SUBMISSION on the Māori Affairs Inquiry into the Tobacco Industry in Aotearoa and the Consequences of Tobacco Use for Māori

To the Māori Affairs Select Committee

Chair – Tau Henare MP

Introduction

This submission is from the Cancer Society Auckland Division.

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Thank you for the opportunity to make a submission on this very important issue. We see this inquiry as a positive step towards acknowledging and addressing the impact that tobacco has had and continues to have on Māori.

Every day the Cancer Society Auckland Division sees the real life effects of tobacco on our Auckland and Northland communities. These effects are reflected in the comments throughout this document.

Some facts as they relate to smoking in New Zealand are as follows:

- Approximately 5000 deaths per annum
- The largest single cause of death in NZ
- The estimated cost to the New Zealand health system for treating tobacco related illnesses is $1.7 billion—this far exceeds the revenue collected from taxes on tobacco estimated to be $0.96 billion.

The cost and impact of tobacco use on Māori is disproportionally high and Māori are disproportionately disadvantaged by tobacco consumption.

The key question is what, if anything, should Governments do about this situation? Clearly opinions differ across the political spectrum.

There are those who favour little new action by government or who consider that enough is being done at the moment. These views tend to evolve from the position that smoking is a matter of personal freedom and choice and further, that business should have few obstacles to market and sell legal products. The health of New Zealanders and the nature of addiction is clearly not the priority of such views and gives way to personal and corporate freedom issues.

There are many others, including the Cancer Society that argue for governments to play a pivotal role in improving the health of citizens by creating healthy public policy and a regulatory environment that advances the health of the nation.

There is evidence that if NZ increases its efforts in these areas, in line with other countries, the number of young people who start smoking and the number of those that die from tobacco related diseases will decrease. This is of particular importance to our Māori communities.

The question is how much does this government want this to happen?

The government should prioritise preventing youth initiation of smoking and utilise measures that will support people to stop smoking particularly in Māori communities, through:

- Legislation to limit supply
- Further investigation into the industry
- Taxation increase on tobacco products
- Meeting the obligations of the Framework Convention on Tobacco Control

John Loof, Chief Executive Officer, Cancer Society Auckland Division
About us:

The Cancer Society Auckland Division is one of six regional divisions making up the national Cancer Society of New Zealand. We are dedicated to reducing the incidence of cancer and ensuring the best cancer care for everyone in our region, from the Waikato border to Cape Reinga.

We are the largest regional division, serving more than one third of New Zealand's population. There are two Cancer Society centres in the Auckland Division; Domain Lodge in Auckland and Daffodil House in Whangarei.

We are committed to working with our communities by providing leadership and advocacy in cancer control, with core services in Information, Support, Research and Health Promotion.

The Cancer Society of New Zealand is a non-government organisation dependent on donations, bequests and community support.

This submission has been compiled by the Cancer Society Auckland Division and includes regional and national statistics and information. We acknowledge that the Cancer Society of New Zealand National Office have also made a submission to the inquiry.

Our mission:

Improving community well-being by reducing the incidence and impact of cancer.

Population demography:

Auckland and Northland has an ethnically diverse population of 1.54 million which represents 37% of the New Zealand population. The combined population of Auckland and Northland has the highest Māori population in Aotearoa. The highest concentration of Māori in Auckland resides in Counties Manukau. Northland has the highest proportion of Māori (31.5% compared to 14.9% nationally). Counties Manukau and Northland have a higher proportion of children, Māori, and the most deprived populations.¹ For Northland this is particularly the case for Māori and those living in the Far North.

¹ Northern Cancer Network Draft Strategic Plan (2009-2015)
Summary

We wish to make the following comments

Smoking cigarettes kills nearly 5000 New Zealanders every year. Cancer statistics continually reflect the significant negative impacts of tobacco on Māori. During the period of 2000-2004 lung cancer was responsible for 17% of cancer deaths in non-Māori and over 31% of Māori cancer deaths. The focus should be moved away from individual responsibility of smokers to the tobacco industry that market a product that when used as it is designed, kills.

Achieving health outcomes is the responsibility of the government. The government should prioritise preventing youth initiation of smoking and utilising measures that will support people to stop smoking. By focusing on tobacco, there will be substantial health, social, and economic benefits for our at-risk indigenous people.

The key recommendation is that Aotearoa should be Smokefree by 2020.

New Zealand should adopt a four pronged approach to achieving this aim by:

- Introducing regulations and legislative measures to limit the supply of tobacco with the goal of eliminating in New Zealand by 2020.

- Holding the tobacco industry accountable for its actions. There should be further investigation and scrutiny into the industry. This will make it easier to regulate and monitor the industry. It will also lead to greater public awareness and understanding of the industry.

- There should be a significant tax increase on tobacco products. The revenue gained from the tax should be dedicated to programmes that will reduce the number of people who smoke. Within these services priority should be given to Māori who have the highest smoking rates. Every year there should be a 5% increase in tobacco tax as recommended by the World Bank and the World Health Organisation. Also, the tax on loose tobacco should be brought up to be equal to that of manufactured cigarettes.

- The Government meeting its obligations under the Framework Convention on Tobacco Control. This framework requires the government to take active measures to enable the participation of indigenous individuals and communities in the development, implementation and evaluation of tobacco control programmes that are socially and culturally appropriate.
Specific comments

1. The historical actions of the tobacco industry to promote tobacco use amongst Māori

The tobacco industry has been and is still actively engaged in promoting tobacco use amongst Māori.

