

A history of Maori & tobacco



**Maori sawyers at Whatiwhatihoe (King's residence),
King Country, Aotearoa/New Zealand
Albumen photograph, c 1885 (mounted on board)**



Tupeka - tobacco

- Pre European culture was Auahi Kore. Smoking is inconsistent with traditional tikanga Maori;
- Captain Cook first introduced tobacco;
- Tobacco became valued by Maori as a koha or trade article;



Tupeka - tobacco

- Tobacco distributed as a gift at Waitangi by William Hobson prior to the signing of the Treaty;
- Negative health effects of smoking long recognised – Dr Maui Pomare noted in early 1900's that smoking around Maori children was bad for their health;



Tupeka - tobacco

- Maori first experienced smoking with pipes;
- Pipe smoking more caustic and heavier than cigarettes;
- A long association between Maori women and smoking;
- Maori pipe smokers were 'immortalised' in photographs.



Smoking related deaths for Maori



- Lung cancer the leading cause of cancer death for Maori (Ministry of Health, 2004b)
- Lung cancer was the most commonly diagnosed cancer among Maori males and the second most common among Maori females during 1996-2001.
- It was the leading cause of cancer death among Maori males and females.
- On average, 240 Maori were diagnosed with lung cancer each year, and 228 Maori died from this disease.

The impact of smoking for Maori...



- The incidence of lung cancer among Maori was over three times that of non-Maori. Maori men had the highest rates, followed by Maori women. (Wellington School of Medical and Health Sciences, 2006)
- Maori lung cancer mortality rates are three times higher than non-Maori rates (Ministry of Health, 2003a)
- An estimated 31% of Maori deaths are attributable to tobacco smoking (Laugesen, 1998)

Smoking by Maori

Table 1

Percent of Māori and non-Māori
(aged 15 years and over) by Smoking Status 1996

Smoking Status	Māori	non-Māori
Smoker	44%	21%
Never Smoked regularly	39%	56%
Ex-Smoker	18%	23%
Total*	100%	100%
Total Population+	309,798	2,257,428

- Māori smokers:
Overall, Māori were twice as likely as non-Māori to smoke.
- Statistics from the 1996 Census indicate that 44% of the Māori population aged 15 years and over were smokers, compared to 21% of the non-Māori population (Table 1).
- Māori were also less likely than non-Māori to be ex-smokers.

Smoking and pregnancy

Smoking prevalence among Maori women of child-bearing age ranges up to 60% and estimates of smoking among pregnant Maori women range from 40%-80%.

Dr Marewa Glover, June 2004. Social & Community Health, School of Population Health, University of Auckland.



Just don't start!

- Teenagers who are never-smokers increased from 31.6 percent in 1999 to 47 percent in 2004.
- Most smokers start smoking as teenagers.



Why do so many of our youth smoke?



- Peer pressure;
- Smoking is 'normal' at home;
- Access to tobacco;
- High risk behaviour;
- Being cool, being rebellious, making a statement.

The influence of other cultures on rangatahi youth – glamourising smoking



ANGATAHI

Smoking and Rangatahi

- The prevalence of smoking among Māori remains high, with almost one in every two Māori classified as a smoker 17.6 percent of 14 to 16-year-old New Zealand teenagers said they were smokers in 2004, down from 28.6 percent in 1999.



He moumou te tangata...



- Ko wai hoki koia te wahine pai rawa? Te wehenga atu ano i a muturangi.
- Who now is the beautiful woman? All beauty was finished when she died.