



TARIANA TURIA

A W A R D

Dame Tariana Turia, a 2015 Luther Terry Award recipient and previous Co-leader of the New Zealand political party the Māori Party. In parliament Dame Tariana was a courageous, astute, untiring tobacco control champion for a Smokefree New Zealand. Dame Tariana introduced five pieces of legislation that have achieved increases in excise tax, banned retail displays of tobacco products, reduced duty free allowances and introduced plain packaging. Her re-framing of tobacco control in the context of inequalities between Māori and non-Māori New Zealanders has been fundamental in raising public awareness and engagement. Nobody has achieved more in terms of reducing the smoking burden carried by Māori in New Zealand. She has also promoted Smokefree cars where children are present and set in place a NZ\$20 million 'Innovation Fund' for projects that increased effective cessation among New Zealand's priority populations (Māori and Pacific) Dame Tariana advocated strongly for the interests of people who smoke, and the highly addictive nature of tobacco. Tariana Turia and her fearlessness in the face of constant criticism and opposition (both from within Parliament and from the tobacco industry) has been critical in the journey towards minimising harm from tobacco for Māori and Pacific, as well as all other New Zealanders.

The Tariana Turia Award is open to both indigenous and non-indigenous people/groups/organisations who work in tobacco control whose work displays the following:

- Significant contribution to achievement in indigenous tobacco control outcomes at a local, regional or international level that has had an impact at population level.
- Skills and success in generation and/or implementation of evidence, policies and public and political support for indigenous tobacco control needs.
- Persistence in the face of opposition and criticism in regards to indigenous people and their rights to a tobacco free generation

As we celebrate a decrease in smoking rates throughout the Oceania region for non-indigenous communities, there is an increasing realization that we need to close the gap between indigenous and non-indigenous smoking rates in order to achieve equality of outcomes. For Aboriginal and Torres Strait Islanders, Māori and other South Pacific nation's tobacco smoking remains the most preventable cause of ill health and early death, however the decrease in smoking rates for these populations groups continues to move at a much slower pace than their non-indigenous counterparts. Aboriginal and Torres Strait Islander women are 4 times as likely to smoke during pregnancy as non-Indigenous women. In 2014-15, 39 percent reported having smoked or chewed tobacco during pregnancy. High smoking rates persist in Māori and NZ Pacific populations, Māori (32.7%), followed by Pacific Peoples (23.2%), while 13.9% of European smoke at least once a day.² In 2014, 43 percent of pregnant women identifying as Māori were smokers. ³ There is limited official data for many Pacific nations, though WHO data includes the following Age standardized prevalence of tobacco smoking among 15 years and older (%): Kiribati – 52.2%, Nauru–47.5%, Samoa 30.3%, Tonga 29.9%. To achieve New Zealand's Smokefree 2025 goal, the Government recognizes it needs to halve Māori and Pacific rates by 2018.5

In Australia, under the National Healthcare Agreement, the Council of Australian Governments has committed to halving the daily smoking rate among Aboriginal and Torres Strait Islander adults (aged 18 years or older) from by 2018. Hāpai Te Hauora and the Cancer Society New Zealand – Te Kāhui Matepukupuku o Aotearoa in recognition of the growing need for specialized action to reduce tobacco harm within indigenous communities have established this Tariana Turia Award. Similar to the Nigel Gray Award this is peer-nominated and judged by a committee of experts. It would be preferred for the recipient to be announced at the biennial Oceania Tobacco Control Conference after the Nigel Grey Award ceremony. The Tariana Turia Award recognizes an individual/or group contribution to tobacco control, with a focus on recognizing committed champions of indigenous tobacco control outcomes, to emphasize the importance and extra focus required to address the high level of inequity. The Tariana Turia Award compliments and sits beside the Nigel Grey Award and its recognition of relatively 'unsung' tobacco control heroes. The Tariana Turia Award fits with the WHO FCTC preamble that states that those fighting to reduce tobacco harm are deeply concerned about the high levels of smoking and other forms of tobacco consumption by indigenous peoples.

TARIANA TURIA AWARD NOMINATION FORM

NOMINEE INFORMATION (Individual, group, organisation)

Name.....

Ethnicity.....

Address

Contact number.....

Email

NOMINATOR INFORMATION

Name.....

Ethnicity.....

Address

Contact number..... Email

Relationship to the nominee(s)

INSTRUCTIONS

On a separate page(s), please provide the following:

1. Background on the Nominee
(Individual, group, organisation...)
2. A description of the Nominee's accomplishments
3. Why the Nominee should be selected, and
4. How the Nominee meets the criteria

RECOMMENDATIONS

Each nomination should also be accompanied by letters from two additional individuals endorsing the nomination and explaining why they believe the Nominee (individual, group, organisation...) should be selected.

Please list name, address, phone and email of each endorser:

1.
2.