

Ideology or evidence;
creating a smokefree
Aotearoa

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Amidst the mist of the river
Tis the hospitality of the people
Like the fluttering of my heart
Tis the rapids of the Rangitikei
Tis the plume of the huia in Ruahine
Tis my love of thee
Tis the greeting of a hundred kinsman
Tis the people of Hauiti

This is not about a research project it's a story

Content has been published in the NZ media

I don't have any affiliations to the Tobacco Industry

I don't hold any current NZ Government contracts

Colonisation and tobacco

Introduced by the colonizer used as trading and currency

Rights established under Te Tiriti

Early Māori leadership exposed dangers from tobacco - legal sanctions

Indigenous Tobacco control leadership has been evident since late 1800s

Rights Based Intervention

Tobacco Industry and its products are an impediment to Māori aspirations and goals.

Tobacco impacts severely on Māori culture, economic, health and social wellbeing.

I can't believe that we are even discussing smokeless tobacco at this seminar," (Opening of Auckland University Tobacco Control Research Centre in 2006)

"Some argue that it is a less harmful alternative to cigarettes. But what you effectively have here is experts in the Smokefree sector colluding with the tobacco industry to sell their product”.

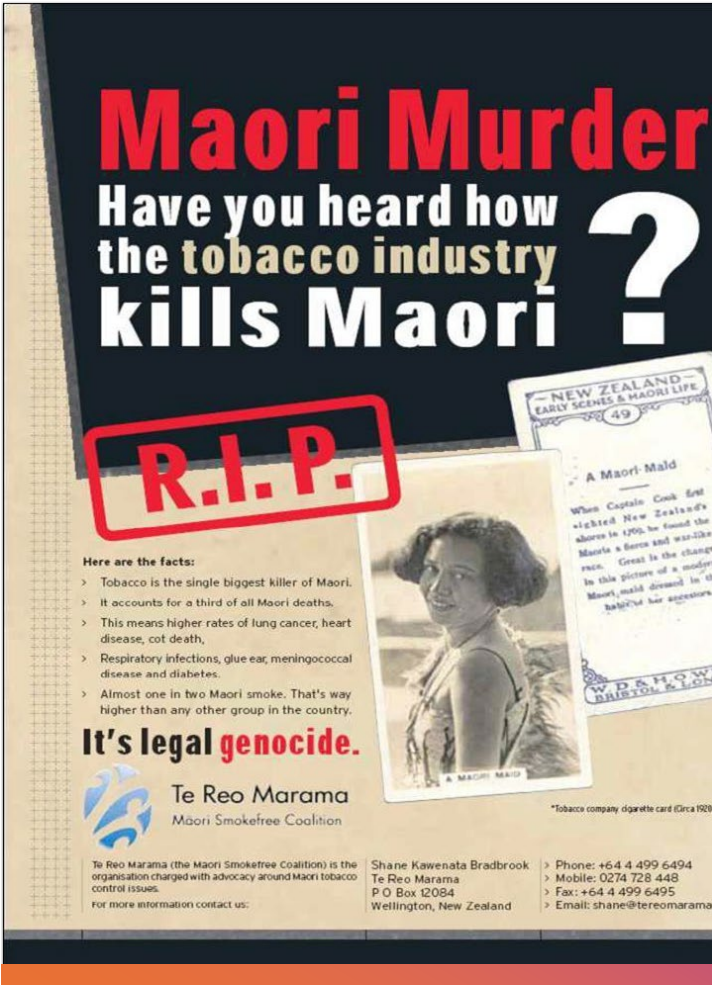
Te Reo Marama supports a total ban on the sale of tobacco and related products in New Zealand.

Focus on the
industry

Zero Tolerance

Denormalisation

Tupeka Kore
(tobacco free)



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 war-like race. Great is the change in this picture of a modern Maori, mild and civilised in his helpful and generous ways.