Historically, tobacco was distributed as a gift by William Hobson prior to signing the Te Tiriti o Waitangi. Cigarettes were given out to the Māori Battalion soldiers while away at war.

The tobacco industry has promoted cigarettes to Māori through an array of advertising and marketing – some examples of advertising are represented in the attached document (see Appendix A).

Throughout these images it is clear that the tobacco industry has targeted key audiences with different messages that glorify smoking. Many of these messages were aimed at all New Zealanders. However, it is likely that these messages may have had more impact on Māori because of assimilation and social pressures of being a ‘good New Zealander’. These messages were reinforced through tobacco given to soldiers during the war and as part of Treaty deals.

There have been changes in the social environment since significant evidence of the impact of tobacco smoking on people’s health has become known. Unfortunately one of these changes was not a decision by the industry to stop selling or phase out cigarettes based on the significant health consequences to half of their consumers.

At the time that the ill-effects of tobacco on people’s health became known, it was unfortunate that the government did not force the industry to stop trading or phase out their products in New Zealand. This has been done with other carcinogenic substances such as asbestos and even substances that are not carcinogenic and have not resulted in many (if any) deaths such as party pills and clearly not on the same scale as deaths as a result of tobacco.

The government did decide to start to introduce legislation to minimise the harm tobacco causes to New Zealanders. It was at this point that legislation was brought in to limit some of the marketing and advertising of tobacco products. The government met significant resistance from the tobacco industry as it tried to introduce legislation that aimed to reduce the number of New Zealanders who smoke.
It is clear from these images that some of these forms of marketing and advertising still exist today and New Zealanders still continue to die from tobacco use each year. The current legislation does not limit all forms of tobacco industry marketing, advertising and promotion. Māori and all New Zealanders still have tobacco use promoted to them (see images 10, 12, 53). This is despite clear evidence of the significant negative health impact of tobacco.

Since the government has moved to introduce tobacco control policies there has been much resistance by the tobacco industry. The tobacco industry has fought all prospective policy initiatives for which there is good evidence that they will reduce smoking prevalence. The tobacco industry has done this despite being aware of the evidence of the significant negative health impacts of cigarettes. The tobacco industry has been involved in lobbying against policy with media, submissions and MPs.

An example of this is the actions of the tobacco industry at the time of the drafting of the Smoke-free Environments Amendment Act (2003). Before this was passed the tobacco industry said that New Zealand bars and restaurants would experience extreme financial implications and tourism New Zealand would suffer if they became Smokefree.

These accusations caused much debate in New Zealand and could have prohibited the Act being passed. However these accusations were not based in any evidence and were scare tactics to stop legislation that would and has helped to impact on the number of Māori who smoke and thus purchase their product.

Another example of the tobacco industry’s actions was over the recent legislation to put tobacco out of sight in stores. Recently the tobacco industry lobbied against a government policy to move tobacco under the counter in stores. The tobacco industry lobbied as an industry and as individual companies as well as via other strategic partnerships with organisations who could lobby on their behalf. As a result the legislation was not passed. This means that Māori and all New Zealanders will continue to see the prominent cigarette displays in stores used to promote tobacco. It also means that more young Māori are more likely to start smoking and Māori who already smoke will find it harder to quit.

A key question to be asked is: why would the industry be involved with lobbying unless they also believe that removing tobacco displays will inhibit their sales?

Since traditional forms of marketing that are depicted in many of the images in the attached document have been banned by government legislation the tobacco industry have engaged in other ways to continue to promote cigarettes to New Zealanders.
Their recent involvement at Rhythm and Vines is an example of this. Rhythm and Vines is a music festival which takes place over the New Year that is mainly attended by youth who come from all of New Zealand. Phillip Morris Tobacco was involved with 'sponsoring' the event. The industry is aware that they are not allowed to 'sponsor events' so they did so calling it a 'supply arrangement' or something similar to avoid the requirements of the legislation.

The industry has continued to do what it can to make smoking appear normal to the youth of New Zealand. An example of this was being involved with Keeping New Zealand Beautiful and strategically placing expensive cigarette butt bins all through town centres such as Auckland’s Newmarket. This strategy is touted as ‘corporate responsibility’ but what it actually does is continue to make smoking appear to be more prevalent that it is and a normal activity to expect to see while out shopping.

Another example of how the industry is continuing to normalise smoking is during the Mt Smart Management Plan review process. Recently British American Tobacco (BAT) made a submission for the current Mt Smart Management plan review. BAT’s submission raised issues with the intention to introduce a Smokefree policy at the stadium.

The issues the industry raised were not based in any evidence. The strategy BAT used in their submission was similar to the argument that was used before smokefree bars and restaurants were introduced, i.e., a totally smokefree stadium would drive a lot of users away. However, surveys conducted with stadium users directly refute this argument and the greatest majority of patrons in support of a totally smokefree venue.

The future

Currently tobacco advertising is still being promoted to New Zealanders. It was a simple task to Google search/images to find the images included in this submission. There were also a plethora of cigarette images and advertisements on YouTube and other social media websites.

It is likely that the industry is already exploring the potential use of social media to continue to make smoking seem normal to New Zealand youth. There are websites and Face book groups that are designed around the image of people having a good time which are linked with tobacco industry and include positive images related to people smoking.

