

Date

Quitline's tobacco challenge: Banish the intruder from our house this Matariki

Ko te taki tūpeka a Te Roopu Me Mutu: Panaia te kōkuhu ki waho i tō tātou whare i tēnei Matariki

Smokers are being challenged by staff at Quitline to banish tobacco from their lives this Matariki.

E takina ana ngā tangata kai paipa e ngā kaimahi ki Te Roopu Me Mutu kia pana i te tūpeka ki waho i o rātou ao i tēnei Matariki.

"As Matariki rises, a new cycle of life begins. All has its place and time – the kūmara will be planted, and we await the arrival of the koekoeā and the pīpīwhārauroa. But there is an intruder in the house, one which has made itself at home in front of the fire, one which slowly but surely, has robbed us of many of our tīpuna. And if we let it stay, it will, as surely as Matariki will rise again, rob us of our rangatahi and mokupuna. At Te Roopu Me Mutu, we are standing at the door and saying – No More."

"I te whitinga o Matariki, ka timataria he āhuetanga wā ora hou. Kei reira tōna wāhi me tōna wā- ka whakatōkia te kūmara, ā, ka tatari tātou mō te taenga mai o te koekoeā me te pīpīwhārauroa. Ēngari he kōkuhu kei roto i te whare, tētahi kua taunga kē ki te whare kei te aro tonu o te ahi e noho ana, ko tētahi kua āta taea, kaore e kore te tāhae i a tātou te tini o a tātou tūpuna. Ki te tukua kia noho, ka riro anō i a ia, kaore e kore kia rite ki te whitinga anō o Matariki, te tāhae i o tātou rangathi me o tātou mokopuna. Ki a Te Roopu Me Mutu, e tū ana mātou ki te kuaha me te mea- Ka nui tēnā".

Paula Snowden, Chief Executive of Te Roopu Me Mutu/Quitline, said: "Smoking has stolen much of our past, but we don't have to allow it to rule our future. It takes determination and the strength of our wairua to rid ourselves of the grip it has upon us, but it can be done.

Hei tā Paula Snowden, Te Tumuaki Whakahaere o Te Roopu Me Mutu/ Quitline, "Kua tāhaetia e te kai paipa te nuinga o tā tātou wā muanga, ēngari me kua e tukua e tātou, māna ngā tikanga haere i tō tātou apōpōtanga. Mā te manawanui me te kaha o te wairua tonu e maka ai i a tātou te mau pupuri kei a ia ki runga i a tātou, ēngari ka taea.

"Some assume smoking is part of Maori culture, but tobacco has no place in our whakapapa, or our identity. It's an imposter in our history that should have no part of our future.

Ka pōhēhē ētahi ko te kai paipa he take tōna ki te tikanga Māori, ēngari kāore he wāhanga mō te tūpeka ki roto i ō tātou whakapapa, ki roto i tō tātou tuakiri rānei.

“The three baskets of knowledge show us the way: the gift of the past is that we may learn from it to ensure a better present and a brighter future for ourselves, those we love, and those yet to come.”

Ko ngā kete e toru o te mātauranga e whakatohu ana i te ara mō tātou; ko te taonga o ngā wā o mua me ako tātou mai i a ia kia pai ake ai ōnaiane, ā, kia mārama kē ake apōpō mō tātou, mō ērā e arohaina ana e tātou, me ērā kāore anō kia puta mai.”

As Matariki rises, Te Roopu Me Mutu issues this challenge to smokers:

“Come to us, and let us fight alongside you to rid ourselves of this intruder. Come to us once, come twice, come five times – no matter how many times, each attempt increases your chance of victory, of quitting smoking for good. Take up the challenge with us and let this Matariki be the time when you leave smoking in the past.”

I te wā whitinga o Matariki ka tākina e Me Mutu tēnei wero ki ngā tāngata kai paipa:

“Haere mai ki a mātou, ā, tukua mātou kia pakanga tahi ki a koe kia makaina taua kōkuhu. Haere mai kia kotahi, kia tuarua, kia tuarima taima- Ahakoa pēhea te maha o ngā hokinga mai, ko ia wā ka whakapiki ake i ō tūpono kia waimārie, kia mutu noa. Hikina tahi ake te rākau wero ki a mātou, ā, tukuna mā tēnei Matariki e mahue ai e koe te kai paipa ki te wā muanga”.

Smokers quitting with Quitline are five times more likely to succeed than those quitting alone. Advisors support smokers to understand the three parts of the addiction – the nicotine, the habits and the emotions – which gives them the weapons to fight it successfully.

Ko ngā tāngata kai paipa ka mutu tahi ki a Te Roopu Me Mutu, tērā pea ka rima taima kē ake te tutukinga tika i ērā atu ka mutu koia anō rā. Ko ngā kaitohutou ka āwhina i ngā tāngata kai paipa kia mārama, he toru ngā wāhanga o te kahungatanga- ko te nikotīni, ko ngā hanga tangata, me ngā kare-ā-roto- mā ēnei e whiwhi ai te tangata i ngā rākau o te riri kia tika ai te pakanga ki a ia.

Quitline also offers subsidised nicotine patches, gum and lozenges at \$3 for two month’s supply – so while it’s getting more expensive to smoke, it’s never been cheaper to quit.

Ko Te Roopu Me Mutu ka tukutuku āpurenga nikotīni kua āwhinatia e te moni, he kauri, he rare rongoa ki te utu o te \$3 mō te whakaputunga rua marama- nō reira ahakoa e nui ake ana te utu kai paipa, horekau kē anō kia tino iti te utu kia mutu.

-ENDS-

1. Contact Carl Billington (029 770 0317) for more information or requests for comment/interviews. Interviews are available in Te Reo on request.
2. The Quitline number is 0800 778 778. The Quit Group website is www.quit.org.nz.