



## 2016 Smokefree Research Symposium

---

# Achieving a Tupeka Kore 2025: *Endgame priorities with Māori*

Andrew Waa

Te Rōpū Rangahau Hauora a Eru Pōmare

University of Otago

ASPIRE2025



# Overview

- ▶ Background
- ▶ Progress
- ▶ The future
- ▶ Thinking about an endgame strategy
- ▶ Priorities (IMHO) *with* Māori

# Background

*...the tobacco companies can go to hell. We will no longer sacrifice our generations so you can make profits... (Hone Harawira)*

- 2003: Indigenous clauses introduced to FCTC
- 2006: Māori party bill on eliminating tobacco supply
- 2006: *Kaupapa Tupeka Kore* announced
- 2006: Tobacco control community mobilization
- 2010: Māori Affairs Select Committee Inquiry

# Recap on progress

## ➤ Policies and legislation:

😊 POS and plain packs

😊 Sales to minors penalties & duty free

😊 Taxation

## ➤ Interventions:

😞 Disinvestment in tobacco programmes (Edwards, 2015)

😞 Lack of action on MASC recommendations (Ball, 2016)

😞 Realignment towards focus on reactive services (Edwards, 2015)

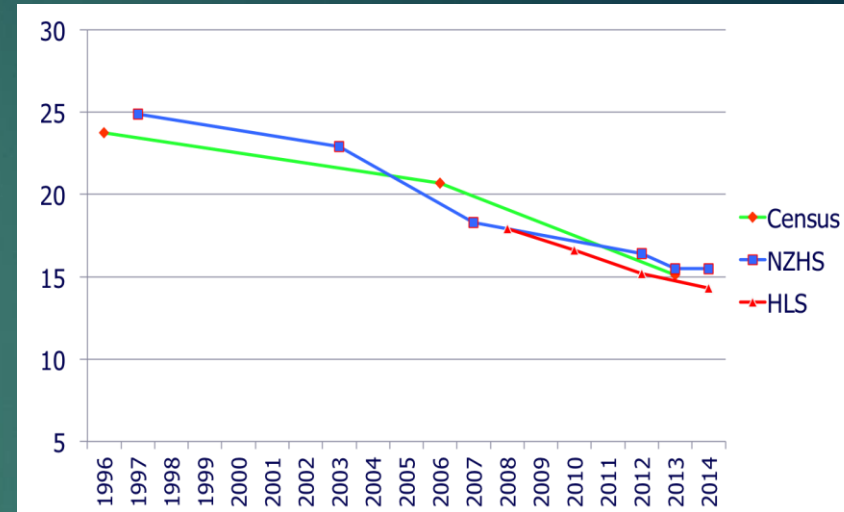
😞 A comprehensive tobacco control programme?

▶ Cessation will have limited impact (Chapman, 2016)

▶ Need a balanced programme (incl policy) (Edwards, 2015)

