



Statement of Intent to Support Tupeka Kore Smokefree Tai Tokerau 2025

The Tupeka Kore Smokefree Tai Tokerau 2025 vision:

Our children and mokopuna will be free from tobacco/smoke and enjoy tobacco/smokefree lives

At least 95% of the Tai Tokerau population will be smokefree

Tobacco will be expensive to purchase and difficult to access

Rationale for Commitment and leadership for Tupeka Kore Smokefree Tai Tokerau 2025

- Tobacco use is the single largest preventable cause of illness and early death
- Tobacco is a major determinant of inequality in health
- Tobacco dependence is a chronic relapsing condition
- Pregnancy, neonatal, newborn and infant health is negatively affected by exposure to first and second hand tobacco smoke
- Reducing tobacco uptake remains the best opportunity to improve Maori health outcomes and reduce inequities

The Government has set a long-term goal of reducing smoking prevalence to <5% by 2025. Current rates of smoking by Maori within Tai Tokerau are 33.9% and for non-Maori it is 15.6%¹. Although we have seen significant reductions over the last few years there is urgency to change the current trends to a more radical reduction for us to meet our goal of <5% smoking prevalence² by 2025, with a dedicated response on achieving that for Maori.

To achieve this in Tai Tokerau we will require leadership at all levels and across all sectors and organisations. The Northland Intersectoral Forum (NIF) is ideally placed to lead the vision of a Smokefree 2025. This vision aligns with the NIF ORA population outcome: *"The community of Northland is safe and healthy. Our community is physically, spiritually and emotionally healthy. All families thrive through intergenerational leadership. Our children are our future; we nurture them to flourish. We embrace healthy and safe living environments, including violence free communities. We have access to quality services."*

The two strategic priorities that align with the vision are: Promoting healthy lifestyles, and Supporting the development of a Child and Youth Friendly Northland.

This Statement of Intent confirms that [insert name of organisation] will support the Tai Tokerau becoming Tupeka Kore Smokefree by 2025. We will do this by:

- Expressing support and commitment for the vision of a Tupeka Kore Smokefree Tai Tokerau 2025.
- Developing and implementing an Individual Agency Plan that will identify specific actions within the organisation to progress the Smokefree 2025 agenda.
- Working collaboratively with the Northland DHB Smokefree team to develop the plan as required.
- Support the Smokefree 2025 initiatives of other NIF partners.

Smokefree 2025 will be achieved by:

- protecting our children from exposure to tobacco marketing and promotion
- reducing the supply of, and demand for tobacco
- providing the best possible support for quitting.

SIGNED

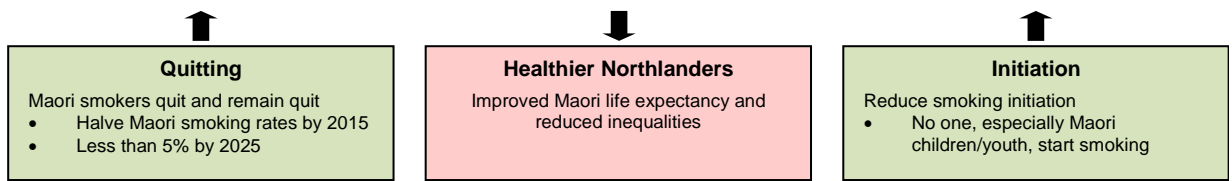
¹ Census 2013

² 'Prevalence' is the regular smokers as a % of the adult population (15years +)

