



Progress to Tupeka Kore 2025

ZOE HAWKE

Key messages

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- ▶ Gradient for all Māori smoking is in the right direction but its slow
- ▶ Disparities remain when compared with others
- ▶ Projections from modelling suggest that with BAU Māori smoking rates in 2025 will still be almost 20%

Challenges

- ▶ Tupeka Kore Māori kaupapa arising out of Māori Affairs Select Committee Report
- ▶ Since then loss of multiple Māori leadership
- ▶ Confusion over the strategy for really achieving 2025
- ▶ Māori smoking implicated in broader social and economic reality for many whānau making it even more challenging
- ▶ Separation of tobacco control mahi – cessation, health promotion, advocacy, leadership services
- ▶ Competing priorities within and out of the sector

What's the goal?

▶ **Abstinence or harm minimization?**

- Both are important and the journey starts with harm minimisation

“...reducing smoking prevalence and tobacco availability to minimal levels, thereby making New Zealand essentially a smoke-free nation by 2025.” (Govt response to Māori Select Committee report)

Options

How do we achieve the goal?

We need to continue building political with our communities beside us:

- ▶ Demand reduction, supply reduction, or both?
- ▶ More supply reduction
 - Strong focus on cessation in its current form, advocacy in its current form, leadership services in their current form will NOT get us to 2025. Whānau need to be the focus for all our mahi in these areas.

- ▶ <https://www.youtube.com/watch?v=ni8Gqk7eWdc&feature=youtu.be>

TAHO STRATEGY

PATHWAY TO 2020 GOAL/VISION

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Lows Year One

- ▶ The urgency of the task, wanting to do so much more but with very limited resources
- ▶ The reality that those with the resources don't always understand the complexities of Māori realities
- ▶ Political neutrality clauses

Highs Year One

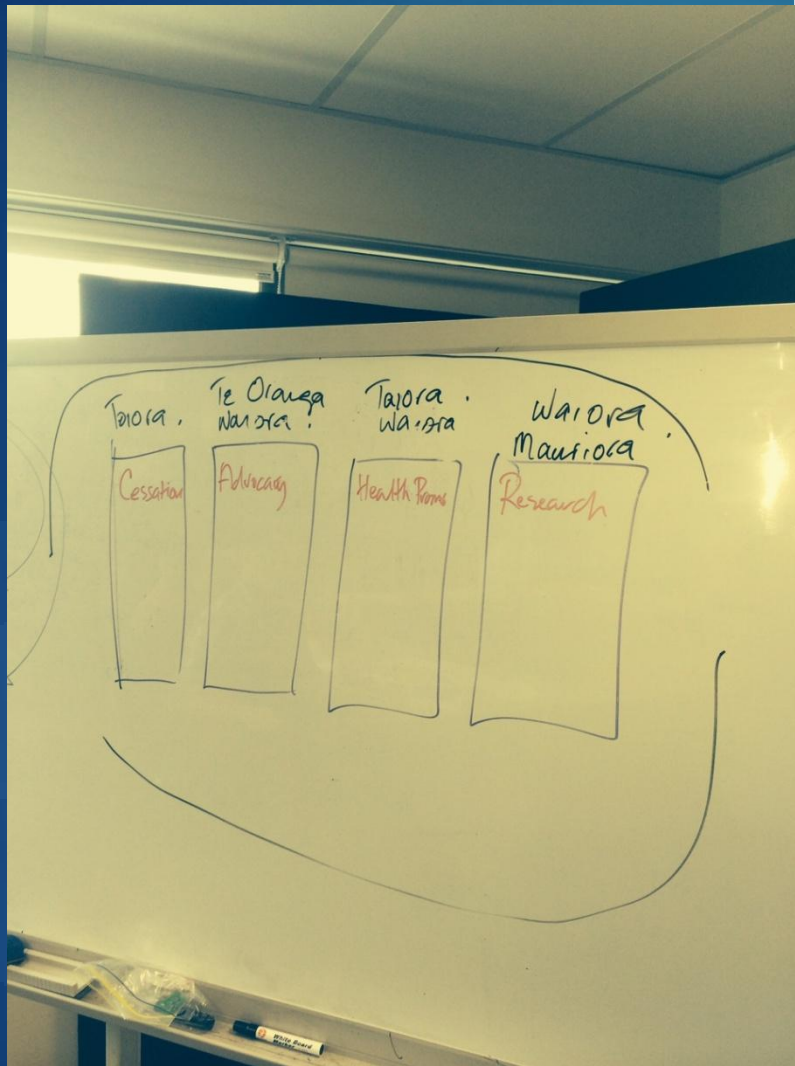
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- ▶ Māori community action
- ▶ Organisations serious about reducing inequalities
- ▶ Having some of the squeaky wheel kōrero seeping into the sector. A shift in practice.
- ▶ A decrease in Māori smoking rates
- ▶ Relationships with other Māori in the sector
- ▶ Waka Tupeka Kore
- ▶ Growing Māori voices

What we need going forward

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- ▶ Political support built from the ground up
- ▶ Māori need to be part of the process
 - Local community action – national focus
 - Supporting and building leadership
 - Urgent need for action – new cessation ideas new advocacy ideas and health promotion ideas – all areas need to connect with our whānau and work in with each other
 - Inspiration
 - Security



Ngā Manukura, Te Mana Whakahaere