If the tobacco industry is left unregulated, promotion of tobacco use will not only continue but will increase as more avenues become available. Due to the nature of social media and the difficulty in its regulation, once this avenue is exploited it would be almost impossible to stop. Therefore, it’s important that positive actions are made.
The tobacco industry uses many advocacy strategies so that they can continue to promote cigarettes to New Zealanders. There are clear examples of when the tobacco industry has lobbied against Smokefree policies. It is likely that as the tobacco industry become more are more limited with advertising and marketing opportunities; they will become more engaged at an advocacy level to promote tobacco use.
2. The impact of tobacco use on the health, economic, social and cultural well-being of Māori.

A study of indigenous populations of New Zealand, Australia, Canada and America (1) indicated Māori have the highest mortality rates among these populations for Ischaemic heart disease, COPD, total malignant neoplasms and malignant neoplasms of the lung, female breast, prostate and cervix.

The incidence of lung cancer in New Zealand Māori is stated as being without exception, the highest in the world (2) and smoking is said to be responsible for approximately 90% of lung cancers in countries where smoking is common. New Zealand studies indicate that smoking is the leading cause of premature death in this country and in 2008 the smoking rate among Māori is 46% while it is 21% in non-Māori (3).

Northland is a predominantly rural community with a population of approximately 152,650. Just over 48,000 of these people are Māori (31.5%).

The key objective of health care in New Zealand is to improve health outcomes with a focus on reducing inequalities for vulnerable people of which Māori is the largest and most significant subgroup. A very high proportion of Māori in Northland live in areas classified decile 9 – 10 thus putting them at a significant disadvantage in all areas of pre-determinants for health. Māori are disproportionally represented in all key chronic diseases as well addictions and other mental health conditions in Northland where the rates of lung cancer as well as CVD, COPD, Diabetes and its complications and other smoking related conditions are high. The impact of tobacco and high smoking rates is also seen in Northland with young pregnant women who have a high incidence of preterm babies of significantly lower than average birth weight.

Māori youth generally are disproportionally represented in early initiation figures with informal surveys heavy smoking in children as young as 8 years. In 2008 22% of Māori girls and 13% of Māori boys were daily smokers compared to 8% of non Māori girls and 6% of non Māori boys. In the 15 – 19 year age group these figures were higher at 39% and 34% against 18% for both non Māori girls and boys. (3) Youth are particularly vulnerable to tobacco marketing, peer pressure and parental role modelling as they are at a stage in life where they are not yet able to link today’s actions with tomorrow’s consequences. It is for this reason that every effort must be taken to remove cigarettes from easy access at retail outlets, assist parents and other adults to Quit and continue to promote smoking an action that is socially unacceptable.

Margaret Curry, Manager of Northland office of the Cancer Society Auckland

The impact of tobacco use on the health of Māori.

- The leading cause of preventable death in New Zealand is tobacco smoking.\(^2\)
- Tobacco smoking is linked directly to the death of almost 5000 New Zealanders every year. This means that approximately 13 New Zealanders die every day from smoking related diseases. \(^3\)
- In New Zealand, approximately 4300 children and young people start smoking every year. \(^4\)
- Non-smokers live on average 15 years longer than long term smokers. \(^5\)
- The rate of tobacco death is particularly high among Māori whose smoking rate is more than double that of the non-Māori population. \(^6\)
- Cancer statistics also reflect the significant impact of tobacco on Māori. During the period of 2000-2004 lung cancer was responsible for 17% of cancer deaths in non-Māori and over 31% of Māori cancer deaths. \(^7\)
- Smoking rates are highest for Māori at 46%. This is double the rate of smoking for the non-Māori population (21%). \(^8\)
- In 2003-2006, in the Northern region, lung cancer is the leading cancer for Māori (21%). This is much higher than for European and other (8%). \(^9\)
- In 2003-2006, lung cancer was the leading cause of cancer deaths of Māori women and Māori men, in the Northern region. \(^10\)
- In 2003-2006, Northern region Māori women made up 34% of all female cancer deaths on a national level. \(^11\)

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\(^{9}\) Northern Cancer Network. Cancer in the Northern Region of New Zealand Health Needs Assessment-2009
\(^{10}\) Northern Cancer Network. Cancer in the Northern Region of New Zealand: Health Needs Assessment-2009.
The Ministry of Health has stated that smoking is a contributing factor to health inequalities between Māori and non-Māori.  

Socioeconomic deprivation and ethnicity are both linked to tobacco use. People who live in higher levels of deprivation are more likely to smoke. Māori have higher rates of smoking even of people of the same level of deprivation.  

There are significant differences in population deprivation in the Northland region. Counties Manukau (34%) and Northland (33%) have the largest proportion of people living in the most deprived areas.  

Higher proportions of Māori live in areas that have the most deprived NZDep scores; that is, the Māori population is highly skewed towards the most deprived deciles. In 2001, 23 percent of Māori lived in decile 10 (highest level of deprivation) areas (compared with 7 percent of non-Māori), while only 3 percent of Māori lived in decile 1 areas (lowest level of deprivation) compared with 11 percent of non-Māori.  

Inequalities in lung cancer incidence were three times higher between Māori non-Māori in Northland and Counties Manukau DHBs.  

Reducing inequalities that are influenced by tobacco will improve the health and wellbeing of all New Zealanders.

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**References:**


13 Peter Crampton. 2000. Socioeconomic Deprivation and Ethnicity are both Important for Anti-tobacco Health Promotion. Health Education and Behavior. Vol. 27: No.3 pp 317-327.

