expectations;
  - flexible approaches for the different rohe;
  - cultural safety practices.



Priority actions for supporting, increasing and strengthening the Auahi Kore workforce – continued

➔ **Workforce development**

- ▶ Advocate for an increase in full-time staff positions (1.0 Full Time Equivalent), as opposed to part-time status, to funding agencies and management in District Health Boards, primary health organisations and health providers.
- ▶ Advocate the need for workforce development to be included within funding and contract negotiations.
- ▶ Develop and implement a basic level of accredited training for the health promotion workforce.

**ASSOCIATING AUAAHI KORE LIFESTYLES WITH MĀORI WELL-BEING, CULTURE AND TRADITION**

***What needs to be achieved?***

The promotion of Auahi Kore/Smokefree lifestyles is a priority. The focus should be on breaking and de-normalising the association between tobacco and Māori culture(s) using social marketing techniques or other relevant health promotion tools.

➔ **Priority actions**

*for associating Auahi Kore lifestyles with Māori well-being, culture and traditions*

➔ **Funders**

- ▶ Advocate to funders the requirement for a more holistic and integrated approach to Māori health.
- ▶ Funders to be presented with the NMTCS priorities to ensure that outcomes are being targeted consistently.

➔ **Priority populations**

- ▶ Focus on younger age groups (tamariki/rangatahi) to reduce tobacco experimentation and uptake of cigarettes by:
  - increasing the focus on Auahi Kore/Smokefree lifestyle through health and physical activity curricula;
  - accessing and supplying educational institutions (kōhanga reo, kura kaupapa, schools, wānanga) with appropriate education/cessation programmes;
  - working with parents, boards of trustees, Ministry of Education to promote the Auahi Kore/Smokefree kaupapa;
  - using tamariki/rangatahi to influence parental and wider whānau smoking behaviour;
  - specifically targeting the priority population of Māori women.

➔ **Tikanga whānau**

- ▶ Development and establishment of Auahi Kore tikanga programmes for parents.
- ▶ Tikanga Māori should be used to influence the behaviour of Māori.

## **INCREASING THE NUMBER OF SMOKEFREE ENVIRONMENTS**

### ***What needs to be achieved?***

- Smokefree environments require continued promotion to Māori with regard to restaurants, bars, casinos and clubs. There is also a need to focus on promoting Auahi Kore/Smokefree – marae, kura, homes and cars.
- Key events and festivals such as kapa haka festivals, Matariki celebrations, the Manu Kōrero speech competition, sporting events and award ceremonies should also be used to promote the Auahi Kore/Smokefree kaupapa in a positive manner.

### **Priority actions**

#### ***for increasing the number of smokefree environments***

##### **➔ Legislation support**

- ▶ Health promoters to be active in supporting the Smoke-free Environments Act 1990.
- ▶ Health promoters to be more active in advocacy of relevant tobacco control issues for Māori.

## **CREATE AWARENESS OF TOBACCO INDUSTRY TACTICS THAT IMPACT ON MĀORI TOBACCO USE**

### ***What needs to be achieved?***

The tobacco industry needs to be examined within any strategic framework in order to counter the ongoing campaign that this industry wages against basic public health principles that deprive Māori of a valuable human resource.

### **Priority actions**

#### ***for creating awareness of tobacco industry tactics that impact on Māori tobacco use***

- ▶ Identify relevant Māori and New Zealand tobacco industry documents.
- ▶ Identify tobacco documents with references to indigenous peoples, Pacific Island peoples and ethnic minorities.
- ▶ Produce documentation for the Auahi Kore/Smokefree community to use in promotional activities.
- ▶ Provide relevant information from global sources to the Auahi Kore/Smokefree community.

# CESSATION

## PROMOTING AND INCREASING ACCESS TO A RANGE OF CESSATION SERVICES FOR MĀORI SMOKERS AT NATIONAL, REGIONAL AND LOCAL LEVELS

### ***What needs to be achieved?***

Māori require a full range of services and methods that will allow access to programmes such as Aukati Kai Paipa, noho marae, smoking cessation, rongoa Māori and the National Quitline – Me Mutu. All Māori smokers should have equitable access to an appropriate and effective method of cessation.

The following were identified as priority groups: wāhine hapū and their whānau, rangatahi/tamariki and tāngata whaiora.

### **Priority actions**

*for promoting and increasing access to a range of cessation services for Māori at national, regional and local levels*

#### ➔ Access

- ▶ Develop future cessation resources in collaboration with the Auahi Kore/Smokefree community.
- ▶ Ensure that cessation services are accessible to all target audiences.