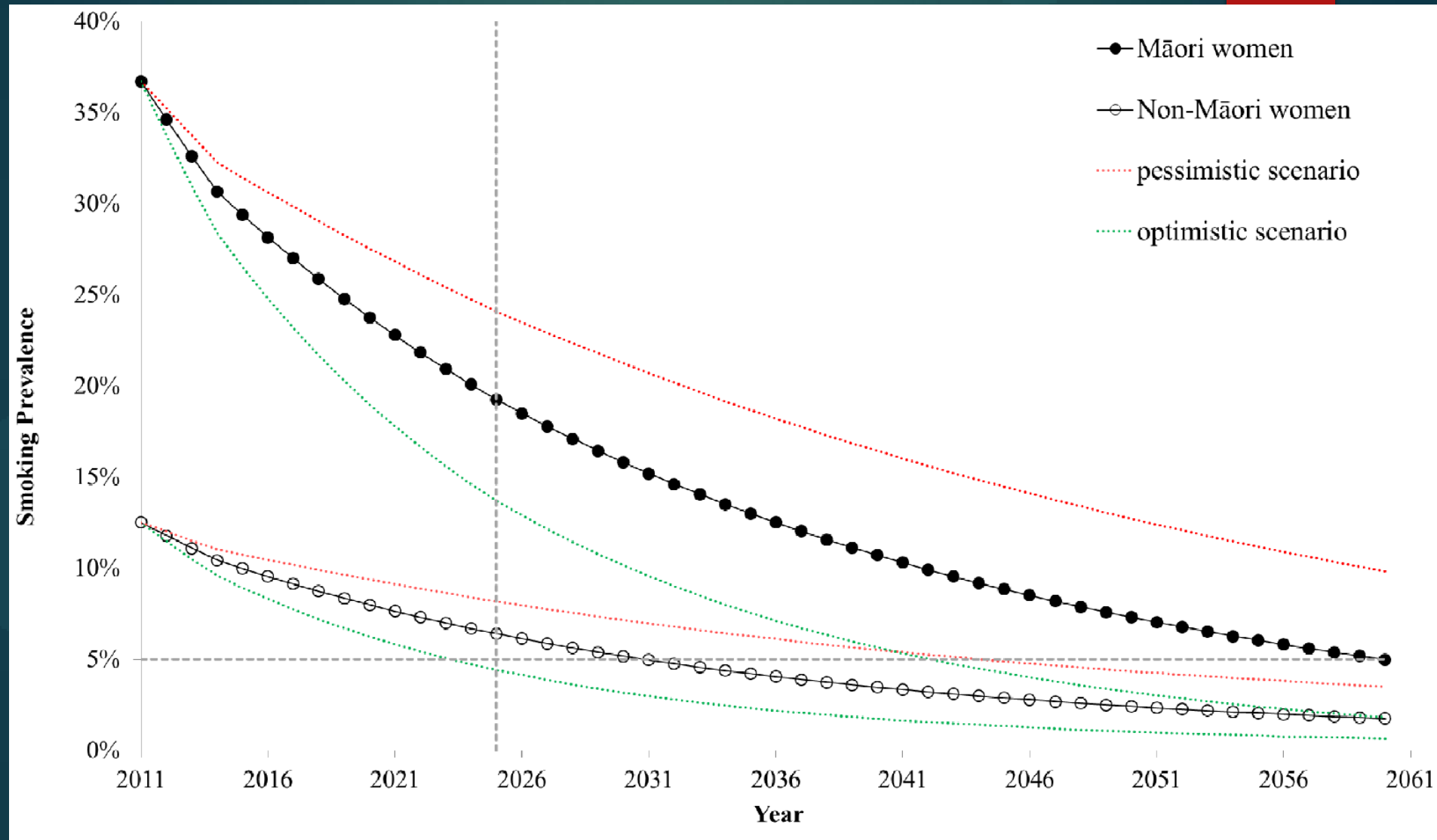
# Where are we at?

- General population reductions
- Survey results Inconsistent
  - particularly for Māori (Ball, 2016)
- Disparities for Māori continue, and continue, and continue... and are likely to continue



Ball J, et al. *N Z Med J* 2016;129:11-22

# Business as usual projections of daily smoking prevalence: Females



# A strategic approach

- ▶ Gendall et al 2013; Edwards, 2015:  
Support for endgames = voting constituencies
- ▶ Edwards, 2015:  
Māori support mixed but still substantial = a bit of work to do
- ▶ Edwards, 2015:  
Good potential for supply side policies logical but under utilised
- ▶ Ongoing calls for a strategy

# A government led endgame strategy?

- Needed to justify resources
- Timeframes?
- Continued BAU & incremental change?
- Treaty?
- Essential but also likely to fall short



