

Waka Auahi Kore (Quit Bus)

The stop smoking journey with Sesalina Setu and Grady Samson

Introduction

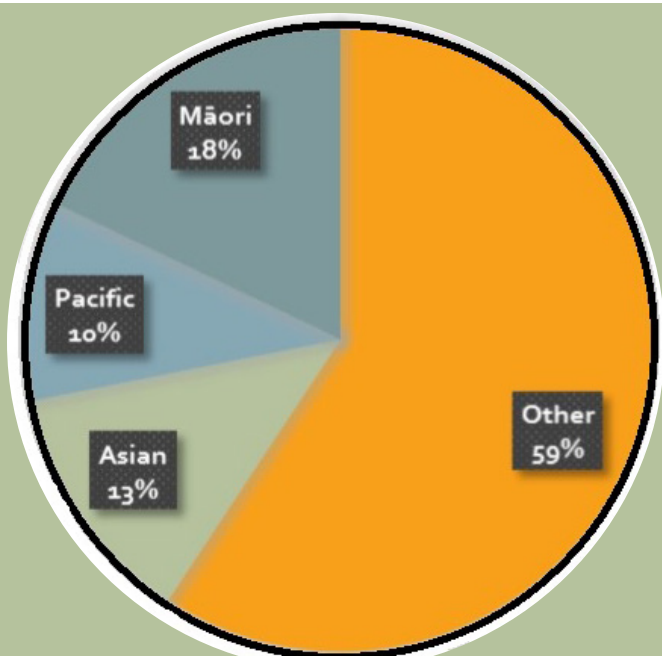
Smoking, particularly amongst Māori and Pacific people, remains unacceptably high and the single most modifiable risk factor causing disease and death in our community. Smoking results in:

- A significant reduction in quality of life and years of life
- Poor maternal and neonatal health outcomes
- Harm from second and third hand smoke

Waitemata DHB serves a population of approximately 559,960 people which includes 54,002 people who smoke.

Although there is a wide distribution of smokers within the area, a high number of smokers are Māori and Pacific people, often in areas of high social and economic deprivation (Q5).

These smokers typically have less access to reliable private transportation and less disposable income to spend on public transport, making access to smoking cessation services at fixed locations difficult. Smokers in rural areas have limited public transport options.



Above: Percentage of smokers by ethnicity in the Waitemata DHB area



Our philosophy

The mobile Waka Auahi Kore (Quit Bus) service is unique in its ability to reach priority populations with limited access to smoking cessation services.

Having a wide-reaching presence in the community means we promote the quit smoking message better.

The mobile nature of the service promotes the concept that going smoke free is something that can be done 'just down the road', and helps reduce barriers to access in areas that are traditionally less well served by health services.

ASPIRE 2025 found Maori and Pacific smokers wanted smokefree services that were ready and available in supportive environments for when they wanted to quit: Waka Auahi Kore (Quit Bus) provides both.

Ref: Aspire 2025 Annual Report (2014) Research for a tobacco-free Aotearoa, Department of Public Health, University of Otago

Our reach

The delivery model takes the service to the whānau, hapū and iwi who most need it in venues that they already frequent and are familiar with, such as marae, churches, community centres, shopping malls, work places, health centres, schools and colleges.

A welcoming design



Above: The physical design of the Waka Auahi Kore (Quit Bus) has proved to be attractive and inviting, an essential step in breaking down barriers to access.

The welcoming design of the Waka Auahi Kore (Quit Bus) makes the service approachable. And, by approaching us, smokers are making the decision to take the first step in their smokefree journey. By being visible in the community, we are making access to smoking cessation services easy.

Prior to the development of Waka Auahi Kore (Quit Bus) taking smoking cessation services into the community meant setting up a stall promoting smoking cessation services. Staff have noted a marked increase in the number of people who are willing to board the Waka Auahi Kore (Quit Bus) for advice in contrast to those who would approach a stall in a similar location.

Working with employers

By arrangement, Waka Auahi Kore (Quit Bus) visits workplaces with high numbers of smokers. Taking our services to people in their workplace is beneficial for them because:

- Employees receive support from their employer to stop smoking
- Employees can choose to share their journey with, and support, colleagues through their smokefree journey
- Employees do not need to find time outside of work to access smokefree services
- Employers do not need to provide rooms for us because we bring our own facilities, providing a private area for consultations

Workplaces benefitting from the Waka Auahi Kore (Quit Bus) service include Fulton Hogan, NZ Bus, Sealy Bed Factory, and the Tegel chicken processing factory.

