

Smokefree signs: at playgrounds, schools & hospitals

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Smokefree Outdoor Areas Symposium

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Background

- NZ school/pre-school grounds are required to have smokefree signs at *every* entrance by law
- All District Health Boards have smokefree policies for all or most of their grounds
- Nearly all NZ councils have smokefree playground policies
- Outdoor smokefree policies need to be communicated



Aim

To examine smokefree signs for NZ school, playgrounds, and hospitals grounds

Methods

In-person field observation:

- (i) at 50 state primary/secondary schools;
- (ii) at 54 playgrounds in 17 cities/districts (Wellington-Gisborne)
- (iii) at 10 hospitals

Google Street View used for another 20 hospitals



Results: Schools - inadequate

- Schools usually had 3+ entrances
- Only 32% of schools had smokefree signs at the *main* school entrance
 - ie, **most breached the law**
- 66% had at least one sign visible from a public road anywhere on the premises
- Average signs per school: 1.3
- Few stated that the *grounds* were smokefree



Hastings playground sign



Results: Playgrounds

- 22% had smokefree signs at an entrance
- 44% had signage within 10m of the equipment
- 63% had some smokefree signage present
- 72% had signs in park within 100m
- 58% of council websites stated playgrounds were smokefree
- no signs included the national Quitline number
- signage poorer than those banning dogs: smaller, less use of clear symbols and far wordier

Kapiti playground pavement sign



Results: Hospitals

- 90% of hospitals had smokefree signs at the main entrance
- 90% had at least one other visible sign
- ***But:*** only 40% of hospitals had any signs that stated that the grounds were smokefree
- Some smokefree signs were small and mixed in with multiple other signs.

So what?

Health promoter, parent and community **opportunity** to:

- Further remind schools where there are no/ insufficient signs (our *ANZJPH* letter prompted this)
- Ensure school and hospital signs make it clear that the **grounds** are smokefree
- Work with DHBs and councils to ensure playground & hospital signs are present, clear and easy to see





Northland Health
Hāora Ō Te Tai Tokerau

Whangarei Hospital

← + EMERGENCY

← Main Entrance

← Northland District Health Board



Whangarei Hospital

SMOKEFREE

For your families health...
Our GROUNDS
and buildings are
**SMOKEFREE /
AUAHI KORE**
at all times

Healthcare Support Health Board



Northland's
Challenge

\$3 Million
in
3 Years



Further reading

- Wilson N, Thomson G, Edwards R. 2015. The potential of Google Street View for studying smokefree signage. *Aust N Z J Public Health* 39, 295-296
- Wilson N, Thomson G. 2015. Suboptimal smokefree signage at some hospitals: Field observations and the use of Google Street View. *N Z Med J* 128, 56-59.