

World Smokefree May 2018 Report

Toki Rau Stop Smoking Services Northland

This report is a summary of the World Smokefree May 2018 activities undertaken by Toki Rau Stop Smoking Services Northland - Ngati Hine Health Trust, Te Hauora o Te Hiku o Te Ika, Hokianga Health Enterprise Trust, Te Hā Oranga, Ki A Ora Ngātiwai, Te Hau Ora o Ngāpuhi, and Te Rūnanga o Whaingaroa – supported by Northland District Health Board, Manaia Health PHO and Te Tai Tokerau PHO [see appendices].

Background

World No Tobacco Day was introduced by the World Health Organization in 1987, and is celebrated around the world every year on May 31.

In New Zealand, we call it World Smokefree Day and focus on supporting the New Zealand Government's goal that by 2025 fewer than 5% of New Zealanders will smoke.

Evidence shows that campaigns such as WSFD can be an effective trigger for people to make a quit attempt.¹ Provides an opportunity to promote the benefits of stopping smoking², raise the profile of the Toki Rau Stop Smoking Services Northland and celebrate smokefree environments.

World Smokefree Day in New Zealand has carried the theme *It's About Whānau* since 2015.

Building on the *It's About Whānau* theme, the 2018 messages and resources focus on celebrating smokefree whānau, where (homes), public spaces and workplaces.

Aim / Vision

To encourage those Northlanders who smoke to stop smoking and support friends and whānau on their quit journey.

Objectives / Measures

The objectives of World Smokefree Day (WSFD) are:

1. raising awareness and contributing to the achievement of the Smokefree 2025 goal
2. raising awareness of the smokefree kaupapa, reducing exposure to second-hand smoke, increasing quit attempts and celebrating smokefree environments.
3. promoting Toki Rau Stop Smoking Services.

WSFD Events

The Fresh Air Project Whangarei

To launch World Smokefree May and to celebrate smokefree environments Whangarei District Council, Cancer Society Northland and Northland DHB celebrated the success of *The Fresh Air*

¹ Ministry of Health. 2007. New Zealand Smoking Cessation Guidelines. Wellington: Ministry of Health.

² Health Sponsorship Council. 2010. World Smokefree Day Media and Promotion Kit 2010. Produced by the HSC on behalf of the National Tobacco Control Working Group

Project Whangarei on 1 May 2018 in Whangarei District Council Chambers at Forum North.

The Fresh Air Project Whangarei was a voluntary 3-month pilot where cafes in Whangarei CBD and Quayside were encouraged to promote their outdoor dining areas as smokefree.

Her Worship Mayor Mai presented those Cafes that chose to remain smokefree after the pilot ended with a Smokefree Café Award and a copy of the evaluation was presented to Council.

- Ninety-four percent of Whangarei CBD and Quayside café customers supported smokefree outdoor dining according to customer feedback.
- 72 percent of customer's said they were more likely to visit a cafe again because they offered smokefree outdoor dining.
- 10 new cafes became smoke free, adding to the 14 cafes that were smokefree before the promotion.



Smokefree Rawene Ferry

Hauora Hokianga, Northland District Health Board and Te Hauora O Ngapuhi supported the Rawene car ferry Kohu Ra Tua Rua to be Smokefree from the hours of 0715 to 1430 on 15 May 2018 to raise awareness of World Smokefree Day and promote Toki Rau Stop Smoking Services. Information and gifts were given to those that registered with Toki Rau SSS.

Outcomes

252 contacts with people on the ferry and 4 Broad Spectrum staff.

4 new registrations Hauora Hokianga Toki Rau SSS.

Feedback

Positive and supportive response from all that were present on board the ferry. People would like to see the ferry made Smokefree permanently.

What would you do differently?

Instead of giving away sweets on the ferry look for healthier options.



Quit Stall in the Mall, Whangarei

Toki Rau SSS set up a Quit Stall in Cameron Street Mall, Whangarei CBD on 16 May 2018, to promote Toki Rau SSS as part of World Smokefree May.

Outcomes

- 57 Brief advice given to smokers
- 16 Brief advice given to friends or family members
- 17 Signed up or referred to Toki Rau SSS to follow-up
- 9 Toki Rau SSS business card given
- 2 Not interested in quitting
- 6 Not ready to quit

Feedback

Great support from wider Toki Rau SSS providers coming together to support the Whangarei based Toki Rau SSS.

There was a lot of interest from the public, people were actively seeking support and keen to quit.

Conversations with people who are quitting by vaping and an approach from a vape shop owner to discuss the types of E-cigs they sold.

A very good team building process particularly for those who are new to Toki Rau SSS.

Great having non- smokefree give-aways.

The few balloons that we had left from previous WSFD activities last year were good for engaging children and parents.

Seemed to be received well by the public. Great that the CEO from Ngati Hine Health Trust and Ki A Ora Ngatiwai Trust Manager came to support and see the team in action.

What would you do differently?

Would be nice to have all Toki Rau SSS practitioners present.

Stay longer.



Up in Smoke

A World Smokefree May photo opportunity on 16 May 2018 designed to raise awareness of how much money is spent on tobacco by Northlanders who smoke in one year (\$147,694,353.00)³.

With Whangarei District Councils permission we held a photo opportunity in front of the Te Matau ā Pohe Bridge, Whangarei on Wednesday 16 May.

We printed a giant cheque for \$147,694,353.00, the amount of money spent on tobacco by Northlanders who smoke in one year and lit it on fire to show how much money is going 'up in smoke'.

Outcomes

This photo opportunity gained us a substantial amount of media, due to the actual amount represented on the cheque, in local newspapers, online, as well as social media coverage on a number of Facebook pages [see appendices].

Feedback

As this was a novel idea we got a lot more WSFD media than we normally would have. We need to keep coming up with new novel ideas.

What would you do differently?

Have all Toki Rau SSS practitioners present as a great opportunity to get some promotional photos for Toki Rau Facebook page.



Marae Expos

Hokianga Health has been running a series of Health Expos with Marae within the region. To raise awareness of Toki Rau Stop Smoking Services and other Hokianga Health on offer as well as promoting World Smokefree Day.

Outcomes

To date three of the eight Marae have been visited - Panguru, Opononi and Mangamuka, with over 170 people attending these expos.

³ Using the HPA Cost of Smoking Calculator <https://www.smokefree.org.nz/smoking-its-effects/cost-of-smoking/cost-of-smoking-calculator>, \$27 cost per packet 20 cigarettes, 14.8 cigarettes smoked on average per day (NZ Health & Lifestyles Survey 2014, HPA) multiplied by No. of regular smokers in Northland 19,983 (2013 Census NZ).

4 people registering with Toki Rau SSS.

Feedback

Evaluation Forms collected data currently being analysed.

What would you do differently?

Instead of giving away sweets at the expos, look for healthier options.

NorthTec 1-year Smokefree Campus Celebration

Whangarei, Dargaville, Kaikohe and Kaitia Campuses

Celebrating in partnership with NorthTec their 1-year smokefree campus anniversary through all Northland sites. Toki Rau SSS had a presence on campus on WSFD 31 May to raise awareness of Toki Rau SSS with NorthTec staff and students and engage current smokers letting them know that Toki Rau SSS is accessible for them.

NorthTec Kaitia celebrated its 1-year smokefree anniversary at Youth Space along with a number of other Hauora providers, a live band, kapa haka group performance, healthy kai, prizes with excellent community support and engagement.

