

Indigenous policymaker opinion: What some Māori politicians and officials think about smokefree homes, cars and community

Presented by

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Research Partnerships

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Purpose of the Research

To explore Māori policymakers' ideas on how to achieve progress on smokefree homes, cars and community property



Methods

Interviews with sixteen senior Māori officials and Members of Parliament and two case studies; a Māori health service provider and a group of Māori District Health Board managers.



Results: catalysts for change

- high levels of concern from Māori leaders about harm from tobacco
- rights of children to clean air clearly outweigh the individual rights of adults to smoke
- birth of children a time for change
- call for equity in health outcomes

Results: Policy approaches suggested

- strong national and local indigenous leadership needed for change
- distinctive indigenous controlled approach



Strong government intervention in the prevention of tobacco harm desired, including:

- greater expenditure on tobacco control,
- ban on all tobacco products,
- wider smokefree bylaws,
- constraints on the tobacco industry



Results: getting the message out

- smokefree messages need to move to broader healthy lifestyle approach
- Caution around how we use whanau/families in social marketing campaigns
- Maori leaders need to be smokefree role models
- children as agents of change





Conclusions

- indigenous specific approaches and indigenous leadership are critical for Māori tobacco-free advances
- results support a strong role for central and local government to reduce disparities in tobacco smoke exposure
- funding for interventions could come from dedicated tobacco tax

- the mandate to act on behalf of children is provided through human rights frameworks
- harnessing indigenous values and principles related to health, family and children provides an impetus to change smoking behaviours
- use positive wellness messages for delivering social marketing messages

