

# Smokefree Aotearoa 2025 Action Plan & Local Authorities

Transforming Aotearoa to a smokefree future by 2025

*“Together we will add to the work of the Tupeka Kore champions who were here before us and fought hard to eliminate the harm caused by tobacco products. Let us not forget all those who have passed away since the Smokefree Aotearoa 2025 goal was set. Five thousand people a year die from smoking related illnesses, many of which are whānau and we owe it to them to get it right, to persevere and eliminate smoking from our future.”*

**Selah Hart**

**Chief Executive Officer  
Hāpai Te Hauora**

Local authorities help drive a smokefree future by implementing smokefree outdoor policies.

Released in December 2021, the Government's *Smokefree Aotearoa 2025 Action Plan* sets out measures to eliminate the harm that smoked tobacco products cause our communities and commits to legislation that will:

- Reduce nicotine to very low levels and restrict product design features that enhance the appeal and addictiveness of smoked tobacco products
- Significantly reduce the number of tobacco retailers authorised to sell smoked tobacco products
- Prevent tobacco retailers being concentrated in our most deprived neighbourhoods
- Create a smokefree generation where our future tamariki will never be able to purchase tobacco
- Require retailers selling vaping products to notify the Director-General of Health before selling these

*Smoked tobacco products are a leading cause of preventable death and disease in Aotearoa New Zealand and drive health inequity, particularly among Māori, Pacific and lower income communities. Nearly one in four (22.6%) deaths among Māori were attributable to smoking and nearly one in seven (13.8%) among Pacific people.<sup>1</sup>*

## Why should councils have their say on the Action Plan?

The Health Act 1956 states that it is the duty of every territorial authority ‘to improve, promote and protect public health within its district.’<sup>2</sup>

Local councils are well placed to advocate for legislative changes to implement the Smokefree Aotearoa Action Plan in order to achieve better outcomes for the ‘social, environmental, cultural, and economic wellbeing of communities’.<sup>3</sup>

Te Tiriti O Waitangi guarantees protection of Māori interests and values such as health and wellbeing, aligning with the Future of Local Government observation that, planned reforms ‘will require dialogue between central government, local government, Iwi and Māori.’<sup>4</sup>

Public consultation on the legislation to implement the Smokefree Aotearoa 2025 Action Plan is expected to begin in July 2022.

By participating in the submission process councils can help ensure that the world leading Smokefree Action Plan becomes a reality.

For further information please contact your local Cancer Society Health Promoter at: [smokefree@cancer.org.nz](mailto:smokefree@cancer.org.nz)

To find out more about the upcoming submission process, visit our [advocacy page](#).

<sup>1</sup> Walsh M, Wright K. Ethnic inequities in life expectancy attributable to smoking. *NZ Med J.* 2020 Feb 7;133(1509):28-38. PMID: 32027636

<sup>2</sup> <https://www.legislation.govt.nz/act/public/1956/0065/latest/DLM306680.html>

<sup>3</sup> Local Government Act 2002. <https://www.legislation.govt.nz/act/public/2002/0084/167.0/DLM170873.html>

<sup>4</sup> Ārewa ake te Kaupapa: Raising the Platform. Review Into the Future for Local Government. Interim Report September 2021. Source: [https://www.futureforlocalgovernment.govt.nz/assets/Uploads/DIA\\_16724\\_Te-Arotake-Future-of-Local-Government-Interim-report\\_22.pdf](https://www.futureforlocalgovernment.govt.nz/assets/Uploads/DIA_16724_Te-Arotake-Future-of-Local-Government-Interim-report_22.pdf)