Outcomes

Six people registered for stop smoking support with Toki Rau SSS provider Te Hau Ora O Ngapuhi as well as some referrals to other services from Kaikohe campus. No referrals from Whangarei site and Dargaville enrolment figures still to come as this formed part of the survey.

More exposure in the community for Toki Rau SSS.

Good introduction for Toki Rau SSS provider Te Ha Oranga to NorthTec Dargaville campus students as intending to establish a Quit HUB. Evaluation surveys circulated at Dargaville campus, results currently being analysed.

The live music attracted people from the main street of Kaitia, resulting in a noise control visit and traffic jam, all good for community 'word of mouth'. Four people registered for stop smoking support with Toki Rau SSS provider Te Hiku Hauora an additional 30-40 enquiries regarding the smokefree kaupapa.

Feedback

Great information sharing and participation by all involved. Excellent feedback from staff and students.

What would you do differently?

More community involvement. Be more prepared and get more resources. Promote the event more and ask other health services to take part.

More kai, more activities to keep children occupied, more physical activity for other attendees, maybe use a megaphone in the main street to capture the crowd, balloon drops and main street promotion on the day.



Regent Training Centre Whangarei

Regent Training Centre (RTC) is looking to create smokefree campus next year and this was a way of introducing the kaupapa to the students, raising awareness of Toki Rau SSS and World Smokefree May.

The WSFD 31 May 2018 event was officially started with a powhiri by RTC students and staff welcoming Toki Rau SSS. Activities and live music from Ngati Hine FM allowed students to interact with Toki Rau SSS, a BBQ lunch cooked by RTC trainee chefs and spot prizes.

Outcomes

2 referrals for Ngati Hine Health Trust and Ki A Ora Ngatiwai Trust.

Feedback

The day went well at Regent Training Centre although they are a hard group to engage. Having Ngati Hine FM crew there made a real difference.

Stepping outside of the box, doing something different and incentives work and creating an interesting, welcoming space for people to come and talk to you.

Great opportunity to promote Toki Rau SSS as there isn't much awareness in local communities about Toki Rau SSS - who we are and what we do – many RTC students commented “keep doing this”.

Great collaborative team effort enabling Toki Rau SSS practitioners to build stronger collaborative relationships and experience how others do this mahi.

What would you do differently?

Have more give away packages.



Media

WSFD Media releases

Three generic World Smokefree May media releases were sent out to media over the month of May using the HPA Swiss Cheese media templates. These releases were picked up by local newspapers and online media [see appendices].

The Fresh Air Project Whangarei

Received a significant amount of media coverage in local newspapers and online, as well as social media coverage on a number of Facebook pages [see appendices].

Up in Smoke

This photo opportunity gained us a substantial amount of media, due to the actual amount represented on the cheque, in local newspapers, online, as well as social media coverage on a number of Facebook pages [see appendices].

Regent Training Centre

Ngati Hine FM and Ngati Hine media created a video for Haukainga facebook page.

https://www.facebook.com/1656375734397204/videos/1889127897788652/?hc_ref=ARQp1RHU40TiqGB6DKtEAKze5CRCs0pe5MfFvgJbPUkvS4MTjC-Dm8tLrK5wN5S0vg&fref=nf

NorthTec 1-year Smokefree Campuses Anniversary

Kaipara Lifestyler, More FM, Te Hiku Sunshine FM, various facebook page(s)

Facebook

Using the HPA WSFD 2018 Toolkit daily WSFD posts were posted to Toki Rau Stop Smoking Service facebook page, along with media releases and photos from WSFD activities from around Northland. This included a paid facebook promotion targeting all Northlanders with facebook. As a result we had a large number of high performing posts [see appendices].

Te Haukainga & Tautoko FM attended the Marae expo at Mangamuka and developed a video that has had over 1.9K views.

<https://www.facebook.com/1656375734397204/videos/vb.1656375734397204/1863386817029427/?type=2&theater>

Toki Rau SSS Provider Internal WSFD Promotions

Northland DHB

Quit success story published in NDHB Internal Snapshot newsletter of a patient who had been offered brief advice (Smoking ABC) by Whangarei Hospital Emergency Department.

Created WSFD screensavers for NDHB staff computers to promote stop smoking referrals and promotional display at Whangarei Hospital.

Te Hau Ora Ngapuhi

Staff wore World Smokefree Day t-shirts every Tuesday for the month of May and on WSFD 31st May 2018. WSFD window display for the month of May to raise awareness in the community.

Appendices

1. World Smokefree May Activities Feedback Sheet Template
2. World Smokefree May Media Releases (3)

Scoop.co.nz 17 May 2018 | Voxy.co.nz 17 May 2018 and 29 May 2018 | Northland Age 31 May 2018 |

3. The Fresh Air Project Whangarei media clippings

Northern Advocate, 7 May 2018, page 7 | Stuff.co.nz, 4 May 2018 | Whangarei Leader Council Pages, 9 May 2018, page 7 | Voxy.co.nz, 9 May 2018 | Whangarei Leader, 16 May 2018, page 3 |

4. Up in Smoke media clippings

Northern Advocate, 16 May 2018, page 2 | Stuff.co.nz, 17 May | Northern Advocate, 18 May 2018, page 7 | Northern News, 23 May 2018, page 10 | Whangarei Leader, 23 May 2018, page 14 | Bay Chronicle, 24 May 2018, page 15 | Northlanders.co.nz 16 May 2018 | Voxy.co.nz 14 May 2018 |

5. Facebook Results

A selection of the higher performing posts on the following Facebook pages | Northland District Health Board | Toki Rau Stop Smoking Services | Fresh Air Project |

World Smokefree May Activities Feedback

Please complete the following about your World Smokefree May activities. This information goes towards writing a WSFD Northland Report.

Organisation
What you did for World Smokefree May?
What were the highlights and learnings from your activity(s)?
What was the feedback from community and other stakeholders?
What was the outcome?
How many people signed up to your Stop Smoking Service as a result of the activity(s)?
Any other data you collected as part of your activity(s)?
What would you do differently next time?
What Tips & Advice would you give to other about doing this or any WSFD activities?
Did you get any media coverage? If yes, please provide copy(s).
Do you have any photo's you would like to share?
Any other information?

Media Statement

Date: 3 May 2018

Join the trend – become smokefree

New Zealanders are joining the trend and either not smoking or giving up smoking, says Bridget Rowse, Smokefree Advisor Northland District Health Board.

“The most recent tobacco-use figures show 84 percent⁴ of New Zealanders do not smoke. That’s 4 percent more than in 2008, so we are moving towards the Government’s goal of a smokefree Aotearoa in 2025.

“It’s also crucial to see younger people choosing not to smoke. Now, 96 percent of 15 to 17 year olds are smokefree⁵, which a marked increase from 84 percent 10 years earlier. It’s critical we keep encouraging young New Zealanders to stay smokefree,” she says.

Local authorities and businesses are taking notice of changing attitudes to smoking. Increasing numbers of councils are declaring public places, spaces and events to be smokefree, including outdoor eating spaces.

In Northland all council-owned parks, playgrounds and sports grounds are smokefree and in Whangarei bus shelters are also smokefree.

Whangarei also has strong smokefree outdoor dining trend with 24 cafes offering 100 percent smokefree outdoor dining.

Bridget says more and more businesses are going totally smokefree and are approaching Toki Rau Stop Smoking Service Northland for help to support employees to become smokefree. “Stopping smoking is really tough, but we know that doing it with our support helps. That can include face-to-face coaching at work, along with free nicotine replacement therapy. We can create a plan to manage cravings, and strategies to avoid situations where you would usually smoke.