14 Northern Cancer Network. Cancer in the Northern Region of New Zealand Health Needs Assessment-2009


16 Northern Cancer Network. Cancer in the Northern Region of New Zealand Health Needs Assessment-2009

The impact of tobacco use on the economic well-being of Māori.

- In 2005, the tangible costs of smoking were 1.7 billion or about 1.1% of GDP. 18
- Long-term smokers die on average 15 years before non-smokers. 19 This is a significant amount of lost productivity for our country. People who smoke also tend to have more breaks and take more sick leave than non-smokers. 20
- A ‘pack a day’ smoker spends over $4000 a year on cigarettes. 21
- Given that Māori have higher rates of deprivation, and higher rates of smoking, the economic impact of smoking for Māori is more significant than for non-Maori.

Domain Lodge is the Cancer Society’s accommodation facility for the Auckland Division. We host many people from all across provincial Northland while they and their loved ones are receiving cancer treatment at Auckland Hospital. Our guests are as diverse as the communities they come from, are of all ages and live in a wide range of environments. They pursue many different lifestyles and have varied interests and commitments. In the midst of all of this diversity, one of the few recurrent themes in the stories that our guests tell about their illnesses is the role that tobacco has played. Tobacco is frequently cited as a cause for the cancers our guests suffer.

Outside of disproportionate rates of illness and problems of unequal access to resources and treatment, the reality of cancer places Māori patients under unique pressures that are all too obvious to the staff at Domain Lodge. Many of our Māori guests have specific cultural needs during periods of ill-health. Most striking amongst these is the desire for large numbers of friends and whānau to be able to support their relatives while they are sick. This fundamental aspect of the healing process incurs costs that other guests do not have to cover. Providing travel for large groups of people over large distances and then arranging for their accommodation is stressful, taxing and time-consuming, and is an expense that is generally felt by entire Māori communities.

Michael Cole, Domain Lodge Receptionist, Domain Lodge, Cancer Society Auckland Division

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21 Quit calculator. www.quit.org.nz-based on 20 cigarettes per day at a cost of $11 per pack
The impact of tobacco use on the social and cultural well-being of Māori.

The Cancer Society Counselling and Psychology Service assists people in adjusting and coping throughout their experience of cancer. Registered Psychologists who have specialised experience and skills in psycho-oncology help people with cancer and their families to understand what is happening to them and assist in developing new skills and ways of coping.

In our experience, the individual responsibility that a diagnosis of lung cancer places on smokers is significant in terms of their overall coping and support. It is often voiced by the client that it was never their intention when smoking to ‘get cancer’ and that even though they understood the risks to their health; they “never thought this would happen to me”. Following a diagnosis of lung cancer, the burden of a history of smoking often conjures feelings of guilt and hopelessness that can lead to depression, as well as reduced motivation to seek support from health professionals and external agencies such as the Cancer Society due to a perceived (or real) social stigma. Family and friends can also struggle to sympathise or recognise that although smokers may have understood the risks of their behaviour, this doesn’t lessen the emotional, spiritual and physical impact of a cancer diagnosis. Once a client seeks support from our service, it is essential that their feelings and thoughts about the role of smoking are not minimised, but equally that they are not burdened too heavily with the individual responsibility of a diagnosis of cancer. As society begins to recognise the role of advertising and addiction on the uptake and maintenance of smoking behaviour, it may become easier for smokers to seek and gain support and empathetic care in what is always an extremely difficult time.

Rebecca Lee, Psychologist/Manager Counselling and Psychology Service, Support Services, Cancer Society Auckland Division

- Smoking is addictive. 22 The average age that New Zealanders start smoking is 14.6 years old. 23 Almost all New Zealanders who smoke, start smoking and become addicted before they are 18 years old. This is before the legal age they are allowed to purchase cigarettes in New Zealand. Very few people start smoking as a mature adult. 24

- Both smoking and non-smoking parents do not want their children to start smoking. 25 Second-hand smoke harms non-smokers, including children. 26

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• Almost all smokers regret starting and want to quit. However quitting is very difficult. It takes the average person 14 quit attempts before they can successfully quit. The focus is on the individual responsibility of the smoker to quit, rather than the actions of the tobacco industry, and developing appropriate legislation that will place responsibility on our decision-makers and society as a whole.

• An Auckland study showed that about two thirds of dairies violate at least one of the current points of sale restrictions set out in the Smokefree Environments Act. These restrictions were brought in to minimise the exposure of tobacco to the public.

The Cancer Society Volunteer Service provides a number of volunteer services for people from Auckland and Northland undergoing treatments for cancer in the Auckland area. The Volunteer Driving Service has a pool of approximately 350 volunteer drivers who provide transport assistance to people living with cancer to enable them to successfully attend medical appointments and treatments at hospitals throughout the Auckland region. A team of Oncology Support Volunteers work in the Auckland Hospital Oncology Department providing support for patients who are undergoing treatment. Volunteers cook and prepare meals for patients and their families/whanau which are delivered to patients who are undergoing treatment. Volunteers also host morning teas and shared meals for patients from Northland staying at Domain Lodge. Many volunteers want to become involved in our work because of their own experiences with people close to them having had cancer.

My father, a chronic chain smoker, died of lung cancer 38 years ago. The devastating effect his illness and death had on our family remained with me, along with an ongoing abhorrence of smoking, and I eventually offered my services as a volunteer to an organisation involved with all aspects of cancer, namely the Cancer Society Auckland Division. That was 25 years ago.

