

# Smokefree Aotearoa 2025 Action Plan

## Focus Area 1

Expand Māori leadership and decision-making



### 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 1: We'll make sure there is Māori leadership and decision-making across all levels of the action plan. Māori involvement is essential to achieving equitable outcomes.

## Key actions for Focus Area 1

**1.1** Establish the Smokefree Aotearoa 2025 Taskforce, comprising Māori leaders, to provide assurance on progress and delivery of the actions to achieve Smokefree 2025 for Māori.

#### Lead

Ministry of Health

#### Timeframe

Now (ongoing)

**1.2** Ensure the Smokefree Aotearoa 2025 Taskforce holds the Ministry of Health, the Government and the tobacco control sector accountable to Māori, through equitable performance reporting and monitoring and evaluation of this action plan.

#### Lead

Smokefree Aotearoa 2025 Taskforce

#### Timeframe

Now–2025

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



**1.3** 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

**1.4** Provide for an increased Māori workforce to deliver kaupapa Māori service solutions across all service areas (through the investment plan for stop smoking services).

**Lead**

Ministry of Health

**Timeframe**

Plan finalised by 30 April 2022

**1.5** Proactively support and expand the right for Māori to exercise their authority over matters affecting their lives and the aspiration for pae ora (healthy futures), including via the new Māori Health Authority, committees such as the Public Health Advisory Committee and through iwi Māori partnership boards.

**Lead**

Ministry of Health

**Timeframe**

Key decisions 2021–2022

**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](https://health.govt.nz/smokefree2025)