“Positive action around being smokefree is snowballing to create an Aotearoa where being smokefree is the normal way of life. Having fewer people who smoke around you, and having the smokefree attitude continuously reinforced, means it’s easier to stop smoking. Crucially, people are also less likely to start using tobacco.”

May 31 is World Smokefree Day and is the ideal time to celebrate our country’s smokefree successes, she says. “We can have a smokefree Aotearoa by 2025 if we work together to help our friends, whānau and workmates become smokefree.”

ENDS

⁴ Health Promotion Agency 2017. NZ Health and Lifestyle Survey 2016.

⁵ Ministry of Health, The New Zealand Health Survey 2016/17.

Media Statement

Date: 17 May 2018

Join the trend – STOP smoking for World Smokefree Day

With fewer New Zealanders smoking Bridget Rowse from Northland District Health Board is challenging anyone who's thinking about stopping smoking to join the trend.

"World Smokefree Day on May 31 is the perfect time to choose the smokefree lifestyle. We know it's not easy to stop smoking, but with the right support it can be done."

Increasing numbers of New Zealanders are living smokefree, with the most recent tobacco-use figures show 84 percent⁶ of New Zealanders do not smoke. "That's 4 percent more than in 2008, so we are moving towards the Government's goal of a smokefree Aotearoa in 2025," Bridget said.

"More and more businesses are approaching us for help to support their employees to become smokefree. They're offering free nicotine replacement therapy and stop smoking support during work time with the aim of creating a smokefree workforce."

Bridget said stop smoking services like Toki Rau Stop Smoking Services have trained practitioners who are NZQA-qualified and follow a trialled and tested stop smoking methodology.

"Our Toki Rau Stop Smoking Services offer on-going, face-to-face, intensive support and supervision. We can create a plan to manage cravings, and strategies to deal with situations where they might usually smoke. We know what works long-term."

"Being smokefree is normal in New Zealand, so I'm encouraging anyone who wants to give up smoking to take up the challenge this World Smokefree Day. Toki Rau Stop Smoking Services Northland has 8 sites across Northland and it is our job is to make it as easy as possible to stop smoking, and we are more than ready to help people choose to live smokefree."

ENDS

Media Statement

Date: 29 May 2018

Celebrate being smokefree in Northland this World Smokefree Day, May 31

New Zealand is moving closer to being smokefree and this World Smokefree Day is the perfect time to celebrate our smokefree environments, places and whānau, said Bridget Rowse from Northland District Health Board.

“More and more New Zealanders are becoming smokefree or not taking up smoking at all. The most recent tobacco-use figures show 84 percent⁷ of New Zealanders do not smoke, which is 4 percent more than in 2008. Importantly, fewer young people are starting to smoke with 96 percent of 15 to 17 year olds staying smokefree, which is a marked increase from 84 percent a decade ago⁸.”

The number of totally smokefree workplaces is also increasing. More and more businesses are going over and above the legal requirements and declaring all workspaces – including outdoor areas – to be smokefree, and helping employees access stop smoking support. Northland’s local authorities are also showing strong leadership by declaring council-owned parks, playgrounds and sports grounds to be smokefree.

“All this action is creating a New Zealand where being smokefree is normal, whether it’s in public, at work, or at home with whānau. All of us, especially young people, are influenced by those around us, so if we don’t see people smoking we are less likely to smoke ourselves,” Bridget said.

“Here in Northland there are so many smokefree success stories I’d love to celebrate. I congratulate those cafes that participated in the Fresh Air Project Whangarei that now offer customers 100 percent smokefree outdoor dining.”

“Northland is just one area of New Zealand but similar action is happening all around the country. Collectively it all moves the country closer to the Government’s goal of Smokefree Aotearoa 2025,” Bridget said.

“On May 31, World Smokefree Day, I encourage everyone to either celebrate being smokefree or encourage those who are not smokefree to embrace the smokefree lifestyle.

ENDS

⁷ Health Promotion Agency 2017. NZ Health and Lifestyle Survey 2016.

⁸ Ministry of Health, The New Zealand Health Survey 2016/17.

Join the trend – STOP smoking for World Smokefree Day

Thursday, 17 May 2018, 10:32 am
Press Release: Northland District Health Board
May 17, 2018



[login or

With fewer New Zealanders smoking Bridget Rowse from Northland District Health Board is challenging anyone who's thinking about stopping smoking to join the trend.

"World Smokefree Day on May 31 is the perfect time to choose the smokefree lifestyle. We know it can be done."

Increasing numbers of New Zealanders are living smokefree, with the most recent tobacco-use figure "That's 4 percent more than in 2008, so we are moving towards the Government's goal of a smokefree

"More and more businesses are approaching us for help to support their employees to become smokefree and stop smoking support during work time with the aim of creating a smokefree workforce."

Bridget said stop smoking services like Toki Rau Stop Smoking Services have trained practitioners stop smoking methodology.

"Our Toki Rau Stop Smoking Services offer on-going, face-to-face, intensive support and supervisory strategies to deal with situations where they might usually smoke. We know what works long-term."

"Being smokefree is normal in New Zealand, so I'm encouraging anyone who wants to give up smoke. Toki Rau Stop Smoking Services Northland has 8 sites across Northland and it is our job to make that as easy as possible to help people choose to live smokefree."

ENDS

BLOGS POLITICS BUSINESS NATIONAL SPORT ENTERTAINMENT

HOT TOPICS Smoking | Obesity | Hot Topics Index

World Smokefree Day Media Release attached

Home > Health

Contributor:
[Fuseworks Media](#)



Thursday, 17 May, 2018 - 10:14

With fewer New Zealanders smoking Bridget Rowse from Northland District Health Board is challenging anyone who's thinking about stopping smoking to join the trend. "World Smokefree Day on May 31 is the perfect time to choose the smokefree lifestyle. We know it's not easy to stop smoking, but with the right support it can be done." Increasing numbers of New Zealanders are living smokefree, with the most recent tobacco-use figures show 84 percent of New Zealanders do not smoke. "That's 4 percent more than in 2008, so we are moving towards the Government's goal of a smokefree Aotearoa in 2025," Bridget said.

[login or



BLOGS POLITICS BUSINESS NATIONAL SPORT ENTERTAINMENT

HOT TOPICS Smoking | Obesity | Hot Topics Index

Celebrate being smokefree in Northland this World Smokefree Day

Home > Health

12 northlandage.co.nz

Thursday, May 31, 2018

WORLD SMOKEFREE DAY, MAY 31

The theme for World Smokefree Day 2018 is 'it's about whānau' with a focus on celebrating New Zealand's smokefree achievements. The majority of New Zealanders are smokefree and want smokefree environments. Having smokefree whānau, homes, workplaces and public spaces is worth celebrating! Tihei manawa ora! Sneeze, the breath of life!

WORLD Smokefree Day is the perfect opportunity to encourage and help those who want to quit smoking and support friends and whānau on their quit journey.

Tobacco use and breathing in other people's smoke (second-hand smoke) causes about 5000 deaths in New Zealand every year through cancer, stroke and heart disease. It is the leading cause of preventable death and disease in New Zealand.

To reduce your risk, you need to stop smoking completely, not just cut back. This is because people who are cutting back on the cigarettes draw harder on the cigarette and breathe in even more of the harmful chemicals.

