



Runanga Whakapiki Ake i te Hauora o Aotearoa
Health Promotion Forum of New Zealand

**SUBMISSION TO THE MĀORI AFFAIRS SELECT COMMITTEE INQUIRY
INTO THE TOBACCO INDUSTRY IN AOTEAROA AND THE CONSEQUENCES OF
TOBACCO USE FOR MĀORI**

TO THE MĀORI AFFAIRS SELECT COMMITTEE

Chair: Tau Henare MP

**This submission is from the
Health Promotion Forum of New Zealand -
Runanga Whakapiki Ake i te Hauora o Aotearoa Incorporated**

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Summary

1. We congratulate the Māori Affairs Select Committee for its clear visionary leadership in holding this Inquiry.
2. We recommend that the Select Committee recommend to Government that a full, coherent and effective set of tobacco control strategies become Government policy and priority in order to achieve Tupeka Kore Aotearoa.
3. We are concerned that reducing public health funding will impact most on the very providers and workforces that are among those most essential to achieve Tupeka Kore Aotearoa.
4. We recommend that the Select Committee recommend to Government that it ensure there are the financial and other resources required for New Zealand to have an effective, well-informed, sustainable and comprehensive public health service and workforce.
5. We request the opportunity to speak to the Inquiry hearing.

Health Promotion Forum of New Zealand - Runanga Whakapiki Ake i te Hauora o Aotearoa Incorporated (“HPF”)

6. HPF builds leadership, relationships and the workforce in health promotion in order that all people can enjoy their right to Hauora.
7. HPF has 135 member organisations. A condition of membership is that organisations must not receive money from the tobacco industry. HPF is a member of the Smokefree Coalition.
8. HPF is committed to Te Tiriti o Waitangi and prioritises the development of Māori health promotion practice and the Māori health promotion workforce.
9. We wish to appear before the Committee to speak to our submission.

Our admiration of the Select Committee holding this Inquiry

10. We congratulate the Māori Affairs Select Committee for its clear visionary leadership in holding this Inquiry.
11. At the HPF Symposium in July of last year, the Governor-General spoke warmly about the World Health Organisation Commission on Social Determinants of Health. He said:

“It is often said that good health promotion is about ensuring healthy communities, symbolically represented by the fence at the top of the cliff rather than the ambulance at the bottom.

“The Commission went much further by effectively questioning why the cliff exists in the first place.”¹
12. The Select Committee is also questioning why the cliff exists in the first place.

Terms of Reference 5: Policy and legislative measures to address the findings of the Inquiry

13. We support the vision of the Smokefree Coalition: Tupeka Kore Aotearoa; a tobacco free New Zealand by 2020.
14. You will have received many submissions from organisations and people with considerable expertise, experience and commitment to improving the health and wellbeing of Māori. They will have told you of the terrible toll of tobacco.

¹ Speech by Hon. Sir Anand Satyanand Governor General of New Zealand, to the opening of the Health Promotion Forum Symposium, Wellington, 15 July 2009. <http://www.gg.govt.nz/node/1844> Accessed 28 January 2009.

15. They will also have given excellent advice on endgame and supplementary strategies for achieving Tupeka Kore Aotearoa.
16. The importance of this issue to the health and wellbeing of Māori and for Māori potential, aspirations and development goals is such that action is urgent.

Recommendation 1:

17. *The Select Committee recommends to Government that a full coherent and effective set of tobacco control strategies become Government policy and priority in order to achieve Tupeka Kore Aotearoa.*
18. Achieving Tupeka Kore Aotearoa will also require an effective, well-informed, sustainable and comprehensive public health service and workforce.
19. We are concerned that the increasing cost of treatment services and change in government priorities means that funding for public health services is reduced. This will mean a reduction in public health services and positions, with positions with specific statutory responsibilities likely to be retained ahead of other positions.
20. This will especially impact on the health promotion and Māori workforces and may well impact on the providers with closest links to communities. These are among the very workforces and providers that will be most essential in achieving Tupeka Kore Aotearoa.

Recommendation 2:

21. *The Select Committee recommends to Government that it ensure there are the financial and other resources required for New Zealand to have an effective, well-informed, sustainable and comprehensive public health service and workforce.*