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 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

<table>
<thead>
<tr>
<th>Number of councils surveyed</th>
<th>Number of councils responded to survey</th>
<th>Number of councils with a SFOA policy</th>
<th>Number of councils Developing SFOA policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>67 Councils</td>
<td>43 Councils responded to survey</td>
<td>31 with a policy</td>
<td>3 Intending to develop policy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 developing a policy</td>
<td>5 Not intending to develop policy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8 with no policy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>16 with a policy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 with no policy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 unknown if policy</td>
<td></td>
</tr>
</tbody>
</table>
SFOA covered by current and future council policies

- Playgrounds
- Sports grounds
- Parks
- Council Events
- Entrance to council buildings
- Outdoor seating on pavements
- Beaches
- Entrance to public buildings
- Outdoor seating with license
- Pedestrian shopping mall

Percentage of councils

- Current policy
- Future policy
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

2008: 32% [23]
2012: ???
2025: 70% [47]
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 smoke free
- Large areas of public space where smoking is the exception rather than being accepted
- Key steps towards achieving a smoke free Aotearoa 2025