

Auahi kore hapori whānui: action for smokefree communities

Our auahi kore (smokefree) commitment

Auckland Council is committed to creating a smokefree region by 2025. Achieving this goal will contribute to achieving the national goal for Aotearoa to be smokefree by 2025.

We made our smokefree commitment so Aucklanders can enjoy a healthy, clean environment and public spaces without exposure to tobacco smoke and cigarette litter. By supporting our communities to become smokefree we can help them to lead healthier lives.

The [Auckland Council Smokefree Policy and Implementation Plan 2017 - 2025](#) charts a path for achieving the smokefree goal in Tāmaki Makaurau. It strengthens the levers we have as local government, and complements the activities being delivered by our smokefree partners locally, regionally and nationally. Council's focus is on activities that will contribute to the smokefree goal by building on our relationships with communities, and our role as a governor of public places.

Our Smokefree policy and implementation plan prioritises investment and activities in communities with high smoking prevalence and sets the scene for this action plan.

This action plan outlines how Auckland Council will support and empower high smoking prevalence communities in Tāmaki Makaurau to become smokefree by 2025.

**Smoking is defined by the Smokefree Environments Act 1990, as "to smoke, hold, or otherwise have control over an ignited tobacco product, weed, or plant, and includes to smoke, hold or otherwise have control over an ignited product or thing whose customary use is or includes the inhalation from it of the smoke produced from its combustion or the combustion of any part of it..."*

A targeted focus to reach the communities most in need

Under this action plan, we will target smokefree investment and activities to communities with the highest smoking prevalence. This will enable us to reach a large proportion of Auckland’s smokers and make significant progress against our Smokefree 2025 goal.

Nearly 85 per cent of New Zealanders are now smokefree. Māori and Pacific communities however, (particularly those in Henderson-Massey, Glen Innes, Point England, Māngere, Ōtāhuhu, Ōtara, Papatoetoe, Manurewa, and Papakura) will not meet the Smokefree 2025 goal without a new approach. They account for nearly 40 per cent of smokers in Tāmaki Makaurau. Existing smokefree initiatives are not reaching these groups – something needs to change. Achieving the Smokefree 2025 goal in these communities will require a decrease in the number of young people who start smoking, and a significant increase in stop smoking rates.

Focus on reaching priority audiences

Our priority audiences within these communities are wāhine Māori, Pacific males (aged 22 – 45), rangatahi/talavou and their families. These groups are key to reducing uptake and increasing the number of successful quit attempts by smokers.

Wāhine (females) and Pacific males (particularly Tongan, Sāmoan, Niuean and Cook Island Māori) who are 22 – 45 years old are a key focus for activities under this plan. They represent the largest cohorts of smokers in their communities.

Talavou (youth) are also critical because prevention is key to reducing smoking in future generations. If we reach this group, we also have an opportunity to indirectly influence smokers who are close to them. Māori and Pacific smokers commonly cite setting an example for tamariki and mokopuna as their main motivation to quit smoking.

A fresh, innovative approach to increase our impact

Successful smokefree approaches are about people, not just place. Auckland Council will enable communities, and work with partners to deliver a customised and innovative smokefree approach that is relevant for priority audiences and communities. Research suggests this is likely to be more effective.

To inform this plan, we commissioned research into smokefree approaches that are likely to be the most effective in Māori and Pacific communities. Researchers reviewed interventions with evidence of effectiveness and emerging approaches that show promise. Kōrero with Māori and Pacific smokers, ex-smokers, vapers, and stop smoking providers informed our understanding of why they started smoking, and what would motivate and enable them to quit. This provides direction for how we can help reduce the uptake of smoking in our Māori and Pacific communities, and better support people to begin or continue their quit journey.

The numbers: What we know about smoking in our Māori and Pacific communities

Percentage of smokers in Auckland who identify as Māori or Pacific people (2013 Census data)



Most Māori and Pacific smokers in Tāmaki Makaurau live in Henderson-Massey, Glen Innes, Point England, Māngere, Ōtāhuhu, Ōtara, Papatoetoe, Manurewa, and Papakura