If you smoke tobacco, odds are, you will be affected by it. Up to two-thirds of people who smoke today and continue smoking will eventually be killed by tobacco. Long-term smokers will die an average of 10 to 15 years early because of smoking.

There are five times the number of deaths from tobacco use each year, than from drowning, suicide and motor vehicle accidents combined. If you want to stop smoking, or want to support someone who smokes to quit, visit smokefree.org.nz/help-advice/stop-smoking-services for details on the organisations who can help in your region.

A whole generation of New Zealanders have never known what it was like to work in an office filled with tobacco smoke. But it wasn't always that way.

Before 1980, you could sit at your desk and smoke all day if you wanted – not much fun for the people around you!

Seeing other people smoke encourages more smoking. The less smoking young people see around them, the less likely they



are to become smokers themselves. Not seeing people smoking tells young people that being smokefree is a normal way of life, and smoking is the exception not the rule.

New Zealand's Smoke-free Environments Act 1990 is among the most comprehensive tobacco control legislation in the world. Laws include restrictions on:

- smoking in indoor workplaces, including restaurants and bars
- the advertising, promotion, and the sponsorship of events or activities by anyone who manufactures or sells tobacco
- the sale or supply of tobacco products to those over 18 years of age
- the sale of single cigarettes

and packs of fewer than 20 cigarettes.

■ smoking in buildings and grounds of schools, kura, early childhood centres and kohanga reo.

New Zealand's smokefree legislation also includes other measures like regular increases in tobacco tax and under the Smoke-free Environments Act, tobacco packs must have graphic health warnings.

Current health warnings include pictures of rotting teeth, feet with gangrene, and the brain of someone who has had a stroke from tobacco use.

Through the Smoke-free Environments Act 1990, New Zealand has increasingly focused on being smokefree.

LOCAL HELP TO STOP SMOKING

There are Stop Smoking Service providers located throughout New Zealand, and they can help you on your quit journey. Your local service will be able to work with you to create your quit plan, with free and flexible support and free Nicotine Replacement Therapy (NRT). You can access your local stop smoking service at smokefree.org.nz/help-advice/stop-smoking-services

LET'S CELEBRATE

Celebrating smokefree whānau, where (homes), public spaces and workplaces

- The majority of New Zealanders are smokefree, and having smokefree whānau, where, workplaces and public spaces is worth celebrating!
- Nearly 84 per cent of New Zealanders are smokefree – most of us are choosing not to smoke.
- The New Zealand Government has set a goal of being a smokefree nation to support the health and wellbeing of our families and whānau – so that by 2025 fewer than 5 per cent of New Zealanders will smoke.
- Many councils and employers are showing good manaakitanga (respect, support and care) by providing smokefree public spaces and support for smokefree workplaces.
- The less smoking young people are around them, the less likely they are to become smokers themselves.

Nearly 85 per cent of New Zealanders are smokefree – that means most of us are choosing not to smoke. The New Zealand Government has set a goal so that by 2025 fewer than 5 per cent of New Zealanders will be smokers. This will be achieved by:

- protecting children from exposure to tobacco marketing and promotion.
- reducing the supply of, and demand for tobacco.
- providing the best possible support for quitting.

Being smokefree and having smokefree environments help support the health and wellbeing of our families and whānau. We know tobacco kills, so it makes sense.

- You will be healthier.
- There is less chance your children will smoke.
- You won't be breathing in second-hand smoke – in New Zealand about 500 people die prematurely due to second-hand smoke and globally this is estimated to be 600,000 people every year.
- You will save money by not buying cigarettes or tobacco.
- You will not be supporting an industry that contributes to about 6 million deaths globally each year.

Tuesday, 29 May, 2018 - 13:54

New Zealand is moving closer to being smokefree and this World Smokefree Day, we're celebrating smokefree environments, places and whānau, said Bridget Rowse.

"More and more New Zealanders are becoming smokefree or use figures show 84 percent of New Zealanders do not smoke. Fewer young people are starting to smoke with 96 percent of 15-year-olds increase from 84 percent a decade ago."

The number of totally smokefree workplaces is also increasing. The legal requirements and declaring all workspaces - including employees access stop smoking support. Northland's local authority declaring council-owned parks, playgrounds and sports grounds

"All this action is creating a New Zealand where being smokefree with whānau. All of us, especially young people, are influenced by what we see. We are less likely to smoke ourselves," Bridget said.

"Here in Northland there are so many smokefree success stories. We participated in the Fresh Air Project Whangarei that now offers

"Northland is just one area of New Zealand but similar action is moving the country closer to the Government's goal of Smokefree

"On May 31, World Smokefree Day, I encourage everyone to choose who are not smokefree to embrace the smokefree lifestyle."

WHAT'S IN A CIGARETTE?

- There are about 4000 chemicals in tobacco smoke, and more than 70 of these have been found to cause cancer.
- Tobacco contains nicotine, a very addictive drug that goes almost directly to the brain when smoked.

- When smoked, tobacco produces tar – a sticky brown substance that is inhaled in tobacco smoke and stains fingers, teeth and lungs.
- Ingredients such as menthol numb the throat so the smoker cannot feel the smoke's

aggravating effects; cocoa dyes the airways making it easier for the smoke to be inhaled.

Tobacco gives off carbon monoxide when smoked. Carbon monoxide is a poisonous gas that is found in

car exhaust fumes.

- The tobacco industry puts additives with its tobacco, making it more attractive, more addictive and more toxic. Sweet additives like licorice or chocolate make cigarettes attractive to young people.

Media Statement

Date: 1 May 2018

Whangarei Cafes Fresh Air success

Ninety-four percent of Whangarei CBD and Quayside café customers supported smokefree outdoor dining according to customer feedback.

The information was collected part of the The Fresh Air Project Whangarei, a 3-month smokefree outdoor dining pilot, during which 10 new cafes became smoke free, adding to the 14 cafes that were smokefree before the promotion.

“One customer said it was a lot nicer to dine here now (this café has gone smokefree). They said they will stop in more often and her children could eat in a cleaner environment,” said Northland District Health Board smokefree coordinator Bridget Rowse.

“Another said it was a great initiative all outdoor eating spaces should be smokefree.”

Ms Rowse said the smokefree outdoor dining pilot was designed to allow the public to experience the benefits of smokefree outdoor dining.

“The benefits of smokefree outdoor dining extend beyond the smoker to customers and staff. Dining outside is nicer, when you don’t have smoke around you. Second-hand smoke isn’t just unpleasant, it poses a real health risk which customers and cafe staff shouldn’t have to be exposed to. It is also good for business as Smokefree outdoor dining attracts more families, and improves the overall dining experience for visitors.”

Ms Rowse said 72 percent of customer’s said they were more likely to visit a cafe again because they offered smokefree outdoor dining.

Mayor Sheryl Mai said she was proud to see how many Whangarei cafes had participated in the pilot and then chosen to remain smokefree outdoors.

“It is wonderful that local cafes took part in The Fresh Air Project Whangarei to enable patrons to enjoy outdoor dining without a side of smoke. It meant they had the benefit of trialing the programme with the support of other businesses and organisations, for long enough to see how it affected the bottom line and customer feedback.”

Jim Callaghan, Cancer Society Northland congratulated the cafes for getting involved and supporting a smokefree future.

“We were initially concerned that cafes might be reluctant to get on board, but the opposite was true. The cafe owners we spoke to really ‘got it’. They could see the benefits that being involved would provide to both their customers and their bottom line,” says Mr Callaghan.

