

healthy
families

Whanganui Rangitīkei Ruapehu
He oranga whānau

SMOKE FREE

MARAE TOOLKIT



SMOKE FREE



MARAE TIP SHEET

To create healthy change in our community the healthy choice has to be the easy choice. Our marae are central meeting places for our whanau, hapū, iwi and hāpori. Becoming a Smokefree Marae is a great way to role model healthy change for our people and denormalise smoking for our tamariki. A Smokefree Marae means that no one is able to smoke anywhere within the marae boundaries.

IN ORDER TO BECOME A SMOKEFREE MARAE YOU WILL NEED...

- To kōrero with kaumātua, marae trustees, whānau and any organisations utilising buildings on marae land such as whare karakia or kōhanga reo to ensure everyone is supportive of the kaupapa from the outset. Be prepared to explain why you think this is a good idea.
- Work with Kaumātua, marae trustees and whānau to create a smokefree marae tikanga that will work for your marae. You will need to create opportunities for as many of the marae whānau to be a part of this process as possible to ensure it is effective. This could include developing a smokefree marae policy or tikanga document. Think about defining the smokefree area so that everyone is clear.
- The Marae trustees will need to formally accept the Smokefree Marae documentation at a trustee hui. This may mean the whānau will need to present the kaupapa, documentation and be prepared to answer any questions the trustees may have. This will be easier if they have been involved from the beginning of the process.
- Smokefree signage in prominent positions both inside and outside the marae grounds to ensure everyone is aware of the smokefree kaupapa and adheres to it.

OTHER THINGS THAT MAY BE HELPFUL

Your local quit smoking service can provide support to whānau wanting to quit smoking and may be able to provide you with signage and resources such as pamphlets and posters that provide information to support your Smokefree Marae.

If you would like further information or support in becoming a Smokefree Marae please contact our team at
Te Oranganui Iwi Health Authority

Healthy Families Whanganui Rangitīkei Ruapehu
www.healthyfamilieswrr.org.nz (06) 349 0007



SMOKE FREE INFORMATION SHEET

Tobacco use and breathing in other people's smoke (second-hand smoke) causes about 5,000 deaths every year through cancer, stroke and heart disease. It is the leading cause of preventable death and disease in New Zealand.

If you smoke tobacco, odds are, you WILL be affected by it. Up to two-thirds of people who smoke today and continue smoking will eventually be killed by tobacco. Long-term smokers will die an average of 10 to 15 years early because of smoking.

There are five times the number of deaths from tobacco use each year, than from drowning, suicide and motor vehicle accidents combined.

SMOKING RATES FOR MĀORI

Smoking rates continue to drop, however this is not at the same rate for all people, with Māori and Pacific peoples still smoking at high rates.

Traditionally, Māori did not smoke. However, when tobacco was introduced to New Zealand in the 18th century that changed quickly. Smoking has been particularly damaging for Māori, who have higher smoking rates and higher rates of death and tobacco-related illness than non-Māori.

The smoking rate for Māori adults is 38%
Māori men – 34%, Māori women – 42%
Māori are 2.5 times more likely to be smokers than non-Māori
Māori smokers are the youngest to start smoking, at just over 14-years-old on average

DID YOU KNOW

Men are more likely to smoke at 18% than women at 15%
However, Māori women have highest smoking rate at 42% (Māori men 34%)
Smokers are more likely to have poor mental health than non-smokers
Smokers are more likely to binge drink
The average age of starting smoking is 14.8 years-old
18-24 year olds have the highest smoking rate, 24%
In 2014, the daily smoking rate for 14 and 15-year-olds fell below 3%, the lowest rates ever

