



Te Reo Mārama
Māori Smokefree Coalition

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Content

- **Background**
- **State of Maori tobacco use**
- **Leadership**
- **Resistance: Tobacco Resistance Movement**
- **Legacy**
- **Vision**
- **Challenges**



TRM Background

- Originally mandated from hui held in Wainuiomata Marae 1997 – reaffirmed every 2 years
- Primary role - to advocate government or any other organisations that will advance Maori tobacco control issues
- provide Maori with an effective *political* and *policy* advocacy pathway



Advocacy...

- Not just another word for publicity
- Issue & policy oriented, not at individuals
- Contested debates
- Opposition can include apathy/indifference to your issue
- Often (but not always) campaigns by groups with few resources



Advocacy...

- Not usually directed at individuals (i.e.: not trying to change knowledge, attitudes, or individual behaviour)
- Directed at factors “upstream” which influence individual behaviour i.e. politicians



National Maori Tobacco Control Strategy 2003-2007

Cessation

1. Promoting and increasing access to cessation services for Maori smokers at national, regional and local levels.
2. Supporting and strengthening the Maori smoking cessation workforce.

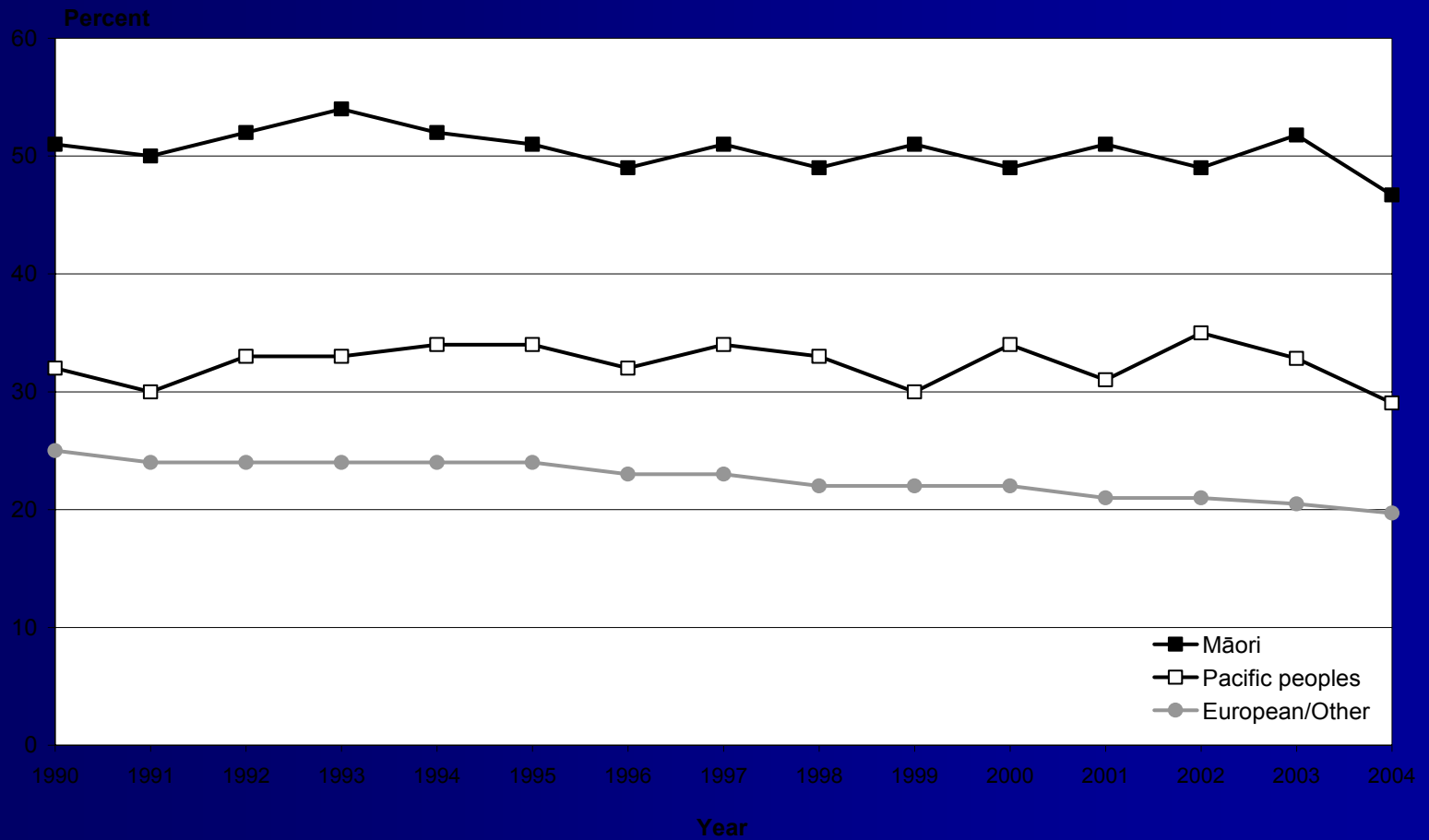


State of Maori Tobacco Use

- **Prevalence rates – Adults:**
- 2000 **49.3%** 2005 **44%** - **5.3% drop**
- **Rangatahi/Youth:**
- Female: 2000 **37.1%** 2005 **26.5%** - **10.6% drop**
- Male: 2000 **24.2%** 2005 **14%** - **10.2% drop**
- Overall 1 in 2.3 Maori smoke
- **800** preventable Maori deaths each year

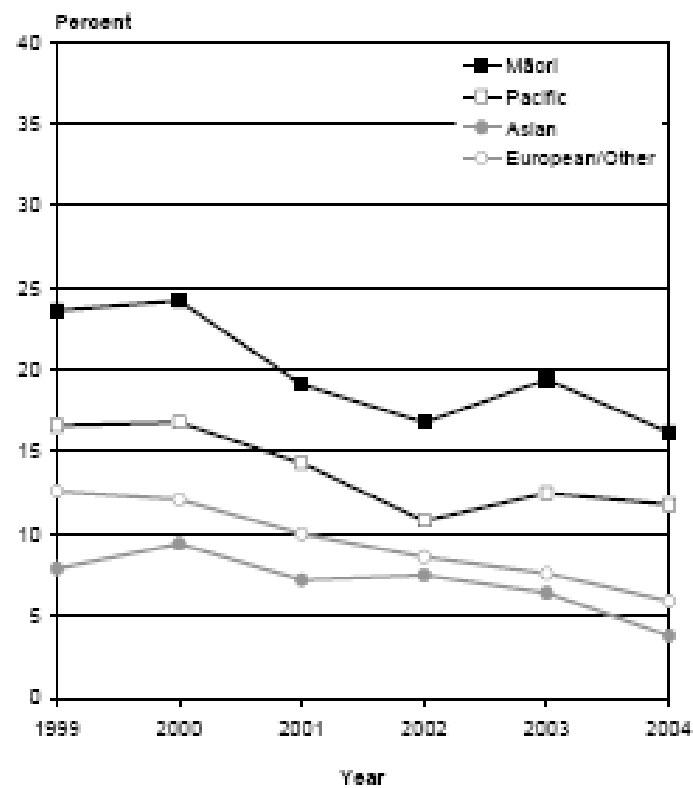


Prevalence Rates

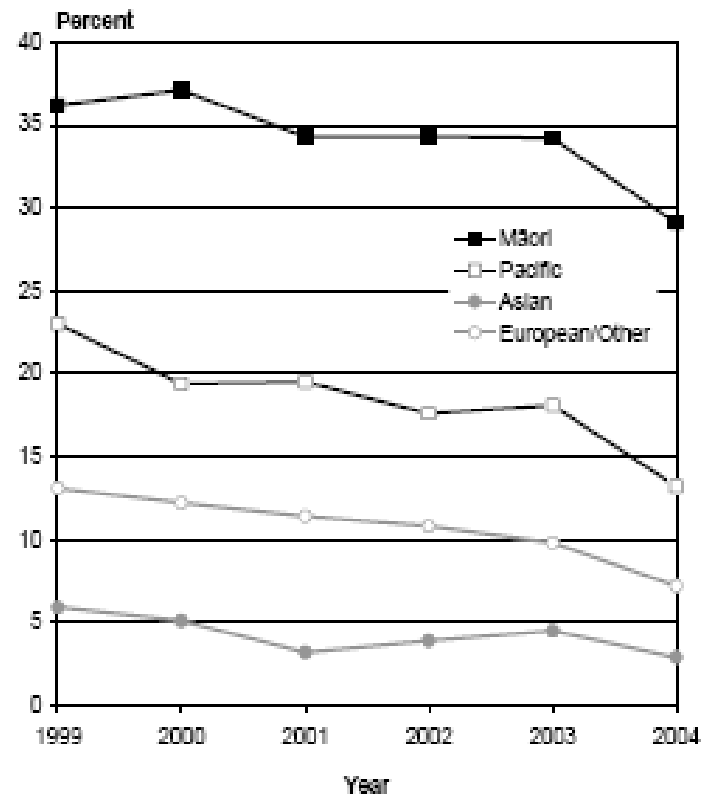


Rangatahi Prevalence Rates

Boys



Girls



Source: ASH national year 10 survey

Leadership

"*Tino rangatiratanga* - no greater *taonga* than the wellness of the people of the land and those expected to care for them had no greater obligation than to ensure its maintenance." *NMTCS*