#### ➔ Collaboration

- ▶ Develop consistent messages for cessation programmes (multi-media campaign).
- ▶ Develop a co-ordinated common communications strategy that informs the wider Auahi Kore/Smokefree workforce.
- ▶ Ensure consistent referral processes amongst cessation services.
- ▶ Identify and develop linkages with noho marae and rongoa Māori practitioners.
- ▶ Leverage consistent messages from:
  - hui – local/regional/national;
  - local/regional workforce.

#### ➔ Funding

- ▶ Ensure adequate and consistent funding is provided for kaupapa Māori or generic professional development.
- ▶ Advocate for further funding of cessation services through tied taxation.
- ▶ Specific funding is required for the following cessation services:
  - wāhine hapū and their whānau;
  - rangatahi/tamariki;
  - tāngata whaiora – Māori mental health clients including polydrug users.

*(It was noted that rural Māori populations were also highlighted as a priority for funding.)*



- ▶ Advocate for an increased investment of funding for Māori-specific cessation services to do associated health promotion activity. This investment could come from redirecting existing Public Health Unit (mainstream) funding for health promotion activity to Māori cessation services.
- ▶ Advocate for the development of effective and evaluated alternative therapy cessation programmes:
  - acupuncture;
  - noho marae;
  - rongoa Māori.

**➔ Primary health organisations**

- ▶ Develop specialist cessation service(s) capability within Māori primary health organisations.

**➔ Priority groups**

The following priority groups require advocacy measures that call for adequate funding and assistance in respect of programme development and implementation:

***Wāhine Hapū***

- Develop a specific cessation programme for wāhine hapū.

***Rangatahi/Tamariki***

- Develop opportunities for an appropriate rangatahi/tamariki focused cessation programme.
- Evaluate rangatahi/youth cessation programmes in Aotearoa and globally.

***Tāngata Whaiora***

- Develop a specific cessation programme for Tāngata Whaiora.

**SUPPORTING AND STRENGTHENING THE MĀORI SMOKING CESSATION WORKFORCE*****What needs to be achieved?***

The smoking cessation area benefits from the co-ordination of workers specialising in cessation.

- Resources to support cessation, increasing the workforce and provision of consistent quality training are required.
- Networking can be supported via regional networks and hui (national, regional and local).
- Maintenance of directories of Māori cessation providers, and the extension of training in Māori smoking cessation to allied workforces, such as Māori mental health, and drug and alcohol services, are also required.

**Priority actions*****for supporting and strengthening the Māori smoking cessation workforce*****➔ Develop best practice guidelines**

- ▶ Develop and endorse best practice guidelines for the cessation workforce that will include:
  - establishing standards that maintain a Full Time Equivalent (FTE) system and processes for all staff;
  - accountability expectations of the cessation workforce;
  - best practice examples;
  - evaluation and monitoring;
  - flexible approaches for the different role;
  - policies and procedures.

**➔ Workforce development**

- ▶ Advocate an increase in the number of FTEs commensurate with demand and mortality/morbidity rates for Māori.
- ▶ Develop and maintain a co-ordinated cessation network system.
- ▶ Develop and promote traditional Māori methods for cessation, for example, rongoa Māori and noho marae.
- ▶ Develop and strengthen identified cessation workforce needs.
- ▶ Ensure that management is familiar with the high priority requirements of a cessation contract and the need for quality delivery.
- ▶ Instigate the monitoring and evaluation of the cessation workforce.
- ▶ Develop a standardised cessation training programme for the cessation workforce.

**INCREASING AND STRENGTHENING THE MĀORI RESEARCH WORKFORCE*****What needs to be achieved?***

There is an urgent need to increase the current pool of Māori tobacco control researchers. Research requirements far exceed the existing dedicated workforce. If quality research is to be produced on topics and issues that have clearly been identified as a need by the Auahi Kore/Smokefree community then this strategic area requires urgent action.

**Priority actions**

*for increasing and strengthening the Māori tobacco control research workforce*

**➔ Mentoring**

- ▶ Develop mentoring to bridge the perceived gap between the wider community and the research community.
- ▶ Formalise mentoring arrangements between community/iwi/hapū and te whare wānanga and universities by funding joint ventures, encouraging the community to identify research needs and mentoring field-based researchers.
- ▶ Universities to continue to develop programmes whereby students and new graduates can be encouraged into research generally, and where community-based field-work researchers, who may not necessarily want an academic career, can train to carry out interviewing and so on.

