



WELLINGTON

Smokefree outdoors

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SUMMERSCHOOL

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www.otago.ac.nz/uowsummerschool

- Background & definitions
- Should smokefree outdoors be a health priority?
- How practical is smokefree outdoor policy?



Smokefree outdoors: Definitions and questions

- All public and private outdoor places? (what is ‘private’, what will not affect others?)
- Considerations include:
 - Cues: Visibility, smell
 - Immediate health effects
 - Exposure: Who, how many, how often, intensity
- Possible policy aim: Lack of all cues and exposure?



Background

- Smokefree school grounds by NZ law: 2004
- NZ local authority smokefree outdoor policies from 2005, now at least 47/67 NZ councils
- ‘Educational’ policies, largely for playgrounds, parks, some sidewalks
- Overseas: entrances, bar patios, beaches, business areas

Santa Monica sign



Options

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- Outdoor eating and drinking areas
- Distance from public doors and windows
- Public events (eg, music, markets, parades)
- Particular sidewalks, roads, malls, squares
- Business districts and city/town centers
- Local or national policies
- NZ legislation
 - to specifically allow smokefree bylaws
 - For particular areas



Should smokefree outdoors be a health priority?

• Is the visibility of smoking important?

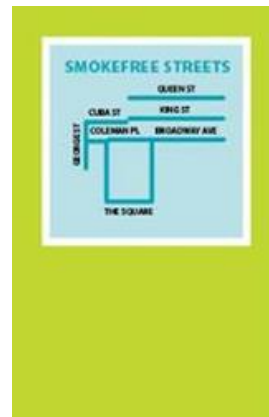
- NZ smoking prevalence is 100% overestimated by public and youth
- Smoking cues increase relapses: Successful quitters avoid smoking cues *Peuker, Bizarro 2014*

• Do smokefree outdoors policies reduce smoking?

- Californian smokers: Perception of smokefree park/patios associated with 1.8 odds of increased quit attempts
Zablocki et al 2014
- One decile decrease in the NZ neighbourhood smoking prevalence associated with a 4% decreased odds of becoming a smoker
Ivory et al: Unpublished

How practical are smokefree outdoor policies?

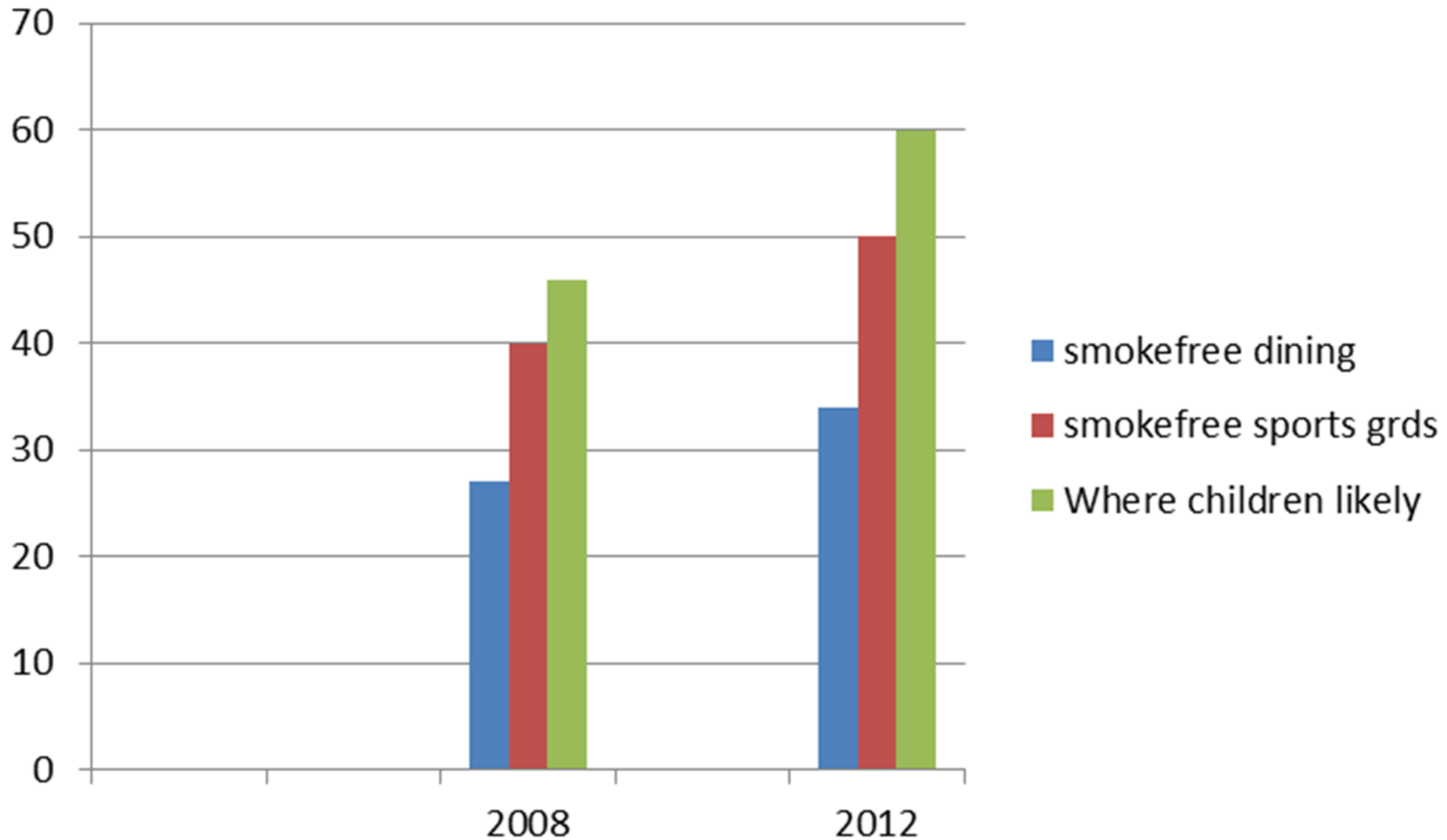
- Can be done at local level
- Local examples enable exemplar diffusion
- Exemplar experience eases policy design
- Public support



LET'S **MAKE** PALMY
SMOKEFREE

OUR AIM IS FOR: Smokefree streets in the City centre | Smokefree cafes and retailers | Smokefree events | Smokefree parks and playgrounds

Increased NZ *smoker* support for smokefree outdoor policies





- Policy design: many examples
- Enforcement
- Costs and savings
 - Training for council staff
 - Media, signs
 - Less litter
- Upfront investment needed in communication

LITTER.
It costs you.



Summary

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- Major option for reducing smoking normality
- Can be done locally
- More evidence needed on the effect of current smokefree outdoor policies
- National legislation on smokefree entrances & patios?



CLEAN AND GREEN
A Smoke-Free City