



SMOKEFREE COALITION STRATEGIC PLAN

July 2008 - June 2011

(Third Draft 27 February 2008)

Introduction

The Smokefree Coalition is a national organisation established in 1995 to advocate for more tobacco control interventions by Government and by governmental and non-government agencies. It became a Charitable Trust in July 1997 and as such has a Deed of Trust which includes some overall aims and objectives.

This document seeks to elaborate on the objects outlined in the Trust Deed and thereby form a framework document to guide and inform annual work plans.

Vision for New Zealand

The Smokefree Coalition's vision is of a smokefree New Zealand.

Mission Statement

The Smokefree Coalition will work to improve the health of all New Zealanders, and reduce health inequalities, by reducing tobacco use.

It will advocate for a smokefree New Zealand.

Philosophy

- The Smokefree Coalition actively supports the principles of the Treaty of Waitangi. In recognition of this it will evaluate all activities in terms of Māori health impacts with a view to determining the approach to be taken in each instance, and work collaboratively with organisations seeking to address the impact of tobacco on Māori.
- The Smokefree Coalition will use the best available evidence to formulate its advocacy policy.
- The work of the Smokefree Coalition will emphasise a population-based, public health approach.
- The Smokefree Coalition will build strategic alliances with key organisations and individuals including Māori and Pacific peoples organisations which share common goals.
- The Smokefree Coalition supports the principles of the Ottawa Charter and its work will reflect the range of strategies advocated by the Charter:
 - building healthy public policy
 - re-orienting health services

- creating supportive environments
- strengthening community action
- developing personal skills.
- The Smokefree Coalition will seek to support and strengthen member organisations to work towards a smokefree New Zealand.

Core Functions

- to develop, maintain and strengthen strategic alliances
- to coordinate and strengthen the advocacy efforts of agencies involved in tobacco control with the objective of presenting a unified approach to Government on such matters
- to advocate for strong tobacco control measures especially through legislation and regulation (including enforcement), taxation, health promotion and cessation
- to monitor and disseminate research findings and tobacco control developments in New Zealand and internationally
- to disseminate information to members, Government and the general public through the publication of a subscription free electronic newsletter and the maintenance of an up-to-date website
- to monitor and expose the tobacco industry and to make transparent its activities and the activities of associated organisations
- to maintain the financial viability of the coalition by contracts and donations.

Advocacy Strategies

1. Articulate the vision for a smokefree Aotearoa/New Zealand and gain the active support of members and stakeholders in support of the vision.
2. Develop, maintain and strengthen strategic alliances and expand the membership of the Smokefree Coalition.
3. Coordinate and strengthen the advocacy efforts of agencies involved in tobacco control with the objective of presenting a unified approach on such matters.
 - Keep those involved in tobacco control informed of current issues and actions in ways listed above.
 - Provide opportunities for a range of organisations to support advocacy strategies.
 - Liaise with other key public health organisations.
 - Support networking opportunities for organisations involved in smokefree work.
 - Maintain and publish annually an accurate database of tobacco control workers.
4. Monitor and disseminate research findings and tobacco control developments in New Zealand and internationally.

- Commission research as and when needed on issues associated with smokefree legislation, regulation and promotion.
 - Monitor and disseminate inputs, outputs and outcomes of tobacco control interventions.
 - Be conversant with and disseminate current research in NZ and internationally through Globalink, Internet, journals and bulletins and other sources.
 - Maintain an information base on a variety of tobacco-related topics.
 - Actively support the implementation of a tobacco control research strategy.
5. Advocate for strong tobacco control measures by employing the resources of the Smokefree Coalition's members and stakeholders, especially through legislation and regulation (including enforcement), taxation and health promotion.
- Maintain regular contact with key decision-makers where appropriate, by letter, visits and presentations.
 - Maintain relationships with key government agencies such as Ministry of Health, District Health Boards/PHOs/PHUs and other providers as appropriate both formally and informally.
 - Maintain relationships with the media, by regular media statements and letters to the editor, direct contact with editors, leader writers and journalists.
 - Maintain relationships with members of the Coalition, by regular contact including the *Tobacco Control Update*.
6. Monitor and expose the tobacco industry and make transparent the activities of associated organisations.
- Monitor international research and litigation against the tobacco industry.
 - Inform the members, government and general public about the past and present activities of the tobacco industry and advocate for action.
7. Disseminate the information to members, the tobacco control community, government and the general public.
- Financially support an email information service such as the *Tobacco Control Update*, as the primary way of providing tobacco control colleagues, politicians and others with summarised current information.
 - Attend relevant meetings of tobacco control workers to provide updates on current tobacco control advocacy issues.

Advocacy priorities

Coordinating the campaign to end smoked tobacco in Aotearoa/New Zealand within ten years through such measures as:

1. *The Vision for a Smokefree Aotearoa/New Zealand*: Complete the "Vision" statement and identify the steps which will enable the vision to be realised.

2. *Tobacco denormalisation*: Continue to expose the activities of the tobacco industry, and hold it accountable for tobacco-related illness and death to reduce the impact of tobacco related illnesses on the population.
3. *Price (Tax and Duty Free)*:
 - advocating for regular tax increases
 - promoting the end of duty free cigarettes being available at the border.
4. *Sale and supply of tobacco products*: Advocate for strengthened regulation of the sale and supply of tobacco products. (See the recommendations arising from the “Gravitas Report”)
5. *Smoking cessation*: *Believing that smokers should be encouraged to make more quit attempts, more often; support and advocate for adequately-funded interventions.*
6. *Monitoring and surveillance*: Advocate for high-quality, consistent data on smoking-related issues, and ensure the Ministry of Health undertakes adequate monitoring.
7. *Health promotion activities*: Advocate for adequate funding for local and regional health promotion activities, including promotion of smokefree settings such as homes and cars. Consider the best way to work in with PHOs.

Other key issues

- *Mass media campaigns*: Advocate for increased funding for a variety of media campaigns and messages, delivered in a number of media including cinema. The advice of a media placement expert should be sought for each campaign and target audience.
- *Enforcement*: Support the provision of adequate resourcing to ensure active enforcement of the Smoke-free Environments Act, for example, sales to minors, smokefree DHBs, smokefree workplaces, advertising bans.
- *Funding for tobacco control*: Advocate for the best value for existing tobacco control money, for more new money for campaigns etc, and more resourcing within the Ministry of Health and DHB. There is a need to re-estimate the amount of tobacco control funding required over the next five years.
- *Participation of Māori and Pacific peoples*: Support increased participation of Māori and Pacific people in tobacco control at all levels and seek to facilitate this happening.
- *Legislation*: Continue to support improvements to the smokefree environments legislation with a particular emphasis on the legislation being extended to include prisons.
- *Workforce development*: Advocate for funding for increased training and up-skilling of tobacco control workers, health professionals and students.
- *Youth and schools*: Work with groups committed to delivering the smokefree message to young people and through schools