General Policy Statement

1. Background
1.1 Te Runanga a Iwi O Ngapuhi is the representative body of the descendants of Ngapuhi. Ngapuhi is the largest Iwi in New Zealand with over 122,000 constituents (2006 census). Te Whare Tapu O Ngapuhi is our operational rohe (boundary) i.e. the tribal lands and shores of the mid-North region, covering Rakaumangamanga (the Bay of Islands) through to Manaia, Whangarei, across to Tutamoe and Maunganui on the west coast up to the Hokianga, east to Maungataniwha, across to Tokerau then return to Rakaumangamanga and all lands in between those coasts.

1.2 Te Rohe Potae O Ngapuhi-Nui-Tonu extends from the Bombay Hills in the South to Cape Reinga in the North, referred to as, Tamaki Makaurau Ki Te Rerenga Wairua and Ngapuhi raro mai a Hauraki, the house of the eponymous ancestor plurality, Puhikaiariki, Puhikaimoana, Puhimoanariki, Puhitaniwharau.

1.3 Te Whare Tapu O Ngapuhi predominantly but not exclusively, services Maori from the Southern shores of the Hokianga Harbour in the West, Mangamuka/Mangataipa in the North, Whangaroa/Rakaumangamanga in the East to Takahiwai/Manaia in the South. Representation on our Board includes nine members from the local area or Takiwaa and two Taurahere members from Auckland. The role of the Runanga in this particular instance is to act as interface between Government and their agencies that have fiduciary obligations to Maori.

1.4 Extending on from our Rangatira Tupuna, the examples of Te Whakaputanga and Te Tiriti, Te Runanga a Iwi o Ngapuhi will support and advance Fisheries legislation and information leading to better life outcomes for our beneficiaries. In this regard we have attained Mandated Iwi Organisation status with respect to the Maori Fisheries Act 2004. The Treaty of Waitangi [Fisheries Claims] Settlement Act 1992 gave rise to commercial assets which we administer on behalf of Ngapuhi.

1.5 As affirmed in Te Tiriti O Waitangi Ngapuhi is the guardian of the natural resources – land, foreshores, sea, waterways etc – within our tribal region. This includes the foreshores and sea beds extending out from the coast and harbours of Te Whare Tapu O Ngapuhi and the subject of the current debate over ownership and management of such. The principal role of Te Runanga A Iwi O Ngapuhi with respect to the environment is to protect, enhance and promote the assets and mauri of our people.

1.6 In our role as Kaiarahi to Cultural, Social, Economic and Spiritual development we use returns from prudent investment of the allocation assets to action strategies for hapu and beneficiaries to implement Kaitiakitanga. This is to tautoko the aspirations of our hapu with respect to the exercise of Kaitiakitanga across their interests.
Te Runanga A Iwi O Ngapuhi welcome this opportunity to investigate the catastrophic impact tobacco smoking has inflicted upon Maori health and the health of all New Zealanders. This presents an important opportunity to challenge decades of harm to Maori caused by the tobacco industry.

Analysis

Today tobacco use is the leading cause of preventable death in New Zealand, accounting for around 4,300 to 4,700 deaths per year.\(^1\)\(^2\)\(^3\) Over 600 of those deaths are Māori who die prematurely every year.\(^4\) While tobacco impacts negatively on all New Zealanders, it is by far greater for Maori – 44% of Maori smoke compared to 20% of the non-Maori population.

Northland has particularly high prevalence of Maori smokers with 46.1% of Maori females, compared to 45.5% nationally, and 40.4% of Maori males compared to 38.5% nationally\(^5\). 51 percent of Maori youth reported obtaining tobacco from family members, compared to 12 percent of non-Maori.\(^6\)

While thousands more are experiencing harm and illness. Smoking in Northland is related to 25% of all deaths (47% of all Māori deaths, and 18% of non-Māori deaths), 1.4 times higher than the national proportion.\(^7\)

Tobacco must not be considered as a legal consumer product, as it is the most destructive drug to public health in New Zealand today. In particular the addition of nicotine and other substances to ensure further sales by insidious addiction is anathema to Te Runanga a Iwi o Ngapuhi.

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Urgent and uncompromising action is required to tackle this Government influenced and abetted tobacco industry:

1. Reduce the demand and the supply of tobacco e.g. increasing taxes each year by 5% or more, removing tobacco displays, equalise RYO tobacco tax with tailor-made cigarettes, licensing retailers, reducing retail outlets.

2. Hold the Crown, as complicit partner, and the general tobacco industry accountable for the 600 Maori (4400 non-Maori) deaths each year.

3. Increase the number of cessation services and specifically Maori cessation programmes (Aukati Kai Paipa); improve access to pharmaceutical products; Provide Maori specific health promotion campaigns.

4. Protect tamariki from exposure to tobacco smoke e.g. passenger cars. A full ban on smoking in cars, as per usage of cell phones will also reduce the road toll. Many car accidents have a genesis in drinking before driving and smoking during driving.

