

Smokefree Aotearoa 2025 Action Plan

Focus Area 2

Increase health promotion and community action



Our vision

Our vision is to eliminate the harm that smoked tobacco products cause in our communities by transforming Aotearoa New Zealand to a smokefree nation by 2025.

Our goal

Our goal is that, by 2025, daily smoking prevalence will be less than 5 percent for all population groups in Aotearoa New Zealand.*

Focus areas

The Smokefree Aotearoa 2025 Action Plan has six key focus areas, each with actions that we will take during the next four years and beyond to achieve Smokefree Aotearoa 2025 and ultimately end the harm smoking causes.

Focus Area 2: We'll increase health promotion and community mobilisation to support the people of Aotearoa New Zealand to make changes, strengthen smokefree norms and communicate and explain changes to the law. We're in this together!

Key actions for Focus Area 2

2.1 Fund health promotion and community mobilisation activities that support the smokefree goal.

Lead

Health New Zealand / Māori Health Authority

Timeframe

Ongoing

2.2 Develop a plan for health promotion and community mobilisation that reflects and aligns with Māori rights under Te Tiriti o Waitangi and interests, aspirations and perspectives at community, regional and national levels.

Lead

Hāpai te Hauora

Timeframe

Now–2025

* The prevalence goal is for smoking only and excludes vaping and the use of smokeless tobacco products.



Te Kāwanatanga o Aotearoa
New Zealand Government



2.3 Fund a health promotion programme to prevent young people from vaping.

Lead

Ministry of Health

Timeframe

From 2021

2.4 Create opportunity for Pacific leadership across the action plan to ensure culturally responsive approaches that will reduce smoking prevalence among Pacific peoples.

Lead

Ministry of Health

Timeframe

From 2022

We will know we are succeeding when we achieve our three main outcomes of:

1 Eliminating inequities in smoking rates and smoking-related illnesses

2 Creating a smokefree generation by increasing the number of children and young people who remain smokefree

3 Increasing the number of people who successfully quit smoking

For more information, visit the Smokefree webpage on the Ministry of Health website at: health.govt.nz/smokefree2025