27,768 Māori smokers

15,867 (57.1%)
wāhine Māori
👤👤👤👤👤👤

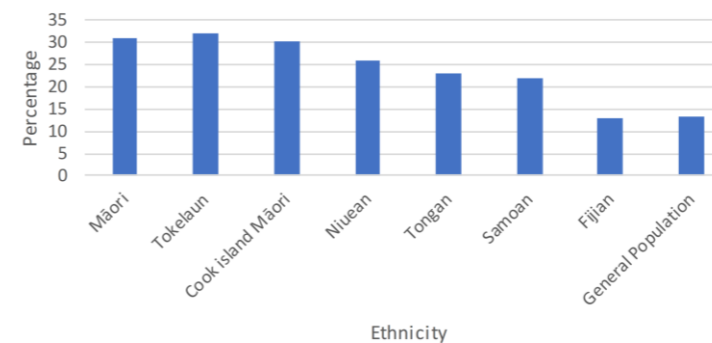
11,904 (42.9%)
Māori men
👤👤👤👤

23,712 Pacific smokers

13,161 (55.5%)
Pacific men
👤👤👤👤👤👤

10,548 (44.5%)
Pacific women
👤👤👤👤

Smoking prevalence in Tāmaki Makaurau by ethnicity



The cohorts with the most smokers are wāhine Māori and Pacific males, aged between 22 and 45.

Smoking rates for Pacific males are highest for Tongans, Samoan, Niuean and Cook Island Māori.

To reach our Smokefree 2025 goal, **3,500 Māori** and **2,600 Pacific** people would need to quit smoking each year, over the next seven years. The number of new Māori and Pacific smokers would also need to reduce to **zero**.

2,146 Māori and Pacific smokers enrolled in a health-funded stop smoking service in Tāmaki Makaurau between mid-2016 and mid-2017.

14 The average number of times a smoker tries to quit before succeeding

On average, Māori and Pacific smokers start smoking relatively young (14 and 16.6 years old, respectively). They are more likely to start if they are regularly exposed to smoking at home, and if the density of retail outlets around their school is high.

Smokefree tu'u le ulaula tapa'a:¹ Our roadmap

TARGET AREAS: We will activate smokefree public places, build local smokefree movements in Māngere, Ōtāhuhu, Manurewa, Ōtara, Papatoetoe, Papakura, Henderson-Massey, Glen Innes and Point England, and prioritise activities across three activity streams for

22 – 45 year old wāhine Māori, Pacific males (especially Tongans, Niuean, Samoan and Cook Island Māori), and Māori/Pacific rangatahi/talavou

✓ *'Flax-roots', community-led*

✓ *Fun and innovative*

✓ *Whānau/ ā iga/ kā iga/ magafaoa/ vuvale/ kōpū tangata/ fā mili/ group based*

✓ *Te Ao Māori and Pacific cultures at the centre*

Activity stream 1:

“By the people, for the people”

Enable community-led projects that help build smokefree movements in priority communities

Activity stream 2:

“Activate smokefree public places”

Activate smokefree public places and smokefree movements in priority communities

Activity stream 3:

“Switch to quit”

Create more supportive environments for smokers who want to quit

Community empowerment

- Empower, facilitate and motivate change

Tailored communication/ promotion wrapped around activities

- Celebrate, educate and promote smokefree activities and movements

Partnerships and collaboration

- Collaborate on delivery
- Connect people to activities and quit services

Funding and grants

- Procure and resource activities

¹ 'Tu'u le ulaula tapa'a' means 'stop smoking' in Samoan

Smokefree tuku ifi leva:² An innovative, targeted approach

Our aims

This action plan sets out an innovative, targeted approach that will support high smoking prevalence communities in Tāmaki Makaurau to reach the Smokefree 2025 goal.

The plan aims to empower communities to:

- build local smokefree movements that increase community participation and support for Smokefree 2025 goals and policies
- de-normalise smoking in public places within their communities
- support and motivate smokers to begin or continue their quit journey
- reduce the number of rangatahi/young people who take up smoking

Achieving these aims has the potential to deliver significant long-term health and wellbeing benefits to communities in Tāmaki Makaurau. Smoking kills more people in Aotearoa each year than road crashes, alcohol, other drugs, suicide, murder, drowning and earthquakes – all put together. Smoking-related health conditions (such as cancer, cardiovascular and respiratory diseases) are higher among Māori and Pacific peoples than other ethnicities. Reducing smoking prevalence will reduce the incidence of smoking-related disease within these communities.

In the long term, we also foresee significant cultural benefits for our Māori and Pacific communities if we enable them to become smokefree. There is an avoidable cultural cost associated with the premature loss of kuia, kaumatua, mātua³ and fatupaepae⁴ due to smoking-related illness, as it takes away the opportunity for them to pass cultural traditions, knowledge and whakapapa to younger generations.

Playing to our strengths

Our Smokefree Policy and Implementation Plan focuses on activities that play to our strengths. This plan is also designed to complement the Smokefree 2025 efforts of others.

Central government provides the legislative and national policy framework for regulating the supply, use and demand for tobacco. Government and non-government health agencies deliver information and education, smoking prevention and stop smoking services and subsidised quit medicines. These agencies also support the Smokefree 2025 goal by delivering a range of smokefree communication and advocacy activities.

