These notes (labelled as part 1 and 2) are the result of a one hour Auckland workshop organised by the HPA as part of a series of tobacco control seminar in February 2014.  The participants were from across a range of tobacco control and health-related organisations, these notes are not indicative of any other smokefree plans or future directions but provide an example of workshopping regional priorities and translating these ideas (part 1) into a tobacco control intervention logic (part 2).

Auckland Regional Public health Service, Northern Regional Authority, The Northland DHB and Auckland regional  DHBs are working collaboratively on a regional tobacco control strategy.





HOW DOES THIS LINK TO THE NATIONAL PRIORITIES

– SMOKEFREE NATION ACTION PLAN 2013-2015?

Community Feedback

Submissions

* Public Support

Templates (Flow charts)

* National/localised data - Key messages
* FAQ – Referenced evidence based
* Menu of issues and how it relates to different groups e.g. Nurses – Pop harm (ownership)

AEIE Mums

* Prompt personal story
* Media releases
* Laymans terms (background)

Tool kits

* Projects examples
* Media releases
* FAQ

SF Iwi

* kaupapa protocols

In terms of journey remind leaders of our responsibility

* AKM
* Settlement phases incl. AK

Workplaces Cessation

* Organisations/workplaces
* Need smokealyzers for Kaimahi Midwives
* SF champions with organisation (HES)

SF Environments

* Streets and outdoor public places
* Questionnaires/surveys
* Rahui
* Extend existing areas
* Raise awareness of local Quit services increase visibility e.g. SF Mall – Quit stall in Mall
* SF signage visible community designed – ownership
* Subcontractors/contractors DHB Health Providers SF Policy

Legislation/Regulation Govt agencies all promoting SF2025 Govt commitment

* WINZ (MSD)
* CYFS
* Budget
* Housing Corp
* Etc.

WHAT TOOLS & RESOURCES DO WE NEED TO MAKE IT HAPPEN?

* More AKP Kaimahi – funding – and trained
* Health Prof/Community involvement/ownership

 - Champions

* Self “Policy” incentives to get comm. on board
* Kaumātua & Kuia on board to talk about
* Every Cessation Kaimahi funded to have a “work smokelyser” – particularly midwives to motivate referrals – get engaged
* Free NRT. Inhalers subsidised

- Variety of free NRT options – FREE (GPs too exp. or don’t go)

* Quit Buses to increase access to Quit services

– To take it to the people

TV on Bus!

- To strategically place (Pak ‘n Save, Warehouse, McDs)

- Pop Ups – as above

* Change the Medicines Act – Central Contract to develop
* Smokefree signs for Iwi-Tupeka Kare

- Pay Kamahi to promote

* Venues

- Fast food chains (young people)

- Supermarkets

- Warehouse

Connect with campaign message

High level engagement

WHAT IS AUCKLAND’S/NORTHLAND’S CALL FOR ACTION 2025?

* Tobacco Free Aotearoa
* Completing the 42 submissions being read/supported!!
* Ensure DHB – local govt – iwi involvement (achieve participation collaboration)
* Smokefree cars/playgrounds/restaurants
* Smokefree environment – Papatuanuku

Plain pack tobacco reading tonight!!

WHO IS MISSING FROM THE TABLE?

Reframed this to: Who needs to be at the table?

Health Promotion Agency

Maori Women’s Welfare League

Auckland Council & Northland Councils

National Heart Foundation

Inspiring Ltd

Ringa Atawhai (Aunties project)

Cessation Providers & Quitline

PHOs & DHBs & ARPHS

ASH

Doctors

Pukawakawa (Akld Uni)

Mental Health NGOs

Housing NZ & WINZ

Cancer Society

Rotary

Board Trustees Assoc

Student Councils/Schools

Community houses & leaders

Tertiary Education Providers

Smokers & successful quitters

Health Research Council

Media & Marketers

Maori leaders/Iwi/Marae

Pacific Leaders

Church Leaders

Epidemiologists & strategists

Dental Assoc

Kohanga Reo

Maori Wardens

Smokefree Nurses Aotearoa

SUOI

Police

Youth advocates

Members of Parliament

Hapai

Pharmacies

College of Midwives

Pharmaceutical companies

Nga Maia

Business Associations

Local communities

Budgeting services

Ministry of Health

Lions & Rotary Clubs

Sports trusts/clubs

Girl Guides/Scouts

St Johns

Social Service Organisation

Dept Corrections

Justice – Youth

NZCOSS

Need IT solution for communicating with whole group