

# Rangatahi Led Action



## Arnia Appleby

I am currently an employee at Hāpai Te Hauora Tapui, doing some creative mahi and some community action as well.

### Project

#### Stopping the sale of single cigarettes

My project was campaigning to stop a dairy from selling single cigarettes to rangatahi

I organised a community led rally against the offending dairy, and engaged with MPs to discuss the issue.

I created a video that supported the smokefree campaign and coordinated a televised Native Affairs story, that caught the dairy selling single cigarettes

### What we did

### What are the results?•

- Engaged with the community, motivating them to rally against the dairy and advocate for a smoke free community.
- Dairy prosecuted as a reoffending dairy
- Successfully stopped the dairy from selling single cigarettes

## Advocacy

“Using the tools you have in your toolbox to advocate for whānau that may not have those tools or voice that you do”

## Challenges

“The dairy owner we were targeting, used the family card on us... had to look past that and see all the other families he was affecting”

## Advice

“Go with your gut, and if you want to cause a ruckus, cause a ruckus, because people are going to pick up on the ruckus you are causing”