5. Support Maori tikanga approaches to removing tobacco from Maori environments e.g. fund iwi and hapu to utilise tikanga to make Maori specific environments tobacco-free such as marae, maunga, awa.

Te Runanga a Iwi o Ngapuhi wish to make the following comments.

SPECIFIC QUERY

What is the remedy available from the Crown for it’s complicit actions as a partner in the tobacco industry by way of regulation that allows a toxic substance to ensure further sales by way of addiction, to be part of the marketing strategy for this product?

RECOMMENDATIONS

The tobacco industry and its products are a barrier to Māori development aspirations and future driven goals. Māori tobacco related morbidity and pre-mature mortality rates severely impacts on Māori economic development, health, social and cultural status.
There is no discernible public benefit in allowing the tobacco industry to continue exploiting Māori and non-Māori for profit. There is a need to restrict then eliminate tobacco for supply.

It is recognised that eliminating tobacco will not be an overnight shift in Government policy and that steps, to primarily ensure that the addicted population is supported, will be instituted. However the timeframe should be undertaken within a short transition period.

**Recommendation 1:** That legislative and policy measures are instigated with the expressed aim of eliminating tobacco by 2013.

**Recommendation 2:** A Ministerial Taskforce is appointed to provide advice on eliminating tobacco from Aotearoa in 2010.

**Recommendation 3:** Increase tobacco tax annually, from 2010, by a minimum of 5% as recommended by the World Bank\(^8\) and the World Health Organization (WHO)\(^9\) along with the current annual CPI adjusted increases with the aim of reducing tobacco consumption.

**Recommendation 4:** Harmonise tax on loose tobacco with manufactured cigarettes in 2010. Loose tobacco is taxed lower than ‘tailor-made’/manufactured cigarettes. This provides smokers with a cheaper tobacco product to buy. It also allows easier financial access by taitamariki/youth to loose tobacco.

**Recommendation 5:** Licensing of all tobacco retailers that reflects compliance with sales of a classified drug.

**Recommendation 6:** That all tobacco displays are removed from point of sale with immediate effect.

**Recommendation 7:** Remove all addictive substances that are unnatural or manufactured additives from tobacco products.

**Recommendation 8:** Duty-free tobacco products are prohibited at all New Zealand duty-free outlets with immediate effect.

**Recommendation 9:** Packaging and labelling of tobacco products. False, misleading and deceptive labelling practices are prohibited e.g. all tobacco products carrying the

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\(^8\) World Bank. Ibid.

descriptors such as ‘Light’, ‘Mild’ and colour descriptors such as ‘Red’, ‘Green’, ‘Gold’ are prohibited.

Recommendation 10: Increase health warnings beyond the current 90% back 30% front of pack to complete generic/plain packaging with health warnings and information covering the whole pack.

National Māori Tobacco Use Authority

If tobacco use amongst Māori is a priority then a centralised authority will provide a cohesive, efficient and cost effective approach to the current fragmented sector that is operating. If the Māori community is to be fully serviced to move from addiction to smoke/tobacco-free status then a major investment of resources is required immediately in all areas of the Māori tobacco resistance sector – advocacy, cessation, health promotion and research.

Māori specific services/programmes receive approximately $8M from the $55M budget. Māori contribute over $250M of the $1.1B collected in tobacco tax each year. The sector overall is under-funded for the task of supporting Māori to quit. Funding can be sourced by implementing a dedicated tax similar to three health-related dedicated taxes for alcohol, accident and gambling control.

Recommendation 1: Establish an independent Māori institution to house advocacy, cessation services, health promotion, research and workforce development/training.

Recommendation 2: That funding is provided from existing allocated funds and the tobacco tax contributed by Māori smokers to develop the authority.

Recommendation 3: That a tikanga-kaupapa approach is instigated as the core Māori response to tobacco use within the whānau, hapū and iwi.

Additional recommendations

The Smoke-free Environments Act 1990 be extend to include:

- Parks, playgrounds, National and Regional Parks.
- Sports grounds and stadia.
- Corrections facilities.
- Tertiary educational facilities.
• Motor vehicles transporting tamariki.
• District Health Board premises.
• Outdoor and Al fresco dining facilities.
• Within 10-meters of doorways and entrances to all buildings.

Conclusion

The use of tobacco and it’s impacts are part of our history at Waitangi when te Tiriti was signed. Tobacco still has impacts upon our iwi but these are now massive as compared to those of protocol at Waitangi in 1840. We got past the 1840 incident but many of our whanau are unable to cope with the present situation. However we take heart from the success of recent drives to improve the health of all people in Aotearoa, including the wearing of seatbelts, prevention of drinking and driving, ‘smoke free’ bars and restaurants etc.

We are sincere in our belief that the proper use of Crown authority, in line with the recommendations outlined above and those submitted by other Maori organisations will reduce impacts caused by tobacco availability and nicotine based marketing strategies.

This submission is made by:

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