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

Te Reo Marama (the Maori Smokefree Coalition) is the organisation charged with advocacy around Maori tobacco control issues.
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*Tobacco company cigarette card (Circa 1929)



Designed to KILL
It's just like every other tobacco product...

MAORI KILLERS

No hidden agendas.
If it smells like, looks like, tastes like... then it is a Maori Killer.

 **Te Reo Marama**
Maori Smokefree Coalition

www.resist.co.nz





2009 Māori Affairs Select Committee Inquiry launched into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori



The Committee's report made 42 recommendations to the Government; the first of these called for a goal of making New Zealand a smokefree nation by 2025.

Political leadership



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graph TD; A[Political leadership] --> B[Public Support]; B --> C[MASC Report (framework) acted as a reset for TC]; C --> D[Collaboration across all sectors]; D --> E[Buy in from those most affected];
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Public Support

MASC Report (framework) acted as a reset for TC

Collaboration across all sectors

Buy in from those most affected

Māori
leadership
results in
world first in
smoking
legislation

2022

Smokefree
generation

Reducing
nicotine
levels in
smokes

Reduction
in retail
outlets



New Zealand's New Government Says It Will Scrap Smoking Ban

The law, celebrated as a model for other countries, would have eventually made tobacco illegal.

**New Zealand scraps world-first smoking
'generation ban' to fund tax cuts**

Smokefree laws: What the world's saying about NZ's 'shock reversal'

Rishi Sunak's position on smoking ban
'unchanged' as New Zealand scraps policy

sky news

New Zealand scraps world-first smoke
'generation ban' to fund tax cuts

The
Guardian

New Zealand AXES its world-first
smoking ban aimed at stopping
children from ever taking up the habit

Daily Mail
AUSTRALIA

WORLD • NEW ZEALAND
New Zealand Scraps the World's First
Generational Smoking Ban. Here's What to
Know

TIME

New Zealand smoking ban: Health
experts criticise new government's
shock reversal

BBC NEWS

The Government's plan to repeal the country's tougher smokefree laws has made headlines around the world. (Source: INews)

**Public health experts call for
government ministers' transparency on
any tobacco industry links**

'As harmful as caffeine' - claim about nicotine sent by Associate Minister of Health to officials



Health minister's notes similar to tobacco industry investigation finds

Revealed: Tobacco tax freeze was Associate Health Minister Casey Costello's idea

The notes, which have been obtained by RNZ, also include proposals for more tax breaks for the tobacco industry, including no excise tax on tobacco products that are heated rather than burned.

Costello confirmed she had links to the New Zealand Taxpayers' Union, but has no association or involvement with the tobacco industry.

Tobacco lobbyist guest at Ministers' swearing-in ceremony



NZ First MP Shane Jones said he took “soundings” from tobacco lobbyist and friend, Apirana Dawson, for the party’s tobacco policy.

National picks another tobacco man

"No, I think the evidence is not there on that. The changes are highly speculative, and were actually opposed by some people in the anti-smoking movement."



"Tobacco is a legal industry. It's controversial, but . . . companies are entitled to legal and corporate representation and that's what I was doing."

Hutt South candidate downplays his tobacco past

Smokefree laws: Bishop fact-checked on PM's Northland store claim

Government's smokefree changes show clear breach of treaty - Māori health experts

New Zealand smoking ban: Māori
mourn loss of hard-won smoking reform

Treaty Of Waitangi
Urgent Claim
OIA requests
Media responses
Protests
Petitions
Research



Crown departed from orthodox and responsible policymaking

Advice regularly dismissed

Process was rushed

Failure to follow a transparent and evidence-based approach.

Policy development was characterised by ideology and blind adherence to pre-existing political commitments

Crown has failed as the Treaty partner

**“In a time of
destruction, create
something.”**

Maxine Hong Kingston

Where to from here

Focus on future

Keep resisting

Work with willing

Engage democracy

Continue to Innovate

Lead

