

# Taking smokefree streets seriously: Changing norms



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# Overview



1. Background & definitions
2. *Should* smokefree streets be a health priority?
3. Can we *get* smokefree streets?

# 1: Smokefree streets: Definitions

Some elements of definitions:

- Includes pedestrian malls, footpaths, sidewalks (should the focus be on downtown streets?)
- Visibility of smoking by people in streets (eg, of smokers in public places)
- % chance of seeing smoking during a week in street area
- Lack of all cues (tobacco-free streets)



# 1: Background

- Smokefree school grounds: Finland 1995; NZ 2004
- Smokefree playgrounds: California 2003
- Smokefree *streets* are new everywhere
- Started in North America, NZ and Australia during 2006-2010
  - California 2006: Calabasas, Santa Rosa, Santa Monica
  - Mangere, Auckland NZ, 2007
  - Nova Scotia 2009: Truro
  - Hobart, Australia 2010

Santa Monica sign



## 2: Should smokefree streets be a health priority?

- Is the visibility of smoking important?



- Do smokefree outdoors policies reduce smoking?
- Why focus on streets compared to other outdoor areas?
- Does smokefree outdoors policies reduce smoking *equitably and ethically*?

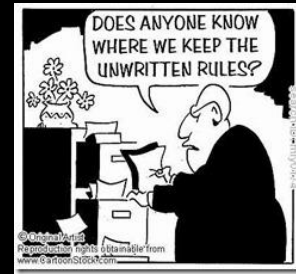
# Is the visibility of smoking important?

- 1997 Californian 8<sup>th</sup> grade mean estimate of peer smoking prevalence: 43% *Unger, Rohrbach 2002*
- 2012 NZ adult estimate of smoking prevalence: 36%
- Smoking cues increase relapses: Successful quitters avoid smoking cues *Peucker, Bizarro 2014*
- ‘Youth ...who get the most exposure to onscreen smoking are about twice as likely to begin smoking as those who get the least exposure

*US Surgeon General's report 2012*



# Changing norms on smoking



- **Social norm:** shared expectations of appropriate and desirable behaviour
- **California seeks to:** ‘indirectly influence current and potential future tobacco users **by creating a social milieu and legal climate in which tobacco becomes less desirable**, less acceptable and less accessible’
- **California bar staff who prefer smokefree bars:**
  - **17%** in 1998 after smokefree bar law
  - **51%** in 2002

# Increased data on smoking unacceptability effects

10% increase over time in unacceptability of smoking in US homes/bars/restaurants was associated with 3.7% drop in consumption *Alamar, Glantz 2006*





# Unacceptability effects: New York City

In 59 NY neighbourhoods in 2005, **increased smoking unacceptability** (adjusted for age, ethnicity, gender, marital status, birthplace, education, income, employment, years in neighbourhood, +) **was associated with higher cessation** (highest unacceptability quartiles HR=2.37 (CI=1.17, 4.78; HR=1.80; CI=0.85, 3.81).

*Karasek et al 2012*



Dying from smoking is rarely quick...  
and never painless.

When smoking leads to cancer,  
you and your family can suffer  
every minute of every day.

You may be eligible for New York City's  
**NICOTINE PATCH & GUM GIVEAWAY**  
NOW THROUGH SEPTEMBER 20

**QUIT SMOKING TODAY.**  
For help, call 311 or visit [nyc.gov](http://nyc.gov) and search NYC QUILTS.

Get the patch.  
Scan here.