SMOKING IN PREGNANCY

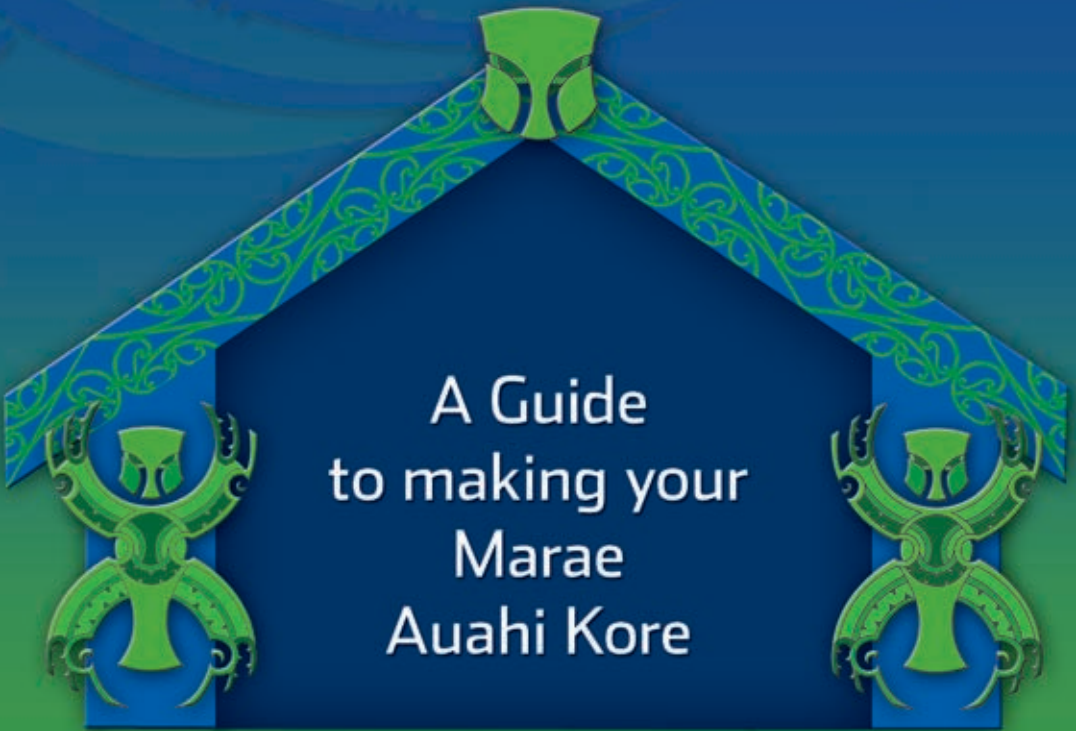
About 15% of pregnant women are smokers
Pregnant women under 20 years-old (31.8%) and Māori (34%) are more likely to be smokers.
Pregnant women living in the poorer communities (23.6%) are more likely to be smokers than those living in the wealthiest communities (4%)
Smoking during pregnancy is the leading cause of Sudden Unexpected Death in Infancy (SUDI) and accounts for 86% of SUDI cases between 2006 and 2010 (in comparison, if the mother is a non-smoker the rates of accounted SUDI is 14%)

<http://www.smokefree.org.nz/smoking-its-effects/facts-figures>

MAKING HEALTHY CHOICES EASIER WHERE WE LIVE LEARN WORK & PLAY

He Marae

Auahi Kore

A stylized marae structure with a dark blue roof and green decorative elements. The roof is a large inverted triangle with a green decorative finial at the peak. The sides of the roof are decorated with green scrollwork. At the base of the roof are two green decorative pillars. The central area is a dark blue rectangle containing white text.

A Guide
to making your
Marae
Auahi Kore

marae

auahi kore

Welcome



He tauparapara whakaara ake i
te mauri tangata:

A chant to inspire people:

Whakarongo ake ai au ki te
tangi a te manu nei a te matuhi

*I can hear the cry of the flock of
tui*

Tui, tui, tuituia!

*Bind together, strive together, let's get our act
together!*

Tuia ki runga
Tuia ki raro

*Strive from above to the universes
Reach into the bosom of mother earth*

Tuia ki waho
Tuia ki roto

*Reach out across the globe
Let's all believe in ourselves – body, mind and soul*

Tuia ki te muka tangata

Unite the diverse peoples of this world

Ka rongo te pō

*So that even those who are in their darkest
moments*

Ka rongo te ao
Tuia ki te here tangata i takea mai

*Will feel there is hope
Bonded together, through our common experiences*

i Hawaikinui
i Hawaikiroa
i Hawaiki pamamao
Ki te hono-i-wairua, ki te whai ao,
ki te ao mārama!