# A beyond BAU endgame strategy



- A sector led strategy

# What could a beyond business as usual strategy look like?

## **Challenge # 1:**

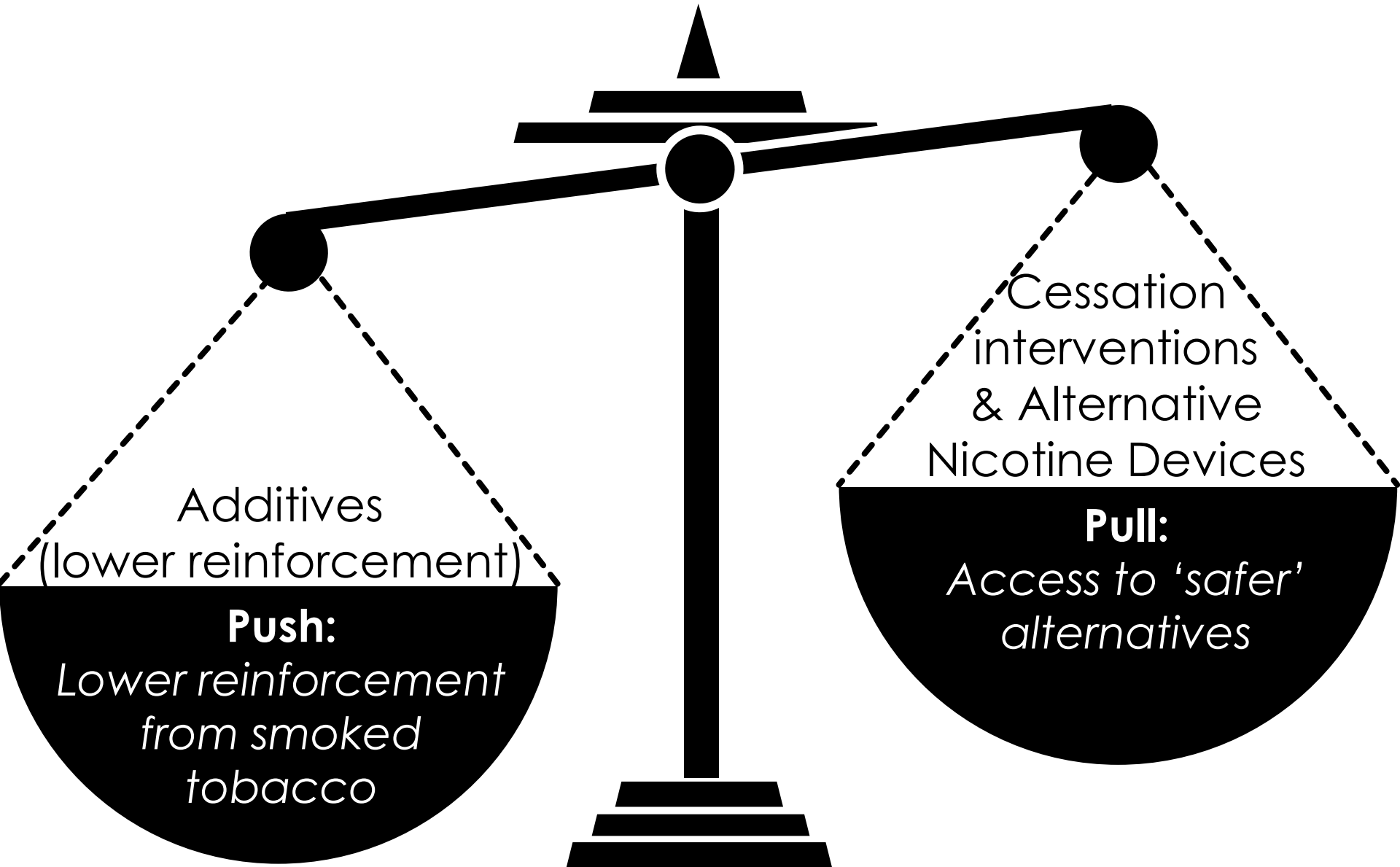
*What do we mean by a TKA/SFNZ?*

- ❖ Differing understandings (Gendall, 2014; Ball, in-print)
- ❖ Abstinence vs Harm Minimisation
  - Abstinence aligned to Māori Tupeka Kore aspirations
  - Harm minimization fundamentally changes endgame goal

