



**Pacific Islands
Heartbeat
Programme**

Pacific Islands Heartbeat Smokefree Services

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Brief Introduction

This brief presentation covers two services

- **Smokefree Promotion Service**
- **Smoking Cessation Service**



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Context

- The National Heart Foundation – one of its objective over five years is to help reduce the smoking prevalence in NZ
- As a unit of the Foundation, the Pacific Islands Heartbeat supports this objective through: smokefree promotion/awareness and smoking cessation training programmes



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PIHB smokefree services focus

- Pacific peoples high smoking prevalence of 1 in about 4 or 29%
- Higher among men compared to females
- Pacific teenage females are among the highest in NZ
- Smoking is the main risk factor to chronic diseases Pacific peoples suffer and die from
- A preventable cause of death



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Smokefree Promotion Service

The development of the Smokefree Promotion service or the Pacific Train the Trainer Course has been a response to need identified at national consultations (*fonos*) with Pacific health providers and workers and the overwhelming support by the Pacific community through scoping exercises

The Course covers a variety of tobacco issues aimed at providing sufficient resources for health promoters and community health workers to use in their work

The Course is being offered in Auckland



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Service development and delivery

- Provider capacity to take up the training is a challenge
- Community values (church, family, perception that it is part of the Pacific culture etc) and the development of appropriate delivery models is an ongoing activity
- Smokefree promotion links well in preparing health professionals and providers to take up smoking cessation training



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SMOKING CESSATION SERVICE

The smoking cessation training for health professionals is a response:

- *to support for the 19% Pacific smokers who indicated their desire to give up smoking*
- *to enhance the skills of health professionals in providing brief intervention*



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Service focus

A deliberate attempt in ensuring smoking cessation interventions for Pacific clients while evidence based remain culturally relevant and affordable



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Free Service

Over the years, Pacific smokers were expected to benefit from mainstream and Maori services

This general expectation meant that smokers missed out from the NRT subsidies

The Smokefree Promotion and Smoking Cessation Courses are offered FREE



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Support for Providers

Our Smoking Cessation training is among the limited training programmes recognised for registration with Quit Card programme



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Acknowledgement and conclusion

Some PHOs and providers have participated in the training but those trained is a fraction of the Pacific workforce in the health sector

- **Coordination of Tobacco control initiatives**
- **Pacific providers- capacity**
- **Referrals systems lacking**
- **Support for culturally appropriate interventions**
- **Tobacco smoking remains the main risk factor to the main killers of our Pacific males (CVD) and Pacific women (diabetes) to name just a couple hence the need for participation and collaboration of services that are aimed at improving the health of the Pacific population**
- **Special thanks to the MoH for the sponsorship of the Smokefree Promotion and Smoking Cessation courses**



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Thank you