*Like all great civilisations
In far off times
In the times ahead
A spiritual journey for those like
minded, through this world into
the world of enlightenment*

Whano! Whano! Haramai te toki.

Ready, forward, altogether

Haumi e, hui e, tāiki e

As one, now we are there!

Ngā whakamarama nā Amster Reedy nō Ngāti Porou.

Kia ora and welcome to
'Auahi Kore Marae: A guide to making your Marae Auahi Kore.'

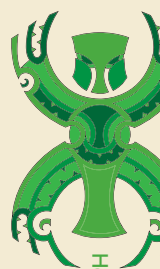
This guide is for Marae committees, trustees and whānau who want to make their Marae Auahi Kore/Smokefree.

Having an Auahi Kore/Smokefree Marae will assist in the protection of your tamariki, kaimahi, whānau and manuhiri from the harmful effects of second-hand smoke. Making your Marae Auahi Kore/Smokefree is a positive step towards making your Marae a place of whānau ora.

This booklet aims to assist you in understanding the Auahi Kore/Smokefree kaupapa and guide you through the process of creating an Auahi Kore/Smokefree environment on your Marae with the komiti whakahaere, kaimahi, whānau, hapū and community.

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History



When our tipuna first laid eyes on Captain Cook they could never have imagined the impact of the culture Cook was bringing with him. One part of that culture was the smoking of tobacco.

The impact of the new culture upon Māori and our way of life was devastating. The introduction of foreign diseases and practices, coupled with the alienation of Māori from the land, resulted in a massive reduction in numbers of Māori. The Māori population went from an estimated 150,000 in 1835 to 42,113 at the turn of the 20th century.

However, it was the introduction of tobacco and cigarettes that has had the greatest impact on our people. Traditionally te iwi Māori were a Smokefree culture. It is time to choose whether tobacco and cigarettes remain part of our future and our culture.

What is Auahi Kore?



Auahi Kore means being smokefree – being healthy. It is not about telling people what they can or can't do. It is not an anti-smoker message. Auahi Kore is a healthy lifestyle choice. Auahi Kore is about the well-being of our culture and who we are as Māori.

Did you know?

- *Tobacco smoking is a leading cause of preventable death in New Zealand.¹*
- *In 2004, just under one in two Māori (47 per cent) smoked cigarettes. This compares to one in five (20 per cent) Europeans/others smoking.²*
- 2009 – 45.1

Citation: Ministry of Health. 2010. Tobacco Use in New Zealand: Key findings from the 2009 New Zealand Tobacco Use Survey. Wellington: Ministry of Health.



Benefits of Going Auahi Kore

Some of the benefits of having an Auahi Kore Marae include:

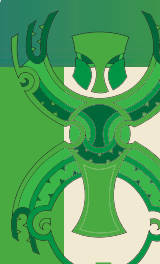
- *Positive role modelling behaviour for tamariki.*
- *A healthy whānau-friendly environment.*
- *Protecting non-smokers from the dangers of second-hand smoke.*
- *Catering for whānau who do not smoke.*
- *A progressive healthy image in your community.*
- *Encouraging smoking cessation (quitting smoking) among whānau and the wider Māori community.*
- *Reduced fire risk, which may lead to lower insurance premiums for the Marae.*
- *Reduced cleaning and maintenance costs.*



What does it mean to be an Auahi Kore Marae?

Ideally this will be determined by the Marae. In some cases it may mean becoming Auahi Kore 100 per cent, 24 hours a day, 7 days a week.

But for others it may mean taking smaller steps to reach that bigger goal. Some facilities being built on Marae now are already being declared Auahi Kore. Many whare and wharekai around Aotearoa are already Auahi Kore. But the challenge is to have ALL buildings and grounds recognised and respected as being Auahi Kore. It is important for the well-being of our culture as Māori and the future we want our children to enjoy.



Becoming an Auahi Kore Marae



Many Marae have begun the process of change following a key event, which has triggered the decision:

'We used to have to go around picking up all the cigarette butts off the ground. I resigned from [helping] ... you'd have to walk across the dining room through the haze and stand there quietly suffering and then walk out. You'd go there the next day ... there would be cigarettes, cigarette burns and ashes...on the floors.

