

# Smokefree Cars Case Studies

## Smokefree Cars South Canterbury

<p><b>What was the purpose?</b> (eg. issue, need, concern addressed etc.)</p>	<p>In 2013 our coalition was looking at environments that are frequented by children. We decided to on focus on smokefree Cars.</p> <p>With playgrounds and sports fields already Smokefree in South Canterbury, smokefree cars was felt to be a natural progression.</p> <p>Children are particularly vulnerable to second-hand smoke due to their smaller lungs and lower body weight. Children need to be protected from second-hand smoke as much as possible to help reduce the burden of child illness, given the evidence for the role of second-hand smoke in a number of these illnesses</p>
<p><b>Who was your audience?</b></p>	<p>Parents of under 5's</p> <p>General Community driving cars with children present</p>
<p><b>How does your project/initiative contribute to the smokefree Aotearoa 2025 goal?</b></p>	<p>Our children and grandchildren will be free from tobacco and enjoy tobacco free lives</p> <p>Raising awareness of children's exposure to second hand smoke in cars.</p> <p>Encouraging the public to take action and declare their car smokefree.</p>
<p><b>What did you do?</b></p>	<p>A photo was taken with two children, aged 4 and 7 (Community &amp; Public Health Smokefree Health Promoters children), wearing gas masks with smoke (dry ice machine) billowing from a car demonstrating the dangers of smoking in cars with young people. The aim was to begin a month long campaign featured in the Timaru Herald.</p> <p>Over the month of May data was collected, the committee visited 4 sites (1 site per week) and surveyed the community. The Warehouse, Pak n Save, Temuka New World and Waimate New World were chosen because of location and the demographics of the area in relation to smoking</p> <p>A car and the dry-ice machine was sourced from the local Fire Service and provided a very visual display, a car covered with Smokefree 2025, general smoking and second-hand smoke information. The car contained two car-seats with teddy bears strapped in and the smoke machine was turned on simulating smoke from a cigarette within the car.</p> <p>Members of the public were asked to answer a very quick verbal survey around smoking in cars with children. Smokefree giveaways were provided including stickers that were designed locally which encouraged people to take immediate action and declare their car smokefree. Community &amp; Public Health developed Smokefree home and car stickers which were offered to those people participating in surveys and also left for parents to collect at Early Childhood Centres. These proved very popular, the same graphics utilized that featured on the</p>

	<p>community's Smokefree playground signage.</p> <p>Surveys were also delivered to all Early Childhood Centre's within Timaru, Waimate and Temuka as parents of under 5's were one of our target audiences. 410 parents surveyed.</p> <p>Comments from one member of the public indicated "I just roll down the windows when I smoke, that's plenty of ventilation for the kids". Comments like these were a real concern and were utilised in the media to highlight the dangers of smoking around children in a confined space.</p>
<p>What partners did you work with?</p>	<p>South Canterbury DHB, Community &amp; Public Health, The Cancer Society, Heart Foundation and the Fire Service lent their smokealyser.</p>
<p><b>Outcomes</b></p> <p>What were the outcomes of the project/initiative?</p>	<p>There was an overwhelming response to the surveys - 946 people surveyed.</p> <p>Of those, 908 supported legislation stating that you cannot smoke in a car carrying children. Some comments indicated support in principle but did not want another law to 'tell us what we have to do'.</p> <p>Of the 946 surveyed there were 144 smokers who were all asked if they wanted follow up quit advice. 39 people were interested and were then followed up in 3 days. This was a really positive result as the question around quitting was secondary to our promotion but points out how important it is to ask the question.</p> <p>Although this promotion was dedicated to finding out public perceptions it was a fantastic opportunity to raise awareness of the Smokefree 2025 goal and talk about Smokefree cars in the media.</p> <p>Locally the committee got some fantastic media coverage with 7 media articles attributed to Smokefree cars.</p> <p>This campaign was run again in 2014 with very similar results. Although we chose not to re-do the surveys within Early Childhood Centres 550 people were surveyed in the same areas around town with support for smokefree car legislation from 96.5% of those surveyed. 101 of these people were smokers with 19 choosing to have follow-up quit support.</p> <p>Community &amp; Public Health Smokefree Health Promoter developed a postcard for the 2014 campaign with the same picture of the 4 and 7 year old on the front with 'Second hand smoke kills our most vulnerable' and on the back with information about second hand smoke and asking people to pledge their support to a change in law around smoking in cars where children are present by signing the postcard and sending it to the Health Minister. This did not go ahead. Being an election year this was too political for a DHB to get involved with.</p> <p>Plunket Nurses in South Canterbury now distribute these smokefree home and car stickers to clients and are given out with every car seat hired within the region.</p>

