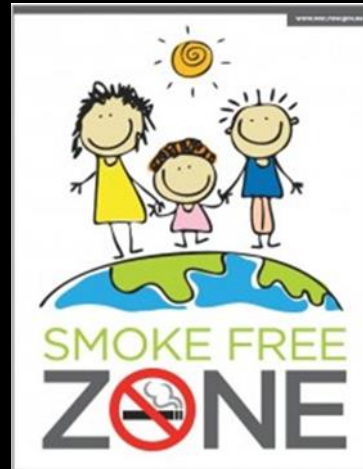


Some directions for local smokefree outdoor policies in New Zealand



George Thomson
University of Otago
June 16, 2016

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

Yamato et al. *Kobe J Med Sci* 2013;59:E93-105

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

Edwards et al. *N Z Med J* 2011;124:27-37



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-lbYNrA&feature=youtu.be>

Peter Le Cren, Claro Law



- Smokefree public places - A legal overview.

Claro, 2015 <https://auckland-northland.cancernz.org.nz/assets/Auckland-Northland/Health-Promotion/SFOAF-pdfs/Smokefree-Outdoor-Areas-Forum-Claro.pdf>

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

- Zablocki et al. Smoking ban policies and their influence *Prev Med* 2014;59:73-8.
- Chaiton et al. *Tob Control* 2016 Jan;25(1):83-8
- van der Deen et al. *N Z Med J* 2014;127:43-52.
- Edwards R, Wilson N. *N Z Med J* 2011;124:27-37.