

# Smokefree Environments

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## The Capital Experience

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**Absolutely Positively**  
**Wellington City Council**

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# Overview

- **Building support**
- **Overcoming challenges**
- **Where we're at now**
- **Our thoughts on engaging other Council's**

# Learning by doing to build initial support

- **Pre 2012 – initial steps by Parks Sport and Recreation and City Housing to protect property.**
  - **2012 – Smokefree playgrounds and sports parks - investigated and implemented following e-petition on banning smoking in CBD.**
  - **2013 – Wellington Zoo Smokefree; survey finds 84% support for smokefree Playgrounds, 70% sports parks, local parks and reserves 49%.**
  - **2014 – Midland Park and new and upgraded social housing smokefree**
  - **2015 – all social housing communal areas smokefree; survey finds 96% support for smokefree playgrounds, 89% building entrances, 82% bus stops, 74% nature reserves.**
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# Overcoming challenges – don't expect a linear process!

- **Pre-2012 official efforts stifled by view that banning smoking would be ultra-vires. Operational initiatives don't need full Council endorsement – 'just do it'.**
- **2012 emphasis on educational approach, regional and national consistency and 'innocent others' framing enabled first official steps, however Mayor lost motion to investigate extending smokefree areas in 2012.**
- **More 'just do it' (eg. City housing and Midland Park), plus successful request to investigate extending smokefree areas following 2015 LTP process.**

# Leveraging Public Support – 2015 Opinion Survey

- **84% supported Wellington becoming increasingly smoke-free (8% were not in support)**
  - More smokers were in support (44%) than were not (38%).
- **Greatest support for the following areas becoming smoke-free:**
  - Entrances to building accessed by the public (89%)
  - Bus stops (82%)
  - Wellington Botanic Gardens (74%), Otari-Wilton's Bush (73%) and other nature reserves (72%).
- **Highest increased likelihood of visiting if smoke-free for outdoor restaurant (54%) and bar areas (48%).**

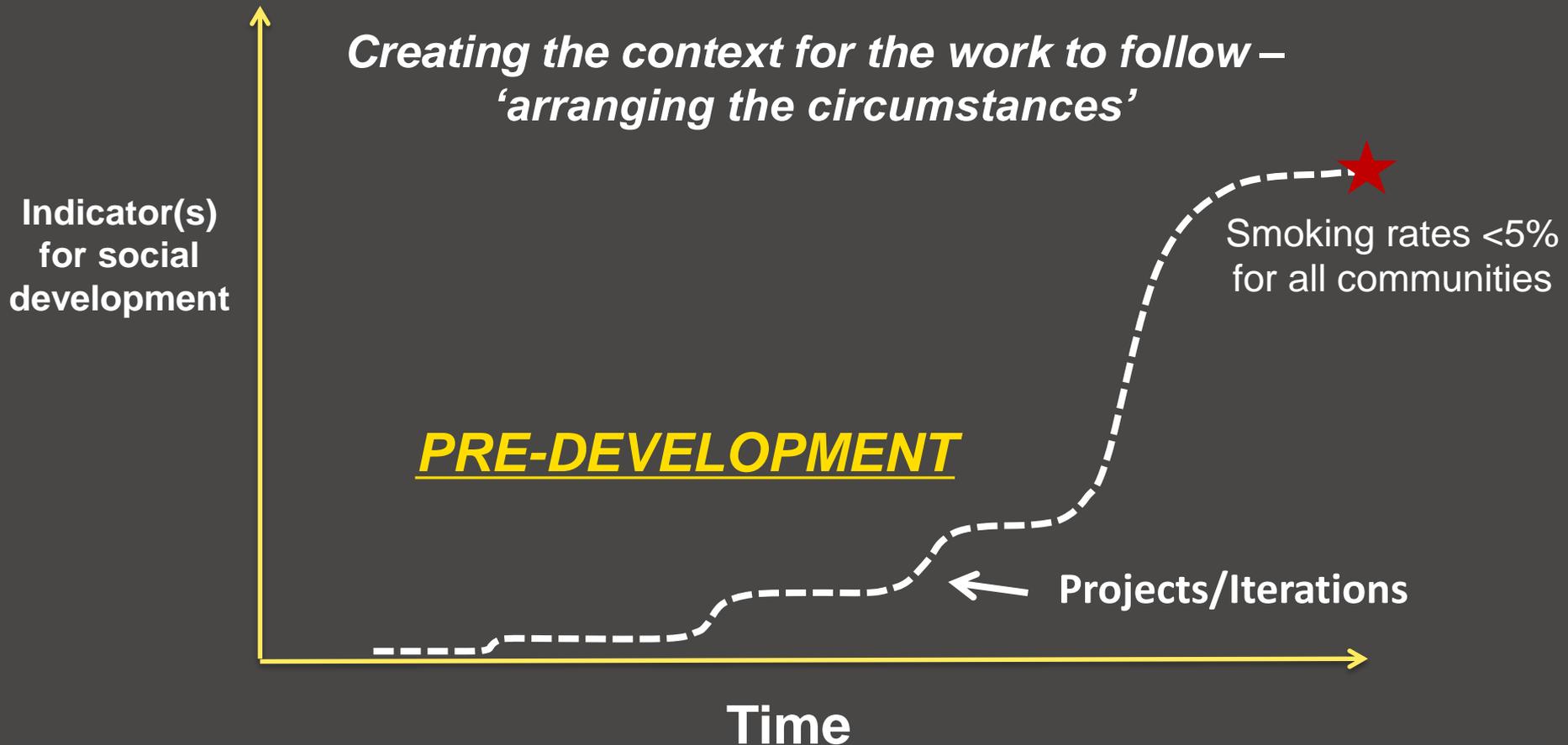
# Smokefree Wellington Action Plan – where we're at now

- Clearly identifies the Council's supporting role in helping achieve the Smokefree Aotearoa 2025 Goal.
- Lists actions for next two years and aligns with Council priorities and future policy iterations with Long-term planning process.
- Strong emphasis on implementing and communicating the policy.

