**ACCESS TO NRT FOR EVERY SMOKER**

Local examples include: Summer packs, He Ara Hou Cards, ENJOY, Midwife Packs

NRT should be more available to smokers

More awareness of what NRT is

**IWI-HAPU LED PROJECTS**

Kahungunu - Iron Maori – involvement in supporting event

Taranaki Tumai – Smokefree event

Te Rau Matatini – Quit group, Aukati

Ratana Pa Whanganui Annual Celebrations January 25th

Ngati Kahungunu – AGM, Rangatahi Sports Day

ASB Polyfest – Security on tobacco products and added

Te Whare Wānanga o Aotearoa – Auahikore campus Palmerston North project

Te Whare Wanaga o Raukawa Tupeka Kore 2015 project

Whanau Tri Manawatu

Wero a Marae Tamaki nui a Rua (Tararua)

Kaitoki Marae Dannevirke is auahikore

Tira Hoe Waka (Whanganui) project developing for 2014

Ratana Pa is now smokefree (all areas)

* Being there
* Supportive
* Being visible
* In right environments
* Recognise the changes our whānau have made (shifting where they smoke)
* About our approach
* Watch the language
* MOH clarify
* Ensure the Korero is obvious and Auahi kore is visible
* Involvement at iwi levels to influence
* Be active in your own hapu/iwi
* Find the right champions at kaumatua, leadership levels
* Give opportunities to have the stories told about the tobacco impact on hapu iwi
* Focus on the tamariki, mokopuna
* Influence strategic planning
* Kia tika, kia pono, me te aroha

**ADVOCACY TAX INCREASES, SMOKEFREE CARS**

Smokefree dairies

* Showed profits gone up
* Showed reduction in robbery
* Shared story on social media, local media support
* Smokefree enforcement officer
  + Package warning signs
  + Could be info about not selling tobacco using voice of seller rather than public health
  + Could also use voice of police

Smokefree Cars

* Who gives children the choice?
* Different layers of toxic
* Short sharp answers rather than pamphlets
* YouTube – UK new ad smoking in cars – uses streets
* Not about the smoker, it’s about the smoke
* Children learn the message

Plain Packaging

* Letters to the editor
* Comment reply
* Talking to local MP
* Unique angle to present?

Other Advocates

* Smokefree city to match liquor ban
* Visit workplaces – why doing smokefree bans
* Workplaces as advocate – case studies
  + Trucks as workplaces – starting discussions
  + Gave awards to workplaces – smokefree day
  + (Sheep) Shearing gangs – world smokefree day
* Health Promotion forum on Smokefree ideas – could be online

**SMOKEFREE COUNCILS: POLICY DEVELOPMENT, SUPPORT & IMPLEMENTATION, LEARNINGS IN THE JOURNEY**

Get as many community members as possible

Combined Community objective, message

Issues:

Who is to pay for the signs?

Needs:

National funding for signage for councils

National consistency for policies

**RANGATAHI (YOUTH) PREVENTION OF UPTAKE, OPPORTUNITIES TO QUIT**

What are some of the issues that cause our Rangatahi to smoke?

* Peer pressure
* Social environment
* Parents allowing
* Experimental age (with all things – alcohol/drugs/sex) “curiosity age”

*Generating coping strategies*

Acknowledgement

Preventions

* TBC
* Develop resilience
* Eliminate media coverage
* Educating our parents/rangatahi – schools, whānau, workplaces
* Raising self esteem
* Other options
* Dispel the myth
* Educating the addiction in relation to smoking
* Reinforcing positives

How do we get the message across?

Strategies

*Ko nga Rangatahi nga Rangatira mo apopo*