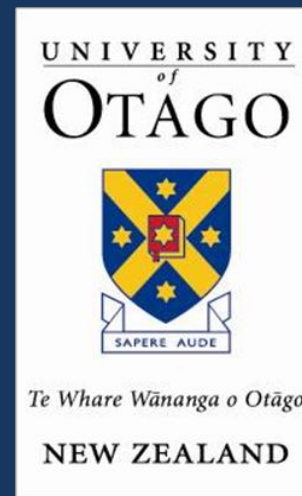


Smokefree Outdoor Areas in New Zealand: How far have we come?

Louise Marsh, Lindsay Robertson, Martin Witt & Heather Kimber

Oceania Tobacco Control Conference
Auckland, October 2013



SFOA in New Zealand

- Goal: de-normalisation of smoking
- In 2008, 23 of the 73 local authorities had a policy for at least a smokefree playground
- Potential of SFOA
- Challenges for local authorities
- Increased support for SFOA
- Promoting smokefree communities
- Extent of policies in 2012?



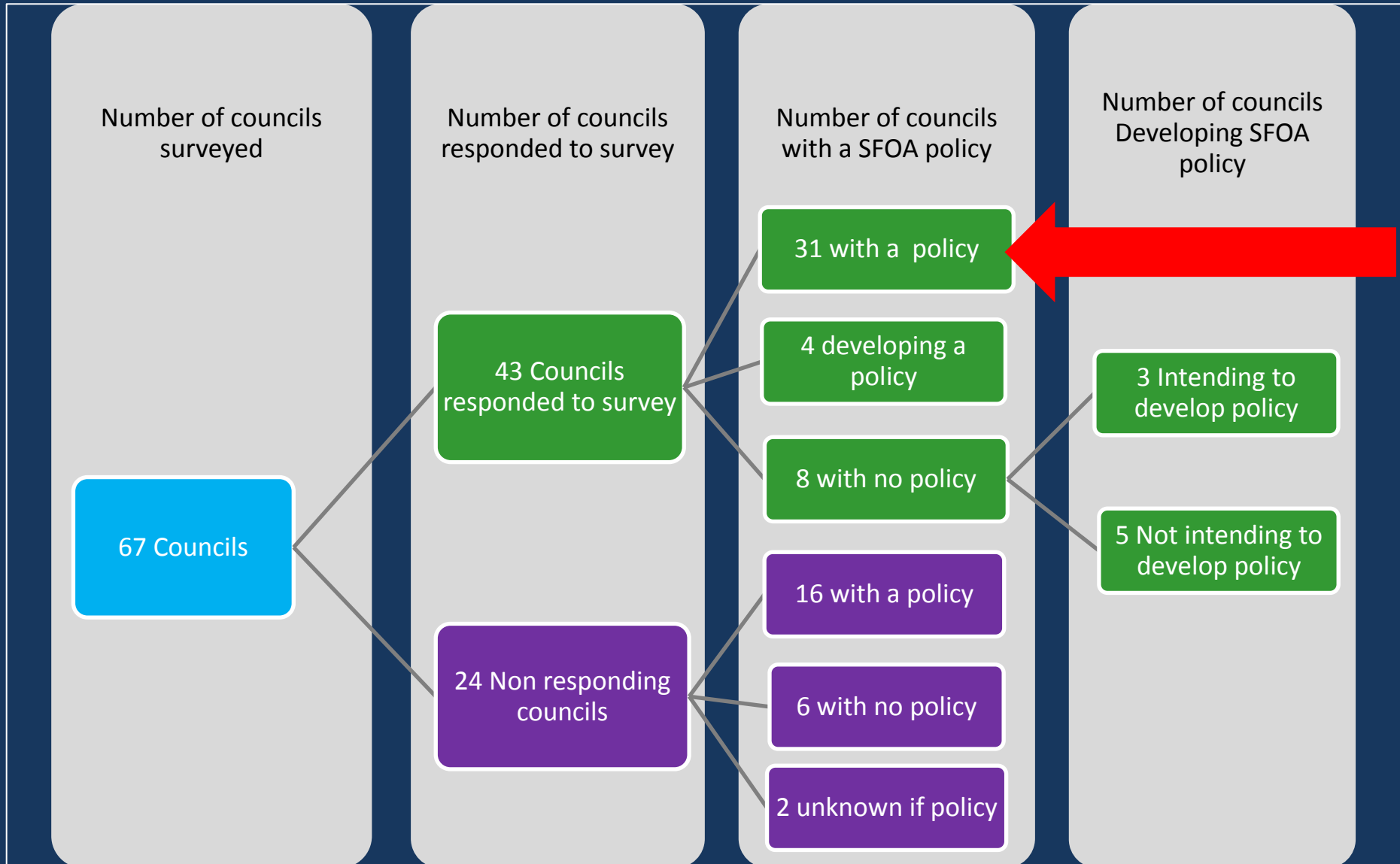
Research

Research aims:

