



2020 GOAL

Whanau are Tobacco Free
Tobacco is not Our Tikanga

Te Kawa - Key Influencers

- Māori leadership has engaged communities on tobacco control strategies
- National hikoi led by Te Ara Hā Ora completed. It demonstrated wide support for a tobacco free Aotearoa
 - there is a united vision across organisations
- based on tikanga & tobacco not being part of who we are
- there are international linkages & iwi leaders are strongly involved in tobacco control with Te Ara Hā Ora

Legislation & Regulation, Cessation, Public Support

- Government is fully committed to 2025
- Government supports no commercial tobacco sales
- Māori leaders have influenced the supply of tobacco and are celebrating change
- indigenous cessation models/research have been promoted and are well known
- whanau are quitting through public support gained
- there is an overwhelming appetite for change
- the Maori workforce is united
- whole communities are selling our message; everyone believes in the story
- Smoking is in our past
- clear, simple kaupapa, focused and strength-based messaging has helped to get communities on board.

Communication and Information

- research underpins Te Ara Hā Ora action at all levels
- there is national and global collaboration on research in the field
- Meagers are mobilising communities
- through simple-clear, kaupapa focused and strength-based media work
- Te Ara Hā Ora has sold the story,



HOW WE GET TO 2020

Putting Pathfinder Polices in
Place; Plain
Packaging, Smokefree Cars

Well Informed Communities

Organised and Mobilised
Communities

Community Ownership of the
Tupeka Kore Kaupapa

Enabling and Leading
Advocacy



Māori Ora Mauri Ora

**Growing Leadership, Strengthening
Communication, Enhancing
Collaboration**

Rangatiratanga

Community Ownership