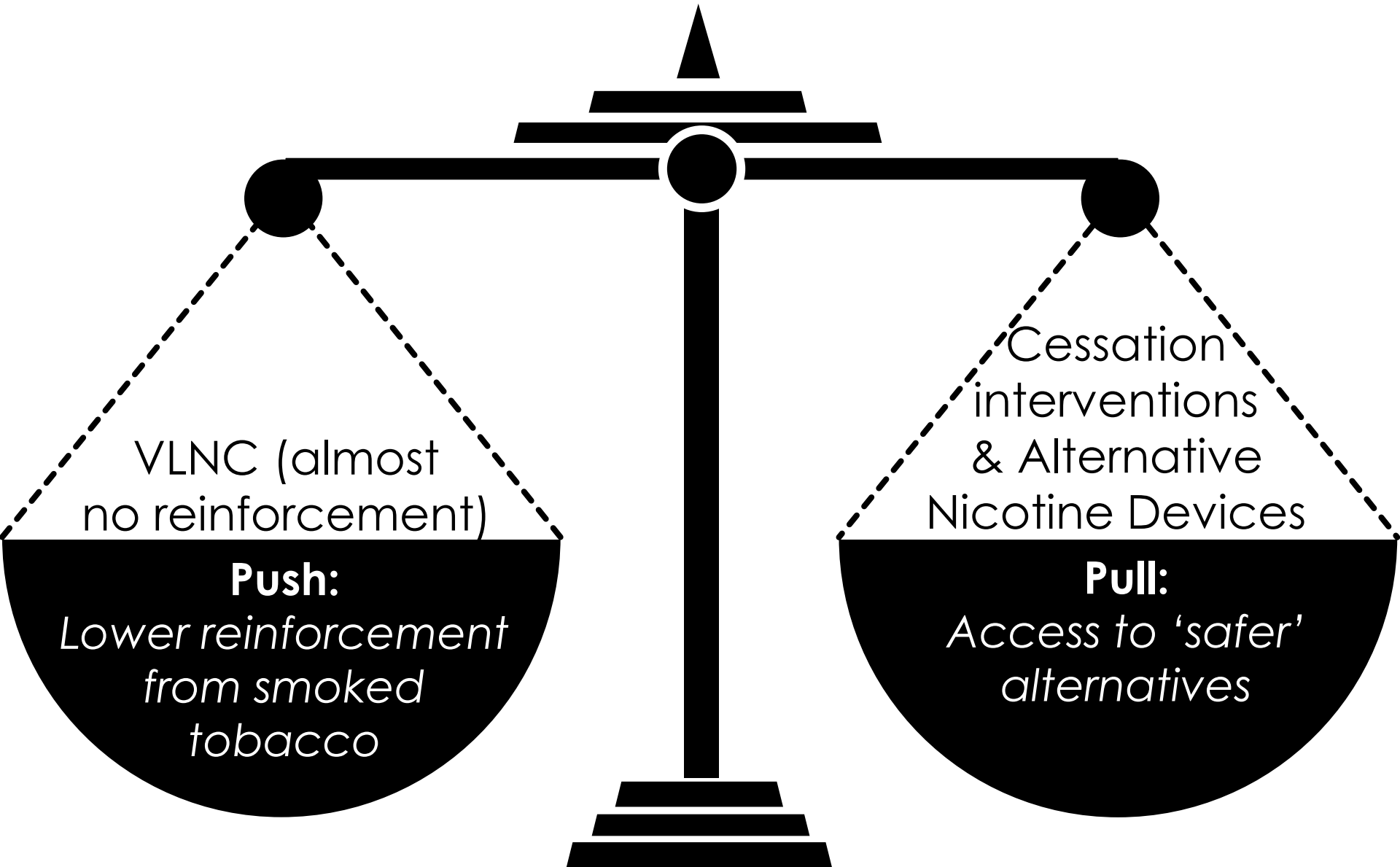
## Challenge #2: Demand vs supply strategies

- Current substantial (BAU) focus on demand side
- Demand side: politically acceptable, slow, & inequitable
- Supply side: politically tricky, faster, & more equitable
  - ❖ Support for supply side strategies from Māori (Ball, in-print)

