



From left: Gill Potaka-Osborne, Anania Kerehoma-cook, Lynley Cvitanovic, Heather Gifford.

How we did it

We engaged people with local knowledge to recruit participants for this research. They were Anania Kerehoma-Cook in Wellington and Connie Henare in Tairāwhiti. The research provided an opportunity to develop community based research capacity and for Anania and Connie to experience the wider aspects of research through data collection and analysis.

Who were the participants?

72 whānau participants were interviewed in 15 focus groups:

9 in the Wellington area

6 in the Tairāwhiti area

The whānau participants are described below:

16-73 years of age

75% were smokers

45 women **27** men

84% identified being of Māori descent

Where to next?

The information we collected has been written into a short report for the wider research team to be used in conjunction with the other two TAKE studies. This brochure is being distributed to the whānau participants and will be written up as a journal article. Once the research is completed in 2020 it will be used to help guide discussions with tobacco control decision makers on how to tailor policies that will reach Māori smokers.

Thank you to Ngāti Porou Hauora and Kokiri Marae Keriana Olsen Trust & the Tākiri Mai te Ata collective and their whānau for their contribution to the research.

Help make New Zealand smokefree

Some ways you can help include:

- not smoking around children
- making your car and house smokefree
- talking to children about not starting smoking
- encouraging others to quit
- encouraging your local marae to be totally smokefree

For further information please visit

www.smokefree.org.nz/help-advice/stop-smoking-services

or call the Quitline on **0800 778 778** or text **4006**



The project was funded by the Health Research Council to understand - and reduce - disproportionately high rates of smoking among Māori.

Cover photo from left: Awhina Ulutuki, Leilani Waitai, Danile Umanga Kokiri Marae Staff & participants

Te Ara Auahi Kore (TAKe) Research Project:

The Whānau Study



**Ki a koutou e kaha tautoko ana ki
tēnei rangahau whānau mai i ōu
koutou kōrero, i ōu koutou whakaaro
āwhina rānei ka nui te mihi.**

Thank you to all the whānau who talked to us about smoking and what is happening for you. This is some feedback on the results.

Why TAKe is important

In late 2018, we met with whānau in two Māori communities to talk about their experiences as smokers or as those living with smokers. We did this because we are interested in understanding the whānau experience of tobacco control activities and the impact of these on whānau. This knowledge will help us think about ways we can better achieve the Smokefree Aotearoa 2025 goal.

Research Partners

The research partners are the University of Otago, Whakauae Research for Māori Health & Development and Health Providers working with Māori communities.

The Whānau Study Research Team

Members of the Whānau Study team are Dr Heather Gifford and Gill Potaka-Osborne from Whakauae. The team also included research assistants based in two locations: Anania Kerehoma-Cook (Wellington) and Connie Henare (Tairāwhiti). Other members of the wider research team are Andrew Waa, Bridget Robson, Dr Richard Edwards, Dr James Stanley and Ruruira Rameka from the University of Otago.

Community Research Partners

Our community partners in the Whānau Study are Ngāti Porou Hauora PHO, and a Wellington Collective of Ora Toa PHO, Kokiri Marae Keriana Olsen Trust and members of Tākiri Mai te Ata. Also partnering with us on the wider TAKe Study are Te Tai Tokerau PHO, National Hauora Coalition PHO, and Ngā Mataapuna Hauora PHO.

What whānau thought about government policies:

- Among whānau there was a very high awareness of, and strong support for, smoke free environments especially those frequented by children such as schools, playgrounds, sportsgrounds and homes. There were mixed views on legislation banning smoking in cars with children.
- Tobacco pricing was a hot topic in all households with some resentment that tobacco tax increases were excessive and many finding collective ways of sharing the costs of smoking with whānau. Many whānau talked about how they had changed to cheaper brands, had cut back, shared their tobacco supply with other smokers in their whānau and some said they would think about quitting if it got much more expensive.
- Most whānau were aware of and had experience of being asked about smoking by health professionals. Whānau told us that repeated questions about smoking made them "hoha", that they tended to not tell the truth in response to the questions or they avoided the doctor. Learning how to better support whānau who continue to smoke has been recommended by a number of Māori tobacco control advocates.
- Awareness of Smokefree Aotearoa 2025 was varied with some still unsure what it meant and others thinking it meant (incorrectly) that all smoking would be banned by 2025; more information is required to make communities aware of what the 2025 goal is trying to achieve. Many felt that there was not enough being put in place to help Māori smokers achieve a 2025 Smokefree Aotearoa.

"I'm grateful for that for my kids, that we live in a time where... there's no smoking in bars and restaurants and hospitals"



Changes in how we smoke - making it last...

Whānau identified a number of changes in their smoking behaviours that had occurred in recent years. These changes included what tobacco products are being used. Vaping had increased and was now being used alongside cigarettes. Many smokers had found ways to make their tobacco last e.g. rolling thinner cigarettes, sharing, alternating with vape, collecting butts, using cheaper brands and some even spoke of the potential of black market cigarettes.

Whānau believed that as a collective they were the best advocates for supporting whānau on a journey to Tupeka Kore.