**➔ Promotional**

- ▶ Auahi Kore/Smokefree community to promote and support Māori tobacco control research.
- ▶ Develop an appropriate communications strategy that will promote Māori tobacco control research.
- ▶ Establish and promote tobacco control research through websites and appropriate network lists.
- ▶ Promote tobacco control research to students at secondary and tertiary institutions at, for example, career expos, university and te whare wānanga open days.

**➔ Scholarships**

- ▶ Advocate for specific funding of research scholarships, from tied taxation, for a Māori tobacco control focus at all levels of the education system to encourage Māori into relevant study areas.
- ▶ Advocate the need for scholarships with key health research funders.
- ▶ Develop strategic relationships with key health research funders, for example, the Health Research Council.

**➔ Te whare wānanga and universities**

- ▶ Develop tobacco control linkages at international, national, regional and local levels. Increase the number of research activities to do with tobacco control by strengthening linkages with the tobacco control sector.

**IMPROVE QUALITY AND EFFECTIVENESS OF MĀORI-FOCUSED TOBACCO CONTROL INTERVENTIONS*****What needs to be achieved?***

Monitoring, research and evaluation can help improve the quality and effectiveness of tobacco control interventions.

The development and input into the *National Tobacco Control Research Strategy* is a first step towards facilitating an environment supportive of research. These strategies will identify research priorities and gaps in the infrastructure that supports tobacco control to occur.

- Baseline research on Māori who smoke is maintained and accessible.
- Networking and collaboration between researchers, providers and policy-makers is facilitated, through hui, publications and other media.
- Standard measures for the tobacco control research field are used to ensure quality information is collected and comparable across studies.
- Cessation and health promotion programmes are evaluated.
- Sufficient funding, or Government commitment to funding the required research.
- Sufficient, qualified researchers available to undertake the work.
- Sufficient tobacco control research training opportunities for Māori researchers.

Within each key area of health promotion, cessation, legislation and research there are numerous strategic research and information requirements.

**Priority actions**

*for improving the quality and effectiveness of Māori-focused tobacco control interventions*

**➔ Centralised 'Māori-research' funding**

- ▶ Analyse the benefits of establishing a specific tobacco control research centre.
- ▶ Determine the strategic direction of Māori tobacco control research.

**➔ Debate**

- ▶ Ensure that Māori tobacco control research reflects the diversity of Māori communities.
- ▶ Foster robust debate about measures of effect versus methods amongst the Māori research community.

**➔ Research component in contracts**

- ▶ Create demand for research/evaluation components in all Auahi Kore/Smokefree contracts through community-based Māori researchers.
- ▶ Increased demand for community-based researchers will require training and mentorship.

➔ **Stock-take**

- ▶ Advocate for the continuation of research into the reasons for high smoking prevalence rates amongst Māori.
- ▶ Develop a stock-take of all cessation and health promotion programmes and outcomes.
- ▶ Develop primary research into the reasons for high smoking prevalence rates amongst Māori.
- ▶ Develop a comprehensive literature review of Māori research.
- ▶ Work towards a clearing-house of tobacco control research in conjunction with other groups attempting to do this, for example, Otago University.

➔ **Tobacco control research strategy for New Zealand**

- ▶ Actively promote and use the research strategy to advance Māori tobacco control needs in research.

## **ACTION PLANS**

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### **CO-ORDINATION AND COLLABORATION**

One of the consensus statements from the 2003 National Auahi Kore Hui was that: *'ATAK will facilitate the development of the action plans based on the National Maori Tobacco Control Strategy (NMTCS)'*. This includes the development of a prioritised co-ordination and collaboration action plan.

For the purposes of this document, the process for the development of a National Co-ordination and Collaboration Action Plan includes:

1. Developing a set of key principles (kaupapa) for co-ordination and collaboration for the Auahi Kore/Smokefree workforce – this should include operating from a whakawhānaungatanga perspective.
2. Focusing on identifying desirable outcomes for co-ordination and collaboration.
3. Identifying key features of a successful model of co-ordination and collaboration.
4. Identifying preferred co-ordination activities.
5. Identifying preferred collaboration processes.
6. Developing a mechanism to implement the model and achieve the kaupapa and outcomes for the wider Auahi Kore/Smokefree community.
7. Consulting with the Auahi Kore/Smokefree community over the proposal.
8. Setting timeframes for completion against the points above.



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