Two of the biggest smokefree challenges for these partners are to de-normalise smoking in high prevalence communities, and to increase Māori and Pacific uptake of stop smoking services. This plan leverages opportunities available to Auckland Council to support the efforts of other partners by using our:

- Smokefree public places policy as a platform for de-normalising smoking in high prevalence communities
- Grassroots relationships with individual communities as a vehicle for galvanising action that increases uptake of stop smoking services delivered by others.

We learned that change is possible, but we need a fresh approach.

² 'Tuku ifi leva' means 'quit smoking now' in Tongan

³ Tongan, Samoan, Tokelauan term for elder or community leader

⁴ Tokelauan terms for mother or young lady, the cornerstone of the family

There is support within communities to break inter-generational cycles. As part of our research, many smokers and ex-smokers told us of aspirations for their tamariki and mokopuna to lead smokefree lives. They were motivated to set an example for them by quitting. But they know that becoming smokefree is difficult and āiga⁵/whānau support is critical.

"That's not good for us, you know. He awahi e te tiaki tatou o mokopuna o wenera. Kia kete e tatou kore momi paipa, he hauora mo ratou. That's my cries for the mocos. Kia ora."

"By us, for us"

"...I would like to [quit] and I would want to [quit] in the future because I want to live for my grandchildren at the end of the day...."

"There is a Stop Smoking Bus that comes out to South Auckland, but I have never been interested enough to go in and enquire."

"Having a message or ad that's cool and hits you or that it's gripping. Not making people feel attacked."

"I thought the Smokefree month was cool. It was the opportunity to get support, who would I want around me if I couldn't cope with smoking. For some people, it would be their whānau, but what if they are smoking?"

"I want to tautoko what she said - it's very addictive, I have been doing it like 200 years. It's going through generation and generation. It's all made for us to spend all our money."

"Why should we give up on you just because you have given up on yourself?"

"Sometimes smoking comes along with drugs and alcohol. Smoking might be better than addiction to drugs or alcohol."

"Think about our environment, our life source."

"It feels like auahi kore is a dying kaupapa. Those of us that did champion auahi kore, we would like to see more new health promotion."

"If they take tobacco away, it's going to be hard."

"...If the Council go into schools especially kura kaupapa Māori and have a conversation with the kids about it and help them encourage their parents and grandparents, I think they can do it through Kapa Haka. They are so creative and clever. I think they can haka it out. Make up haka's whakatupato e pakeke, kaumatua mai, pakeke mai."

"Mak[e] advertisements that are more fun. When it's funny it starts to go around like slang and people ask where did you get that? Where did you hear that from?"

"My reward, my time."

"It helps with the stress."

Creating smokefree communities is not just about *what we do*... It is also about *how we do it*.

The people who participated in the research told us that we can improve the reach and effectiveness of our smokefree activities if we customise our approach so it:

- empowers the community to design and deliver their own solutions
- is fāмили/whānau/group-based and enables smokers to draw strength from the people around them
- is fun, innovative and without judgment
- is grounded in Te Ao Māori, Pacific and local cultures
- acknowledges that life circumstances can make it difficult to become or remain smokefree.

⁵ The Samoan term for 'family'

Auahi kore hapori whānui: Our approach

ENABLERS: Weaving customised approaches into everything we do

To maximise the reach and impact of our activities delivered under this plan, we will weave customised approaches through everything that we do. This will be achieved by:

	Wāhine Māori aged 22-45	Pacific males aged 22-45	Māori and Pacific rangatahi/talavou
Tailoring our approach	<ul style="list-style-type: none"> programmes delivered by Māori women and people who have quit themselves Te Āo Māori approach group/whānau based approaches fun, positive, without judgment empowering communities (“by us, for us”) 	<ul style="list-style-type: none"> programmes delivered by Pacific males and people who have quit themselves tailored to Pacific cultures group/family-based approaches fun, positive, lotu-poto/understanding⁶, without judgment – tāmata’ia! Kaurauka ‘ia tāua⁷! empowering communities (“by us, for us”) 	<ul style="list-style-type: none"> ‘real’ messages delivered by local people – not the establishment group/family-based approaches fun, positive, without judgment empowering communities (“by us, for us”)
Involving key influencers	<ul style="list-style-type: none"> whānau (mothers, aunts, sisters) best friends celebrity role models (e.g. musicians) midwives 	<ul style="list-style-type: none"> family (immediate) church members sports club members old school friends’ networks 	<ul style="list-style-type: none"> peers musicians (local artists) local celebrities (e.g. sports heroes)
Using motivators that appeal	<ul style="list-style-type: none"> vaping as one of the quit options⁸ for smokers setting an example for their children financial savings competition and incentive programmes 	<ul style="list-style-type: none"> setting an example for their children financial savings 	<ul style="list-style-type: none"> family norms/expectations popularity and peer pressure
Using appealing engagement channels	<ul style="list-style-type: none"> social media health service providers, e.g. midwives marae 	<ul style="list-style-type: none"> on-street (Quitbus) Lotu⁹/churches sports clubs 	<ul style="list-style-type: none"> local events (music festivals with ‘street credibility’) sports clubs on-street (Quitbus)

“A campaign that shows me how much money I am spending would be good. It would make me think. I had to figure it out myself.”

