

# Better smokefree signs at schools and hospitals?

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# Background

- School/pre-school grounds are required to have smokefree signs at *every* entrance by law
- All District Health Boards have smokefree policies for all or most of their grounds
- Outdoor smokefree policies need to be communicated



# Aim

To examine smokefree signs for NZ school and hospitals grounds

# Methods

In-person field observation

- (i) at 50 state primary/secondary schools;
- (ii) at 10 hospitals

Google Street View used for another 20 hospitals

(**Methods details** in publications: See last slide)



# Results: Schools - inadequate

- Schools usually had 3+ entrances
- Only 32% of schools had smokefree signs at the *main* school entrance
  - ie, **most breached the law**
- 66% had at least one sign visible from a public road anywhere on the premises
- Average signs per school: 1.3
- Few stated that the *grounds* were smokefree



# Results: Hospitals

- 90% of hospitals had smokefree signs at the main entrance
- 90% had at least one other visible sign
- ***But:*** only 40% of hospitals had any signs that stated that the grounds were smokefree
- Some smokefree signs were small and mixed in with multiple other signs.

# So what?

Health promoter, parent and community **opportunity** to:

- Further remind schools where there are no/ insufficient signs (our *ANZJPH* letter prompted this)
- Ensure school and hospital signs make it clear that the **grounds** are smokefree
- Work with DHBs to ensure hospital signs are clear and easy to see







Northland  
Health  
*Hasora O Te Tai Tokerau*

# Whangarei Hospital

← + EMERGENCY

← Main Entrance

← Northland District  
Health Board

Whangarei Hospital

## SMOKEFREE

For your families health...  
Our GROUNDS  
and buildings are  
**SMOKEFREE /  
AUAHI KORE**  
at all times



SMOKEFREE HEALTH BOARD

Northland's  
Challenge

\$3 Million  
in  
3 Years

CHK344

# Further reading

- Wilson N, Thomson G, Edwards R. 2015. The potential of Google Street View for studying smokefree signage. *Aust N Z J Public Health* 39, 295-296
- Wilson N, Thomson G. 2015. Suboptimal smokefree signage at some hospitals: Field observations and the use of Google Street View. *N Z Med J* 128, 56-59.