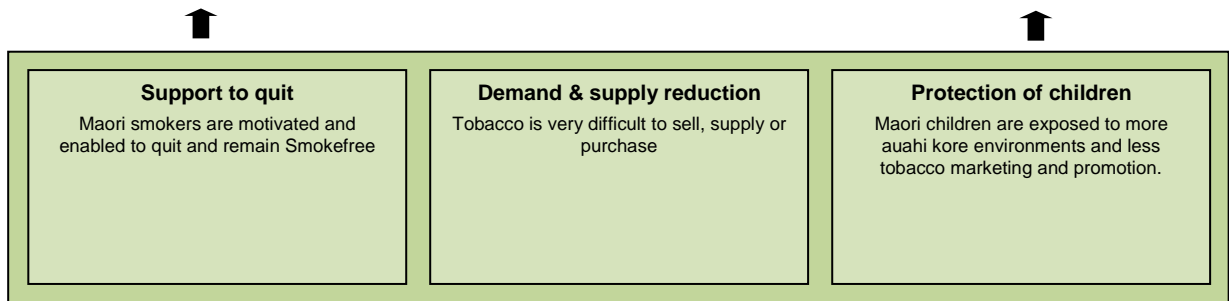
Smokefree Aotearoa / New Zealand 2025

Te Tai Tokerau Goal

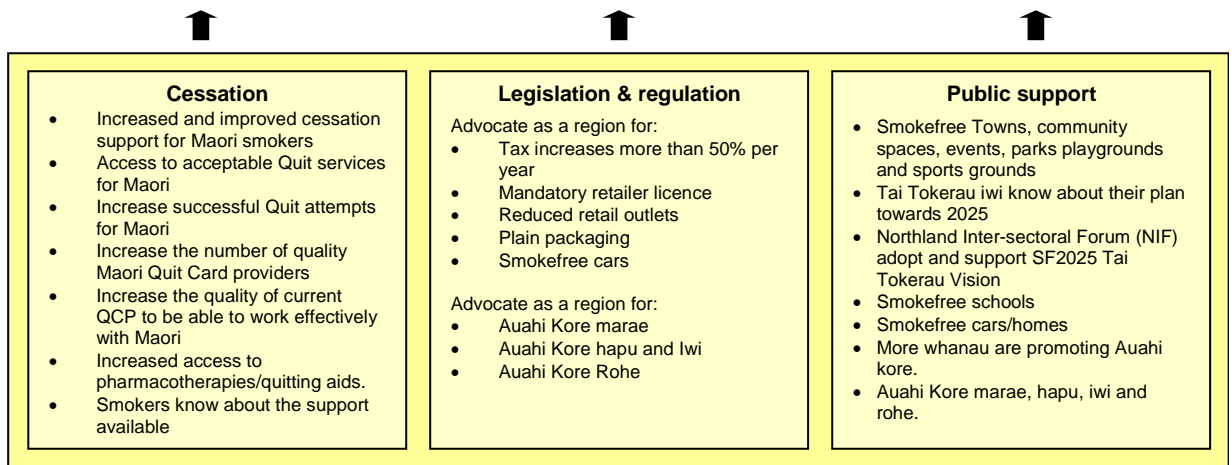
Smokefree Te Tai Tokerau 2025



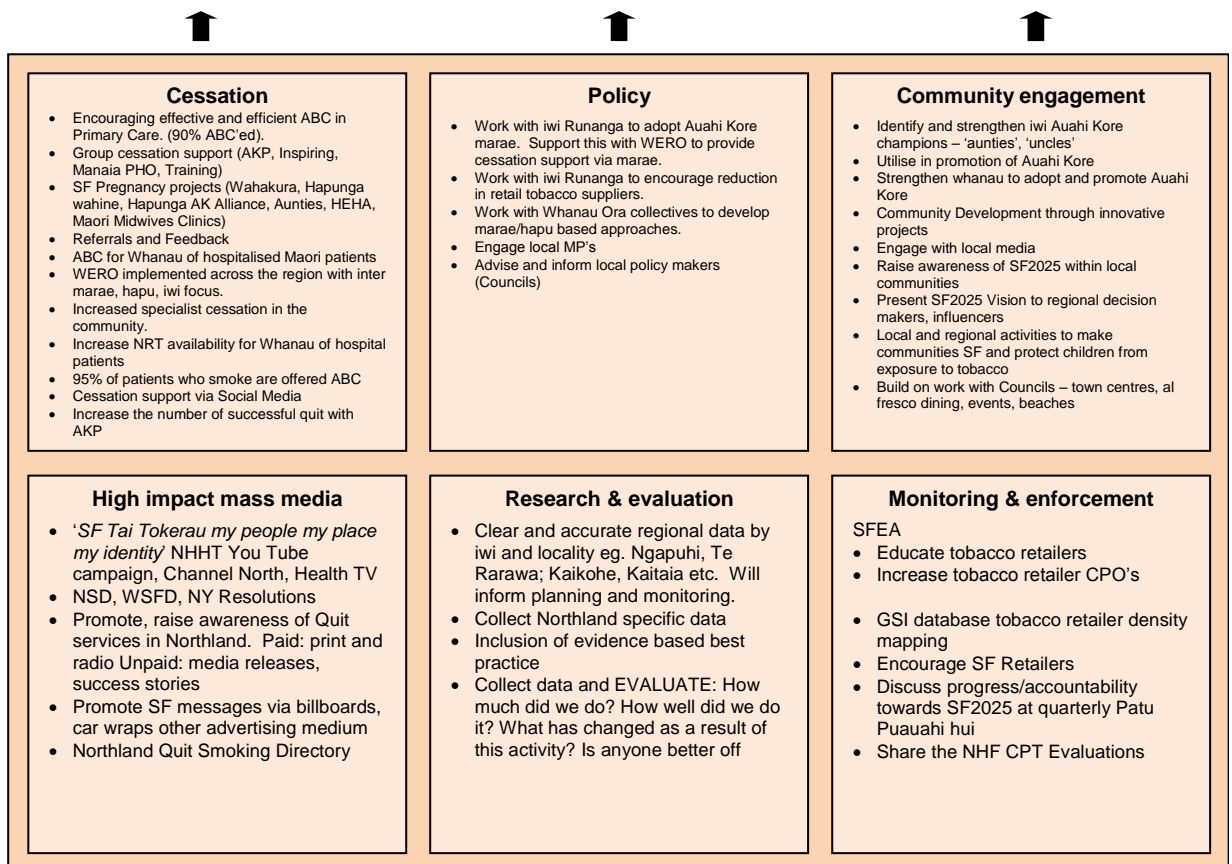
Outcomes



Impacts of tobacco control sector activities



Tobacco control sector activities



Quitting
 Maori smokers quit and remain quit
 • Halve Maori smoking rates by 2015
 • Less than 5% by 2025

Healthier Northlanders
 Improved Maori life expectancy and reduced inequalities

Initiation
 Reduce smoking initiation
 • No one, especially Maori children/youth, start smoking

Support to quit
 Maori smokers are motivated and enabled to quit and remain Smokefree

Demand & supply reduction
 Tobacco is very difficult to sell, supply or purchase

Protection of children
 Maori children are exposed to more auahi kore environments and less tobacco marketing and promotion.

Cessation

- Increased and improved cessation support for Maori smokers
- Access to acceptable Quit services for Maori
- Increase successful Quit attempts for Maori
- Increase the number of quality Maori Quit Card providers
- Increase the quality of current QCP to be able to work effectively with Maori
- Increased access to pharmacotherapies/quitting aids.
- Smokers know about the support available

Legislation & regulation

Advocate as a region for:

- Tax increases more than 50% per year
- Mandatory retailer licence
- Reduced retail outlets
- Plain packaging
- Smokefree cars

Advocate as a region for:

- Auahi Kore marae
- Auahi Kore hapu and Iwi
- Auahi Kore Rohe

Public support

- Smokefree Towns, community spaces, events, parks playgrounds and sports grounds
- Tai Tokerau iwi know about their plan towards 2025
- Northland Inter-sectoral Forum (NIF) adopt and support SF2025 Tai Tokerau Vision
- Smokefree schools
- Smokefree cars/homes
- More whanau are promoting Auahi kore.
- Auahi Kore marae, hapu, iwi and rohe.

Cessation

- Encouraging effective and efficient ABC in Primary Care. (90% ABC'ed).
- Group cessation support (AKP, Inspiring, Manaia PHO, Training)
- SF Pregnancy projects (Wahakura, Hapunga wahine, Hapunga AK Alliance, Aunties, HEHA, Maori Midwives Clinics)
- Referrals and Feedback
- ABC for Whanau of hospitalised Maori patients