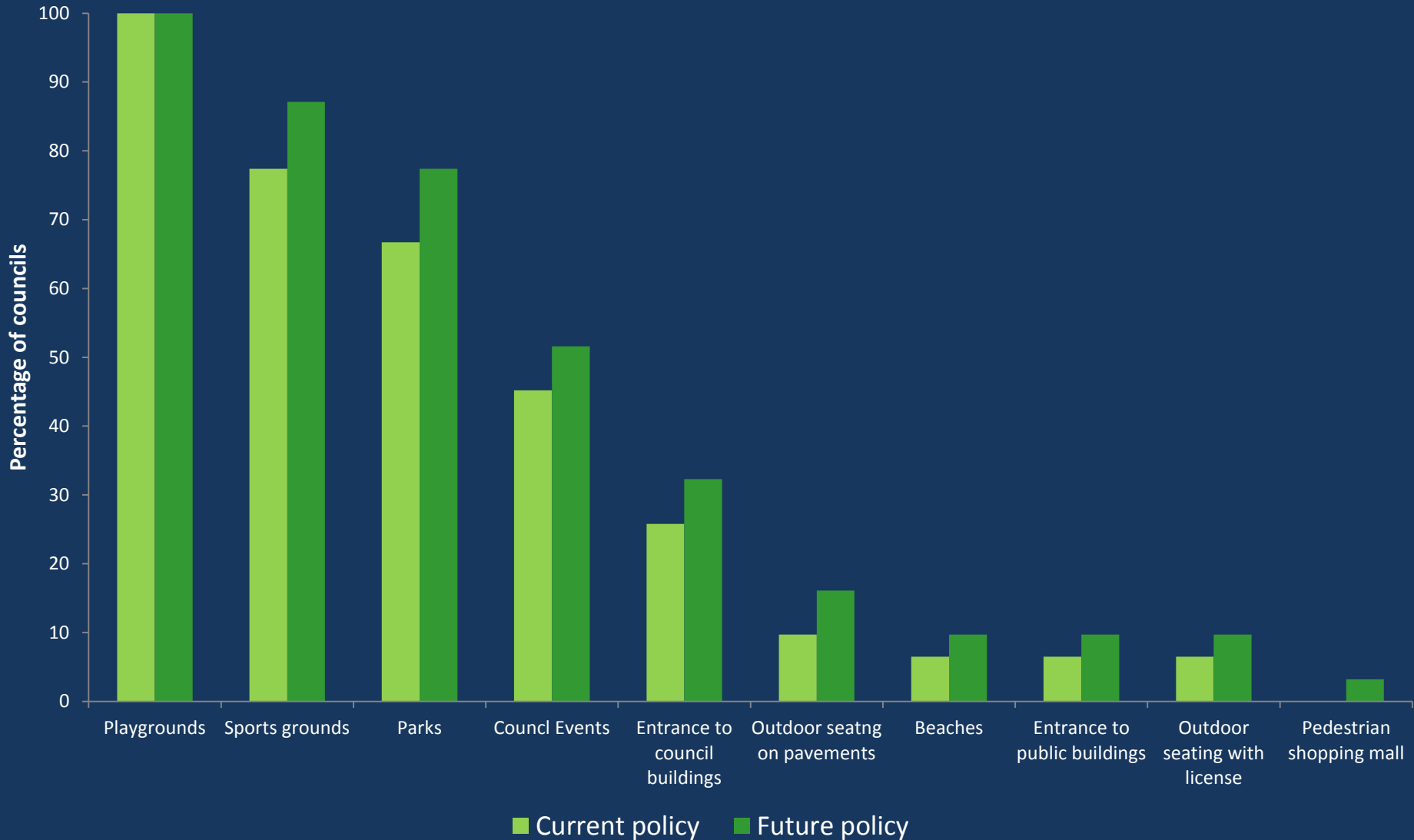
1. The extent and nature of smokefree outdoor area (SFOA) policies in New Zealand
2. The process of developing, implementing and promoting compliance with a SFOA policy.



Council respondents and SFOA policy



SFOA covered by current and future council policies



Policy development

- Influences on council to develop policy
 - Direct letters from health advocacy groups
- Personnel involved in development of policy
 - Parks Team with collaboration from other teams
- Involvement of external partnerships
 - DHB, PHU, Cancer Society, HPA, ASH



Policy Implementation

Communication

- Few councils have a formal communications plan
- Signage
- Media releases
- Website
- Removal of cigarette receptacles

Signage

- Informing community of SFOA policy
- Types of signage - stand alone, existing, incorporated
- Location reflects designation of SF area

Roles and responsibilities

- Parks Team in collaboration with other teams
- Implemented alongside DHB or Smokefree coalition

Costs

- Biggest barrier to implementation
- Half spent less than \$5000
- 10 councils received external funding

Compliance and Evaluation

- All councils use voluntary compliance
- Evaluation
 - Observation of smoking
 - Community comments
 - Analysis by staff
 - Community surveys
- Most felt the policy was successful