In 2015 NZ Bus introduced a smokefree policy within the workplace. Waka Auahi Kore (Quit Bus) was introduced to four NZ Bus sites and scheduled visits were put in place to support as many staff as possible to quit smoking.



Flexible support

Underpinning the Waka Auahi Kore (Quit Bus) is a tailored and comprehensive approach to smoking cessation.

After an initial interview, smokers are offered the level of support they desire, in the form they desire it, and at a time and place suitable for them. Free nicotine replacement therapy samples are provided at the initial interview.

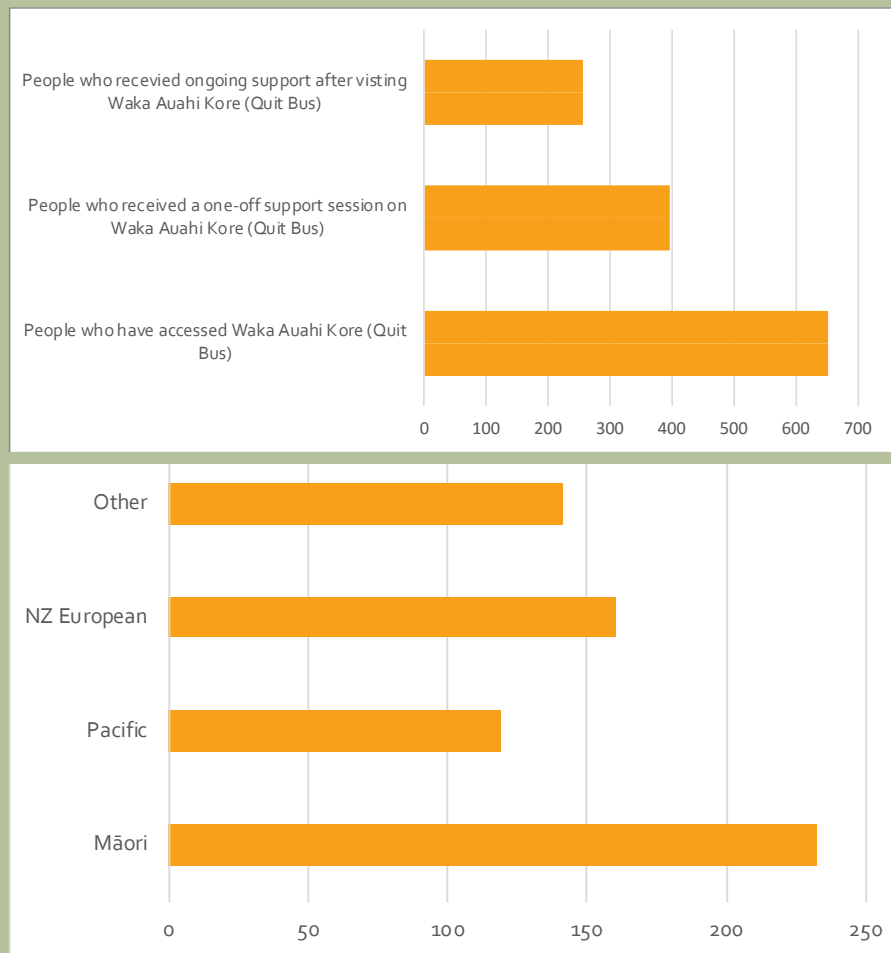
Staffing of the Waka Auahi Kore (Quit Bus) reflects the priority communities we serve.

The results

Since October 2014, 652 people have accessed Waka Auahi Kore (Quit Bus) for stop smoking support. Of those, 397 people received a one-off support session where they were provided with education, information and nicotine replacement therapy and 255 people elected to receive ongoing support.

The success of the Waka Auahi Kore (Quit Bus) in reaching priority populations is evident in the figures showing the ethnicities of people accessing the service.

- Māori: 232 people, or 35.5% of visitors
- Pacific: 119 people, or 18.3% of visitors
- NZ European: 160 people, or 24.5% of visitors
- Other: 141 people, or 21.6% of people.



Pathways taken by people accessing Waka Auahi Kore (Quit Bus) by ethnicity

"I thought to myself it's a sign to quit as I have been thinking about stopping in the last week"

"I saw you guys down the road and thought I would give it a go."

"It's quite inviting. I was intrigued by what was inside."

"I saw it in the morning and waited to see my boys off and then I came to the Quit Bus."

"I am proud to say I am smokefree and I have evidence to say I am smokefree with my CO monitor reading. It feels good that I don't struggle with my breathing anymore." Otila Maiuu, Samoan, Sealed Air, Henderson

"This Quit Bus couldn't have come at a better time."

comprehensive care

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