

# Report on the *SMOKEFREE WELLINGTON PROJECT: 2015-16*



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**Smokefree Outdoor Areas Symposium**

University of Otago, Wellington, NZ



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**ASPIRE2025**

# Background

- Wellington City Council (WCC) has smokefree policies for playgrounds and sportsgrounds

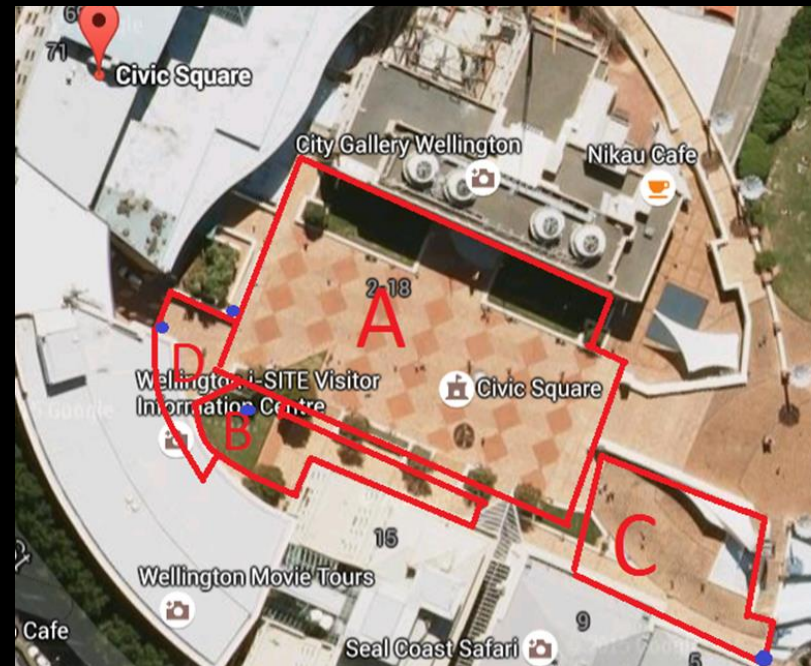


- Project aim**

Using Wellington as a case study, to develop effective smokefree policy options for New Zealand urban outdoor public spaces

# Methods

- **Primary documents** (surveys, council websites)
- **Interviews**: 14 from business, iwi, unions, council, DHBs and NGOs
- **3 workshops** of 3-4 hrs: 10 participants
- **Smoking observation**:  
in three downtown squares/parks, and in seven WCC sportsgrounds



# Results

## Seven NZ surveys (2012-15) – 5 unpublished

- NZ (2), Auckland (2), HB, Wgtn, Canterbury
- Support for smokefree policies:
  - Entrances: 65% – 89%
  - Bus stops: 76% – 82%
  - Music and sports events: 71% – 73%
  - Bars and cafés: 50% – 81%
  - Outside Wgtn: for shop footpaths: 61% – 68%
  - Wgtn specific downtown areas: 46% – 53%

# Major interview themes



- **Priorities:**
  - Secondhand smoke protection
  - Child protection (SHS and visibility)
  - Places with relatively dense, involuntary populations (eg, bus queues)
- **Ineffective messages:** The need for the effective communication of policies
- **Deep divisions** within hospitality industry, and between some bar owners and all other groups

# Repeated theme of cues to smoke

- ‘[Seeing smoking] triggers [smoking] in people who ... are just having a real shit day after quitting for about six or seven years’
- ‘it can make them want to smoke again ...[even after years] you haven’t stopped thinking about it and stopped loving the taste ... or the smell or just the hand to hand action’
- ‘You’re having a bad day, you walk past, you can smell it .... So ... out of sight, out of mind’



# Improving urban images



‘It makes places more pleasant to linger, so it makes it more attractive for non-smokers, who are the vast majority after all. ... it would also make it more successful for retail’

‘It's not a particularly good look for a retailer to have a bunch of people standing around smoking just outside a door’



# Other strong themes

- Sufficient **support to the marginalised** to help them quit
- **Positive messages** to public, smokers and businesses
  - ‘[Businesses] You need to give them information, that they see the benefit to them. ... They need to see less maintenance, less cleanup, healthier staff, whatever. Less time out in the street smoking.’
- The **potential stigma** for smokers



# Big bang or gradualism?

In interviews and workshops, the idea of possible ‘big area’ approaches was raised:

- ‘Time is running out ... if we're going to achieve it, then we can't really do symbolic stuff anymore ... I'm all for accord, working together, getting compromises on things in the early stages. But I eventually think we've got to come to end [smoking]’



# Preliminary recommendations

- Local government action to get central government legislation for smokefree outdoors:
  - Greater powers, resources
  - More efficient for one law rather than 67 policies
- For Wellington City, immediate action on:
  - Year One
    - Bus stops, Botanic Gardens, downtown parks
    - A working party to progress a smokefree Wellington
  - Year Two
    - Outdoor dining
    - Support for businesses wanting smokefree entrances

# Botanical Gardens playground sign

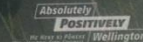
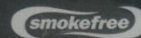
## SMOKEFREE PLAYGROUND

Get active, be healthy and help  
keep this playground smokefree.

FOR MORE INFORMATION

Phone 499 4444

Wellington.govt.nz



Dogs prohibited  
in play area

