

Māori and tobacco: Experience of use and responses

Introduction of tobacco to Aotearoa

- Prior to European contact Māori did not smoke tobacco
- Tobacco first introduced to Māori by Captain Cook in 1769

Nineteenth Century

- Tobacco became an article of trade for European with Māori as contact increased
- Māori women took up smoking at the same rate as men
- Māori using tobacco is recorded in paintings and early photographs
- Māori cultivated tobacco for personal use and in some cases for export
- Tobacco exchanged at Treaty Grounds to gathered iwi/hapu for signatures to the Treaty
- Heavy use of tobacco was recognised by the 1840's and officially recognised by government at the end of the 19th century

Twentieth Century

1900-1960

- The Young Māori Party recognised the negative effects of tobacco use
- The first cigarette machines were developed in the early 20th century
- Tobacco distributed to NZ troops during WWI and WWII – contributed to increased smoking rates

1960-1970

- In 1963 NZ broadcasting authorities ban tobacco on TV and radio
- In 1964 US surgeon report linked tobacco use with heart disease and cancer which led to increased action in tobacco control

1970-1980

- Recognised that measures to reduce smoking in NZ were not as effective for Māori

1980-1990

- 1984 Māori men and women were recognised as having the highest incidence of lung cancer in the world
- Labour Government initiated comprehensive tobacco control programme
- First Māori tobacco control programmes were delivered

1990-2000

- In 1990 the Smoke-free Environments Act was passed
- In 1993 the Public Health Commission facilitated a Māori tobacco control hui which led to the development of the first Māori national tobacco control contract and programme delivered by Te Hotu Manawa Māori
- A number of cessation services for Māori were developed. These initiatives were under-funded as no agreement could be reached about whether funding should come from the public or personal health sectors
- In 1996 the "Auahi Kore" brand and associated programmes was launched by the Health Sponsorship Council
- In 1997 the Wainuiomata hui led to formation of a steering group called Apaarangi Tautoko Auahi Kore (ATAK)

In 1998:

- Inaugural Auahi Kore conference held
- Pilot Quit Campaign implemented in Hamilton
- Pilot Aukati programme implemented – included use of nicotine replacement therapy (NRT)

In 1999:

- Quit campaign becomes national
- A range of organizations delivered Marae Auahi Kore programmes throughout the 1990s and continue to do so today

2000-2002:

- NRT subsidised by government
- “It’s about whanau” campaign developed in partnership with ATAK and the Quit Group and launched in 2001

In 2003:

- Framework Convention on Tobacco Control adopted. Included several ‘indigenous’ references. FCTC came into force in 2005
- Smoke-free Environments Amendments Bill passed and came into force the following year
- Māori Tobacco Control Strategy and Action Plan released by Apaarangi Tautoko Auahi Kore

In 2006:

- Vision of New Zealand being a tobacco free nation, TOA – Tobacco Out of Aotearoa, mooted by Hone Harawira at the national Aukati Kaipapa conference
- Director of Te Reo Marama presents a vision of ‘Tupeka Kore’ at the Smokefree Symposium
- Te Reo Marama launches anti-tobacco industry campaigns
- Māori given apology for use of ‘Māori Mix’ cigarettes by Altria – Philip Morris International
- WHO Indigenous Peoples Forum on Tobacco Use hosted by Te Reo Marama at Manurewa Marae, Manukau

In 2007

- Last National Aukati Kaipapa Hui held. To be merged with a National Cessation Conference

In 2008:

- New tobacco packaging regulations come into force that include pictorial warnings

In 2009:

- After a decade of biennial Auahi Kore Conferences, the 2009 conference is cancelled.
- A Māori Tobacco Intelligence Summit is called by Te Reo Marama, The Quit Group and The Health Sponsorship Council.