<p><b>Key learnings</b></p> <p>What worked well?</p> <p>What could be done differently?</p>	<p>It is evident that there is support in our community around Smokefree cars and we need to be doing more to raise awareness of this. If we are to meet the Smokefree 2025 we need to be pushing for more Smokefree environments for our children</p> <p>Repeat the survey again to gauge growing support</p> <p>Lobby the government for legislation stating that you cannot smoke in a car with children - visit to local MP's,</p> <p>Talk to local district council councillors and Mayors to gauge their support and encourage advocacy.</p> <p>To take this message with the Smokefree stickers to include Plunket nurses distributing them to parents, the Plunket Car-seat Co-coordinator giving them out with every car-seat hired and ensure a condition of use is that the seat is hired and must remain in a Smokefree car.</p> <p>There is also great opportunity to extend this to maternity wards and to Māori providers.</p>
<p>Do you have any documents that you would like to share e.g. plans, evaluation, supporting material etc?</p>	<p>Project Report, Smokefree Car stickers and copies of media releases.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Smokefree CARS sticker square from Le</p> </div> <div style="text-align: center;">  <p>Smokefree CARS sticker bumper from L</p> </div> </div>
<p>Is there anything else that you would like to add?</p>	<p>This concept has been picked up and utilised around New Zealand by several communities in varying forms ie: either utilising the whole concept or just the survey, or the stickers etc</p> <p>As a follow up to this campaign the results have been utilised to advocate at a ministerial level for Smokefree cars and also used within the media and at district council presentations to support the 2025 message and add value to arguments for further Smokefree areas within our region. It will be continued to be used as an argument that people within the South Canterbury region are ready to legalise Smokefree cars.</p>

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## Wainuiomata Smokefree Cars Campaign 'Riding Smokefree – That's How We Roll'

<p><b>What was the purpose?</b> (eg. issue, need, concern addressed etc.)</p>	<p>In April 2012, local community workers in Wainuiomata started to organise a campaign was to encourage Wainuiomata residents and drivers to make their cars Smokefree, especially when children are passengers.</p> <p>“Smokefree Cars That’s How We Roll” is a short, simple tag line for the campaign. “We need to do our part to protect our children. Smokefree Cars - that’s how we roll is a small simple act that can prevent our children being exposed to second-hand smoke”.</p> <p>To increase community awareness of the health risks to children caused by second-hand smoke.</p> <p>To involve whanau/family participation to stop smoking in cars carrying tamariki/children.</p> <p>To actively involve youth and young adult participation to help champion the campaign.</p> <p>To utilise community services, social media networks and resources to promote the campaign.</p> <p>To raise smoking cessation awareness.</p>
<p><b>Who was your audience?</b></p>	<p>Wainuiomata residents and drivers</p>
<p><b>How does your project/initiative contribute to the smokefree Aotearoa 2025 goal?</b></p>	<p>Our children and grandchildren will be free from tobacco and enjoy tobacco free lives</p> <p>Smoking in cars is harmful to children due to second-hand smoke</p>
<p><b>What did you do?</b></p>	<p>Use local role models to promote the Wainuiomata Smokefree Car message</p> <p>Development of an information Regional Public Health Web page <a href="http://www.rph.org.nz/content/753ddc20-235e-48d3-8df3-3077eea870ff.html">http://www.rph.org.nz/content/753ddc20-235e-48d3-8df3-3077eea870ff.html</a></p> <p>Wainuiomata Smokefree Car re-take study.</p> <p>Media advertising, including: local billboard advertising, posters in schools, health centres, mechanics and other local businesses, monthly radio advertising, local newspaper and community newsletters.</p> <p>Smokefree car signage at school drop off zones.</p> <p>Provide the Smokefree car logo and branding to be used at community and school events.</p> <p>Smokefree information packs to all Schools and Kohanga Reo, mechanic services and selected local businesses containing:</p> <ul style="list-style-type: none"> <li>• The Quit Book – Beating the smoking addiction,</li> <li>• Time to Quit – what you should know about smoking,</li> <li>• Me Mutu Taatou/Lets All Quit,</li> <li>• Make your car smokefree booklets.</li> <li>• Smokefree &amp; Auahi Kore stickers,</li> <li>• Aukati Kai Paipa pamphlet,</li> </ul>