“People that can relate to quitting and how hard it is and have actually done it.”

“It would be good to see more smokefree ads. I have only seen ads on YouTube, Facebook. It would be good to see more on all social media. Everyone uses phones these days and are on social media. A best way to communicate to people is sending a message to everyone.”

“I reckon it will work, especially kids in Māori families doing it together and supporting each other. I am sure my Dad would. ‘What’s up Dad, we are quitting!’”

“I went vaping and he didn’t, so I just let him go, I let him carry on smoking. Then finally he just came my way and started vaping. So, doing it together, because it is hard when other people in the house are smoking. People have given up for 3 or 4 months and have gone back to it because others are smoking.”

⁶ ‘lotu-potu’ is the Tongan term for ‘understanding’

⁷ Cook Island’s Māori for ‘give it a go - we can do it!’

⁸ Auckland Council acknowledges that evidence on vaping as an effective quit tool is emerging. Interventions used will apply a precautionary approach that is evidence-based. Auckland Council does not promote vaping to young people or non-smokers.

⁹ ‘Lotu’ is the Sāmoan term for ‘church’

Smokefree tu'u le ulaula tapa'a: Our areas of focus

ACTIVITY STREAMS: Focus on de-normalisation and empowerment

Under this plan, we will deliver three streams of activities – those with evidence of effectiveness, emerging and promising innovations, and initiatives that respond to feedback from our priority audiences.

In keeping with our role within the smokefree sector, we will focus on activities that promote smokefree public places, de-normalise smoking and motivate people in high smoking prevalence communities to begin or continue their quit journey.

Activity stream	Description
“By the people, for the people”	Enable community-led projects that help build local smokefree movements in priority communities.
“Activation of smokefree public places”	<p>Activate smokefree public places in priority communities. Activation will involve fun, high profile activities in places that are popular with priority audiences. For example:</p> <ul style="list-style-type: none"> • celebration of local smokefree success stories • fun, interactive events to share smokefree ideas (talent quests, kapa haka, ‘big idea’ events, ‘flash mobs’) • quit competitions and celebrity promotions • instigation of smokefree conversations by local influencers • bespoke or interactive smokefree infrastructure in smoking hotspots
“Switch to quit”	Create a more supportive environment for smokers who want to quit by disseminating evidence, busting myths and celebrating ‘switch to quit’ stories.

What do we know about the proposed activities?

Community-led initiatives

A Department of Internal Affairs pilot of four community-led development programmes found that they successfully enabled communities to increase capability, cohesion and participation, and to achieve positive and lasting outcomes. Successful community empowerment requires funding flexibility and can take time.

Innovation and stop smoking initiatives

The Vape2Save support programme has seen exceptional results among Māori women.

Vaping is emerging as an innovative stop smoking tool. A 2017 Public Health England study concluded that it can be an effective quit method if reinforced by expert support. Engagement with Māori and Pacific groups supports this - and indicates that vaping myths and access to advice are barriers to trying this quit method. Complaints about vaping in our smokefree public places also suggest a gap in public knowledge about vaping as a way to quit.

Experts estimate that vaping is 95 per cent less harmful to health than smoking. There is currently no evidence that it presents second-hand health risks for bystanders or that it is a gateway to smoking. The United Kingdom study found that regular vapers are almost exclusively current or previous smokers.

Place based activation

Place-based activation provides a platform for engaging people and starting conversations, influencing attitudes, and building local ownership of solutions.

The New Zealand WERO Smokefree challenge involved elements that could be applied to place-based activation, including competition, family/group-based activities and rewards, and team support. The WERO quit rate was nearly three times the national rate six months after completion.

“I am a 40 plus smoker and I have tried everything to get off smoking and I have not managed, and I have been smokefree for 5 months due to vaping.”

“I tried to enrol in a stop smoking training course, but they told me I couldn't, that is was a conflict of interest. That's kind of where I stopped trying.”

“Having a place for vaping, to help people.”

By us, for us.”

