Some directions for local smokefree outdoor policies in New Zealand

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Overview

• Background
  – Cutting edge new policies
  – Surveyed public support

• Evidence of policy effectiveness

• Some directions to use:
  – Low hanging fruit
    • Entrances
    • Events
  – Crucial areas
    • Outdoor bar and café areas
    • Permits and bylaws
Background

Smokefree outdoor policies by 62/67 NZ councils

– Café footpaths in:
  • Napier, Hastings (new/renewed permits)
  • Palmerston North (bylaw re ashtrays & smokefree notices)

– Significant downtown smokefree areas in PN, Whanganui, and Whangarei

– Smokefree pavements in front of Horowhenua early childhood centres and schools

– A five year smokefree outdoor plan for Auckland
New Zealand public support

Surveys since 2013

• Support for smokefree policies:
  – **Entrances**: 80% – 89%
  – **Bus/transport stops**: 76% – 82%
  – Music and sports **events**: 71% – 73%
  – **Bars and cafés**: 50% – 81%
  – **Shop footpaths**: 61% – 68%
Other NZ survey evidence

- **Support for bylaws rather than voluntary policies**
  - Auckland 2013: 57% for by-laws, 37% against
  - Wellington 2015: 75% for by-laws, 14% against

- **Low awareness of smokefree policies:**
  - Auckland 2013: 17% aware of parks policy
  - Wellington 2015: 32% aware of sportsfields policy
  - Canterbury 2014: 37% aware of parks policies
Evidence of smokefree policy effects

- Californian smokers: Smokefree parks/outdoor dining associated with increased quit attempts  
  Zablocki et al 2014

- Ontario smokers who visited smokefree bar/restaurant outdoor areas were more likely to have tried to quit, and more than twice as likely to successfully quit  
  Chaiton 2016 (longitudinal cohort data)
Evidence of outdoor SHS dangers

– Significant smoke effects at 9m+ from smokers
  Hwang et al. *Nicotine Tob Res* 2014;16:478-84

– Smoke from *outside* going *inside*
  van der Deen et al. *N Z Med J* 2014;127:43-52
The importance of smokefree entrances

• **High NZ survey support** (80%+ since 2013)
  – 2010 HPA survey: Public 82% support, smokers 66%
  – Wellington 2015: Public 89%, smokers 76%

• **Proven**: Smokefree entrances in NSW, Qld, 8 US states, 6 Canadian provinces

• **Entrances affect bars and cafes**
Smokefree events

• Requirement can be built into permits
• Consistently high NZ public support (71% plus)
• Example for permanent policies
• Less litter
The importance of smokefree bars/cafés

• Successful quitters avoid smoking cues, especially with alcohol

• Smokefree bar/café policies practical
  – Australia, Canada, USA
  – High compliance in NSW and Qld
  – Business and worker friendly

• Aim for total smokefree outdoor areas:
  – simpler
  – partial policies less effective with SHS, encourage investment in smoker areas
Wide legal menu: Permits and bylaws

- Bylaws do not = fining smokers

- Ways to strengthen smokefree policy in NZ (video clip) Claro, 2015. 7 minutes
  https://www.youtube.com/watch?v=k29V-IbYNrA&feature=youtu.be

Peter Le Cren, Claro Law

- Smokefree public places - A legal overview. Claro, 2015
Ideas for progressing local smokefree policies

• A working party to work on plans and implementation

• Survey of businesses about their needs for smokefree entrances

• Look at new types of areas: eg, outdoor public seating

• Encourage councils to work with LGNZ
Costs/solutions

• Investing 2% of city redevelopment funding for localities and precincts, in smokefree work

• ‘[Businesses] You need to give them information, that they see the benefit to them. … They need to see less maintenance, less clean up, healthier staff, whatever. Less time out in the street smoking’ (Interviewee)
Summary: smokefree outdoor areas

• Major option for reducing smoking normality
  – Can affect large populations 365 days/year
  – Can be done locally

• NZ and local survey evidence of public support

• We now have harder evidence of impacts

• Among the directions to go:
  – Public entrances, events
  – Cafés
  – Use of legal options
Essential website and references

Website: www.otago.ac.nz/smokefreeoutdoors
– Links, information sheets, report: *Expanding smokefree outdoor areas in Wellington City: Rationale and options*

References

- Chaiton et al. *Tob Control* 2016 Jan;25(1):83-8