# Smokefree Auckland / Northland 2025 Logic

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# SMOKEFREE AOTEAROA/NEW ZEALAND 2025

# NZ Government Goal

## Research and Evaluation

**Public**

Support New Zealanders know about and support 2025 goal and

the steps needed to achieve it.

New Zealanders anti-tobacco and pro-smokefree attitudes increase

More smokefree settings

**Legislation& Regulation**

* Tax increases more than 50% per year
* Mandatory retail licence
* Plain packaging
* Smokefree cars
* Effective pack warnings
* Full FCTC implementation
* Full industry disclosure

**Cessation**

* Smokers make more quit attempts.
* More smokers use NRT
* Full access to excellent cessation support and treatments.
* Smokers know about the support they need.
* Smokers are regularly nudged toward quitting

Support to quit

Current people who smoke are motivated and enabled to quit and remain smokefree.

Protection of Children

Children and young people are not exposed to smoking or tobacco marketing and promotion.

Demand and Supply Reduction

Tobacco is very difficult to sell, supply or purchase.

**Outcome**

Healthier New Zealanders

Fewer deaths and harm Inequalities from tobacco use.

Initiation

No one starts smoking

(Especially children)

Quitting

Current smokers quit.

**Impact of Tobacco Control Sector Initiatives**

# Smokefree Auckland / Northland 2025 Logic

# Auahi Kore Auckland /Northland 2025

# Maori

Initiation

No one starts smoking

(Especially children)

Quitting

Current smokers quit.

Healthier New Zealanders

Fewer deaths and harm

Inequalities from tobacco use.

**Tobacco**

**Control**

**Sector**

**Activities**

*Whanau ora*

*Using tikanga to support Te Ara Ha Ora Plan Including:*

*Rahui*

*Mana*

*Kaupapa Maori models*

*Iwi Leadership – kaumatua and Kuia are Tupeka kore champions*

*Te Ara Ha Ora*

*Te Ara ha ora plan developed for the Northland / Auckland Region that will align to the national Te Ara Ha Ora Plan*

*Tupeka kore Papatuanuku*

*Aukati Kai Paipa*

*Smokerlyser standard tool for AKP*

*Training increased for AKP providers*

*Funding increase for Providers to meet the needs of their communities*

*Free NRT provided to AKP providers*

*Variety of NRT options available to community*

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## Working Together

**Impact of Tobacco Control Sector Initiatives**

# Smokefree Auckland / Northland 2025 Logic

Pacific (to discuss with Tala Pasifika)

# SMOKEFREE Auckland /Northland 2025

# Auckland and Northland Goal

**Tobacco**

**Control**

**Sector**

**Activities**

## Working Together

**Public**

**Legislation& Regulation**

**Cessation**

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# Smokefree Auckland / Northland 2025 Logic

Smokefree Environments

# SMOKEFREE Auckland /Northland 2025

# Auckland and Northland Goal

Quitting

Current smokers quit.

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**Tobacco**

**Control**

**Sector**

**Activities**

*Identify all first place workplaces for school leavers A Smokefree communication plan for all First place workplaces*

*100% smokefree environment developed for all workplaces*

*Policies, systems and smokefree signage in place as standard workplace practice*

*Workplaces*

*Quit card providers in every workplace*

*NRT available via quit card provider*

*Smokerlyser available to use as standardised equipment for quit card providers*

*Smokefree Champions supported in workplace*

*Pathway for referrals developed for every workplace*

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# Auckland and Northland Goal

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**Tobacco**

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**Sector**

**Activities**

*Organisations and Communities continue to advocate for Smokefree cars*

*Policies in place for all organisations and settings for Smokefree cars*

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**Legislation& Regulation**

*Smokefree cars*

**Cessation**

* More smokers use NRT
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*Smokefree Cars*

*Support provided to communities for smokefree cars through cessation providers towards quitting*

*Smokefree cars is the norm in the Auckland communities*

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Inequalities from tobacco use.

