Indigenous Māori Solutions

“People focused not Service delivery”
To mobilise communities and advocate for change
National & Regional Coverage
## Smoking prevalence in New Zealand

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<tr>
<td>Total population</td>
<td>25%</td>
<td>20%</td>
<td>17.7%</td>
<td>17.4</td>
<td>16.6%</td>
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<tr>
<td>Māori</td>
<td>42%</td>
<td>40%</td>
<td>39%</td>
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<td>38.6%</td>
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<td>Māori women</td>
<td>45%</td>
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Stop smoking support in New Zealand

• Primary and secondary healthcare deliver the stop smoking ABCs.

• **Ask** about and document every person’s smoking status.
• Give **Brief advice** to stop to every person who smokes.
• Strongly encourage every person who smokes to use **Cessation support** (a combination of behavioural support and stop-smoking medicine works best) and offer to help them access it. Refer to, or provide, cessation support to everyone who accepts your offer.
Stop smoking support in New Zealand

- Stop smoking services (16 Ministry of Health Funded)
  - Provide evidence based stop smoking treatment
  -Behavioural support
  -Discuss all options of pharmacotherapy – subsidised and non subsidised NRT, prescription medicines Varenicline and Nortriptyline

- Recent changes to stop smoking service support.
  - Discuss the option of vaping – evidence and risks.
  - Provide stop smoking support to people that choose to use vaping to quit smoking.
Stop smoking support in New Zealand

• **Treatment settings**
  • GP clinics
  • Community centres
  • One mobile bus (South Auckland)
  • Café
  • Marae (Māori meeting house)
  • Churches
  • Homes

• **Quit smoking incentives**
  • Payment to quit smoking
  • Pregnancy programmes and community programmes
Re-think our action!

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<th>New Zealand Health Survey – Tobacco Use</th>
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Māori Ora, Mauri Ora
Māori Health          Spiritual Health

Tika
• Doing what’s right and just

Tautoko
• Community people supporting others

Whenua
• Connection to their environment, heritage and history

Matauranga
• Increasing knowledge within the communities.

Facilitate the change of power
Māori Ora Mauri Ora

Māori Health Spiritual Health

Manaaki • Empower people to lead

Aroha • Through the love of family they will build strength

Tangihanga • Through death and great sorrow they will get determined

Pono • The community will speak their truth

Facilitate the change of power
Empower people to lead

• By the people, for the people:
  • Enable communities to take the lead and help the people to quit.
  • Service delivery workforce take a secondary support role.

• Activate public places and influencers:
  • Enable community-led projects to build localised campaigns towards raising awareness and stop smoking support.
  • Support cultural leadership and local influencers through online media.
  • Targeted approach – smoking hotspots

• Support switching:
  • Recognising that vaping is a legitimate tool to help established smokers quit.
  • Sharing evidence, busting myths and celebrating ‘switch to quit’ stories.
For the people, by the people

**STOP SMOKING SUPPORT**
- Withdrawal oriented therapy (Maudsley model)
- Group based delivery
- Behavioural Support

**FINANCIAL CAPABILITY**
- Reducing debt
- Saving goal
- Gaining control / spending attitude

**ACCESS TO VAPES**
- Affordable vape starter kits
- Getting to know your local vape vendor
- Understanding the vape products

**COMMUNITY MOBILISATION**
- Train & mentor community champions
- Planning events and locations
- Recruit more smokers
- Advocate for support and change
QUIT OUTCOMES

Nov 2015 to 2016
- 80 participants enrolled in Vape2Save,
- 56 people quit (70% quit rate at four weeks post-quit)

2017
- 82 participants
- 65 people quit (80% quit rate at four weeks post-quit)

2018
- 67 participants
- 46 people quit (70% quit rate at four weeks post-quit)

2015 - 2019
- Over 300 participants
- 70% quit rate at four weeks post-quit

Significant representation of Maori at 77% (62), Pacific 19% (15), European 1% (1), Other 2% (3)

90% of the enrolled participants were Māori women.
LOCAL VOICES AND INFLUENCERS
Facilitate the change of power

“People lead their own destiny”