“Give the mana back to the people – let us make the choices.”

“We need to tell them, ‘If you blow clouds in people's faces, people are going to hate you.’”

“There should be separate spaces for vaping... Asking a vaper to vape in a smoking area is like asking an alcoholic to drink orange juice in a bar.”

Our rationale

If we enable community-led projects, we can ...

- ✓ build local awareness of smokefree goals
- ✓ build local smokefree movements

If we activate smokefree public places, it will help....

- ✓ de-normalise smoking in public places
- ✓ reduce the number of young people who start because they see others smoking
- ✓ reduce temptation for smokers trying to quit or avoid relapse

If we generate more support for smokers to 'switch to quit', we can...

- ✓ enable realistic pathways to smoking cessation
- ✓ reduce friction about vaping in public places

Sequenced activities to maximise profile

A sequenced approach to delivery will be taken to maximise impact, leverage synergies between activities, and support efficient logistics.

Where possible, we will facilitate and encourage a flexible and coordinated approach so that smokefree activities are mutually reinforcing wherever possible. This plan gives effect to the Auckland Council Smokefree Policy and Implementation Plan 2017-2025. It will also align and integrate with other regional and national smokefree initiatives. This will help to maximise impact. For example, community-led initiatives could be timed to coincide with local activation of public places.

An adaptive, responsive approach

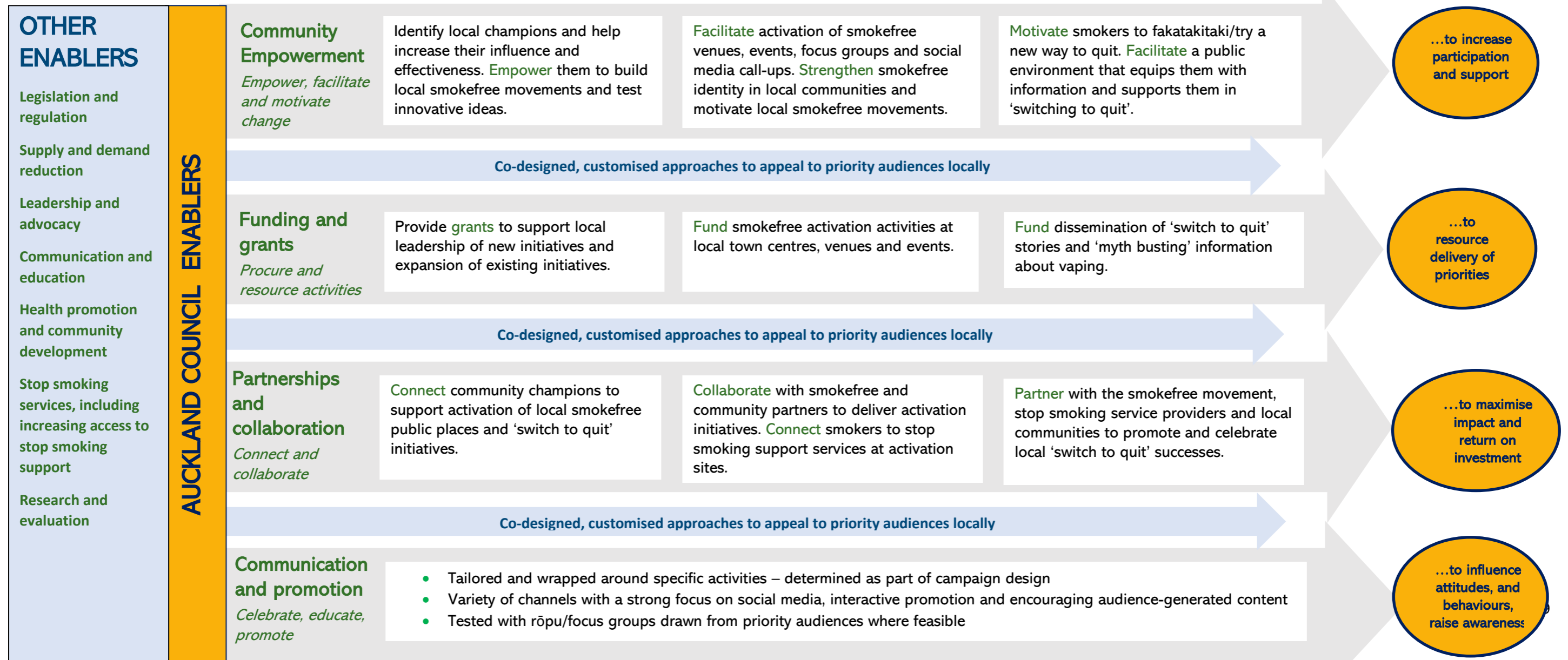
Initiatives will be tested in one or two locations and adapted for other areas if successful.