New York State  
Department of Health  
**NYC** Department of Health

# NZ neighbourhood norm effects

Moving to a neighbourhood with a lower smoking prevalence decreased the chance of smoking or relapsing

(Controlled for income, labour force status, household tenure, family status, smokers in household, neighbourhood deprivation)

- A one decile *decrease* in the neighbourhood smoking prevalence was associated with a 4% decreased odds of becoming a smoker (OR 1.04, 95% CI: 0.97 to 1.10)

*Ivory et al: Unpublished*



# Evidence of outdoor policy effectiveness

## Indirect

- Minnesota young adults: 1.4 (1.16–1.64) higher odds of perceived difficulty of smoking in parks if living in area with smokefree parks policy *Klein et al 2012*
- The more youth observe smoking the more they perceive it is socially acceptable *Alesci et al 2003*

## More direct

- Californian smokers: Perception of smokefree park/patios associated with 1.8 odds (CI: 1.05–2.9) of increased quit attempts (multiple regression: gender, age, income, ethnicity, education +) *Zablocki et al 2014*



# Why focus on downtown streets?

- 71% of USA population in urban areas (50,000 +)
- Central to urban life: shopping, commerce, government, entertainment: a place where norms are created
- Highly attractive to those aged 15-35
- Large pedestrian volumes: e.g. up to 45,000 people/hr passing survey 22 points
- Amenable to policy change compared to media, homes



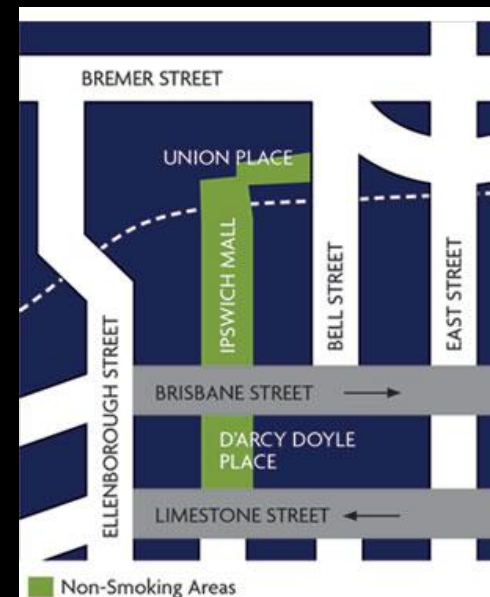
# Equity and ethics of smokefree streets

- Stigmatises smokers? –e.g.: ‘*regard as worthy of disgrace or great disapproval*’
- But disapproval is for *activity* not people
- Temporary effect of smoking limitation
- Voice of children, ex-smokers, quitting smokers?
- Are there alternative policies that would be as effective? (is the marginal effect worth it?)

# 3: How practical are smokefree streets?

Politically practical

- Can be done at **local level**
- Local examples enable **exemplar diffusion**
  - Exemplar experience eases policy design
- Public support



# New Zealand developments

- Botany and Otara town centres: 2009
- Palmerston North: 2013



## Planned smokefree streets:

- 2015: all Auckland slow speed streets: includes Darby Street, Lorne Street, Fort Street, Jean Batten Place, Fort Lane
- 2018: All 103 Auckland shopping centres

# Smokefree pedestrian malls: Australia

- Brisbane: Queen St: 2011
- Ipswich: Mall: 2013
- Melbourne: The Causeway lane 2013, & 6 more areas
- Adelaide: Rundle Mall 2012
- Wollongong: Crown St Mall 2013
- Perth: Malls & Forrest Place 2013
- Tasmania: some malls 2010

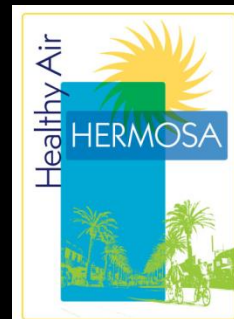
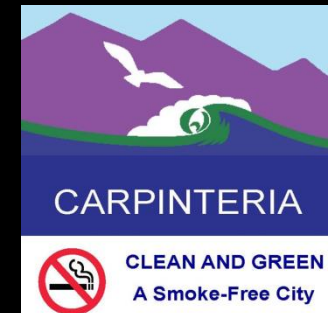




# Smokefree street possibilities

Since 2006: 26 Californian cities with *some* smokefree sidewalks (usually commercial areas):

- Includes 7 with over 100,000 population: El Cajon, Burbank, Concord, Fremont, Hayward, Berkeley, Santa Rosa
- Outcome evaluations?