Maori Leadership

- **Historically:**
- To cede the **responsibility** of caring for the people was **unthinkable**
- **No leader** could abdicate the authority to care for the people



Maori Leadership: Challenge

Fight smoking, Maori leaders told

Tobacco is the single biggest killer of Maori, says health campaigner

Maori leaders must take greater responsibility for cutting Maori smoking rates and not just chasing Treaty of Waitangi settlements, says a smoking lobbyist.

—Maori Smokefree coalition head Shane Bradbrook will deliver this message at a hui — Te Ao Maori, Te Ao Auahi Kore (Maori Environment, Smoke Free Environment) — starting in Wellington today.

“Smoking is the single biggest killer of our people. It’s about time our leaders joined the battle against this genocide,” said Mr Bradbrook.



Maori Leadership

- Challenge current leadership
- Place tobacco on the agenda on various leadership forums
- Discuss leadership role that encompasses the need to both **serve** and **protect** the well-being of the people



Maori Leadership: Response

Maori Party co-leader Pita Sharples supported the call and urged Maori leaders to take greater responsibility for high smoking rates among their people.

"We must lead by example. We can start by placing a rahui [ban] on smoking at our marae."

Dr Sharples said it was still socially acceptable to smoke among Maori, a situation that must change

"Smoking isn't acceptable, it kills. I stopped smoking after 40 years because of whanau. My moko said to me 'we don't want you to die'. That did it for me."

"If one third of our people are being killed through cigarettes then we must do all we can."



Maori Leadership

- Smoke-free legislation
- Total tobacco ban
- Exerting leadership
- “*Tino rangatiratanga* – No greater *taonga* than the wellness of the people of the land and those expected to care for them had no greater obligation than to ensure its maintenance.” *NMTCS*



Tobacco Resistance Movement

“Resistance is a tradition”



'Maori Murder' Campaign

- Blunt
- Clear
- Concise
- Simple
- The Tobacco Industry Kills Maori!
- Legal Genocide!



Maori Murder
Have you heard how
the tobacco industry
kills Maori ?

R.I.P.

NEW ZEALAND - EARLY SCENES & MAORI LIFE
49

A Maori-Maid
When Captain Cook first sighted New Zealand's shores in 1769, he found the Maori a fierce and warlike race. Great is the change in this picture of a modern Maori-maid dressed in the habit of her age.

W.D. & H.O. WILLS
BRISTOL & LONDON

Here are the facts:

- > Tobacco is the single biggest killer of Maori.
- > It accounts for a third of all Maori deaths.
- > This means higher rates of lung cancer, heart disease, cot death,
- > Respiratory infections, glue ear, meningococcal disease and diabetes.
- > Almost one in two Maori smoke. That's way higher than any other group in the country.

It's legal genocide.

Te Reo Marama
Maori Smokefree Coalition

A MAORI MAID

*Tobacco company cigarette card (Circa 1926).

Te Reo Marama (the Maori Smokefree Coalition) is the organisation charged with advocacy around Maori tobacco control issues.
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Tobacco industry response

But one company, British and American Tobacco, considers the “Maori Murder” campaign scare-mongering “at its worst”.


Spokesperson Carrick Graham said he found it quite offensive. “I think Mr Bradbrook is going down a lane which isn’t helpful in trying to assist Maori in quitting or giving up.”

The industry recognised it needed to help mitigate against the ill-effects of smoking, but Mr Bradbrook would probably find it a struggle to talk with the industry constructively about how best that could happen, Mr Graham said.



'Endangered Species' Campaign

- Intellectual
- Appealing
- Vibrant
- Beautiful
- Positive
- **Tobacco Resistance Movement**



Endangered
species

Tobacco companies are killing Māori like you wouldn't believe. It's time to work together to save our most precious native species.
Join the tobacco resistance movement
Let's get rid of tobacco

Te Reo Mārama | 700 Non-Smoke | Wellington | Phone: 044 4 899 4424

Te Reo Mārama
Whānau Ora Culture

'Maori Mix' Campaign

- Sold in Israel
- Targeting Israeli youth
- Exotic
- Confront the exploitation
- Withdrawn from market
- *"intent ...to communicate open-minded acceptance of cultural diversity..." PMI*
- Altria shareholders meeting
- Unprecedented apology:
"We regret that it was a mistake... We have apologized.." Altria
- Mass media coverage
- Campaign nominated for Business Ethics Network Award
- A global story that can be used in the local context – Exploitation of Maori by the Industry



Legacy: Benefits of Maori being tobacco-free

"What are benefits of significantly reducing or eliminating tobacco use for Maori?"