We will take a learning-based approach to delivery of this action plan. Where appropriate we will replicate activities across different locations, but 'one size may not fit all'. We will therefore adapt our approach and the content of particular activities to fit the needs and circumstances of different communities. We will also apply lessons learned along the way, constantly improving our approach to maximise our impact.

Smokefree tuku ifi leva

Action for smokefree communities

Purpose: To deliver three activity streams focussed on Maori and Pacific-led community initiatives in areas and groups with the highest numbers of smokers (Henderson-Massey, Glen Innes, Point England, Māngere, Ōtāhuhu, Ōtara, Papatoetoe, Manurewa, and Papakura). The plan aims to reduce the number of young people who start smoking, and increase quit rates in these communities through community empowerment, funding and grants, partnerships and collaboration, and communication and promotion activities.



Smokefree grants

Contestable smokefree grants will be available for new initiatives, to build on promising existing initiatives, or for joint activities delivered by more than one group. To ensure the projects are truly led ‘by the people, for the people’, we will prioritise grants for small, community-based groups over large organisations.

The grant maximum will be \$25,000 to provide flexibility around the type and scale of initiative. Multi-year grant allocations will be considered, as time may be needed to build capacity or grow participation in some initiatives. Requirements will be developed with a focus on transparency, sustainability and alignment.

Targeted outcomes are most likely to be delivered by ‘grassroots’ groups and champions that emerge organically within communities. They may lack the organisational support of larger organisations. Where this is a barrier, we will provide practical support to ensure that local champions are aware of grants opportunities and able to apply. We will also look at practical ways of simplifying complex reporting and administrative requirements. The level of detail required in grant applications will be proportional to the size of the grant request. Where appropriate, we will connect community leaders with ‘umbrella’ organisations they can partner with.

Innovation can bring risk. Some initiatives may deliver outcomes that differ from those intended. Others may take longer than expected to deliver. We would identify the value in these initiatives and the opportunities to learn. Participation in ‘grassroots’ initiatives will raise awareness of the Smokefree 2025 goal and help build local smokefree movements. They are also likely to deliver broader benefits, such as increased community capacity, confidence and cohesion.

Our partners

Many of the activities outlined in this plan rely on close cooperation and joint activity with other smokefree partners. We will actively seek opportunities to complement and build on their activities. By working closely together we can amplify the impact that we make within our Māori and Pacific communities.

Within this plan, we see specific opportunities for our activities to complement those of others, and vice versa. For example:

- place-based activation could increase awareness and uptake of existing stop smoking services
- ‘switch to quit’ activities could provide a means of introducing new ways to break cycles of smoking addiction
- community-led projects could increase awareness and support for smokefree regulations and the Smokefree 2025 goal.

Grant criteria will include:

Criteria	Explanation
Builds local smokefree movement	<ul style="list-style-type: none"> • encourages local participation in smokefree initiatives
Delivered in target area(s)	<ul style="list-style-type: none"> • delivered within Henderson-Massey, Glen Innes, Point England, Henderson-Massey, Glen Innes, Point England, Māngere, Ōtāhuhu, Ōtara, Papatoetoe, Manurewa, and Papakura
For target audiences	<ul style="list-style-type: none"> • designed to make a difference for one or all of the following groups: <ul style="list-style-type: none"> ○ wāhine female smokers ○ Pacific male smokers ○ Māori and Pacific rangatahi/talavou
By people who know the audience	<ul style="list-style-type: none"> • delivered by people from/with experience in relevant local communities or groups; or • delivered by people with strong understanding of <ul style="list-style-type: none"> ○ Mātauranga Māori tikanga and world view; or ○ Pacific cultures and world views.

