

BOPDHB Position Statement

Tobacco Control

Introduction

The Bay of Plenty District Health Board (BOPDHB) is required under legislation:

- to improve, promote, and protect the health of people and communities;
- to promote the inclusion and participation in society and independence of people with disabilities;
- to reduce health disparities by improving health outcomes for Maori and other population groups;
- to exhibit a sense of social responsibility by having regard to the interests of the people to whom it provides, or for whom it arranges the provision of, services;
- to exhibit a sense of environmental responsibility by having regard to the environmental implications of its operations.

The BOPDHB has prepared a series of position statements which demonstrate its commitment to these objectives, its vision of “Healthy Thriving Communities” and CARE values, and outlines its viewpoint on different health issues.

The Bay of Plenty DHB affirms the following:

- Support of the Government’s vision of Smokefree Aotearoa 2025, where less than 5% of the adult population will use tobacco and it will be extremely difficult to manufacture, market, sell and supply tobacco. The DHB supports actions at a national level to achieve this vision, including regular increases in tobacco taxation, reduced marketing of tobacco, reduced access to tobacco, particularly for young people, and legislative controls on the manufacture and sale of tobacco.
- Commitment to the Midland Smokefree 2025 vision statement and action plan to give effect to the national vision in the Midland region.
- Support and active encouragement of current smokers including DHB employees and contractors on DHB sites, patients and carers to quit smoking and stay quit. The DHB will progressively work towards employment of a Smokefree workforce.
- Improving smoking cessation services within the adult population, particularly parents, and reducing the uptake of tobacco smoking by young people. The DHB will work towards the achievement of the “Better Help for Smokers to Quit” health target in both the secondary and primary settings.
- Giving priority to interventions that specifically target the reduction of smoking rates in high priority groups such as Maori, Pacific, pregnant women and other vulnerable populations across multiple settings concurrently.



- Ensuring that all DHB property, facilities, buildings, and vehicles are Smokefree environments through policy development and active encouragement and enforcement.
- Continuing to support the role of Smokefree Officers employed by the DHB and designated by the Director-General of Health in ensuring that the Smokefree Environments Act 1990 is administered through education, advice, enforcement and initiation of prosecutions as necessary.
- Engaging with the various sectors to plan for, promote, and support smoke-free Auahi Kore environments and interventions through partnerships based on shared strategic vision and coordinated investment.
- Continuing to make submissions on tobacco issues to district and regional councils and government select committees when appropriate; provide input into district and regional council tobacco policies and plans, including Smokefree open spaces; and provide ongoing promotion of tobacco harm reduction strategies through the provision of information to health care professionals and the public.

The Bay of Plenty DHB notes that:

- Tobacco use is the leading cause of preventable death in the world and New Zealand. It is responsible for the death of one in ten adults worldwide – about five million deaths each year, 13,500 deaths per day. It kills over 4500 New Zealanders every year, including around 350 from exposure to second-hand smoke.
- Smoking causes one in four of all cancer deaths in New Zealand, and is a major contributor to cardiovascular heart disease, strokes and the impact of diabetes. These chronic conditions place a major burden on the morbidity and mortality of the BOP population, and the cost of health service provision.
- Tobacco plays a significant role in health inequalities within the Bay of Plenty. Māori smoking rates are much higher than the smoking rates of other adult New Zealanders. Twenty percent of Māori deaths each year are attributable to tobacco use. This is a significant loss of cultural knowledge and language. Smoking rates of Pacific peoples are much higher than the rates for all adult New Zealanders. Despite declining smoking rates and concerted efforts to reduce consumption in New Zealand, Maori and Pacific tobacco consumption remains higher than most other ethnic groups with no conclusive signs of decline.
- While overall smoking rates continue to decrease, smoking during pregnancy remains a source of considerable and serious negative health outcomes for women and babies in New Zealand. Smoking during pregnancy reduces the growth and health of babies and increases the risks of a number of complications and illnesses for both the mother and baby.
- Comprehensive tobacco control programmes are the most effective, and should include a mix of health promotion, tobacco taxation, smoking cessation, research and evaluation, and legislation and enforcement.



Adopted by the BOPDHB Board at its meeting on 18 April 2012

Review This position statement will be reviewed in three years, or as necessary.

References and further information:

Ministry of Health – tobacco control:

www.health.govt.nz/tobacco

World Health Organization:

www.who.int

The Public Health Association health topics:

www.pha.org.nz/healthtopics

The Smoke Free Coalition:

www.sfc.org.nz

Action on Smoking and Health:

www.ash.org.nz

Cancer Society of New Zealand:

www.cancernz.org.nz

National Heart Foundation:

www.heartfoundation.org.nz

Ministry of Health. (2004). *Clearing the Smoke: A five-year plan for tobacco control in New Zealand (2004–2009)*. Wellington: Ministry of Health.

Health Sponsorship Council. (2005). *Framework for Reducing Smoking Initiation in Aotearoa-New Zealand*.

Te Ara Hiringa: Strategic Plan for the National Māori Tobacco Control Service 2011–2016