Anne Sinclair, Volunteer, Volunteer Services, Cancer Society Auckland Division

3. The impact of tobacco use on Māori development aspirations and opportunities

Tobacco has had and continues to have a significant impact on the health of New Zealanders and particularly Māori. With such high smoking rates amongst Māori it can be assumed that tobacco has lead to a loss of Māori development, aspirations and opportunities. For example:

- A loss of cultural heritage through the loss of influential community figures especially Māori elders. As well as this is the knowledge and tradition that is not passed on to future generations.

- Tobacco is an expensive addiction. It leaves people with less income for basic human needs such as housing, food, and education.

- The social, mental and spiritual impact on whanau of losing loved ones in middle age.

- The financial impact to whanau of a loss of income as long-term smokers die on average 15 years before non smokers.

*Health isn’t just the absence of disease or not being sick. It’s about people being well, their families being strong and their neighbours looking out for and supporting each other. It’s when people are confident in their future and the future of their children. On a daily level, health is when people can get good healthy food at a good price near their homes. It’s when they can go to a Warriors league match and not be surrounded by tobacco smoke or attend a community music event that’s held in the late afternoon so they don’t get sunburnt.*

*Beth Jenkinson, Manager Health Promotion, Cancer Society Auckland Division*
4. What benefits might have accrued?

Tobacco kills approximately 5000 New Zealanders every year and affects individuals, families, and communities. There is no conceivable way that tobacco could have benefited any Māori or other New Zealanders.

The only beneficiaries of tobacco are the tobacco industry who profit from peoples’ addiction.
5. What policy and legislative measures would be necessary to address the findings of the Inquiry?

| Two days before Christmas in 2008 I was diagnosed vocal cord cancer. After intensive treatment and surgery to remove my voice box, leaving me unable to speak, I was declared cancer free. Unfortunately that was not to be for long. I have recently been diagnosed with lung cancer and sternum bone cancer. While they are unable to do anything to treat the lung cancer, I am currently having treatment to try and help with the bone cancer. My wife and I were both smokers, myself for the past 42 years. The day I was diagnosed with cancer I quit smoking completely. While this means I am still here now, it can’t change the fact I have cancer. I grew up around people who smoked, both my mum and my sister, and sadly both of them have died of cancer also.

Having cancer has had a huge impact on our lives. Financially it has been difficult. Both my wife and I have had to stop working—I was too unwell to work and Diana had to look after me. All of the hospital appointments and treatment made it difficult too. Going through treatment and surgery isn’t easy emotionally or physically. Living in Northland also means we have to travel frequently to Auckland for treatment often for weeks at a time. We have also had to move to a new house because I could no longer walk up the stairs.

Both Diana and I want to see changes made to help current smokers and to protect our children from becoming smokers.

Living with cancer isn’t easy. We urge you to do anything you can to make sure others don’t have to go through what we are now.

Bob (62), Domain Lodge Guest |

1. **Removal of tobacco for supply**

Legislative measures should be introduced to reduce the supply of tobacco to New Zealanders.

**Recommendation 1:** That tobacco supply is restricted using regulations and legislative measures with the goal of eliminating tobacco in New Zealand by 2020.

**Recommendation 2:** That sales to minors is strictly enforced with particularly emphasis placed in areas with educational facilities – Primary/Secondary Schools.

**Recommendation 3:** That all tobacco displays are removed from point of sale by 2010.

**Recommendation 4:** That the Framework Convention on Tobacco Control (FCTC) Article 16 (Sales to and by minors) provisions, that include the prohibition of vending machines, are fully implemented.
2. Accountability:

Any industry, which is directly linked to the deaths of over 600 Māori and 5000 New Zealanders, needs to be held accountable and responsible.

Further scrutiny would enable greater public awareness and understanding of the industry. Information from investigations will provide the ability to regulate and monitor this industry more effectively.

**Recommendation 1:** Hold further enquiries on the Tobacco Industry practices in New Zealand via a Ministerial appointed Taskforce on Tobacco or a Royal Commission of Inquiry.

**Recommendation 2:** A sustainable industry denormalisation programme and counter marketing campaign is developed and implemented in 2010.

**Recommendation 3:** That the FCTC Guidelines on Article 5.3 (Protection of public health policies with respect to tobacco control from commercial and other vested interests) are fully implemented in 2010.

3. Taxation:

Taxation is the most effective tool in reducing consumption and youth uptake.

Māori specific services/programmes receive approximately $8M from the $40M budget. Māori contribute over $250M of the $1B collected in tobacco tax each year. The sector is under-funded for the task. Funding can be sourced by implementing a dedicated tax similar to three health-related dedicated taxes for alcohol, accident and gambling control.

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 rangatahi/youth to loose tobacco.

**Recommendation 1:** That a dedicated tax, from the existing tobacco taxation revenue (over $1B), be established in 2010. The tax to be used to fund services/programmes ranging from health promotion programmes, enforcement, cessation/quit services, research and advocacy services. A substantive budget increase that truly reflects the disproportionate negative impact tobacco use has on Māori is required.

**Recommendation 2:** Increase tobacco tax each year, from 2010, by 5% as recommended by the World Bank and the World Health Organization (WHO) along with the current annual CPI adjusted increases.

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**Recommendation 3:** Harmonise tax on loose tobacco with manufactured cigarettes in 2010.

