

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 the measures to eliminate the harm that smoked tobacco products cause our communities. The plan has six key focus areas.

Smokefree Action Plan focus areas



Ensure Māori leadership and decision making at all levels



Increase health promotion and community mobilisation



Increase evidence-based stop smoking services



Reduce the addictiveness and appeal of smoked tobacco products



Reduce the availability and appeal of smoked tobacco products



Ensure manufacturers, importers and retailers meet their legal obligations

The Smokefree Action Plan sets out 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. ¹



An amendment bill will be open for consultation from July 2022.

To find out more about the submission process [Click here](#)

Visit our advocacy page [here](#)

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What does the Smokefree Aotearoa 2025 Action Plan mean for local authorities?

“Our people, our youngsters ought never to be able to buy cigarettes, and the only way that could happen is if it is not there on the market...you take them out of those shops you take them out of those garages, you take tobacco out of this country”

Dame Aroha

Hohipera Reriti-Crofts
(28 August 1938-20 May 2022)

Both local and central government are committed to safer and healthier communities.

The Health Act 1956 states that it is the duty of every territorial authority 'to improve, promote and protect public health within its district'.² Smokefree policy implementation is a good example of how council policy supports public health. The NZ map of councils smokefree outdoor *policies* show us that:



SF 2025 Endorsed
42%
(n 28)



Green Spaces
96%
(n 64)



SF Outdoor Dining
46%
(n 31)

Actions outlined in the plan will strengthen the work undertaken by Councils to reduce the harm tobacco causes in their community. A comprehensive range of measures are included (some of which are world firsts) to help reduce inequities in smoking rates and smoking related illness.

How can Local Authorities support the Action Plan?

Local Councils are well placed to advocate for legislative changes to implement the Smokefree 2025 Action Plan in order to achieve better outcomes for the 'social, environmental, cultural, and economic wellbeing of communities.'³

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.'⁴

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

For further information contact your local Cancer Society Health Promoter at smokefree@cancer.org.nz



“I was with my peer grouping and somebody was smoking and they offered me one... something as simple as that. The 11 year old child in me had no idea that (smoking) would become a lifestyle.”

Leisa Aumua

**Smokefree Canterbury
Community Voices film**

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

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

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

⁴ Arewa 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