It was at an unveiling or a mate where they go to the urupā, but instead of coming back into the whare afterwards there was no one there. All our kaumātua and kuia and maybe the whānau pani (would be smoking and) waiting for the hākari, but not completing the kaupapa."¹⁰

Once the decision to think about going Auahi Kore has been made, it is important to start the kōrero about this change. Discussions with Marae committees, workers, kaiāwhina, hapū and iwi may not be easy and in many cases there will be resistance. It is important, therefore, to be prepared to address their concerns and explain what becoming an Auahi Kore Marae will mean and how it may affect them and those visiting the Marae. It is a good idea to make sure that smokers are represented and they realise that it is not a personal attack on them. Their opinion and feelings are important.

Consider having some informal talks with members to gauge the general feeling towards the kaupapa and what information they will need to hear.

Common concerns have been:

- *The risk of bookings declining.*
- *That workers would not turn up because they are smokers.*
- *Smokers will continue to smoke.*

Often these fears do not come true:

*'I thought the bookings might drop when we became Auahi Kore.'*¹¹

*'People are still booking the Marae, and it's more popular than ever.'*¹²

*'You won't get any workers ... and people won't come. But we're in a different era now where Auahi Kore is acceptable. They go to McDonalds and can handle not smoking. They go to all these places, restaurants, buses, planes and there's no problem.'*¹³

In some cases, smoking still continued, but there were positives identified that encouraged the continuation of the kaupapa:

*'...We still have people who smoke more out of defiance.... We're seeing a huge move, one or two smoking. Not a whole haze any more.'*¹⁴

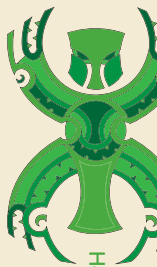
*'If we dwelled on how some of them are still smoking instead of saying one or two are smoking now instead of 10 or 20 you could slip, but that's huge. That's a point of celebration...it's that you're really taking it down.'*¹⁵

And even some unexpected results:

*'The smoking area is way out in the car-park, there's no seating, nothing like that. So it sort of dispels the social environment and now we are finding they're all in the whare listening to the kōrero.'*¹⁶

The presence of a key person or group has also been recognised as an important part of the process for marae considering Auahi Kore.

*'It's imperative that you get a person who's key in the Marae. They've got to be people who are there, who have credibility, stickability and consistency.'*¹⁷




Acceptance of the Auahi Kore kaupapa



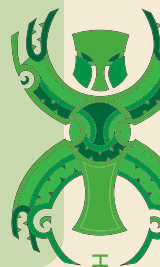
Once the consultation process has finished (this may take a few meetings) and the decision is made to adopt the kaupapa, there are some additional items to think about:

1. Be clear on the reasons your Marae is going Auahi Kore. It is important for all whānau to understand there have been lengthy discussions around this decision, that many people were involved in determining that this is a healthy message to adopt and promote.
2. Determine which buildings and areas are to be Auahi Kore. It may be that this occurs in stages, or you may be able to become totally Auahi Kore straight away.
3. Identify a start date when the kaupapa will come into effect. You could hold a celebration day with the whole community to help inform people of this change.
4. Communicate the Auahi Kore kaupapa through notices in newsletters, Marae pānui, local papers, registration forms, booking forms and letterhead. Be sure to include what this change means to whānau and manuhiri.
5. Prepare your Marae. Remove ashtrays and tins to designated locations or altogether if appropriate. Organise signage for all entry points to the Marae and prominent smoking areas. These act as a reminder of the kaupapa to all whānau and all visitors to the Marae. Be supportive by having information about quitting available on notice-boards for those that are motivated to stop smoking altogether. See the 'Need Help?' section for suggestions as to where you could obtain signage and quit information.
6. Develop strategies to help whānau deal with smokers who continue to smoke in Auahi Kore areas. Ask the smokers of your Marae to assist in determining the appropriate approach. It may just be a case of informing the smoker that the Marae area they are in is actually an Auahi Kore area.

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7. Discuss whether your Marae requires a written policy on the Auahi Kore kaupapa. A written document can be a good tool to outline what it means for your Marae to be Auahi Kore. It ensures that if committee members change, the kaupapa remains and can be driven by new members. A written policy can also send a strong message to whānau that your Marae takes the issue of smoking very seriously.
 8. Review your policy. After six months, seek feedback from the Marae committee, trustees, and whānau on how the kaupapa is working and how it can be changed to make it more effective. Ask questions such as "Is the kaupapa being respected? Are the signs effective? Where can we extend the kaupapa?"