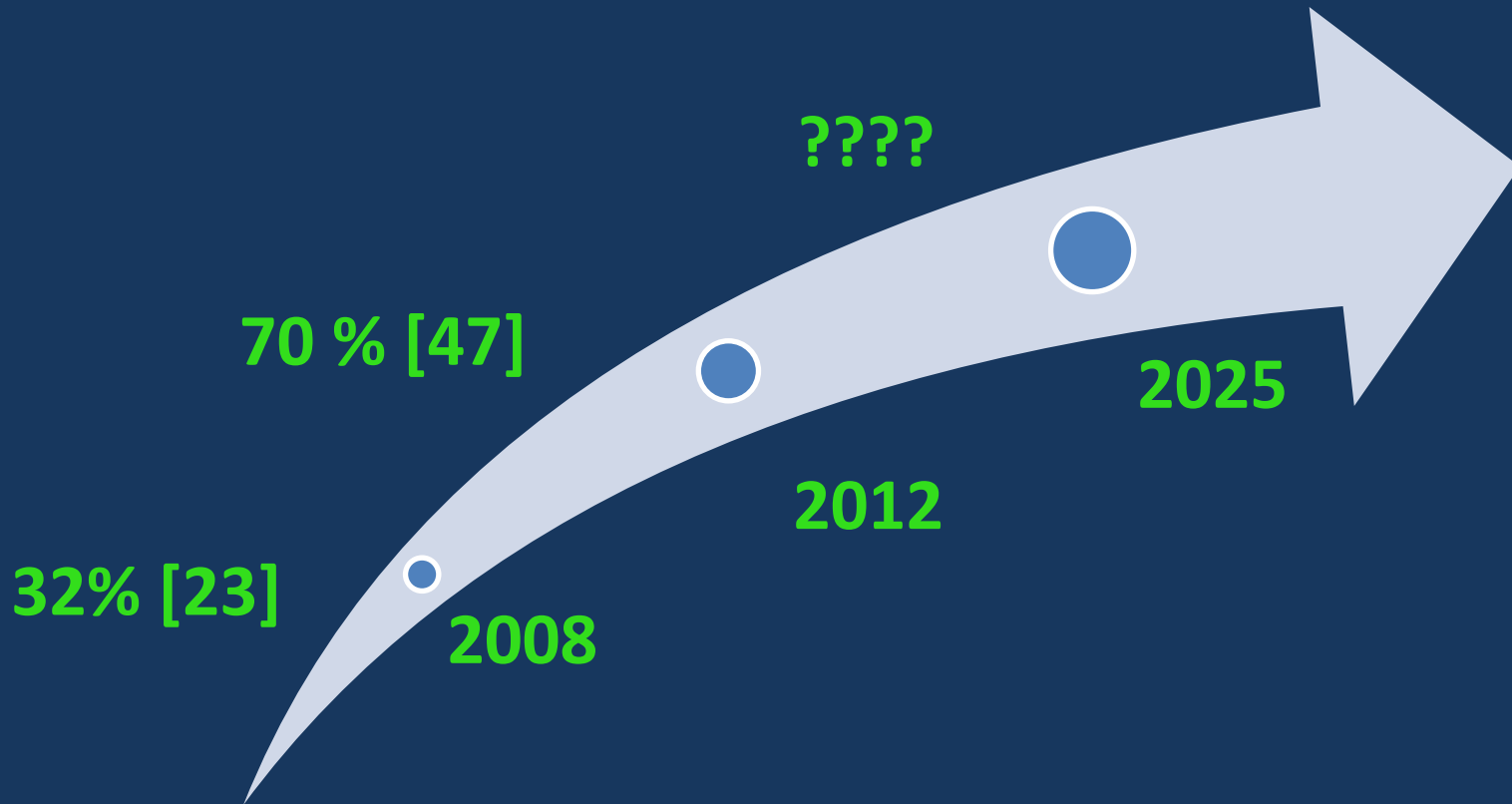


Barriers to extending SFOA policy

- Success of initial policy
- SFOA not on current political agenda
- Difficulties with compliance
- Resistance or lack of support
- Funding and resource issues



How far have we come?



% of Councils in NZ with Smokefree Outdoor Area policies

Policies that go beyond the greenspace

- Not moving beyond the greenspace
- Continues to be high public support for SFOA
- Good support from business for SFOA
- Engagement of new stakeholders
- Adoption of Smokefree 2025 makes SFOA essential
- Role of central government?

Policy issues

- Letters from health advocacy groups
- Evidence that SFOA policies are effective
- Time and financial resources
- Communication of the policy
- Voluntary vs educative enforcement



What might SFOA lead to?

- Move towards whole towns, communities and cities becoming smokefree
- Large areas of public space where smoking is the exception rather than being accepted
- Key steps towards achieving a smokefree Aotearoa 2025