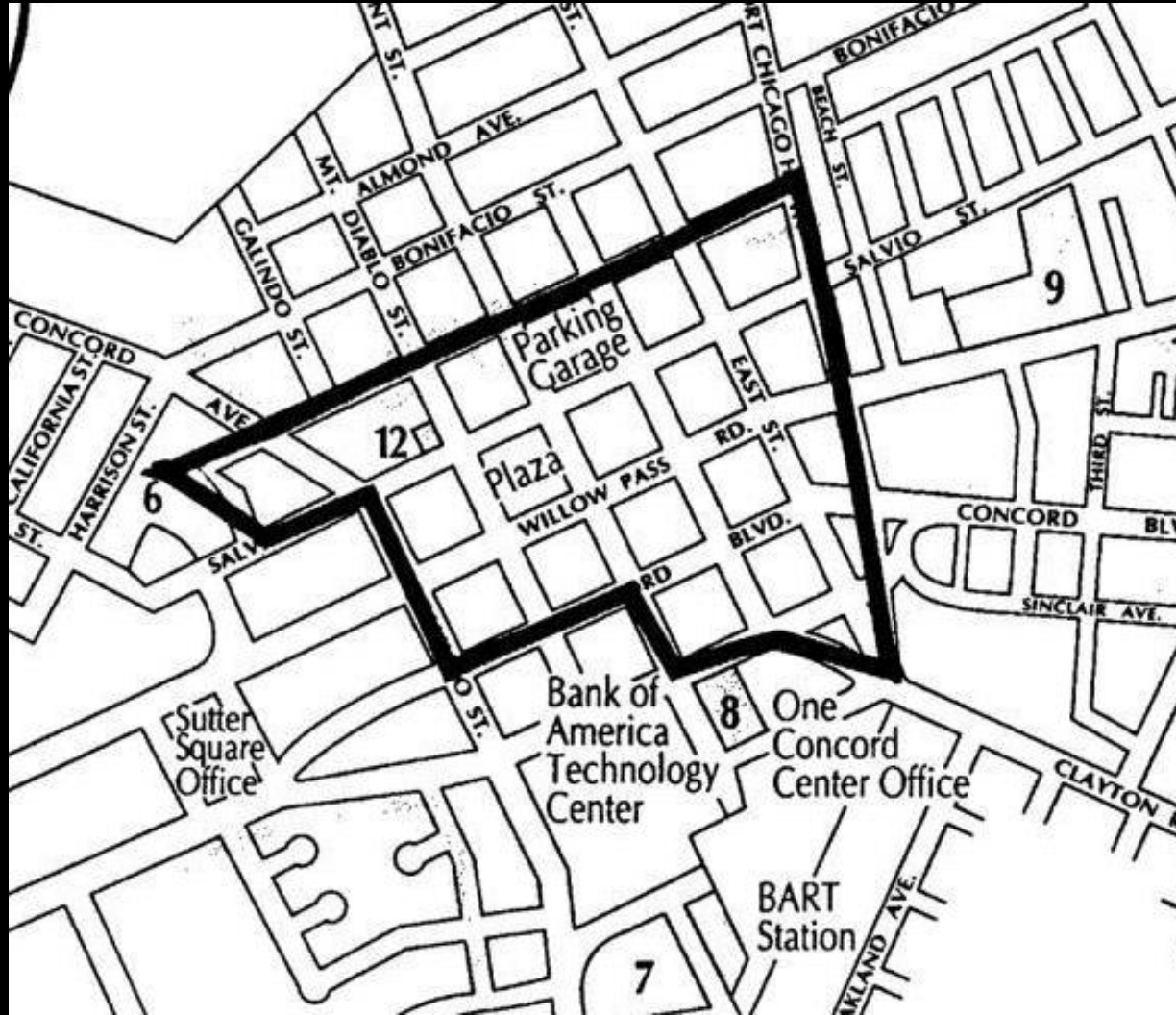
# Santa Cruz: Observed smoking in Pacific Av