Did you know?

- *Research has found that exposure to other people's tobacco smoke (second-hand smoke) causes between 174 and 490 deaths in New Zealand every year.³*
- *Research conducted in 2004 found that Māori, in particular Māori youth, were more likely to be exposed to second-hand smoke at home compared to non-Māori.⁴*



Smokefree Legislation and your Marae



The Smoke-free Environments Act 1990 (the Act), amended in 2003, aims to provide protection for workers, volunteers, children and the public against exposure to second-hand smoke.

The Act also plays a role in reducing the role modelling of smoking behaviours around young people, through a total smoking ban in all schools – a known risk factor for increased smoking uptake among this group.

Reducing smoking opportunities and exposure to smoking behaviours by tamariki and rangitahi, in environments such as Marae, can assist in improving the health status of Māori.

If your Marae has employees or volunteers, a kura kaupapa or kōhanga reo (educational facility – school or early childhood centre) or has a liquor licence then it is covered by the Act.

Included in the amendments are a number of changes affecting smoking in workplaces, which came into effect on 10 December 2004. Changes affecting kura and kōhanga came into effect on 1 January 2005.

Kura/ Kōhanga Reo

Smoking is prohibited in all schools (grounds and buildings), including kura. It is also prohibited in premises used as early childhood centres, such as a kōhanga reo.

These changes mean that all schools/kura and early childhood centres/kōhanga reo must be 100 percent smokefree, inside and outside, at all times.

The management of the kura/kōhanga reo is required to take 'all reasonably practicable steps' to ensure that no one smokes on the site of the school or centre at any time, on any day. This includes ensuring that signs stating that smoking is forbidden at all times are placed at every entrance to the site and buildings.

For the purposes of the Act, a reasonably practicable step is defined as a step that a reasonable and prudent person would take in similar circumstances.

Workplaces

All internal workplaces must be 100 percent smokefree. This includes licensed premises, factories, offices, warehouses, 'smoko' rooms and work canteens. A workplace also includes the following examples:

- *work vehicles, marae-based kōhanga reo and licensed hospitality venues*
- *Indoor areas in marae, which are workplaces, must also be smokefree.*

A 'workplace' is an 'internal area' occupied by an employer and usually frequented by employees or volunteers during the course of their employment.

Volunteers

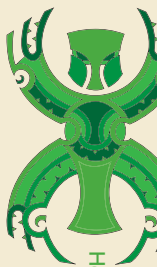
Volunteers will be covered by the Act if:

- *they work in an internal area; and*
- *there is an employer who arranges for volunteers to undertake work and the volunteer performs any work arranged by or on behalf of the employer; and*
- *the volunteer frequents the internal area and performs the work on a regular basis.*

An 'internal area' means an area within or on the premises or vehicle that, when all its doors, windows, and other closeable openings are closed, is 'completely or substantially enclosed' by:

- *a ceiling, roof or similar overhead surface; and*
- *walls, sides, screens or other similar surfaces; and*
- *those openings.*

Employers must take 'all reasonably practicable steps' to ensure that no person smokes at any time in an internal area of a workplace. This includes cafeterias, corridors, lifts, stairwells, toilets, workrooms and other internal areas associated with the workplace.



Examples of 'reasonably practicable steps' include:

- *display of smokefree signs in the workplace*
- *reference to the smokefree law in workplace employment agreements and recruitment policies*
- *notifying service contractors of the smokefree law as it applies to workplaces*
- *training managers and supervisors on what to do if someone smokes in the workplace.*

The obligation to protect the health of staff under the smokefree law is complementary to employers' obligations under the Health and Safety in Employment Act; and complementary to 'good employer' obligations.

Where employment relationship problems arise in respect of smoking in the workplace, employers and employees should deal with these in terms of the Employment Relations Act 2000.