4. **Framework Convention on Tobacco Control (FCTC) – Implementation**

The New Zealand Government is party to the FCTC. Part of the obligation is to take measures to promote the participation of indigenous individuals and communities in the development, implementation and evaluation of tobacco control programmes that are socially and culturally appropriate to their needs and perspective's.\(^{32}\) As a Party the Government is responsible for meeting these obligations.

**Recommendation 1:** That the Government actively monitors, demonstrates and reports how it meets its international obligations under the FCTC directly with Māori each year on the Pre-amble and Article 4.2 (c)

**Recommendation 2:** That the Government actively implements FCTC Guidelines on Article 5.3 in 2010.

**Recommendation 3:** That the Government actively implements FCTC measures in Article 6 (Price and tax measures). (Refer to ‘Taxation’ recommendations)

Appendix A:
1. The historical actions of the tobacco industry to promote tobacco use among Māori

An image collection
Tobacco has been advertised as a way to be a ‘good New Zealander’

The historical actions of the tobacco industry to promote tobacco use among Māori:
**Railwayman:** "Wonderful smoke this National Tobacco. I believe it is the healthiest tobacco on the market."

**Man behind the Counter:** "Yes, I smoke it myself. Apart from the fact that the tobacco is one hundred per cent. in quality, it is produced by a company that is one hundred per cent. New Zealand. I believe that company pays hundreds of thousands to the Government in freight and taxes and employs over a thousand workers. Why, dash it all, the more we smoke the better for the country; and the loyal way the company sticks to the Railways in fares and freight, helps to keep the railwaymen in their jobs."
WORTHY SONS OF NEW ZEALAND

AND THEIR FAVOURITE SMOKE IS

SILVER FERN

The NEW ZEALAND CIGARETTE TOBACCO
"See—two extra—That's why I smoke TWELVES"

The FIRST and still the BEST
New Zealand Cigarette

TWO EXTRA
12 for 7d
CORK TIPPED OR PLAIN
The historical actions of the tobacco industry to promote tobacco use among Māori:

The tobacco industry has promoted themselves as a legitimate and positive industry to be involved with.
See how your cigarettes are made!

Don't miss W. D. & H. O. Wills' exhibit at the Fair!

Two modern machines, from the men at their factory, have been installed on their stand. One can be seen making the new Westminster 85 International King Size Cigarettes and the other packing Bristol King Size Filter Cigarettes. (The floor had to be specially strengthened to hold these wonderful machines).

Be sure to see just how human skill combined with the very latest in mechanical devices converts tobacco into cigarettes which bring lasting pleasure to thousands of New Zealanders.

It is with pride and pleasure that the management and staff of W. D. & H. O. WILLS (NEW ZEALAND) LTD. have co-operated to show you how the finest cigarettes are manufactured.

W. D. & H. O. WILLS (New Zealand) LTD.
Manufacturers of
CAPSTAN, PLAYERS, MATINEE, WESTMINSTER 85 and BRISTOL cigarettes
PARK DRIVE, THREE CASTLES, SILVER FERN and other cigarette tobaccos
BEARS, TASMAN, HAVELOCK and other pipe tobaccos

Made in New Zealand by New Zealanders for New Zealanders
World Champion

Watch for No. 57.

MISS RANGI LEWIS of Godfrey Phillips, Feilding, is regarded by experts as the fastest tobacco packer in any part of the world. The management and the fourteen Maori girls of the factory together prepared a story for us about Miss Lewis and her achievement.

The Feilding factory was opened six years ago and many of the original Maori staff are still there. One of them is Mrs J. Cowan, the secretary of the Raukawa district council of the MWWL; the youngest, Miss Ruth Hetaraka, has already been at the factory for two and a half years. This is an example of a country industry which not only brings prosperity to the manufacturer, but also helps the Maori people by providing work near their ancestral homes.

Packing tobacco is a job that requires quick and accurate finger work. Each packet of Greys or Black and White has to be carefully lined; two ounces of tobacco have to be weighed out with a balance and then neatly placed in the packet.

Miss Rangi Lewis has on occasions managed to pack over 300 pounds of tobacco in an eight-hour day by this method. To do this, she had to make at least 28,000 to 30,000 movements each day.

Many people must at one time or another have seen her handiwork. Her packets have the number 57 on the flap.

Miss Lewis works in a rhythmic and co-ordinated manner, reducing unnecessary movements to a minimum. Each day she sets herself a target quantity and she always exceeds her target. She conditions her mind so that her only interest is in accomplishing her task. She never allows herself to be distracted in any way.
SMOKING IS ADDICTIVE
Ka mate koe i te kai hikareti
Ministry of Health Warning

New Zealand
200 LUXURIOUSLY MILD CIGARETTES

SMOKING CAUSES HEART DISEASE
Ka mate koe i te kai hikareti
Ministry of Health Warning

New Zealand
200 LUXURIOUSLY MILD CIGARETTES

SMOKING KILLS
Ka mate koe i te kai hikareti
Ministry of Health Warning

New Zealand
200 LUXURIOUSLY MILD CIGARETTES
FOR THE WORLDS BEST SPORT

NEW ZEALAND
The historical actions of the tobacco industry to promote tobacco use among Māori:

The industry has used respected professions such as doctors to say cigarettes are healthy for you.
20,679* Physicians say "LUCKIES are less irritating"

"It's toasted"

Your Throat Protection against irritation against cough
“You’re like part of the family, Doctor!”