# Smokefree Wellington Project Hub

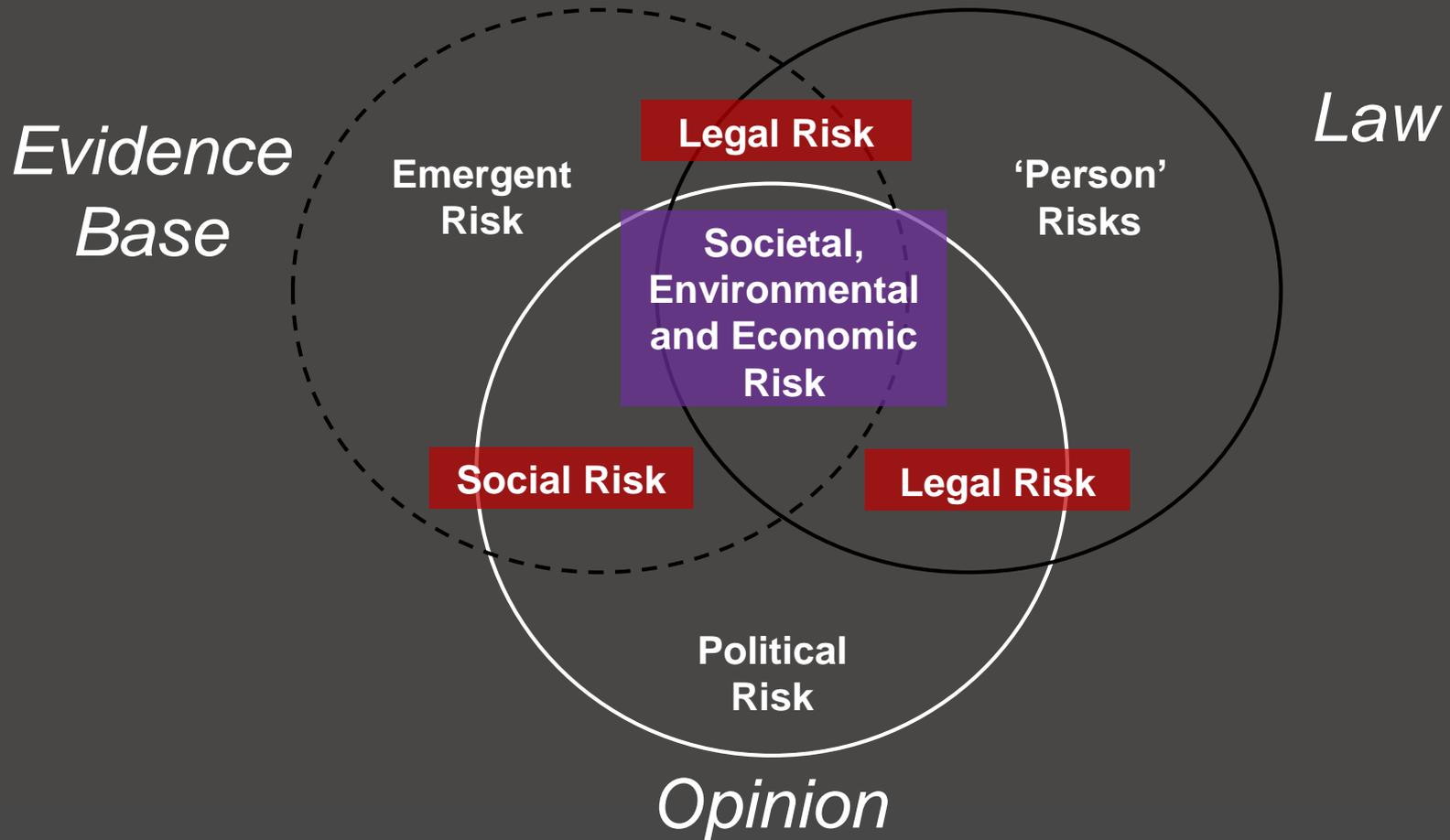
- **Project Page on website - public information, resources for businesses, implementation guides for councils**
- **Smokefree Wellington campaign video:**  
<https://www.youtube.com/watch?v=SJPPWKXZ5X8>
- **Comms strategy development**

# Our Advice: Strategic Policy



Adapted from Rotmans, J., R. Kemp and M. van Asselt 2001. More evolution than revolution: Transition management in public policy. Foresight/ vol.03, no.01, feb.01 the journal of futures studies, strategic thinking and policy.

# Risk navigation/de-risking



Venn based on Burton, D., and D. Dredge, 2007: *Framing Climate: Implications for Local Government Policy Response Capacity*. School of Urban and Environmental Planning, Griffith University, Queensland, Australia.

# Social/Systems change – think deep and keep it simple



# Questions



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