

Taking denormalisation seriously: Local government and outdoor smokefree places



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Background

- Smokefree outdoor policies since 1990s, rapid growth since 2005
- The normality of smoking is a risk for:
 - ◆ smoking uptake
 - ◆ reducing quit attempts
 - ◆ increased relapses



Aim

- To review the role of denormalising smoking as a driver of smokefree policy for outdoor areas

Results

Major drivers of smokefree outdoor policies include:

- Denormalisation of smoking
- Secondhand smoke effects
- Concerns for health impacts on children
- Environmental effects
- Exclusion of 'undesirables'
- Cleaning costs (eg, litter)



Growth of outdoor denormalisation

- School grounds internationally from 1995
- ‘Example’ used by local governments (USA, Australia, NZ) as argument for smokefree outdoor areas from 2005
- Largely driven by concern for children



Discussion

- The international move to outdoor smokefree areas is largely since 2005 – coincides with growth of ‘example’ argument
- Denormalisation is used more as a argument for outdoor policies than for indoor
- Denormalisation may be largely driven by communities, not health authorities



Santa Monica, California



ONE OF
THESE
DOESN'T
BELONG
HERE



SMOKING
DOESN'T
BELONG
HERE

NO SMOKING
ON SANTA MONICA'S BEACHES



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