- Doctor, yes—doctor of the science of medicine and surgery, with all the knowledge and skill that his years of training and experience provide.
- But your doctor is more than that.
- He is a wise counselor to old and young. He is a loyal and understanding friend to all.
- He is, indeed, “like part of the family.”

According to a recent Nationwide survey: MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

GENERAL physicians, surgeons, specialists, doctors in every branch of medicine... 113,957 doctors in all... were covered in this survey by three independent research organizations. The object of the survey was to determine what cigarette doctors themselves preferred to smoke. The brand named most was Camel.

After all, a doctor smokes for pleasure too. The pleasant mildness of a Camel can be just as welcome to his throat as to yours... the full, rich flavor of Camel's expertly blended cigarette tobaccos just as appealing to his taste. If you are not now smoking Camels, try them. Try them in your “T-Zone” (see left).
The historical actions of the tobacco industry to promote tobacco use among Māori:

The industry has manipulated public health messages of the dangers of smoking
Let's face it - you could get hit by a BUS tomorrow

go on -

HAVE A FAG!
SURGEON GENERAL’S WARNING: Have you noticed that the same people who want your cigarettes also want to take away your guns?

—and raw tobaccos have no place in cigarettes

They are not present in Luckies... the mild cigarette; you may smoke.

We buy the finest, the very finest tobacco in all the world—smoother than the smoothest, not until you have smoked Lucky Strike as she seldom cigarettes. The fact is, we never overlook the truth that “Nature in Her Raw State MILD”—as close the tobacco, after purifying and blending, do not alter the quality or character of that tobacco by any means. Just as sure as you are to smoke Luckies, so sure are you that Luckies are such mild cigarettes.

“It’s toasted” That package of mild Luckies
The historical actions of the tobacco industry to promote tobacco use among Māori:

The industry have started to sell cases so that people can cover up the health warnings on cigarette packets
The historical actions of the tobacco industry to promote tobacco use among Māori:

The industry markets cigarettes to children
The historical actions of the tobacco industry to promote tobacco use among Māori:

The industry has used images related to Māori to sell tobacco elsewhere.
The historical actions of the tobacco industry to promote tobacco use among Māori:

The industry have large cigarette displays in stores, usually right next to lollies at the counter.
The historical actions of the tobacco industry to promote tobacco use among Māori:

The industry has marketed cigarettes to seem appealing
Blow in her face and she’ll follow you anywhere.

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It’s Wild!
Tipalet. It’s new. Different. Delicious in taste and in aroma.
A puff in her direction and she’ll follow you anywhere.
Oh yes... you get smoking satisfaction without inhaling smoke.

Smokers of America, do yourself a flavor.
Make your next cigarette a Tipalet.

New from Muniel. About 5 for 25c.
Before you scold me, Mom... maybe you'd better light up a Marlboro

Yes, you need never feel over-smoked. That's the Miracle of Marlboro!

Gee, Mommy, you sure enjoy your Marlboro

Yes, you need never feel over-smoked. That's the Miracle of Marlboro!
chance of becoming an All Black—but do not be
surprised if you miss out.

We cannot all be All Blacks this honour is
reserved for the few—but we can all enjoy our
football and after all this is the most important
thing.

PHYSICAL WELFARE

There is a great social, as well as sports value
in the work being done by the East Coast people
through properly organised sports clubs. The East
Coast is one of the few areas where the Physical
Welfare branch of the Internal Affairs Depart-
ment is still operating, and I think the results be-
ing obtained there can be put down largely to
the energy and drive of Mr J. R. Sheffield the
Physical Welfare Officer.

Under his guidance and with the benefit of
his enthusiasm and wide experience, the East
Coast Maoris have formed some sixty indoor
sports bodies, often in places where no such thing
existed before. The clubs are conducted and ad-
mressed by local committees, and although
games are not an ultimate goal in useful citizen-
ship, the effects of healthy recreation are an im-
portant ingredient of it.

An example of the work being done may be
seen in the East Coast Boating Association,
which is composed of nine clubs with no fewer
than four hundred members. I doubt whether
there are four hundred regular association players
in Wellington. It is very pleasing to see that
although the Physical Welfare branch is living out
its years, its remaining field officers are each still
showing the enthusiasm and are achieving results
individually on the same scale as they did pre-
viously.

I have long held the view that many of the
social ills besetting some of our people—excessive
drinking, etc.—could be overcome if more atten-
tion were given to providing healthy sports and
recreation. Too often do they turn to the hotels
for companionship simply because there is no
where else to go. The Maori is gregarious by
nature. He likes company. He has a cultural
heritage of communal living. Because he is not
used to being alone, I see in these sports clubs
an ideal way of providing diversion through
healthy and useful occupation of his leisure time.

HARRY JACOB

It is with considerable sorrow that we record the
death of Bishop “Harry” Jacob of Levin.

At the time of his passing, Harry was a Maori
Welfare Officer in the Department of Maori
Affairs, and in this capacity he was able to turn
his vast fund of knowledge of his people to good
benefit.

Harry Jacob was one Maori who had succeeded
in extracting the best from the two worlds—Maori
and Pakeha.

GREYS
is GREAT
Greys Cigarettes are great too!
LIVE LIFE KINGSIZE

FOUR SQUARE KINGS
All the taste, all the way
Wherever you go...

PETER STUYVESANT

so much more to enjoy.

Splashing surf. Sun. And summer fun.
This is the world of Peter Stuyvesant—
youngest of the world brands.
King Size. Wherever you go—
so much more to enjoy.