**Impact of Tobacco Control Sector Initiatives**

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Smokefree Environments

# SMOKEFREE Auckland /Northland 2025

# Auckland and Northland Goal

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**Activities**

*Share and disseminate information about smokefree Submissions that support the governments goal of a Smokefree 2025 Aotearoa to ensure coordination and consistency of messaging across the sector*

*Wero*

*Quit Bus access supported to increase cessation in community*

*G.P service and PHO Cessation information disseminated to enrolled patients in every practices*

*Utilising Social Media and development of a Communication plan to influence smokefree as the norm in all environments in all settings including Schools, Public spaces, business communities etc*

*Highlight Quitters /smokefree Champion stories*

## Working Together

**Public**

**Legislation& Regulation**

**Cessation**

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**Activities**

*Local Territorial Authorities*

*Quit card providers available in all council operated facilities*

*Access to Local Quit services disseminated with rates and council information*

Support Cancer Society and their smokefree work with The local Territorial Authorities

District licensing Authority, Public Health Units and police to continue to provide their regularity and legislative role

Smokefree clause inserted in every contract

*Media and Communication Plan Social Media, Billboards*

*Smokefree streets, outdoor public spaces, Playgrounds, leisure centres , cars, restaurant’s and events,*

## Working Together

**Public**

**Cessation**

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**Legislation& Regulation**

# Smokefree Auckland / Northland 2025 Logic

Communication Strategy

# SMOKEFREE Auckland /Northland 2025

# Auckland and Northland Goal

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**Activities**

*Central Government*

*Regional Cessation Treatment options available in community e.g. Quit Bus accessible across the Auckland Region*

*Smokefree signage visible in all central governments buildings and facilities*

*2025 Countdown clock on all websites and on Central Government Buildings*

*Submission template developed and shared with community to increase the awareness and visibility of a smokefree Auckland*

*A Smokefree clause inserted in every funding contract provided by all government departments*

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**Legislation& Regulation**

|  |  |  |  |
| --- | --- | --- | --- |
| Mental Health NGOsHousing NZ & WINZCancer SocietyRotary Board Trustees AssocStudent Councils/SchoolsCommunity houses & leadersTertiary Education ProvidersSmokers & successful quittersHealth Research CouncilMedia & MarketersMaori leaders/Iwi/MaraePacific LeadersChurch LeadersEpidemiologists & strategistsDental AssocKohanga ReoMaori Wardens | Smokefree Nurses AotearoaSUOIPoliceYouth advocatesMembers of ParliamentHapaiPharmaciesCollege of MidwivesPharmaceutical companiesNga MaiaBusiness AssociationsLocal communitiesSt JohnsSocial Service OrganisationDept. CorrectionsJustice – YouthNZCOSS | Health Promotion AgencyMaori Women’s Welfare LeagueAuckland Council & Northland Councils National Heart FoundationInspiring LtdRinga Atawhai (Aunties project)Cessation Providers & QuitlinePHOs & DHBs & ARPHSASH Doctors Pukawakawa (Akld Uni)Mental Health NGOsHousing NZ & WINZCancer SocietyRotary Board Trustees AssocStudent Councils/SchoolsCommunity houses & leadersTertiary Education ProvidersSmokers & successful quittersHealth Research CouncilMedia & MarketersMaori leaders/Iwi/MaraePacific LeadersDistrict Health Boards – Northland , Auckland, Waitemata, Counties Manukau  | Church LeadersEpidemiologists & strategistsDental AssocKohanga ReoMaori WardensSmokefree Nurses AotearoaSUOIPoliceYouth advocatesMembers of ParliamentHapaiPharmaciesCollege of MidwivesPharmaceutical companiesNga MaiaBusiness AssociationsLocal communitiesBudgeting servicesMinistry of HealthLions & Rotary Clubs Sports trusts/clubsGirl Guides/Scouts |

**Partners for Smokefree 2025 Action**

*Who needs to be at the table?*