- WERO implemented across the region with inter marae, hapu, iwi focus.
- Increased specialist cessation in the community.
- Increase NRT availability for Whanau of hospital patients
- 95% of patients who smoke are offered ABC
- Cessation support via Social Media
- Increase the number of successful quit with AKP

Policy

- Work with iwi Runanga to adopt Auahi Kore marae. Support this with WERO to provide cessation support via marae.
- Work with iwi Runanga to encourage reduction in retail tobacco suppliers.
- Work with Whanau Ora collectives to develop marae/hapu based approaches.
- Engage local MP's
- Advise and inform local policy makers (Councils)

Community engagement

- Identify and strengthen iwi Auahi Kore champions – 'aunties', 'uncles'
- Utilise in promotion of Auahi Kore
- Strengthen whanau to adopt and promote Auahi Kore
- Community Development through innovative projects
- Engage with local media
- Raise awareness of SF2025 within local communities
- Present SF2025 Vision to regional decision makers, influencers
- Local and regional activities to make communities SF and protect children from exposure to tobacco
- Build on work with Councils – town centres, al fresco dining, events, beaches

High impact mass media

- 'SF Tai Tokerau my people my place my identity' NHHT You Tube campaign, Channel North, Health TV
- NSD, WSFD, NY Resolutions
- Promote, raise awareness of Quit services in Northland. Paid: print and radio Unpaid: media releases, success stories
- Promote SF messages via billboards, car wraps other advertising medium
- Northland Quit Smoking Directory

Research & evaluation

- Clear and accurate regional data by iwi and locality eg. Ngapuhi, Te Rarawa; Kaikohe, Kaitaia etc. Will inform planning and monitoring.
- Collect Northland specific data
- Inclusion of evidence based best practice
- Collect data and EVALUATE: How much did we do? How well did we do it? What has changed as a result of this activity? Is anyone better off

Monitoring & enforcement

SFEA

- Educate tobacco retailers
- Increase tobacco retailer CPO's
- GSI database tobacco retailer density mapping
- Encourage SF Retailers
- Discuss progress/accountability towards SF2025 at quarterly Patu Puaauhi hui
- Share the NHF CPT Evaluations