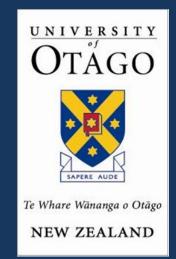
Smokefree Outdoor Areas in New Zealand: How far have we come?

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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:

 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.



Smokefree Outdoor Areas Policy Survey Information Sheet for Participants

Thank you fit shouling an inletes lin his protect. Please read his information sheel carefully before deciding whe her or not to participal. If you decide no participal we have you from decide not to take part here will be no disclaimable to you and we hark you for considering our request.

Whatis tie alm of the project:

The government has set a good for New Zealand to become a moderite nation by 2025. To active this good, one of the oblicities it is increase the number of insidere entirements. This includes making public places such as pasts, weightees and the fluitions smoketer. We set interested in finding outlabout how modered countries are implemented by councils troughout leave Zealand. We would the birth outlined selection are implemented by councils troughout leave Zealand. We would the birth outlined selection are interested and employed, and when the properties of the properties of the properties of the respect of the re

What tipe s of partolpants are being sought?

We would like to inside the staff member responsible for smokenee initiatives adjour council to participate. We are finding all 61 Territorial Authorities in New Zealanni to take part, fryou agree to take part, you will be acted to complete an online survey without lister council 2000 minuting.

What will partolpants be a sked to do?

Chould you agree to stee part in this protect, you will be asteed to prostee us with a copy of the smokenee policy from your council either electoricatily or in host copy and cooppied on ordine surrey within about operanded questions about how the policy was implemented, embrode, and whe her there are trained on challenges as too added with this. We anticipally that it is usury will take around 30-00 minutes to commight or Piease be aware hallyou may decide not to take partin, the protect all hout any disclaiminage, to yourself of any lind.

Whatdata or information will be collected and whatuse will be made of it?

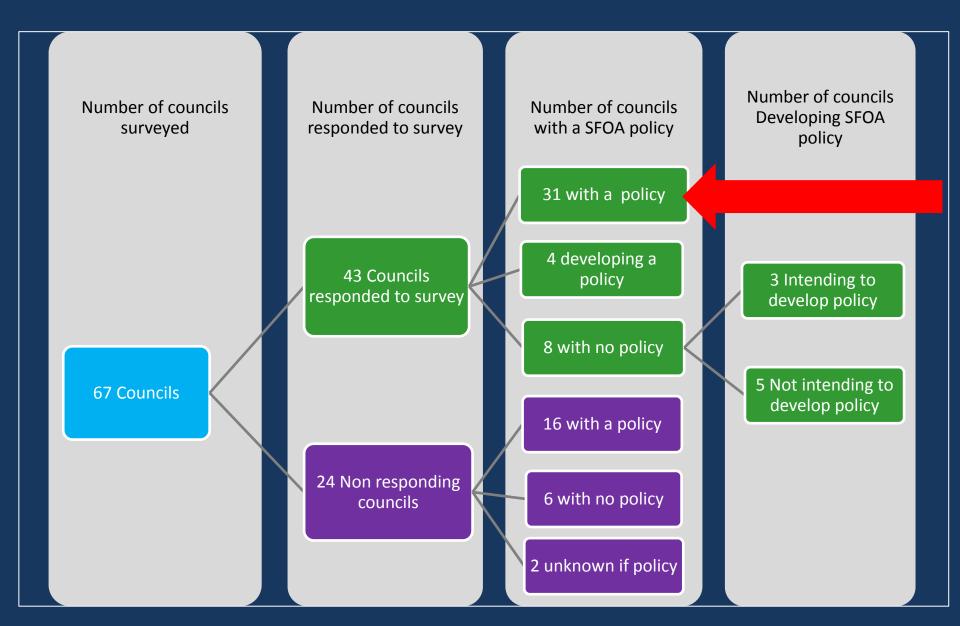
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The data collected will be recurely a bred in such a way had only hose named below will be table to gain as a solid or the protect any personal information will be destroyed insteadably except that, as required by the University's research policy, any rank also market he results of the protect depend will be related in secure strong or they pear, when which this like the Royal, Nouring with brown ton participation in the protect of any time and without participation in the protect of any time and without participation.

