



**Māori Affairs Select Committee Inquiry  
into the tobacco industry in Aotearoa &  
the consequences of tobacco use for  
Māori.**

***A Call To Action***



**Te Reo Marama**  
Kaupapa Tupeka Kore – Tobacco Free

# Accountability

**Gareth Davis BA**

Chief Executive, Aged 58



**15%**

**750 Lives  
90 Māori**



Peter G. Henriques  
Managing Director -  
British American Tobacco New Zealand



**76% 3800 Lives  
456 Māori**



Michael E. Szymanczyk  
Chairman and Chief Executive Officer  
Altria Group, Inc.



PHILIP MORRIS  
INTERNATIONAL

**6%**

**300 Lives  
36 Māori**



Te Reo Mārama

Kaupapa Tupeka Kore – Tobacco Free

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# Update

- Iwi:
  - Tainui, Kai Tahu, Kahungunu, Apa, Toa
  - Targeting Te Arawa, Ngati Awa, Hauiti, Porou
- Organisations
  - all tobacco contracted providers
  - Others – HRC, MWWL, Kohanga, NZFS etc
- DHBs
- Individuals

# Submissions

- **Focus:**
  - Tobacco Industry
  - Māori Tobacco Use
- **Submissions: Written 29 January 2010**
- **Submissions: Oral – TBA**

# Purpose

1. Gain a comprehensive understanding of the actions of the tobacco industry to promote tobacco use amongst Māori, and
2. Understand the impact of tobacco use on the health, economic, social, cultural and developmental impacts on Māori
3. Policy and legislative measures to address the findings.

# Terms of Reference

1. The historical actions of the tobacco industry to promote tobacco use amongst Māori.
2. The impact of tobacco use on the health, economic, social and cultural wellbeing of Māori.
3. The impact of tobacco use on Māori development aspirations and opportunities.
4. What benefits may have accrued to Māori from tobacco use?
5. What policy and legislative measures would be necessary to address the findings of the Inquiry?

# Submitters

- Finding submitters from the community is:
  - **REAL, COMPELLING, PROVOCATIVE**
- Looking for:
  - Personal quit stories;
  - An iwi/hapū view of tobacco's impact on the people;
  - A cessation workers view from the coalface;
  - A smoker's journey to addiction;
  - A Rangatahi perspective;
  - Death/loss of a whānau member, whānaunga/relative, friend, partner etc.

# Key Messages

- **Barrier:** Tobacco is a barrier to meeting Māori potential, aspirations and development goals.
- **Accountability:** It is about holding the tobacco industry accountable and responsible for **all** Māori deaths and illness from tobacco.
- **No Tobacco industry:** Tobacco Out of Aotearoa - Tobacco is a sunset product: The tobacco industry is a sunset industry. Gone by 2020.

# Recommendation 1

## Removal of tobacco for supply

Provide examples of restricting e.g. licensing retail; through to removing the product over a time period

- 1: That tobacco supply is restricted using regulations and legislative measures with the goal of eliminating tobacco by 2020.*
- 2: That sales to minors is strictly enforced with particularly emphasis placed in areas with educational facilities – Primary/Secondary Schools.*
- 3: That all tobacco displays are removed from point of sale by 2010.*

# Recommendation 2

## Accountability:

- 1: Hold further enquiries on the Tobacco Industry practices in New Zealand via a Ministerial appointed Taskforce on Tobacco or a Royal Commission of Inquiry.*
- 2: A sustainable industry denormalisation programme and counter marketing campaign is developed and implemented in 2010.*
- 3: That the FCTC Guidelines on Article 5.3 (Protection of public health policies with respect to tobacco control from commercial and other vested interests) are fully implemented in 2010.*

# Recommendation 3

## Taxation:

- 1: That a **dedicated tax**, from the existing tobacco taxation revenue (over \$1B), be established in 2010. The tax to be used to fund services/programmes ranging from health promotion programmes, enforcement, cessation/quit services, research and advocacy services. A substantive budget increase that truly reflects the disproportionate negative impact tobacco use has on Māori is required.*
- 2: **Increase tobacco tax** each year, from 2010, by 5% as recommended by the World Bank and the World Health Organization (WHO) along with the current annual CPI adjusted increases.*
- 3: **Harmonise** tax on loose tobacco with manufactured cigarettes in 2010.*

# Recommendation 4

## Framework Convention on Tobacco Control (FCTC):

- 1: That the Government actively monitors, demonstrates and reports how it meets its international obligations under the FCTC directly with Māori each year on the Pre-ambble and Article 4.2 (c).*
- 2: That the Government actively implements FCTC Guidelines on Article 5.3 in 2010.*
- 3: That the Government actively implements FCTC measures in Article 6 (Price and tax measures).*
- 4: That Article 16 (Sales to and by minors) provisions, that include the prohibition of vending machines, are fully implemented.*

# Media - Tools

The following tools can be used to push viewpoint into the public forum.