	Incidents/hr	% males	% 19-24 yrs
2008:	42	73	28
2010:	11	86	40

*Santa Cruz County Health Services Agency Tobacco Control Project. June 2010*



# Smokefree downtown Concord, California (17 blocks) 2013



# Boise, Idaho: 2012

SMOKING BAN VOTE



Smokefree: Grove Plaza, plus 8th Street from Bannock to Main streets





No smoking within the plaza

NYC  
PLAZA

[www.nyc.gov/dot](http://www.nyc.gov/dot)

DEPT. OF TRANSPORTATION



# Some drivers of political practicality

- Public support is increasing
- ‘Child effect’ (regards for impacts on children)
- Cost and environmental effects
  - Litter prevention
  - Increased productivity
- *‘Smokefree streets are symbols of and reflect values of ... being hopeful and optimistic, being future focused’*



# North American support for smokefree sidewalks

	All (%)	smokers	female	male
USA 2005	31	6	36	25
USA 2008	34	13	40	27
USA 2009	32	8		
California 2008	44			
NY City 2010	39	21		
NY City 2011	47	24		
Ontario 2011	44			
Ontario 2012	49			



## Support for smokefree 'downtown business zones'

California 2008: 49%

# NZ support for change

- Support for smokefree **paths in shopping areas**:
  - national panel survey 2012: **61%** (smokers 40%)  
*Gendall 2013*
  - Sth Auckland 2013: **64%** (smokers 47%): *Wylie 2013*
- Outside areas of **town centres**: Sth Auckland 2013:  
**64%** (smokers 45%) *Wylie 2013*





# Power of 'child effect'?

- May be hindered by a lack of ideology or institutions to give effect
- Children do not vote, or have the money to lobby or influence policymakers
- Ideologies in some countries oppose action to protect children as government interference or reducing the rights of adults



# Practical issues

- Policy *design*: many examples
- Implementation & enforcement
- Costs
  - Upfront investment needed in communication
  - Enforcement costs?



**LITTER.**  
It costs you.



# Policy example: smokefree ordinance

(Calabasas, South California, 2006)

Smoking shall be **prohibited everywhere** in the city, including public places, *except for*

(1) Private residences

(2) designated areas in shopping malls (max 1/20,000 of area), provided the area:

..has a clearly marked perimeter and is signposted

(3) Any unenclosed area in which, due to the time of day or other factors, it is *not reasonable to expect another person to arrive*



# Policy example:

## Bylaw: Kentville, Nova Scotia, Canada

- No person shall smoke in any public place in the Town of Kentville: streets, roads (including sidewalks), and all public lands

### Offences and Penalties

- penalty not less than \$50 and not exceeding \$200 for a first offence
- not less than \$100 and not more than \$300 for a second or subsequent offence.



# Enforcement: Hermosa Beach, California

By the Hermosa Beach Police Department

- informational campaign
- can issue citations - fines \$100 to \$500
- after three citations, can file a criminal misdemeanor complaint



Downtown Hermosa Beach  
Smoke-Free Zones



Outdoor restaurants and anywhere within five feet of an outdoor restaurant is also a smoke-free zone.

# Costs and savings

- Up front investment needed in communication of the policy and its rationale
- Enforcement training for council staff
- Signs: Can be part of budget for sign renewal
- Savings from lower cleaning costs, particularly for urban beaches



# Smokefree outdoor options for cities

- **Incremental options**
  - Outdoor eating and drinking areas
  - Distance from public doors and windows
  - Public events (eg, music, markets, parades)
  - Particular sidewalks, roads, malls, plazas
- **Comprehensive options**
  - Business districts and city/town centers
  - Whole cities
- **Local or state policies**



# Beyond smokefree: Tobacco-free streets: Supply and availability

- Law options:
  - Planning law – rules for *location* of retailers
  - retail registration (eg, possible outlet *number* restriction)





# Summary: smokefree streets

- Major option for reducing smoking normality
  - Affects large populations 365 days/year
  - Can be done locally
  - Start-up costs can be considered a capital investment
- More evidence needed on the effect of current smokefree street policies
- State legislation on smokefree entrances & patios may help drive policies for larger areas

