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# HE ARORANGI WHAKAMUA

Reducing the uptake of tobacco  
In Ngāti Hauiti Rangatahi

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A thesis submitted in partial fulfilment of the requirements for the degree of  
Doctor of Philosophy  
at Massey University, Wellington Campus,  
New Zealand.

2003

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## **ABSTRACT**

Tobacco is the leading cause of preventable death in New Zealand and is known to cause various types of cancers, heart disease and respiratory illnesses such as emphysema. As well as harm to smokers, tobacco products cause harm to non-smokers by exposure to tobacco smoke. Smoking is a major issue for Māori in terms of health, equity, economic status and cultural identity as smoking rates, for both adults and youth, are about double the New Zealand European rate.

The author of this thesis and tribal leaders of Ngāti Hauiti believe a comprehensive Māori tobacco intervention strategy, based on traditional values, using current iwi development principles and incorporating contemporary evidence may impact in significant ways on the attitude to smoking in Ngāti Hauiti rangatahi and whānau. In the longer term, the prevalence and social costs of tobacco use can be reduced most effectively and substantially through the adoption of whānau-centred policies aimed at preventing tamariki and rangatahi from initiating tobacco use.

The objectives of this research programme were to collect and analyse data on the historical, social, economic and cultural context of smoking for Ngāti Hauiti tamariki, rangatahi and whānau. The data, combined with information about the context for the intervention and substantial reviews of the literature, would be used to develop a comprehensive framework for the progress of tobacco control research and intervention activities within Ngāti Hauiti.

The study has produced a tobacco uptake intervention strategy using five separate data sources, two of which are original to this thesis: the analysis of Ngāti Hauiti as the

intervention context; and defining of the social constructions of tobacco uptake from a whānau perspective. A Tobacco Uptake Intervention Strategy has been outlined incorporating the contexts for the intervention, the whānau constructions around tobacco uptake, Ngāti Hauiti research principles, and best practice evidence.

The study concludes that Māori health promotion principles were consistent with iwi development principles, therefore aligning the tobacco control intervention with a wider whānau hapū iwi development role was seen as advantageous to both goals; the context for the intervention is clearly able to be identified as a distinctive community setting with a range of strengths that will enable effective implementation of the tobacco control intervention; and, it is clear from qualitative data and evidence that a comprehensive approach that targets multiple sites and multiple levels, and uses complementary components from each intervention approach studied may result in positive changes in tobacco smoking attitudes and behaviours.

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## ACKNOWLEDGEMENTS

My heartfelt thanks to members of my iwi, Ngāti Hauiti, for supporting and encouraging this research. Without your support this doctorate would not have been possible.

Thank you to all the whānau who agreed to korero with Raihania and me. I hope your stories will enable us as whānau and hapū of Ngāti Hauiti to work with your goals and aspirations towards an auahi kore future.

I would like to express my appreciation and gratitude to the Health Research Council. Your financial support has made it possible for me as the principal researcher to focus my energies on this thesis and complete the conceptual phase of an auahi kore intervention strategy for Ngāti Hauiti. Your ongoing support of the implementation phase of this PhD allowed the iwi to take the next step and implement a public health programme that may significantly improve the health of whānau and hapū of Ngāti Hauiti.

Thank you to Chris Cunningham and Philippa Howden Chapman for academic supervision. Chris, you were always positive, you provided a broader Māori research perspective and your practical support of the project in a variety of ways was invaluable. Thanks, Philippa, for your review of the thesis, your comments and questions helped me to go a bit deeper and to review issues I might have taken for granted.

Thanks to friends and colleagues for taking the time to review specific chapters, I appreciate the time you all took out of your busy schedules. Thank you Bridget Robson, Louise Signal,

Utiku Potaka, Anaru Waa, Shane Bradbrook, Robin Kearns, and Kevin Dewe. Your feedback made the final document that more robust.

I would like to make special mention of George Thompson, who completed his PhD on Tobacco Policy this year. George, you were always a bit of an inspiration, your dedication to the task was remarkable and you were always encouraging of my work.

Thanks to my whānau. In particular my partner Awhina, who provided sound wisdom and support throughout the last four years. To my sister Maureen, who completed her doctorate in 2002. Thank you for leading the way. Thanks to Hana for taking the time to proof read my thesis. To my other children, thanks for being there and being proud of me.

Finally, I would like to dedicate this thesis to my Mum and Dad who both died of lung cancer after many years of smoking.

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## MAORI/ENGLISH GLOSSARY OF WORDS

Aroha	love
Auahi kore	smoke free
Hapū	sub-tribe
Hauora	lifebreath, health
Hauititanga	Ngāti Hauiti understanding of tikanga
Hui	meeting or gathering
Iwi	tribe
Kai	food
Kainga	house
Kaimahi / kaiāwhina	worker- support worker
Kaitiaki	guardian
Kanohi ki te kanohi	face to face
Kapa haka	form of modern Māori cultural group performance
Karakia	prayer or incantation
Kaumātua	elderly men
Kaupapa	groundwork, topic or subject
Koha	present or gift
Kohanga	nest
Kuia	elderly women
Koroua	elderly man
Kura	school
Mana whenua	having rights over this land
Mana	prestige, authority
Māori	native people of Aotearoa New Zealand
Mauri	Life force or principle
Māoritanga	Māori culture and beliefs

Marae	Māori gathering place
Marae atea	place in front of the meeting house
Mōteatea	lament
Mirimiri	massage
Noa	free from restriction
Pa	stockade or fortified place
Pātere	song
Pakeke	adults
Rangatahi	teenagers or younger people
Rangatira	chief
Reo	language
Rohe	district
Rongoa	traditional medicine
Rūnanga	iwi governing body
Takiwā	district
Tamariki	children
Tangihanga	funeral
Taonga	precious or valuable item
Tapu	Sacred
Tautoko	support
Tauparapara	incantation
Tika	right or correct
Tikanga	protocols and practices
Tino rangatiratanga	sovereignty
Tūpuna	ancestors
Waiata	song
Wānanga	learning education
Whakapapa	genealogy
Whānau	family
Whānaungatanga	making of a family
Wharepuni	place for meeting and sleeping
Wharekai	place for food preparation and eating
Whenua	land



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