The Fresh Air Project Whangarei was based on a similar successful pilot run in Christchurch in 2017. The Whangarei pilot ran for three months. The pilot has been evaluated by Northland District Health Board and Cancer Society Northland.

ENDS

Whangarei cafes' fresh air success

Home > National

Smokefree al fresco dining popular with Whangarei diners

Annette Lambly • 15:34, May 04 2018

Wednesday, 9 May, 2018 - 06:1
Ninety-four per cent of Whangarei
to customer feedback.

The information was collected as
pilot, during which 10 new cafe
promotion.

"One customer said it was a lot
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coordinator, Bridget Rowse.

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Ms Rowse said the smokefree
smokefree outdoor dining.

"The benefits of smokefree out
when you don't have smoke an
customers and cafe staff shoul
attracts more families and impr

Ms Rowse said 72 per cent of
smokefree outdoor dining.

Mayor Sheryl Mai said she was
chosen to remain smokefree or

"It is wonderful that local cafes
without a side of smoke," Mayor, mai said.

"It meant they had the benefit of trialling the programme with the support of other businesses and org
long enough to see how it affected the bottom line and customer feedback."



Riverside, Mokaba, Deluca and Grind Cafe representatives were awarded a certificate for their participation in the Fresh Air pilot from Whangarei Mayor Sheryl Mai, Monday 1 May signalling the start of World Smokefree May.

Council News

0800 932 463

www.wdc.govt.nz

f/WhangareiDC

Whangarei cafes' fresh air suc



Photo L-R: Bridget Rowse - Northland DHB; Nicole Grant - owner of Deluca Café; Devon Hartley - Head Chef at Riverside Café; Sheryl Mai - WDC Mayor; Balkaran Singh Sran and Ashnoor Kaur owners of Grind Café; Jim Callaghan - Cancer Society; Alison Ru - Manager of Mokaba Café

Ninety-four per cent of
Whangarei CBD and Quayside
cafe customers supported
smokefree outdoor dining
according to customer feedback

Ms Rowse said the smokefree
outdoor dining pilot was
designed to allow the public
to experience the benefits of
smokefree outdoor dining

Whangarei business
joined the program
chosen to remain s
outdoors.

"It is wonderful that
took the risk of join
Air Project to enabl
enjoy outdoor dini
side of smoke," May
"It meant they had
of trialling the prog
the support of oth
and organisations,
enough to see how
the bottom line an
feedback."

Jim Callaghan from

Smokefree outdoor areas a breath of fresh air for cafe customers in city

Nearly all cafes in central
Whangarei and the Town Basin
support smokefree outdoor
dining, feedback from customers
shows.

The feedback was collected
as part of Fresh Air Project
Whangarei, a three-month pilot
project during which 10 new
cafes became smokefree in
addition to 14 that did not allow
smoking.

Northland District Health
Board smokefree co-ordinator
Bridget Rowse said 94 per cent
of customers in cafes supported

the smokefree initiative.

Rowse said the initiative was
designed to allow the public to
experience the benefits of
smokefree outdoor dining.

"The benefits of smokefree
outdoor dining extend beyond
the smoker to customers and
staff.

"Dining outside is nicer when
you don't have smoke around
you.

"It is also good for business as
smokefree dining
attracts more families, and
improves the overall

dining experience for visitors."

Rowse said 72 per cent of
customers said they were more
likely to visit a cafe again
because they offered smokefree
outdoor dining.

Mayor Sheryl Mai said she
was proud of the number of
Whangarei cafes that partici
pated in the pilot and had then
chosen to remain smokefree
outdoors.

The Fresh Air Project
Whangarei was based on a
similar successful pilot run in
Christchurch in 2017.



Representatives of cafes that took part in the Fresh Air Project Whangarei with their certificate of participation. PHOTO / SUPPLIED

Post Details



Northland District Health Board

Published by Elizabeth Inch (1) • May 2 at 3:59pm • 3

Like Page

Ninety-four percent of Whangarei CBD and Quayside cafe customers
supported smokefree outdoor dining according to customer feedback.

The information was collected part of the Fresh Air Project Whangarei, a
3-month smokefree outdoor dining pilot, during which 10 new cafes became
smoke free, adding to the 14 cafes that were smokefree before the
promotion.

"One customer said it was a lot nicer to dine here now (this cafe has gone
smokefree). They said they will stop in more oft... See More



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When you boost this post, you'll show it to more people.

1,818 people reached

Boost Post

Vanessa Mygind, Fleur Morris and 36 others

2 Comments 5 Shares

Like

Comment

Share

Performance for Your Post

1,818 People Reached

60 Reactions, Comments & Shares

46 Like	33 On Post	13 On Shares
6 Love	5 On Post	1 On Shares
3 Comments	2 On Post	1 On Shares
5 Shares	5 On Post	0 On Shares

240 Post Clicks

104 Photo Views	0 Link Clicks	136 Other Clicks
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0 Hide All Posts
0 Unlike Page

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Media Statement

Date: 16 May 2018

Up in Smoke – How much do Northlanders spend on tobacco each year?

This World Smokefree May Toki Rau Stop Smoking Services Northland want to raise awareness of just how much money Northlanders who smoke are actually spending on tobacco in one year. A conservative estimate is around \$147,694,353.00⁹.

Using Northland Census data,¹⁰ the Cost of Smoking Calculator¹¹, the cost of a packet 20 cigarettes (\$27), and the average number of cigarettes smoked on per day (14.8)¹² we were able to work out that 19.1% of Northlanders that smoke are spending almost \$150 million dollars a year on tobacco.

When you look at it this way it's astounding how much money in the region is going up in smoke. That is an average of around \$7391 per smoker. Imagine what you could buy for yourself, your kids or your family.

The cost is not just financial. Tobacco is the leading cause of preventable illness and early death. Long-term smokers will die an average of 10 to 15 years early because of smoking¹³. You simply cannot put a price on that.

To illustrate the amount of money that is going 'Up in Smoke' Toki Rau Stop Smoking Services Northland will be burning a cheque at **Te Matau ā Pohe Bridge in the carpark area on Port Road, Whangarei on Wednesday 16 May at 2.00pm – 3.00pm.**

The New Zealand Government collects \$1.7- \$1.8 billion per year in tobacco tax excluding GST itself.

In 2014, the economic cost of smoking had been estimated to be tangible costs \$2.5 billion and intangible costs were estimated to be between \$3.11 billion and \$11.2 billion.¹⁴

The overall expenditure on tobacco control interventions like stop smoking services, cessation medicines, media campaigns etc. is roughly \$57 million - \$61.7 million.¹⁵

"While the government may receive a significant amount of tax from tobacco sales, the cost of tobacco related illness and lost productivity far outweighs the income from the tax. Only a small amount of the tobacco tax revenue is spent trying to get smokers to stop smoking or to reduce the number of young people starting to smoke," says Bridget Rowse Smokefree Advisor Northland District Health Board.

Tobacco tax increases are the most effective and inexpensive way of reducing tobacco smoking prevalence, consumption, and initiation.¹⁶ During New Zealand's recent period of regular tax

9 Using the HPA Cost of Smoking Calculator <https://www.smokefree.org.nz/smoking-its-effects/cost-of-smoking/cost-of-smoking-calculator>, \$27 cost per packet 20 cigarettes, 14.8 cigarettes smoked on average per day (NZ Health & Lifestyles Survey 2014, HPA) multiplied by No. of regular smokers in Northland 19,983 (2013 Census NZ).