Benefits

- **Health:** Positive benefits in reducing the mortality and morbidity. Reduces health inequalities/disparities.
- **Economic:** Maori contribute \$260 Million of tobacco tax. Positive investment impacts on:
 - Individuals, whanau, hapu/Iwi, wider community
- **Cultural:** Transmission/transfer of cultural knowledge



Vision

"The formation of a mental image of something that is not perceived as real and is not present to the sense."



Vision:

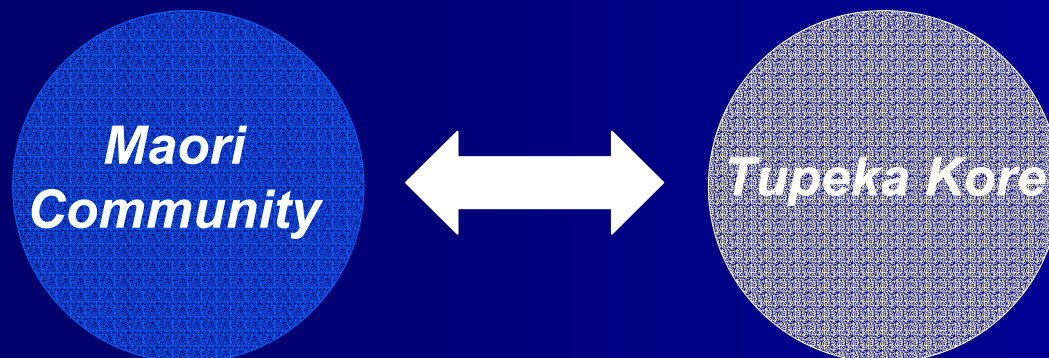
Tupeka Kore – Tobacco Free

- The natural progression of Auahi Kore
- ***Tupeka Kore*** – branding, planning, research, etc developed & implemented
- Focused on the Maori community
- Aligned with self-determination/social justice frameworks – tobacco being the barrier
- The new vision ***Te Ao Maori – Te Ao Tupeka Kore: Traditionally Maori – Traditionally Tobacco Free***
- National Maori Tobacco Control Strategy: focus on ***Tupeka Kore***
- Encompasses **all** tobacco – including snus
- Clear, unambiguous message



Vision: Tupeka Kore – Tobacco Free

Tino Rangatiratanga



Self-determination



Vision: Tupeka Kore – Tobacco Free

Tino Rangatiratanga



Self-determination



Vision: A Future

- **Vision statement:** *Te Ao Maori – Te Ao Tupeka Kore*
- **Strapline:** *Tupeka Kore – Tobacco Free (Aotearoa)*
- **Target group:** Maori (The Priority Population)
- **Frameworks:** Link *Tupeka Kore* within a self-determination/social justice/Treaty framework - Kaupapa Maori
- **Tikanga Maori:** *Tupeka Kore* assimilated into cultural practise



Vision: A Future

- **Campaigns:** Politicise Maori thinking/actions via a denormalisation process that encompasses the **Tobacco Resistance Movement:**
 - Vilification of the tobacco industry
 - Inform/educate Maori on the exploitation of the tobacco industry
 - The industry/product are an impediment to Maori development/self-determination
 - Sell the '**benefits**' of being *Tupeka Kore*
 - Tikanga based
 - Community driven
- **Programme: TIKA** (Rangatahi/Youth)



Vision a Future

- **Maori Leadership:** elevate the debate within leadership circles to place tobacco and health on the agenda – **Serve & Protect**
- Seek & build on political, financial/budgetary, policy **support** from both **Government/NGOs**
- Increased **policy prioritisation** of this issue based on evidence & need
- **Funding** increased based on evidence & need:
- **Targeted** – cessation, multi-media, TIKA programme, research, health promotion
- Planned **phase out** of tobacco within Maori communities



Challenges to this vision

*"Is the new 'fresh' actually
the same old 'stale'???"*



Challenges to Govt & NGOs

- **Priority Population – Maori? T or F?**
- **Policy Prioritised: T or F?**
- **Workforce capacity: T or F?**
- **Research focus: T or F?**
- **Equitable Funding? T or F?**
- **Reduce disparities: T or F?**
- **Treaty/Equity/Social Justice Framework met: T or F ?**
- **Treaty Partnership met: T or F?**
- **Specific Maori programmes: T or F?**



Join the Tobacco Resistance Movement!!!!