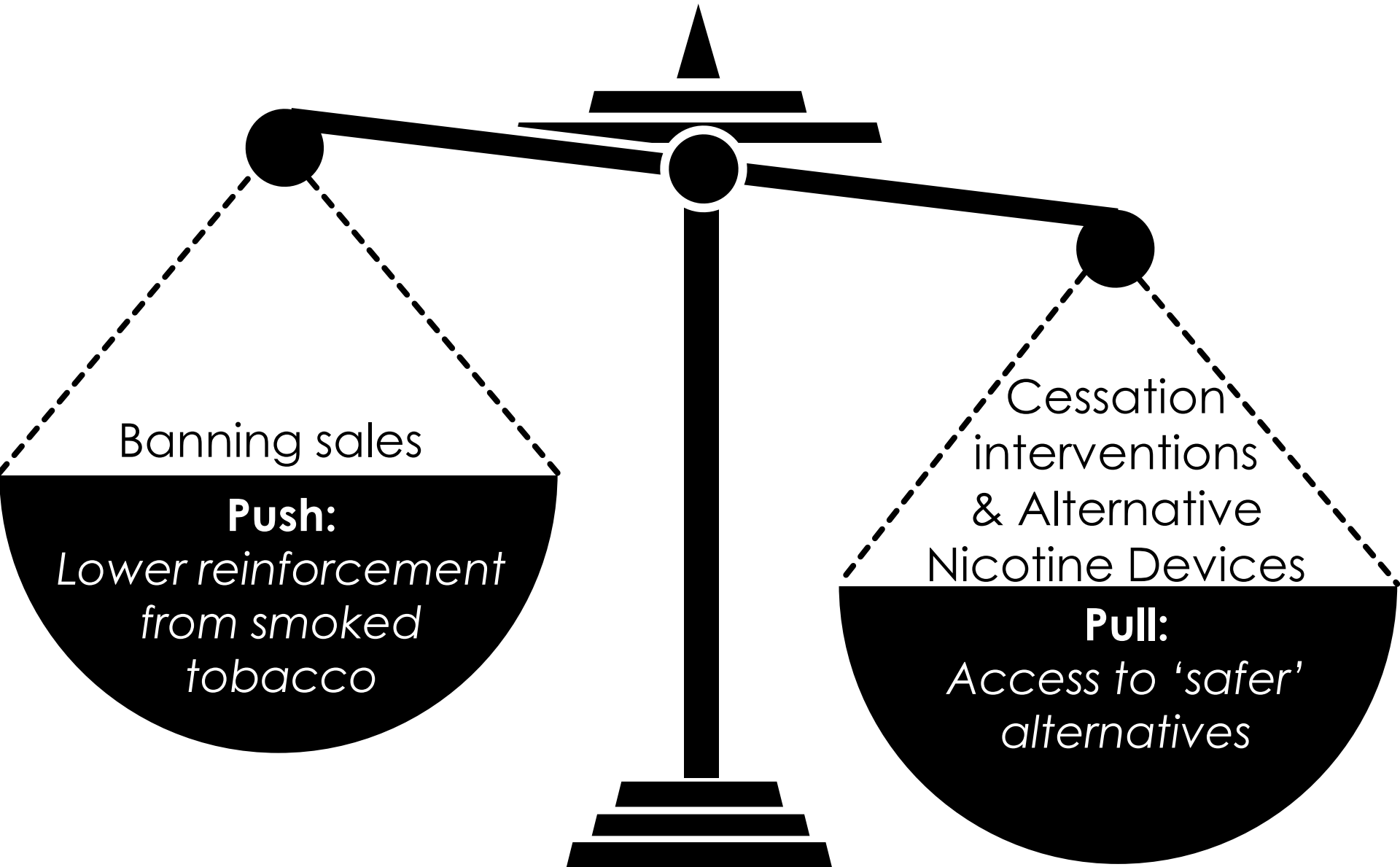
An example of a 'beyond' strategy:  
Finding the tipping point in the supply market



# Finding the tipping point in the supply market



# Finding the tipping point in the supply market



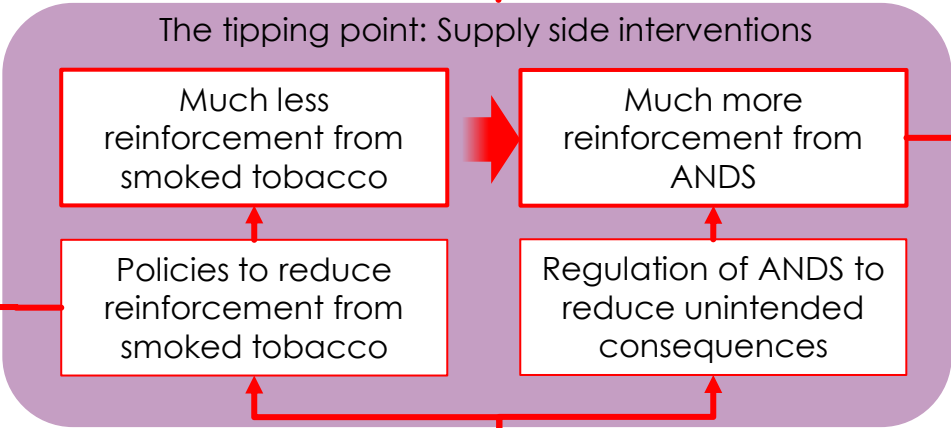
*Nicotine abstinence: Tupeka Kore  
Aotearoa a tobacco free nation*