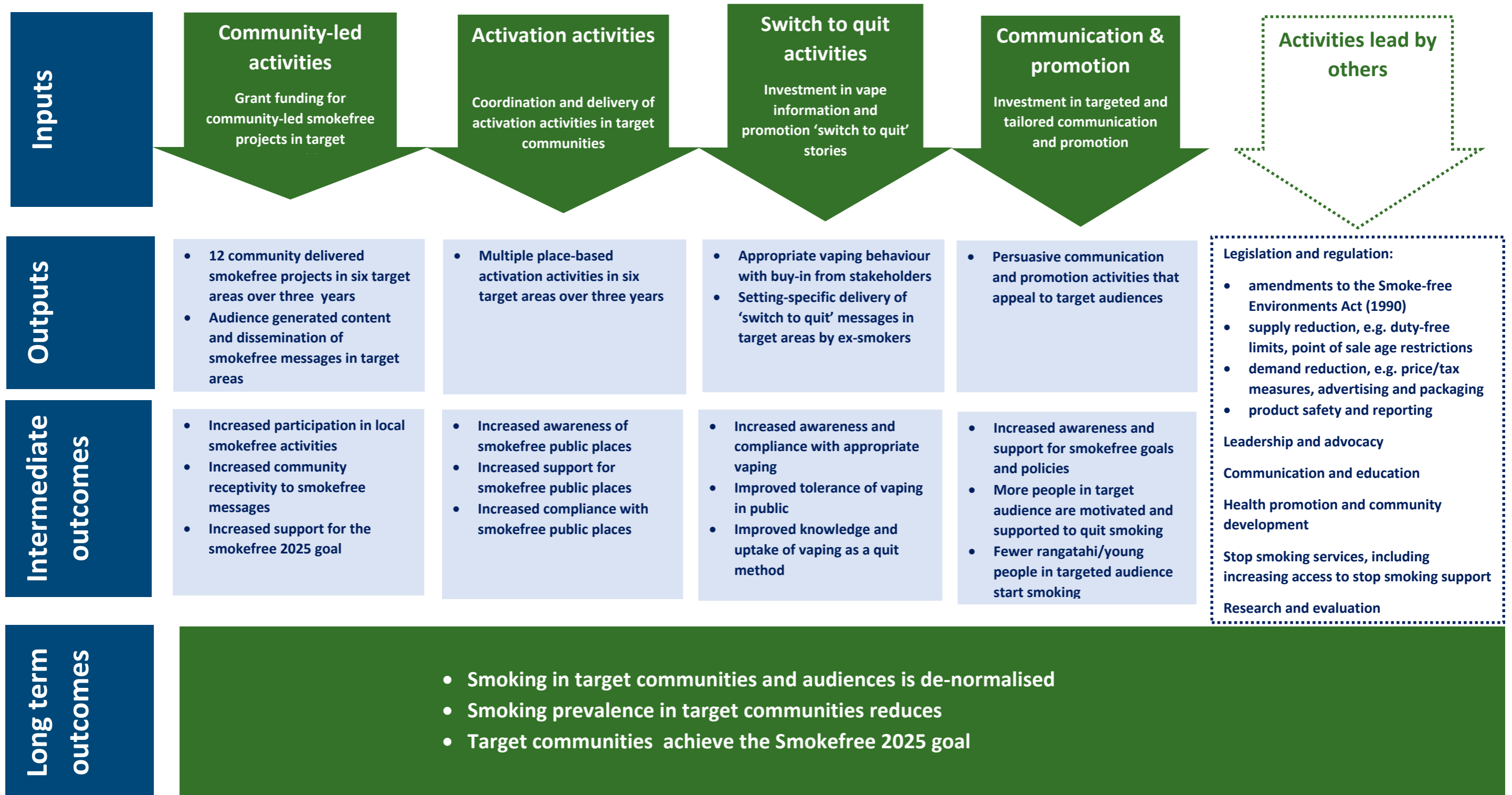
Auahi kore hapori whānui

What will we do and when will we do it?

