

Media Release: Iwi Take On Tobacco
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Press Release: Te Reo Marama

Te Reo Marama has welcomed the adoption of the Ngati Kahungunu Tobacco Use Strategy by the iwi to rid tobacco completely from .

“This is the first iwi to take on tobacco use amongst its people by adopting a comprehensive strategy to rid tobacco using both traditional cultural lore and from The iwi should be commended for their leadership on such a devastating killer of Kahungunu peoples.

“The challenge has been taken up by Kahungunu and in doing so I hope that other iwi also determine that tobacco has to be removed from The reality is that tobacco kills over 600 Maori each year so the loss is felt from North to South and all points in between. Tobacco is an equal opportunity killer.” said Mr Bradbrook.

Reference:

Ngati Kahungunu: <http://www.kahungunu.iwi.nz/index2.html>

Ngati Kahungunu Tobacco Use Strategy

- **Strategic Intent – Aim**

To lead the *iwi* in reducing smoking prevalence and tobacco consumption rates within a ten year period prior to totally eliminating tobacco use within Ngāti Kahungunu.

- **The Underlying Mission and Guiding Principles**

The Ngāti Kahungunu Tobacco Strategy is based on the Mission and Guiding Principles reflected in the *Ngāti Kahungunu 25 Year Vision*:

The Mission

- To enhance the *mana* and well-being of Ngāti Kahungunu *iwi*

Guiding Principles

- *Te tuhonohono o Kahungunu* - how we relate to ourselves.
- *Te hononga mareikura o Takitimu* - how we relate to every other *iwi*, *hapū* and *whānau*.
- *Te whakaputanga o ngā Rangatira* - the declaration of independence, how we relate to every other race and country in the world.
- *Te Tiriti o Waitangi* - how we relate to the Crown.
- *Te Kotahitanga* - how to achieve Māori sovereignty.
- *Kanohi ki kanohi* - how to do it; face to face.

- **Goals**

To significantly reduce tobacco prevalence and consumption rates prior to elimination of tobacco from Ngāti Kahungunu as an *iwi*.

Cessation

- Increase quit attempts by smokers within the Ngāti Kahungunu *iwi*

- Advocate the use of national and regional cessation services that are culturally appropriate for Ngāti Kahungunu *iwi*
- To significantly reduce the prevalence rates within the Ngāti Kahungunu *iwi*
- To eliminating the prevalence rates within the Ngāti Kahungunu *iwi*

Exposure to second-hand smoke

- To advocate significant reduction then elimination of smoking in *whare tupuna/wharekai/marae, kainga/homes and waka/vehicles*

Eliminating smoking activity (other environments/events)

- To eliminate **all** tobacco from significant places: *wāhi tapu, urupā, maunga and awa* within the Ngāti Kahungunu *rohe*
- To make **all** Ngāti Kahungunu events initially Auahi Kore (Smokefree) then Tupeka Kore (Tobacco-free) .e.g. Annual General Meeting

Eliminating smoking initiation

- To significantly reduce then eliminate the uptake of smoking amongst *rangatahi* from Ngāti Kahungunu *iwi*

- **Objectives**

In order to achieve the overall goals this strategy aims to:

1. Increase quit attempts amongst Ngāti Kahungunu smokers (Cessation);
2. Reduce then eliminate exposure to second-hand smoke (Environments);
3. Exposure to smoking activity
4. Reduce then eliminate smoking initiation (Rangatahi-Youth).