*Harm minimization: Auahi Kore 2025  
Aotearoa a smoke-free nation*

Monitoring

Swapping from smoked tobacco to ANDS

Increased cessation



Smoked tobacco not addictive

More benefits expected by giving up all nicotine

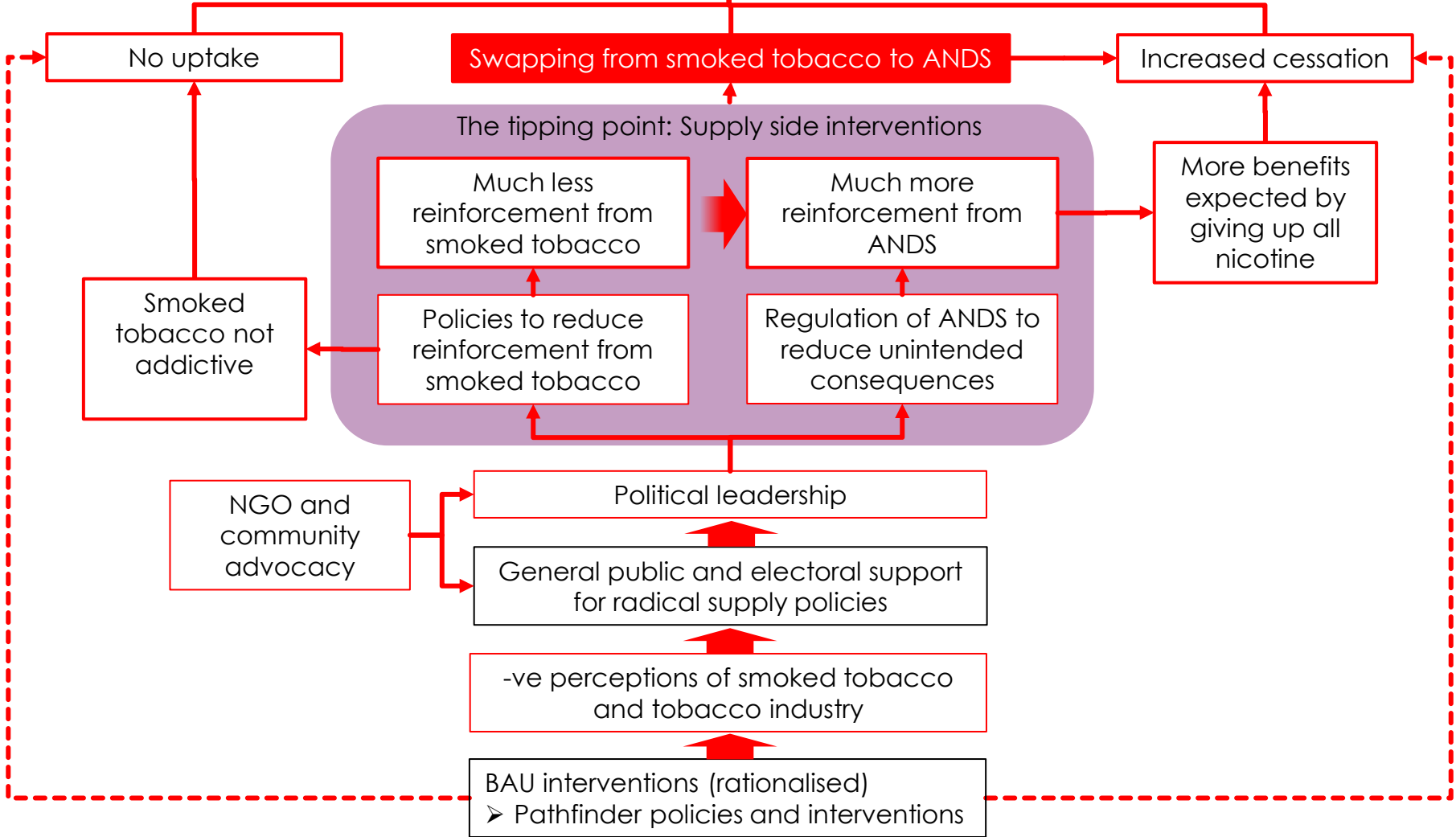
NGO and community advocacy

Political leadership

General public and electoral support for radical supply policies

-ve perceptions of smoked tobacco and tobacco industry

BAU interventions (rationalised)  
➤ Pathfinder policies and interventions



# Conclusion:

## Priorities with Māori

- ▶ A beyond BAU 2025 strategy
- ▶ Agree on a sector unifying goal
- ▶ Active protection: Government policies and regulation
  - ▶ Building constituencies of support for supply strategies
  - ▶ Using existing regulatory framework levers
  - ▶ Regulating ENDS/ANDS
- ▶ Enabling Māori participation and partnerships in advocacy and denormalisation campaigns
- ▶ Strategic research and efficient use of resources