	‘By the people, for the people’	Activate smokefree public spaces	‘Switch to quit’
2019/20 TEST	<p>Establish a regional community grants fund to enable grass roots, community-led smokefree projects</p> <p>Encourage community-created smokefree content and involvement in activation of smokefree public places in Ōtāhuhu and Manurewa via:</p> <ul style="list-style-type: none"> • competitions • Upsouth callouts • local talent quests/‘the big idea’ competitions • creation of co-design opportunities 	<p>Partner with others to activate smokefree public places in/near Ōtāhuhu and Manurewa</p> <ul style="list-style-type: none"> • Ōtāhuhu and Manurewa/Clendon town centre pilots <ul style="list-style-type: none"> • focus on malls, plazas, main streets, transport hubs, churches, sports clubs, schools, marae close to town and town centre events/festivals • Rugby, league, touch, netball, softball, kalikiti clubs in Ōtāhuhu and Manurewa • Kawakawa Bay, Maraetai, Omana Regional Park, Orere Point 	<p>Partner with others to disseminate ‘switch to quit’ messages in priority communities and raise awareness of effective quit options, such as vaping. This could include:</p> <ul style="list-style-type: none"> • message delivery (by smokefree partners) as part of ‘quit’ programmes • promotion in council spaces and facilities • promotion at churches, marae, sports clubs in target communities • social media call-ups to encourage audience-generated messaging. <p>Celebrate and support local people to promote their ‘switch to quit’ stories as part of activation events (focus on Ōtāhuhu and Manurewa)</p>
2020/21 TEST, ADAPT,	<p>Continue regional community grants for community-led smokefree projects, adjusting approach if indicated</p> <p>Encourage community-created smokefree content and involvement in activation of smokefree public places in Henderson-Massey and Māngere</p>	<p>Partner with others to activate smokefree public places in Henderson-Massey and Māngere</p> <ul style="list-style-type: none"> • Henderson, New Lynn and Māngere town centres • Rugby, league, touch, netball, softball, kalikiti clubs near Henderson, New Lynn and Māngere town centres • Henderson Park, Te Rangi Hiroa, Harbourview-Orangihina, Ambury Farm 	<p>Partner with others to disseminate ‘switch to quit’ messages about quit options including vaping information in target communities</p> <p>Celebrate and support local people to promote their ‘switch to quit’ stories as part of activation events (focus on Henderson-Massey and Māngere)</p>
2021/22 ADAPT, REPLICATE	<p>Continue regional community grants for community-led smokefree projects, adjusting approach if indicated</p> <p>Encourage community-created smokefree content and involvement in activation of smokefree public places in Glen Innes, Point England and Ōtara</p>	<p>Partner with others to activate smokefree public places in Glen Innes, Point England and Ōtara</p> <ul style="list-style-type: none"> • Glen Innes, Panmure and Ōtara town centres • Rugby, league, touch, netball, softball, kalikiti clubs near Glen Innes, Panmure and Ōtara town centres • Point England Reserve <p>Partner with others to activate beaches in other parts of the region that are popular with target audiences:</p> <ul style="list-style-type: none"> • Long Bay, Milford Beach, Narrowneck Beach, Cockle Bay, Eastern Beach 	<p>Partner with others to disseminate ‘switch to quit’ messages in priority communities and raise awareness about quit options, such as vaping as an effective quit method for smokers.</p> <p>Celebrate and support local people to promote their ‘switch to quit’ stories as part of activation events (focus on Glen Innes, Point England and Ōtara)</p>

Smokefree tu'u le ulaula tapa'a

What outcomes do we expect?



Smokefree tuku ifi leva

Measuring, evaluating and reporting on progress

How will we know if we have been successful?

MEASURING, EVALUATING AND REPORTING ON PROGRESS

We will measure and evaluate progress towards expected intermediate and long-term outcomes by reporting on qualitative and quantitative measures.

We acknowledge that it will be challenging to attribute the impact and measure the effectiveness of some activities outlined in this plan because the focus of our activities is on de-normalising smoking, rather than delivering stop smoking services. We are also conscious that:

- a range of extraneous factors will occur concurrently and may impact on smokefree attitudes and behaviours in target communities
- there may be a lag between the delivery of some activities (such as community-led initiatives) and realisation of outcomes

These factors mean that traditional smokefree measurement approaches such as counting the number of people who quit smoking following attendance at a stop smoking service may not accurately measure the effectiveness of our activities.

We will therefore use a combination of data-based analysis, surveys, rōpu/focus groups and observational activities to measure progress towards outcomes.

We see value in creating a sense of ownership of local smokefree goals by involving the community in some measurement and monitoring activities. Where practicable, we will create opportunities for the community to become involved in:

- local goal setting
- charting progress towards local goals
- identifying unique ways to undertake measurement activities (such as recruiting ‘citizen scientists’ at local schools to support observational activities)
- delivering measurement activities.

Visible and motivating place-based reminders of progress towards local goals will also be used to support communication of community achievements.

How will progress towards outcomes be benchmarked?

Collection method	Measure
Cigarette butt counts in key locations in target areas (periodic)	<ul style="list-style-type: none"> • Change in the number of cigarette butts found in specified locations
Observation of smoking and vaping behaviour in target areas (periodic)	<ul style="list-style-type: none"> • Change in the number of people smoking in specified locations • Change in the number of people vaping in specified locations
Street intercept surveys and rōpu/focus groups about smokefree awareness and behaviours (periodic/six monthly)	<ul style="list-style-type: none"> • Change in level of awareness/support for smokefree public places • Change in level of awareness/support for vaping in public places • Change in the number of smokers who have attempted to quit in the previous six months • Number of people who have switched to vaping as a quit method in the previous six months
Desk top analysis of stop smoking service data in target areas (periodic/six monthly)	<ul style="list-style-type: none"> • Change in the number of people who have used stop smoking services in specified locations
Social media assessment	<ul style="list-style-type: none"> • Number of shares/reposts to council-initiated smokefree social media challenges • Number of active responses to council-initiated smokefree social media challenges
Desk top analysis of participation data from community-led projects	<ul style="list-style-type: none"> • Number of people who have actively participated in a community-led smokefree project