



Ngāti Kahungunu Iwi  
INCORPORATED

## MEDIA RELEASE – 11 May 2010

Ngati Kahungunu Iwi Inc. Chairman – Ngahiwi Tomoana

### **‘Living longer for a brighter future’**

***“We want our parents and grandparents to live longer so they can nurture and nourish their future generations for the wellbeing of the whole nation”.***

“In my position on the Hawkes Bay District Health Board I am aware of the health implications from the heavy predominance of Māori who smoke especially Māori women. For example, recent statistics show that over 50% of pregnant Māori women are smokers. This is a crime against our future generations and is an example of why Ngāti Kahungunu has adopted a tobacco free strategy for the whole rohe”

“Because of the heavy incidence of Māori smokers it’s a sensitive issue, therefore rather than extolling the negatives of smoking it is the job of the iwi to illuminate the positives of not smoking”.

“One of the greatest positives of ‘not smoking’ is that mokopuna will clearly have the advantage of having grandparents and great grandparents that don’t exist now”.

“Statistics show that for over the past forty years Māori men have died between the ages of 60-64years while Māori women have died at an earlier age between 55-70yrs compared to our pakeha counterparts who live on average of 10-15 years longer”.

“Other positives of ‘not smoking’ is that the knowledge transfer of tikanga, kawa, aroha and manaaki will continue throughout a child’s life to their 30’s and 40’s and even their 50’s”.

“We have a major population explosion amongst the young generation but we have a major early death rate as well. A large contributor to that is smoking”

“Wananga will be at the fore to encourage whanau to give up smoking but there are other processes to be engaged as well. The iwi plans to approach all tobacco retail outlets, petrol stations and corner dairies within the Kahungunu rohe to remove tobacco displays from their outlets as this is a major magnet for young developing minds. Retailers will be made aware of why this campaign is vital for increasing Māori longevity”.

“Ngāti Kahungunu is realistic enough to know that things will not happen immediately but we want a slow moving affect so that over the next 10 years smoking will be minimal amongst our people”.

“Ngāti Kahungunu is supporting Government in a move towards an ever increasing prohibition of smoking in public places but insist there must be support of smokers during these actions because these addictions may lead to other addictions”.

***“We want our parents and grandparents to live much longer lives so they can nurture and nourish their future generations for the wellbeing of the whole nation”.***

**Ngahiwi Tomoana - Chairman**

**Ngati Kahungunu Iwi Incorporated**

**PO Box 2406, HASTINGS**

**Ph: 06 8762718**