10 http://www.tcddata.org.nz/Census%20data/Census_14.aspx

11 <https://www.smokefree.org.nz/smoking-its-effects/cost-of-smoking/cost-of-smoking-calculator>

12 NZ Health & Lifestyles Survey 2014, HPA http://www.tcddata.org.nz/HLS%20data/HLS_04.aspx

13 Vineis, P., Alavanja, M., Buffler, P., Fontham, E., Franceschi, S., Gao, Y.T., et al. (2004). Tobacco and cancer: Recent epidemiological evidence. *Journal of National Cancer Institute*, 96: 99-106.; Jha, P., Ramasundarahettige, C., Landsman, V., Rostron, B., Thun, M., Anderson, R. N., et al. (2013). 21st century hazards of smoking and benefits of cessation in the United States. *New England Journal of Medicine*, 368, 341-350.

14 <https://www.health.govt.nz/system/files/documents/pages/appendix-8-april-background-info-tobacco-control-programme.pdf>

15 Smokefree Aotearoa 2025 Progress Report 2017 Published in Wellington, Aotearoa New Zealand, August 2017 (page 11). [downloaded <https://aspire2025.org.nz/2017/08/02/news-report-sets-out-action-plan-for-smokefree-aotearoa-2025/>]

16 Hiscock R, Branston JR, McNeill A, Hitchman SC, Partos TR, Gilmore AB. Tobacco industry strategies undermine government tax policy: evidence from commercial data. *Tob Control*. 2017. [downloaded 08.05.18 <https://blogs.otago.ac.nz/pubhealthexpert/2018/04/16/a-public-health-perspective-on-taxing-harmful-products/>]

increases, smoking prevalence has further declined along with tobacco sales.¹⁷ Further increases in tobacco tax are also very likely to produce further health gain, reduce health inequalities and generate cost-savings for the New Zealand health system.¹⁸

This World Smokefree Day, Toki Rau Stop Smoking Services Northland encourage everyone to either celebrate being smokefree or encourage those who are not smokefree to embrace the smokefree lifestyle and give quitting a go.

The good news is that quitting is possible and people want to get off the smokes. Getting help to stop smoking increases your chances of quitting for good. Many people attempt to stop smoking but relapse within days or weeks. Help is at hand and it's never been easier to get free support to stop smoking in Northland

Toki Rau Stop Smoking Services Northland provides a FREE Northland wide stop smoking service offering face-to-face support which can be provided in an individual, whanau/family or group setting, with eight sites across Tai Tokerau. This includes FREE nicotine replacement therapy (NRT) gum, lozenges and patches to support you on your smokefree journey.

ENDS

17 Wilson N, van der Deen F, Edwards R, Thomson G, Waa A, Blakely T. Patterns of Declining Smoking in NZ – But More Action Needed by the New Government. Public Health Expert (Blog). 20 November 2017. <https://blogs.otago.ac.nz/pubhealthexpert/2017/11/20/patterns-of-declining-smoking-in-nz-but-more-action-needed-by-the-new-government/> [downloaded 08.05.18 <https://blogs.otago.ac.nz/pubhealthexpert/2018/04/16/a-public-health-perspective-on-taxing-harmful-products/>]

18 Health Promotion Agency. Tobacco Control Data Repository: Four weekly equivalent sales volume (January 2011 to January 2016). http://www.tcd.org.nz/Sales%20data/Sales_06.aspx. [downloaded 08.05.18 <https://blogs.otago.ac.nz/pubhealthexpert/2018/04/16/a-public-health-perspective-on-taxing-harmful-products/>]



\$147m a year goes up in smoke

10 NORTHERN NEWS, MAY 23, 2018

The true cost of smoking revealed

ANNETTE LAMBLY

This World Smokefree May Toki Rau Stop Smoking Services Northland want to raise awareness of just how much money Northlanders who smoke are spending on tobacco in one year.

A conservative estimate is around \$147 million.

Northland District Health Board was able to work out the figure based on the 19.1 per cent of Northlanders who smoke, Northland Census data which showed the average number of cigarettes smoked on per day (14.8), and the cost of a packet 20 cigarettes (\$27).

Northland District Health Smokefree Advisor Board Bridget Rowse says it's astounding how much money is going up in smoke.

"That is an average of around \$7391 per smoker. Imagine what you could buy for yourself, your kids or your family."

To illustrate the amount of money that is going 'Up in Smoke' Toki Rau Stop Smoking Services Northland burnt a cheque at Te Matau a Pohe Bridge in the carpark on Wednesday.

Statistics show the cost is not just financial.

Tobacco is the leading cause of preventable illness and early



Members of Toki Rau burning a cheque representing the \$147m Northland spend on smoking each year.

neighbourly.co.nz

cent nationally the 24 per cent the mid 1990s. rs are seeking about. nny smokers z to help them it was import- pting. She said ively new and no long-term e effectiveness on its health

Shacco tax in- most effective ay of reducing 'on tobacco in risen by 10 per 1 for the past uring this time, ice has further ill tobacco -increases in danned for the

orld Smokefree 'Stop Smoking id encourages t celebrate be- or encourage t smokefree t smokefree e lifestyle a go. tok Smoking ad provide a ide stop smoke-

neighbourly.co.nz

Members of Toki Rau burning a cheque representing the \$147m Northlanders spend on smoking each year.

ing: gny: site: age:

celebrates

By Mike Dinsdale

Northland health officials are challenging smokers to join the quit brigade and put more money into their pockets.

May 31 is World Smokefree Day and in the lead up to the day Toki Rau Stop Smoking Services Northland revealed in the *Northern Advocate* this week that Northland's roughly 30,000 smokers spend around \$147,694,353 a year on tobacco products.

Smokefree advocates this week burned a symbolic cheque for that amount to highlight how much money goes up in smoke in the region annually.

With fewer New Zealanders smoking, Bridget Rowse from Northland District Health Board is challenging anyone who's thinking about stopping smoking to join the trend.

"World Smokefree Day is the perfect time to choose the smokefree lifestyle. We know it's not easy to stop smoking, but with the right support it can be done," Rowse said.

Toki Rau has eight sites across Northland. While 19.1 per cent of Northlanders smoke – the highest rate in the country, which averages 15 per cent nationally – it's down from the 24 per cent who smoked in the mid-1990s. Increasing numbers of New Zealanders are living smokefree, with the

most recent tobacco-use figures show 84 percent of New Zealanders do not smoke, she said.

"That's 4 per cent more than in 2008, so we are moving towards the Government's goal of a smokefree Aotearoa in 2025.

"More and more businesses are approaching us for help to support their employees to become smokefree. They're offering free nicotine replacement therapy and stop smoking support during work time with the aim of creating a smokefree workforce."

Stop smoking services have trained practitioners who are NZQA-qualified and follow a tried and tested stop smoking methodology.

"Our Toki Rau Stop Smoking Services offer ongoing, face-to-face, intensive support and supervision. We can create a plan to manage cravings, and strategies to deal with situations where they might usually smoke. We know what works long-term," she said.

Where to go for help: For more information on World Smokefree Day, go to: www.worldsmokefreeday.org.nz Toki Rau Stop Smoking Services Northland 0508 TOKI RAU (0508 8654 728), www.tokirau.co.nz, www.facebook.com/SmokefreeTaikora. Quiltline 0800 778778 for free advice on quitting.