- **Media releases** –Provides an opportunity to raise the issue.
- **Letter to the editor** - Use to support or oppose an positions.
- **Interviews** – radio, TV, magazines, newspapers

# Minister 'misses point' on bid to restrict tobacco sales, use

by Jessica Wauchop

TAIRAWHITI District Health Board will appeal to the Maori affairs select committee in an effort to gather momentum and support for its bid to heavily restrict the sale and use of cigarettes.

Associate Minister of Health Tariana Turia rebuffed the board's proposal to make tobacco a prescription-only drug but board member Brian Wilson says the minister missed the point.

Dealing with people once they started smoking was the wrong way to reduce the negative health effects, said Mr Wilson.

"To say tobacco can't be classified as a prescription drug under the Medicines Act is a bit weak — they can do anything they like when they're the Government — but also distracts from the main idea," he said at the board's monthly meeting yesterday.

"We have got to prevent people from ever starting in the first place. I personally am not going to let this one just

be passed over.

"The purpose of the letter (to Ms Turia) was to start discussions along this line . . . making tobacco a prescription drug was just one example of how people could be prevented from starting smoking.

"The real argument is about which mechanisms we can use to ban tobacco or restrict access to it.

"Nicotine replacement therapies help to a certain degree but they are not the full answer. Banning retail displays is just fiddling around with the issue.

"Why not deal with the actual problem?"

"Other countries are already looking at doing this. I believe in the future tobacco won't be available to buy at dairies because cigarettes will be restricted."

The first step could be to classify tobacco, said Mr Wilson.

Cannabis was a controlled substance and as tobacco was also a harmful drug it should be a classified substance as well, he said.

The board supported making a detailed submission and speaking with the Maori affairs select committee as part of the Midland Smokefree Vision.

Ms Turia said, in her letter to the board, the Government was looking at ways to make quit-smoking initiatives more effective.

The Maori affairs select committee was conducting an inquiry into the tobacco industry and the consequences of tobacco use for Maori, she said.

"I have also asked the Ministry of Health to monitor other countries for moves to ban retail displays of tobacco products and for evidence of the effectiveness of such bans."

“ To say tobacco can't be classified as a prescription drug under the Medicines Act is a bit weak — they can do anything they like when they're the Government ”

— Brian Wilson



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Thursday, November 26, 2009

## Common sense up in smoke

**O**UR lead story yesterday was a compelling one about a community standing up against the easy availability of alcohol and its association with crime, domestic violence and drink-driving misery.

It's a commendable stance well supported by those in authority with the power to match actions and enforcement with words and motive. But it's also a curious move, given the easy availability of other more dangerous substances.

And it raises again the question of how far we are prepared to go to influence people's habits and save them from themselves.

The story reported that licensing authorities had been successful in stopping the granting of a liquor licence to a new liquor store in Waitara. It also said those same authorities were considering stopping the licence for a bottle store operating inside a service station.

Again, commendable, and to be applauded as we all respond to the sad, sorry

aftermath of having cheap, easily available alcohol in our society.

But no doubt in that same service station, like every other one around the country, a person could just as easily buy a substance that kills many more people than alcohol. In fact, it is the biggest killer in this country and easier to purchase than a dozen Exports or pack of Woodies.

Alcohol kills roughly one-fifth of the number taken each year by tobacco – about 5000 annually – but the cigarettes take pride of place (albeit behind a screen) at dairies, supermarkets, petrol stations and pubs.

So while a community can stand up and yell enough over the distribution of alcohol in its area, and have some success, it appears to have no power to control the sale and distribution of another more clinical killer in its catchment.

Even though there is plenty of evidence to prove a correlation between rates of smoking and the availability of cigarettes, no special

licence is needed to sell them and those who sell such dangerous goods do not have to meet any acceptable standard of behaviour or propriety, unlike their alcohol-selling counterparts.

Many of you will argue that the state has no right to intervene in the transactions between a business and its prospective clients; that there is now a surfeit of information about these products and their dangers.

Let the buyer beware.

That too is a good argument, and one which resonates with a Kiwi public that threw out the previous government in part because it tired of being told what to do and how to live.