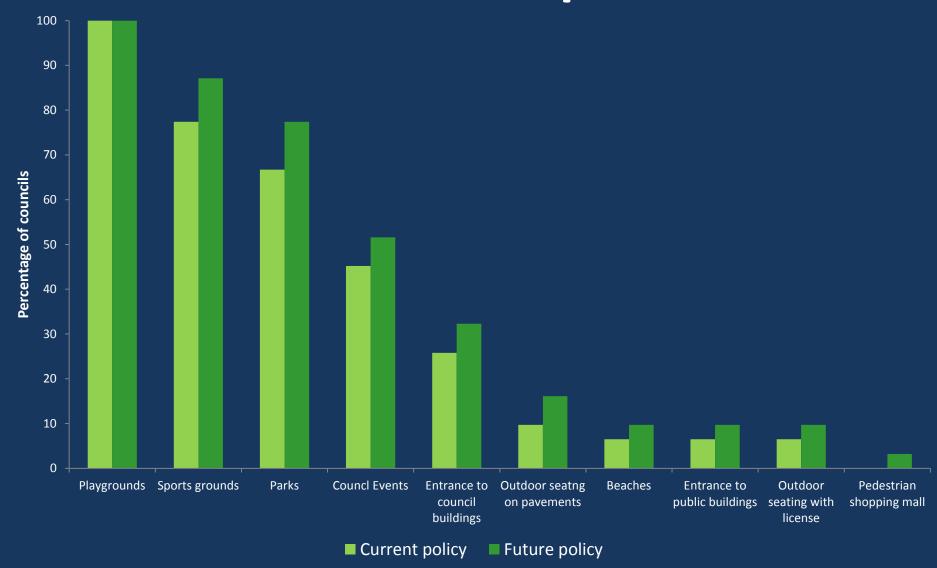
fiyou have any questions about our protect, et her now or in the future, please their fee to contact Dritoutse March double (march)otago.ac.mp. or Unitsay Robertson disobertson@otago.ac.mp. at the Department of Preventive and Ooctal Medicine, Putwersity port of lago double and direct districts 479 (225).

This stuly has been approved by the Department of Preventile and Goods Beldiche. If you have any concerns about the eithod control of the research, you may control. The University of Orbigo Ruman Efficis Committee Prough the Ruman Efficis Committee Administrator ph 03 479 8256. Any Issues you rate will be teached in conference and inter-ligated and you will be informed of the outcome.

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

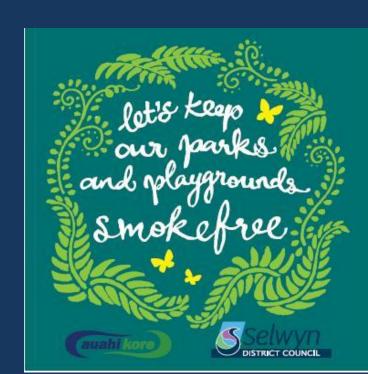
Compliance and Evaluation

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

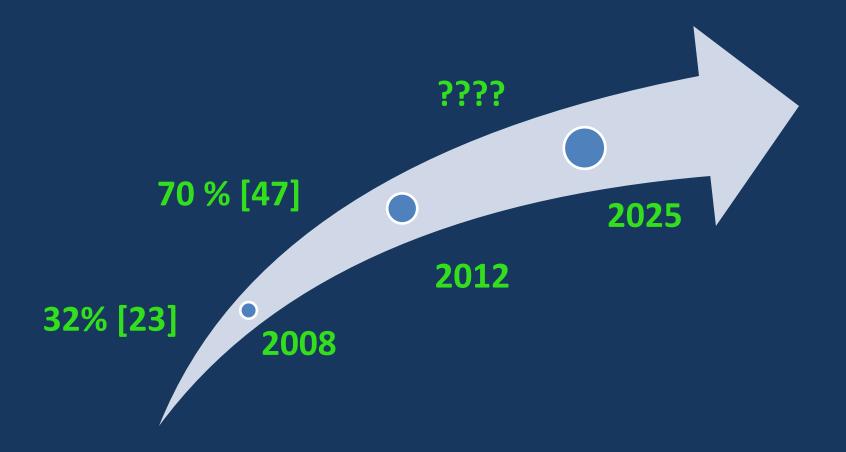


Barriers to extending SFOA policy

- 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