Smokefree campaigners Terry Coopman (left), Patricia Dargaville, Oriwa Mangu, Margaret Morehu, Tina Quitte and Elana Rahui set fire to a cheque for \$147 million to highlight how much Northland smokers spend every year on tobacco at Whangarei's Te Matau a Pohe Bridge.

Quit challenge to north smokers

14 WHANGAREI LEADER, MAY 23, 2018



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Members of Toki Rau burning a cheque representing the \$147m Northlanders spend on smoking each year.

ing: gny: site: age:

celebrates

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The Toki Rau Stop Smoking Services Northland will today burn a symbolic cheque to celebrate World Smokefree Day. PHOTO FILE

World Smokefree May

ne Allen, Whangarei

on are hoping a dramatic action in Whangarei will highlight World Smokefree on to the fact that Northlanders spend nearly \$150 million on smoking each

oking Services Northland will today burn a symbolic cheque at Whangarei's Te

True cost of smoking revealed

ANNETTE LAMBLY

This World Smokefree May Toki Rau Stop Smoking Services Northland want to raise awareness of just how much money Northlanders who smoke are spending on tobacco in one year.

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Tobacco is the leading cause of preventable illness and early

smokers will die an average of 10 to 15 years earlier than a non smoker.

In 2014, the economic cost of smoking had been estimated to

"While the government may receive a significant amount of tax from tobacco sales, the cost of tobacco related illness and lost productivity far outweighs the

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Members of Toki Rau burning a cheque representing the \$147m Northlanders spend on smoking each year.

ing: gny: site: age:

celebrates

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Up in smoke – the cost of smoking revealed

Annette Lambly 11:26, May 17 2018 Facebook Twitter WhatsApp Google + Email



Smokefree Hospital Facilitator Jan Marshall burning a cheque representing the \$147,694,353 Northland spend on smoking each year.

The true cost of smoking

ANNETTE LAMBLY

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How much do Northlanders spend on tobacco each year?

Home > Health



Toki Rau members.

Contributor: Fuseworks Media

fw

Monday, 14 May, 2018 - 16:00

This World Smokefree May Toki Rau Stop Smoking Services Northland want to raise awareness of just how much money Northlanders who smoke are actually spending on tobacco in one year. A conservative estimate is around \$147,694,353.00.

Using Northland Census data, the Cost of Smoking Calculator, the cost of a packet 20 cigarettes (\$27), and the average number of cigarettes smoked on per day (14.8) we were able to work out that 19.1% of Northlanders that smoke are spending almost \$150 million dollars a year on tobacco.

When you look at it this way it's astounding how much money in the region is going up in smoke. That is an average of around \$7391 per smoker. Imagine what you could buy for yourself, your kids or your family.


The cost is not just financial. Tobacco is the leading cause of preventable illness and early death. Long-term smokers will die an average of 10 to 15 years early because of smoking. You simply cannot put a price on that.

To illustrate the amount of money that is going 'Up in Smoke' Toki Rau Stop Smoking Services Northland will be burning a cheque at Te Matau a Pohe Bridge in the carpark area on Port Road, Whangarei on Wednesday 16 May at 2.00pm - 3.00pm.


The New Zealand Government collects \$1.7 - \$1.8 billion per year in tobacco tax excluding GST itself.

In 2014, the economic cost of smoking had been estimated to be tangible costs \$2.5 billion and intangible costs were estimated to be between \$3.11 billion and \$11.2 billion.

The overall expenditure on tobacco control interventions like stop smoking services, cessation medicines, media campaigns etc. is roughly \$57 million - \$61.7 million.



Northland District Health Board

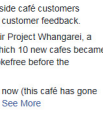
Published by Elizabeth Inch 'n' · May 2 at 3:59pm · 

Like Page

...

Ninety-four percent of Vhangarei CBD and Quayside café customers supported smokefree outdoor dining according to customer feedback. The information was collected part of the Fresh Air Project Vhangarei, a 3-month smokefree outdoor dining pilot, during which 10 new cafes became smoke free, and the 14 cafes that were smokefree before the promotion.

“One customer said it was a lot nicer to dine here now (this café has gone smokefree). They said they will stop in more often. [See More](#)



1,818

people reached

618

Reactions, Comments & Shares

46

Like

33

On Post

13

On Shares

6

Love

5

On Post

1

On Shares

3

Comments

2

On Post

1

On Shares

5

Shares

5

On Post

0

On Shares

240

Post Clicks

104

Photo Views

0

Link Clicks

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Other Clicks

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0

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1,818 people reached

Boost Post

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Vanessa Myrdin, Fleur Morris and 36 others

2 Comments

5 Shares

Like

Comment

Share

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Post Details

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The Fresh Air Project added 5 new photos from 1 May to the album SF Cafe Awards WHANGAREI — at Whangarei District Council

1 May · 🌐

Presentation in Council Chambers of Smokefree Cafe Awards to those cafes that chose to remain smokefree outdoor dining after the Fresh Air Project Whangarei pilot ended.

Whangarei now has 24 Smokefree Cafes

Norlitham District Health Board Cancer Society Norlitham Whangarei District Council

Performance for your post

218	People Reached	
27	Likes, Comments & Shares	
23	7	16
Likes	On Post	On Shares
1	0	1
Comments	On Post	On Shares
3	3	0
Shares	On Post	On Shares
50	Post Clicks	
31	0	19
Photo views	Link clicks	Other Clicks

NEGATIVE FEEDBACK

0	0
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0	0
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Video
Post
Shares BETA
See metrics for all videos

Toki Rau Stop Smoking Services Northland

1 May · 🌐

This World Smokefree Day we celebrate those who are taking their first Smokefree outdoor dining by enjoying a coffee and some kai outdoors in the air fresh Air.

The Fresh Air Project www.freshairproject.org.nz

...

Jim Callaghan

The Fresh Air Project WHANGAREI

02:43 · Video Southland Northland

✔️ **Get more likes, comments and shares**

Boost this post for \$25 to reach up to 12,000 people.

🔔 Your video is popular in [Northland Region](#)

Boost Post

👍 Rose Marie, Lucy Kingsberg and 19 others

7 Shares

👍 Like
💬 Comment
➦ Share
⋮ More options

Performance for your post

643 People Reached		
345 Video Views		
53 Reactions, comments & shares		
37 Likes 1 Love	16 On post 5 On post	21 On shares 1 On shares
3 Comments 7 Shares	0 On Post 7 On Post	3 On Shares 0 On Shares
94 Post Clicks		
21 Clicks to Play ▶️ NEGATIVE FEEDBACK 0 Hide Post 0 Report as Spam	0 Link clicks 0 Unlike Page	73 Other Clicks ⚙️

Reported stats may be delayed from what appears on posts

View Results

You targeted men and women ages 13-65+ who live in 1 location.
Show full summary

This promotion ran for 14 days.

Your total budget for this promotion was 25.00 NZD

3,874 People Reached (?) 333 Engagements \$25.00 Total Spend (?)