	<ul style="list-style-type: none"> <li>• Pacific Health Services Pamphlet</li> <li>• Auahi Kore stick of mint</li> </ul> <p>Story competition for individuals and families that have made their cars Smokefree.</p> <p>Wainuiomata Rugby League club bibs were branded with the “Smokefree Car That’s How We Roll” logo.</p> <p>Application for a signage site on the Wainuiomata Hill Road visible to north bound traffic (for health promotion)</p> <p>Create Smokefree car peel off stickers</p>
What partners did you work with?	<p>Aukati KaiPaipa, Grey Power, Wainuiomata Community Board, Hutt City Council, Wainuiomata Community Centre, Kokiri Marae Health &amp; Social Services, Wainuiomata Maori Wardens ,Wainuiomata Rugby League Club, Whai Oranga O Te Iwi Health Centre, Footsteps, Pukeatua Primary School Te Whanau O Pukeatua, Wainuiomata High School and Regional Public Health, University of Otago.</p> <p>A group of youth known as the #TAGs. The original group have now on to further their careers and continue to help when they can; Year10 students are encouraged to join the #TAGs crew.</p>
<p><b>Outcomes</b></p> <p>What were the outcomes of the project/initiative?</p>	<p>Increased community awareness of the health risks to children caused by second-hand smoke.</p> <p>Active involvement of youth and young adult to develop and champion the campaign.</p> <p>The gathering of robust evidence (in partnership with University of Otago) to support Smokefree Cars Advocacy.</p> <p>Research paper printed <a href="http://aspire2025.org.nz/2014/07/04/article-trends-in-smoking-in-vehicles-at-a-local-community-level-wainuiomata-2005-2013/">http://aspire2025.org.nz/2014/07/04/article-trends-in-smoking-in-vehicles-at-a-local-community-level-wainuiomata-2005-2013/</a></p>
<p><b>Key learnings</b></p> <p>What worked well?</p> <p>What could be done differently?</p>	<p>Educating local community about the importance of smokefree cars carrying children creates positive change in behaviour.</p> <p>The right community champions that are passionate are essential.</p> <p>Consider other people to partner with in your community; local mechanics, panel beaters, Warrant of Fitness providers, local Automobile Association branch, tyre retailers etc.</p>
Do you have any documents that you would like to share e.g. plans, evaluation, supporting material etc?	<p>Smokefree car poster and support sign,</p> <p>“Smokefree Cars – That’s How We Roll” banners</p> <p>Billboard posters utilising #TAGs and other local role models</p> <p>Smokefree car peel off stickers</p>
Is there anything else that you would like to add?	<p>Have the right champions that are passionate about the kaupapa that come from within the community and can drive the mahi...and LISTEN and take HEED of the community voices, and ACTION.</p>

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## Plunket and Smokefree Cars Northland

<p><b>What was the purpose?</b> (eg. issue, need, concern addressed etc.)</p>	<p>To reduce exposure of children to second-hand smoke, To change the behaviour of smokers in their homes and cars. To increase the awareness of Health Professionals about the harm of SHS, to provide training to improve knowledge and ability, to build confidence about discussing exposure and harm of SHS and to provide resources to support the message To increase public awareness of the harmful effects of second-hand smoke in the home and in the car.</p>
<p>Who was your audience?</p>	<p>Plunket staff, parents, care givers, families and the wider community</p>
<p>How does your project/initiative contribute to the smokefree Aotearoa 2025 goal?</p>	<p>Creating more environments where our children and grandchildren are free from exposure to tobacco and that encourage and support more people to quit.</p>
<p><b>What did you do?</b></p>	<p>In partnership with Plunket we worked to incorporate the Smokefree Cars messages into Plunket's practice utilising the Car Seat Restraint Checking Clinics and the Car Seat rental Scheme offices</p> <p>One of the key areas the Plunket Society focuses on is child restraint. The Society provides restraints for hire from around 200 Car Seat Rental Schemes (CSRS) throughout New Zealand. The Smokefree Cars message sits well with the existing injury prevention and Plunket messages.</p> <p>Training was provided to all staff involved in both the CSRS offices and Restraint Checking Clinic around Smokefree, Smokefree Cars and some basic Quit smoking advice.</p> <p>All cars that were stopped at a Restraint Check Clinic were asked if they were Smokefree, Quit support was offered to people who smoked in their car and a brief discussion was held around the harm of smoking in cars carrying children.</p> <p>Every car received a SF Cars info pack containing a Smokefree car sticker, Northland Quit Smoking Directory, Smokefree key ring and 'A guide to making your car Smokefree' brochure.</p> <p>Every car seat that was rented through Northland's 9 offices was asked if the car was Smokefree, brief advice was provided along with a SF Cars info pack.</p>
<p>What partners did you work with?</p>	<p>Plunket, Police, ACC and Road Safe Northland, safe Kid New Zealand</p>
<p><b>Outcomes</b> What were the outcomes of the project/initiative?</p>	<p>Plunket provided monthly reports showing how many seat were rented, how many cars were stopped at restraint checks and how many cars were smokefree.</p> <p>By the end of the project:</p> <ul style="list-style-type: none"> <li>- 97.7% of car seats hired were used in smokefree cars.</li> <li>- 91% of cars stopped as part of the Restraint Check Clinics were smokefree.</li> </ul> <p>The Smokefree Cars message is now routinely given when car</p>

	seats are loaned and during Child restraint checks/clinics and has been incorporated into their national forms.
<b>Key learnings</b> What worked well? What could be done differently?	Talk with Plunket, go out and help them at their clinics see what they do and ask them how they think they can best deliver the messages. Then design and deliver the project and supporting training to suit their needs and ability.
Do you have any documents that you would like to share e.g. plans, evaluation, supporting material etc?	
Is there anything else that you would like to add?	Taking time to provide relevant resources in an information pack, they can be as simple as the free Ministry of Health resources, are appreciated by the community.

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