

SMOKEFREE

AUCKLAND *IT'S ABOUT
OUR TAMARIKI*



Auckland's Smokefree Policy 2013



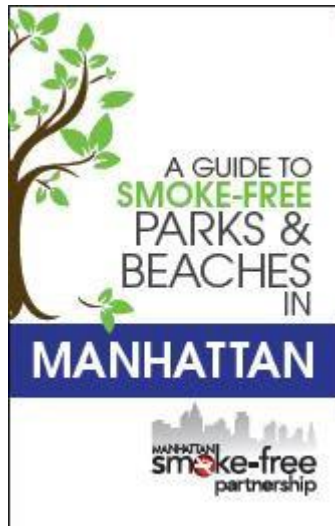
- Prevalence below 5% by 2025
- All public spaces smokefree by 2018
- Voluntary approach
- Policy review 2015



Awareness of smokefree outdoor spaces



- **31% of people are aware of Auckland’s smokefree public places**
 - 25% of people are aware of smokefree through media
 - The majority of Aucklanders think that Council isn’t doing enough to build awareness of smokefree



Smoking in public spaces



66% of smokers report smoking in Auckland's smokefree public places

- *Queensland - 85% of people who smoke, report having stopped smoking in smokefree "al fresco" areas once bylaw in place*
- *Smoking rates dropped by 63% in Seoul's bus stops 3 months after bylaw introduced*



Smokefree bylaws



International evidence shows:

- decreased smoking rates & high compliance
- increased quit attempts & decrease in relapse
- reduced cigarette litter & clean up costs
- reduced exposure to second hand smoke
- easy to implement with little enforcement required
- high support

Strengthening our SF policies



- Councils have clear mandate to promote and protect public health

1. Bylaw – a regulatory approach

2. Commercial arrangements (non regulatory)

SF requirements in:

- Leases
- Licences
- Events funding (regional and local)
- Procurement contracts (e.g. parks maintenance)

**Let's make Auckland a
Smokefree City**

