

**Is sharing tobacco within the
home really good
manaakitanga??**

Smokefree Oceania; getting there together 2013

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Discuss some of the myriad reasons for the uptake of tobacco within the context of Māori households, moving beyond explanation to posing possible solutions

Whānau basic social unit for Māori

Diversity is key message; extended and multi-generational units, sole parents, couples with children, caregivers with dependents, single adults.

Whānau source of great strength and support however these same networks act as the social platform for smoking uptake. *Whānau* need to be engaged as *sites of intervention*.

Māori identity is not an independent risk factor for smoking behaviour they are just more likely to be exposed to known risk factors (Waa et al, 2012).

Poorer school achievement, *greater access to tobacco*, exposure to second hand smoke, smoking role models, and poor communication between parents and children are risk factors for uptake.

Ease of access to tobacco key concern

half of tobacco supplied comes from
parents, peers or friends (Gendall,2013)

family was one of the main sources of
tobacco (Marsh, 2013).

Reciprocity and sharing of tobacco and cigarettes were regarded as a means of establishing and maintaining relationships and closeness in the whānau (Gifford, 2003).

Given the critical nature of the problem,
equally critical are *realistic and workable*
solutions which harness the unique skills,
knowledge and capacities exhibited by
Māori as a people.

Effective strategies to reduce uptake
community-wide interventions;
school-based 'peer', or 'social-type'
interventions; increasing the price of
cigarettes; mass media campaigns;
and retail interventions.

We need to harness our leadership and collective identity, re-examine our values and draw upon enhanced Māori codes of conduct to ensure that our mokopuna are protected from tobacco smoking.

We are unaware of any programmes or interventions which directly question or critique the broader values that underpin behaviours or attitudes that may be contributing to tobacco uptake.

Manaakitanga - act of providing
hospitality and encompasses values such
as generosity and kindness, and
responsibility to look after people.

A key component of manaakitanga is the idea of elevating your own and others mana through sharing of material and non-material goods (Henare, 2006, Winiata, 2008).

Sharing smokes is not mana enhancing;
it does not symbolise power, prestige,
authority or control.

Manaakitanga should be about sharing
non-harmful substances and enhancing
mana by clearly setting a collective
vision of a tupeka kore (tobacco free)
future for Māori.

Key take home message for whānau is

*“don’t share smokes” AND “be clear
that smoking is harmful, even if you
yourself are a smoker.”*

Key take home message for iwi and hapū
leaders is “our iwi doesn’t support or
encourage smoking - it’s not part of our
tikanga.”

Strong leadership is needed to drive such change, to harness the strengths of our people so that we may rid ourselves this harmful and addictive substance in our homes.

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