Actions | People | Countries

Photo Clicks 291

Post Likes 36

Comment 1

Shares 5

Increase budget and duration

Add 6.00 NZD and 1 more day
Total reach increases to 5700-15000 people

DESKTOP NEWS FEED

MOBILE NEWS FEED

Toki Rau Stop Smoking Services Northland Sponsored

Up in Smoke 🔥 How much do Northlanders spend on tobacco each year? A conservative estimate is around \$147,694,353.00. Using Northland Census data (2013), the Cost of Smoking Calculator, the cost of a packet 20 cigarettes (\$27), and the average number of cigarettes smoked on per day (14.8) we were able to work out that 19.1% of Northlanders that smoke are spending almost \$150 million dollars a year on tobacco. That is an average of around \$7391 per smoker. ... See more

World Smokefree May 2018

Post Details

Toki Rau Stop Smoking Services Northland added 6 new photos to the album World Smokefree May 2018.
31 May at 23:00

Performance for your post

94 People Reached

21 Reactions, comments & shares

16 Like 16 On post 0 On shares

1 Wow 0 On post 1 On shares

0 Comments 0 On Post 0 On Shares

5 Shares 5 On Post 0 On Shares

34 Post Clicks

14 Photo views 0 Link clicks 20 Other Clicks

NEGATIVE FEEDBACK

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Reported stats may be delayed from what appears on posts

Post Details

Toki Rau Stop Smoking Services Northland added 3 new photos to the album World Smokefree May 2018.
31 May at 14:38

Today is World Smokefree Day 31 May and Toki Rau Stop Smoking Services are out and about in 4 Northland locations today, if you see them stop and have a chat 🗨️

Te Hau Ora O Ngāpuhi and Hokianga Health are at NorthTec Kaikohe celebrating 1-year anniversary smokefree campus.

Performance for your post

380 People Reached

18 Reactions, comments & shares

11 Like 7 On post 4 On shares

1 Love 1 On post 0 On shares

3 Comments 1 On Post 2 On Shares

3 Shares 3 On Post 0 On Shares

50 Post Clicks

32 Photo views 0 Link clicks 18 Other Clicks

NEGATIVE FEEDBACK

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Post Details

Northland District Health Board Published by Elizabeth Inch · 7 hrs ·

This World Smokefree May Toki Rau Stop Smoking Services Northland are raising awareness of just how much money Northlanders who smoke are actually spending on tobacco in one year. A conservative estimate is around \$147,694,353.00 . To illustrate the amount of money that is going 'Up in Smoke' Toki Rau Stop Smoking Services Northland burnt a symbolic cheque at Te Matau & Pohē Bridge yesterday. They also provided quit advice in the Whangarei mall which lots of people took ad... See More

Performance for Your Post

1,005 People Reached

24 Reactions, Comments & Shares

17 Like 11 On Post 6 On Shares

1 Love 1 On Post 0 On Shares

1 Comments 1 On Post 0 On Shares

5 Shares 5 On Post 0 On Shares

140 Post Clicks

60 Photo Views 0 Link Clicks 80 Other Clicks

NEGATIVE FEEDBACK

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Reported stats may be delayed from what appears on posts

Post Details

Toki Rau Stop Smoking Services Northland 31 May at 22:45

It's not too late to join the World Smokefree May movement and stop smoking 💎

Performance for your post

172 People Reached

8 Likes, Comments & Shares

7 Likes 2 On Post 5 On Shares

0 Comments 0 On Post 0 On Shares

1 Shares 1 On Post 0 On Shares

6 Post Clicks

3 Photo views 0 Link clicks 3 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

Toki Rau Stop Smoking Services Northland added a new photo to the album World Smokefree May 2018.
30 May at 15:04

Congratulations to NorthTec who celebrates 1-year of Smokefree Campuses this World Smokefree Day 31 May. Toki Rau Stop Smoking Practitioners Maurice Lambert and Carolyn Burgoyne from Te Hiku Hauora were on site this World Smokefree May to help NorthTec's Kaitiaki Campus celebrate.

Performance for your post

87 People Reached

11 Likes, Comments & Shares

11 Likes 11 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares

8 Post Clicks

6 Photo views 0 Link clicks 2 Other Clicks

NEGATIVE FEEDBACK

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Reported stats may be delayed from what appears on posts

Post Details

Toki Rau Stop Smoking Services Northland added 6 new photos to the album World Smokefree May 2018.
15 May at 21:47

Our Toki Rau Stop Smoking Fairies on the Rawene Ferry 🌈🍷

Hokianga Health
#Smokefree2025
#WorldSmokefreeMay... See more

Performance for your post

567 People Reached

23 Reactions, comments & shares

10 Like 10 On post 0 On shares

2 Love 2 On post 0 On shares

5 Comments 5 On Post 0 On Shares

6 Shares 6 On Post 0 On Shares

54 Post Clicks

34 Photo views 0 Link clicks 20 Other Clicks







NEGATIVE FEEDBACK

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A screenshot of a Facebook post. At the top, the profile picture shows a person with glasses and a mustache. The name 'Toki Rau Stop Smoking Services Northland' is displayed in bold, with '8 May' and a location pin icon below it. The post text reads: 'With the threat of robbery and some dairies that sell tobacco to U18 year olds, do you think Tobacco should be removed from all dairies?'. Below the text are three hashtags: #WorldSmokefreeMay, #SmokefreeNZ, and #Smokefree2025. The main image area is a large grey rectangle with a white placeholder icon in the center. At the bottom, the post is attributed to 'NEWSSTALKZB.CO.NZ' and has the title 'Fresh calls for tobacco to taken out of dairies'. The text of the post says 'There's a fresh call for tobacco to be taken out of dairies after three...'. The bottom of the screenshot shows the Facebook interaction bar with 561 people reached, a Boost Post button, and a list of users who liked the post, including Ann Hazlehurst, Donna Ft Iroam-Lee, and 15 others, along with 15 comments.

Performance for your post			
551 People Reached			
70 Reactions, comments & shares 			
13 	13 On post	0 On shares	
2 	2 On post	0 On shares	
1 	1 On post	0 On shares	
1 	1 On post	0 On shares	
53 Comments	42 On Post	11 On Shares	
0 Shares	0 On Post	0 On Shares	
112 Post Clicks			
0 Photo views	11 Link clicks	101 Other Clicks 	
NEGATIVE FEEDBACK			
2 Hide Post	0 Hide All Posts		
0 Report as Spam	0 Unlike Page		
Reported stats may be delayed from what appears on posts			

Smokefree celebration

► by Jill Dickie

World Smokefree Day was celebrated at NorthTec last week on the first anniversary of its smoke-free policy, with support from More FM, Te Ha Oranga and local musician Vera Rapana.



▲ NorthTec students and staff with Toki Rau representative Elana Rahui and musician Vera Rapana

NorthTec instigated its policy last year as part of the government's Smokefree Aotearoa 2025 campaign.

The More FM radio host 'Toast' interviewed students and promoted the services of NorthTec and the

Smokefree campaign. "Any time we are in Dargaville we always get such a good response," he said.

Through Te Ha Oranga, Toki Rau offers a quit smoking programme to the Northland community, to prevent smoking-related sickness. Staff were available on the day to talk to and advise students.

"World Smokefree Day is an opportunity to raise awareness about the Toki Tau services being accessible to the community," said organiser Elana Rahui.

The service is available year-round and people wanting help to quit can contact 09 439 3013. ■

THERE IS A FULL TIME PRIVATE CLINIC IN WHANGAREI, RUN BY WOMEN FOR WOMEN'S HEALTH PROBLEMS

Such as troublesome bleeding; menopause concerns; abnormal smears; pelvic pain; pain or irritation 'down there'; fertility issues; non-surgery options for prolapse and bladder problems.

Many of the common problems can be treated with simple minor procedures done either at the clinic or at Kensington Hospital.

The emphasis at the clinic is on making sure women have as much information as possible about their own health on which to base their decisions as to the type of treatment that is best