But if we are to continue along this path of trying to save people from themselves, it is worth examining the absurdity of regulations that allow strict controls on the sale and distribution of one dangerous product but relatively little restraint on trade of another, potentially more lethal substance.

## Support for editorial on tobacco

THE editorial Common Sense Up In Smoke (November 26) provides insight into the hypocrisy of tobacco sales to our communities, which results in 5000 New Zealanders dying each year, with little regulation or restriction.

Tobacco is not a normal product despite it sitting alongside the milk, lollies and bread. If a car manufacturer came out with a vehicle that was guaranteed to kill 50 per cent of its consumers each year, as tobacco does, it would never get on the market or would be recalled with immediate effect.

Government intervention is not always appreciated but I would love Nanny to get involved with a caring and protecting attitude that sits alongside a New Zealand society that is rapidly evolving away from tobacco.

Smoke-filled offices, bars and clubs are already consigned to the past – does anyone really want to return to that?

The vision of restricting then eliminating tobacco by 2020 is a goal for the non-government organisations involved in this fight against the industry. This is a sunset industry that brings no public benefit or good to our communities.

**SHANE KAWENATA BRADBROOK**  
Director, Te Reo Marama – Kaupapa  
Tupeka Kore: Tobacco Free



# Smokefree policy to target 30 beaches

## Western Bay of Plenty Mayor says council being responsible

A smokefree policy targeting 30 beaches is to be introduced in a popular holiday region.

The beaches, including Waihi and Maketu, will come under new Western Bay of Plenty District Council rules. The policy will also cover the towns of Katikati and Te Puke.

Western Bay of Plenty Mayor Ross Paterson said the council hoped the policy would raise awareness of anti-pathology many people now have toward smoking in public areas.

"This is not a ban — council has no intention of taking any action against people for smoking in public spaces.

"But it is a strong affirmation by this council to support a smokefree environment and to empower people to ask someone who is smoking to please

stop," he said. "If we can raise the public's awareness of the dangers of smoking on our children, young people, the environment and our communities in general, then I believe we are fulfilling our role as a responsible local authority."

Mr Paterson said he did not believe there would be any problems with the policy on the beaches.

"Nobody wants to take their kids to the beach to play in an ashtray."

Feedback on the policy was positive and only a couple of people had questioned how it would be enforced.

The policy was initiated by the Bay of Plenty Public Health organisation Toi Te Ora.

Council staff had last week recommended the council make all its public

facilities, except beaches, smokefree.

But councillor Sam Dunlop moved another option be adopted, which included beaches in the list of smokefree public spaces. This was unanimously backed by the council's policy and planning committee, the *Bay of Plenty Times* reported.

Most people spoken to in some of the affected areas supported the move, but many questioned how it would be policed. "You only have to go up to Tauranga Hospital to see it's not working," said councillor Kevin Marsh.

One Waihi Beach resident, who asked not to be named, said: "Really what you are saying is people are just asked nicely not to smoke but can do so if they want?"

— NZPA



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# Tobacco at fag-end of deadly reign

I read with interest your editorial "Smokefree beaches?" (October 24) on the Western Bay of Plenty District Council decision to ban smoking on its region's beaches.

The council may be ahead of most other councils in New Zealand but, trust me, they will soon be overtaken as other local authorities realise the tobacco issue is now heading towards it demise as a socially acceptable killer in our midst.

I would contend that this will not be seen, as you suggest, as a "draconian". Look at the reality: 80 per cent of New Zealanders are non-smokers and within the 20 per cent of smokers over 75 per cent don't like the addiction. So in

terms of political risk or a perception of some draconian rule this is a non-contest.

It is not a health issue, as you point out, but a role-modelling and environmental issue. Denormalising this product is part of the struggle to reduce and eliminate the 5000 preventable deaths each year in this country.

Tobacco (and the companies that produce this) is a sunset industry. They bring no public benefit to remaining in business. Societies evolve, as demonstrated up there in Western Bay of Plenty.

**SHANE KAWENATA**  
Bradbrook Director  
Te Reo Mārama, Wellington



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# Call to action...

- **Influence** local MPs e.g. Letters of support for the Inquiry; ask for their position/thoughts on Māori tobacco use.
- **Media:** Letters to the editor: support Inquiry or positions e.g. tax increases; removal of displays etc
- **Sign Petition:** [www.globalink.org/petitions/](http://www.globalink.org/petitions/)
- **Postcards:** Hand out – clients, networks
- **Submissions:** Write Individual/Organisational