The International Passport to Smoking Pleasure.
To keep a slender figure
No one can deny...

Virginia Slims are slimmer than the fat cigarettes men smoke. And rightly so.

Virginia Slims is the only slim cigarette made just for women. They're tailored slim to fit your hands and your lips. With rich Virginia flavor women like.

VIRGINIA SLIMS.

You've come a long way, baby.
CAMEL LIGHTS
It's a whole new world.

Today's Camel Lights, unexpectedly mild.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Hazardous to Your Health.
Our "hit-or-miss" and "do-it-if-you-can" methods of teaching Maori culture in our schools also came under fire. In all they were not at all impressed with what we are doing in this country for the education of Maori children, on the traditional aspects of our culture, nor on the wider scale, of teaching the above to all New Zealand as part of New Zealand culture.

What the conference struck into the minds of all was that every country had problems of education and that each was trying hard to solve them. Many practical conclusions were reached and definite proposals were made between several countries on the exchange of books, films, etc. Not least of the outcomes and results of the seminar was the making of friends on an international level. I have many friends now who are spread over a wide expanse of the world, and who have widened my own personal world over a broader horizon.

An action song for the victory: Whakarewarewa Maori School. (N.Z.S. Photograph).

not a bite in a billion!

get the full flavour of your tobacco roll with

ZIG-ZAG
cigarette papers
Marlboro

You get a lot to like

-filter
-flavor
-flip-top box

Here's old-fashioned flavor in the new way to smoke. Man-size taste of honest tobacco comes full through. Smooth-drawing filter feels right in your mouth. Works fine but doesn't get in the way. Modern Flip-Top Box keeps every cigarette firm and fresh until you smoke it.

(MADE IN RICHMOND, VIRGINIA. FROM A NEW MARLBORO RECIPE)
The historical actions of the tobacco industry to promote tobacco use among Māori:

The industry has sponsored events with large media coverage
The historical actions of the tobacco industry to promote tobacco use among Māori:

The industry uses social media to promote tobacco among Māori
British American Tobacco

Information
Category: Common Interest - Activities
Description: If u r over 18 or not then join this group
Privacy Type: Open: All content is public.

Basic Info
Name: British American Tobacco
Category: Common Interest - Activities
Description: If u r over 18 or not then join this group
Privacy Type: Open: All content is public.

Recent News
News: We love B&H

Admins
- Khan Mehedi (American Intl. University) (creator)

Officers
- Khan Mehedi (American Intl. University)
- Head of Tobacco
- Chief Tobacco
- Sayeda Umul Wara Mitu
- Asia, Tobacco
- Mohsin Fazile Allister Showan
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<tr>
<th>Name</th>
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<tr>
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<td>Club</td>
<td>407 fans</td>
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<tr>
<td>Camel Cigarettes</td>
<td>Common Interest</td>
<td>518 members</td>
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<tr>
<td>camel cigarettes</td>
<td>Just for Fun</td>
<td>53 members</td>
</tr>
<tr>
<td>Camel Cigarettes</td>
<td>Just for Fun</td>
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</tr>
</tbody>
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Save money and your lungs
Stop lung cancer and save $1000 per year. Limited time: 10% off! www.GreenSmoke.com
Welcome to Cheap Cigarettes - Tobacco.net.au, the cheapest and legitimate sellers of 100% genuine tobacco made in Australia.

Tobacco.net.au is here to provide the cheapest prices for Australian Made Tobacco and Cigarettes. The Tobacco & Cigarettes available on this site are Made in Australia by either one of the 3 major tobacco companies and we are the only legitimate Australian owned and operational web site selling tobacco and cigarettes products at the cheapest prices possible.

Tobacco.net.au is operated by E-Australia Consortium which owns and operates Gift & DVD site, Zippo.com.au, tobacco and a gift retail outlet, an EBay Store (Power Seller Since 2003) under the name Gift-Station-DVD-Zone, as well as supplying over 150 retail outlets across SA with DVD's.

E-Australia Consortium is a growing company located at Woodcroft Shopping Centre, South Australia has been operating since November 2003. We operate 3 outlets and a small warehouse within the shopping centre premises. Each of the outlets provides specialized personnel to help and advice customers with their respective needs such as DVD or gifts. All tobacco products found on this site are GENUINE and LEGAL products at the LOWEST and AFFORDABLE prices. This means that customers can get MASSIVE price reduction just by purchasing tobacco products from Tobacco.net.au. The picture on the right provides a satellite view of the whereabouts E-Australia Consortium is located through the eyes of the popular Google Earth.
The historical actions of the tobacco industry to promote tobacco use among Māori:

Not captured within this collection is the way cigarettes have been advertised on the television, radio and movies. Examples of television adverts and smoking in movies are available on YouTube for example:

An example of a tobacco television advert:
http://www.youtube.com/watch?v=cQdSGM8J0v4

Compilation of smoking in movies:
http://www.youtube.com/watch?v=RrOCJ6Ygt14

Tobacco companies have paid for cigarettes to be played on children’s TV shows for example The Flintstones. For example Winston co-sponsored the Flintstones in their first two years. The Flintstones characters starred in Winston commercials and at the end of the episode. An example of the end of episode commercial is:

Flintstones TV adverts:
http://www.youtube.com/watch?v=T5HfZQ23LO8
These images have been taken directly from the internet for the purposes of this inquiry only to show how tobacco has and is being promoted to Māori and all New Zealanders.