Licensed premises:

The licensee of any indoor licensed premises (liquor or gambling license) is required to take 'all reasonably practicable steps' such as:

- *a set of procedures on how to deal with a patron who smokes, and associated staff training*
- *smokefree signage*
- *removal of ashtrays.*

to ensure that no person smokes in an internal area on their premises.

This applies to bars, restaurants, cafes, chartered clubs, sports clubs and marae with a liquor license.

For further information on tobacco, health and the Smoke-free Environments Act 1990 visit hsc.org.nz



Need Help?

Your local health promoter

There are a number of organisations that have worked with Marae going through the process of becoming Auahi Kore/Smokefree. It would be a good idea to contact your local Auahi Kore workers either through your iwi health provider, District Health Board or other Māori health provider.

Auahi Kore health promoters can provide information, support, ideas on how to promote the kaupapa, assist in your consultation process and help develop a written Auahi Kore policy. Contact your local health promoter to discuss possible options available to your whānau and Marae.

Cessation – Quitting

Cessation workers assist smokers who wish to quit. There are currently two types of services available in New Zealand: a national phone service and a kanohi ki te kanohi service managed locally.

Quitline

The Quitline is a free quit smoking telephone help line. Callers can:

- *Request a quit pack that has practical quit smoking advice and information.*
- *Talk to a Quit Advisor for one-on-one support.*
- *Get exchange cards for subsidised nicotine patches or gum where suitable.*

Quit Advisors are expertly trained to help smokers with their quitting. Many Advisors are ex-smokers or have whānau and friends who have been affected by smoking-related illnesses. You can call the Quitline on 0800 778 778 or visit quit.org.nz for more information.

Aukati KaiPaipa

Aukati KaiPaipa is a face-to-face Māori specific service that is delivered locally within specific Māori services.

This programme offers Māori, and their whānau, the opportunity to address their smoking addiction through a range of services. Services include free nicotine patches or gum, motivational counselling and ongoing support. Visit aukatikaipaipa.org.nz to find more information and contact details of your local provider.



Acknowledgements



Thank you to all the health workers and additional contributors that have participated in the long journey to deliver this resource.



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auahikore.org.nz

Putiki Wharanui Marae.
Auahi Kore Policy

RATIONALE:

The traditional, natural world of the Maori was auahi kore. Smoking is a major risk factor for many childhood and adult illnesses, diseases and death. It has no place in the Marae environment.

AIM:

After due consultation, the Putiki Wharanui Marae is promoting an auahi kore environment as the norm. The Putiki Wharanui Marae is committed to encouraging Iwi to become auahi kore. This policy provides for the restriction of tobacco smoking to a single designated outdoor area only. This is a major step towards Putiki Wharanui Marae becoming totally auahi kore in the near future.

ACTIONS:

1. Putiki Wharanui Marae is an auahi kore Marae. Smoking is permitted only in the designated outdoor smoking area which is the seated area beside the bone carving room by the rear entrance of the Marae.
2. Aside from smoking in the designated outdoor area, the Marae prohibits the use of tobacco products in any form in any of the Marae buildings, facilities and grounds at all times by any person.
3. The policy includes external contractors and workers who are working on the Marae site. They will be notified of the Marae auahi kore status and designated outdoor smoking area location during negotiation prior to commencement of work.
4. All Marae events will be auahi kore / smokefree at all times.
5. All hirers of Marae facilities will sight the Marae auahi kore / smokefree policy. Agreement to restrict all smoking to the designated outdoor smoking area will be a condition of use.
6. This policy will be prominently displayed in the Marae buildings.
7. Signage will be in place, which clearly indicates that Putiki Wharanui Marae is auahi kore. The designated outdoor smoking area will also be clearly signposted.
8. Any complaint about failure to recognise this policy should be directed to the Marae chairperson in the first instance.

Signed:

Date:

Policy review date:



TE ORANGANUI
Iwi Health Authority

Free quit smoking service

- Free Nicotine Replacement Therapy (NRT)
- Kanohi ki te kanohi support either in your home, workplace or where you feel comfortable
- Designed to help and support whānau to quit smoking

CALL OUR TEAM TODAY ON

0800 004 504

OR COME IN AND SEE US AT:

57 Campbell Street Whanganui

Monday - Friday 8.30am – 5pm

auahi kore

**AOKATI
KAIPAIPA**