



Evaluation of The Fresh Air Project:
Piloting smokefree outdoor dining areas
in Christchurch

July 2017



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Executive summary

Introduction

Introducing smokefree outdoor dining area policies for hospitality venues could both decrease second hand smoke exposure for staff and customers, and denormalise smoking in these environments. Smokefree outdoor dining areas are becoming more commonplace in New Zealand (1-3) and Australia (4, 5), and findings of a recent survey of 137 cafés, bars and restaurants in Christchurch suggested a willingness from some businesses to discuss options for smokefree outdoor dining areas further (6).

This prompted the Cancer Society and Community & Public Health (the public health division of the Canterbury District Health Board) to develop 'The Fresh Air Project', where Cancer Society and Community & Public Health staff work alongside hospitality venues to successfully become 100 percent smokefree, providing support, resources, and promotion. The overall aim is to develop The Fresh Air Project as a model for wider use for businesses, and ultimately to increase the number of hospitality venues with smokefree outdoor areas in Christchurch. This report describes an evaluation of a six-month pilot of The Fresh Air Project between 1 November 2016 and 30 April 2017.

Methods

Hospitality venue owner/managers who expressed interest in smokefree outdoor dining during a previous survey of Christchurch venues (6), as well as selected popular and newly-opened venues, were invited to participate in the pilot. Participating venue owner/managers' views, expectations, and experiences of the introduction and implementation of smokefree outdoor dining areas were investigated using structured interviews prior to the pilot starting, approximately 6 weeks into the pilot, and at the end of the pilot. Customers were asked to record their level of support for the introduction of smokefree outdoor dining areas in the hospitality venue they were visiting by completing a tear-off paper feedback form. Descriptive quantitative analysis was undertaken using SPSS® Statistics for Windows and qualitative data were analysed using a content analysis.

Main findings

All 19 owner/managers of the 20 participating hospitality venues across Christchurch completed a questionnaire prior to the start of the pilot. The most common reasons for introducing smokefree outdoor dining areas were to create a healthier and more pleasant environment for customers and

staff, and reduce second hand smoke (SHS) drift. Respondents thought that the resources provided, being part of a group of venues who are all going smokefree at the same time, and the promotion and media activities would be the most useful aspects of participating in The Fresh Air Project. Almost two-thirds of respondents did not have any concerns about introducing smokefree outdoor dining areas at their venue, and of the seven that did, the main concern was how customers might react. The majority of respondents felt that the introduction of smokefree outdoor dining areas had support from staff members.

Eighteen owner/managers of 19 participating venues completed a questionnaire six weeks after starting the pilot. By this time, the owner of one venue had decided to withdraw due to concerns about perceived loss of custom. Almost all respondents felt that introducing smokefree outdoor dining areas to their venue 'was easy' or 'relatively easy'. All respondents had noticed benefits since introducing smokefree outdoor dining areas, most commonly positive comments from customers, fresher air in the outdoor dining area, and no smoking-related litter. One-third of respondents said that they had not noticed any challenges, and half felt that one of the challenges was customers seeming unaware of the change and trying to smoke in the outdoor dining area. Almost all respondents received positive feedback from customers about introducing smokefree outdoor dining areas, and only three respondents received negative feedback. All respondents had noticed some promotional activities, most commonly printed news articles, Facebook posts, and The Fresh Air Project website.

Seventeen owner/managers of 18 participating venues completed a questionnaire in approximately the last two weeks of the pilot. At this time the owner of one venue could not complete the pilot as they had sold the business. Of the respondents who had used The Fresh Air Project resources, almost all found them either 'useful' or 'somewhat useful'. The promotional activities that respondents thought had the most impact on raising customers' awareness of smokefree outdoor dining areas at the venue were Facebook posts, online news articles, (paid) printed advertisements, and 'Venue of the week' giveaways (e.g. vouchers). All respondents thought that the level of support from members of The Fresh Air Project team since the launch at the beginning of November was 'just right'. The main impacts of introducing smokefree outdoor dining areas were an increase in the pleasantness of the outdoor dining area, and a decrease in smoke-related complaints from customers, SHS drift, and smoking-related litter. Most respondents did not notice any change in customer numbers, use of the outdoor dining area, or revenue. All respondents said that they would recommend smokefree outdoor dining areas to other hospitality venues, except one who said they would 'maybe' recommend it. All respondents stated that they would continue to implement 100 percent smokefree outdoor dining areas after The Fresh Air Project pilot had finished.

Support for the venue having a smokefree outdoor dining area was very high among the 1861 customers who completed the feedback form. Most of these customers stated that they would be more likely to visit the venue again because of the smokefree outdoor dining area, and one-quarter felt that the smokefree outdoor dining area would make no difference to their likelihood of visiting the venue.

Discussion

In the absence of regulation to introduce smokefree outdoor dining areas, steps to making smokefree outdoor dining the norm require new thinking around partnerships - specifically between health agencies and the commercial sector. Concentrating on relationship-building and then working with business to develop messaging appropriate for them was a key first step in this process. Traditional smokefree messages and imagery may not necessarily work for business, requiring health promoters to collaborate on new branding and designs that meet business approval. We argue that The Fresh Air Project presents a good example of blending commercial imagery with a public health message in a subtle way to create an appealing 'brand'.

Understandably, businesses are mindful of any changes that might impact on their reputation, popularity, and profitability. With many participants reporting a more pleasant environment, positive feedback from customers, and all those completing the pilot deciding to stay 100 percent smokefree, the overall message from this evaluation is very encouraging. Measuring changes in revenue presents a challenge, however it is fair to assume that a business would not continue to implement smokefree outdoor dining areas if it was deemed a risk to profits.

Where does The Fresh Air Project take the case for smokefree outdoor dining? It offers local and up-to-date evidence, and certainly will provide the foundation for wider advocacy in Christchurch, where a partnership between health agencies and the Christchurch City Council has been forged on the agreed vision for a smokefree city. In conclusion, this pilot of The Fresh Air Project offers a stepping stone toward a smokefree future, consideration of smokefree policy, and smokefree advocacy. Smokefree outdoor dining demonstrates the important role that business has to play in reducing the visibility and impact of smoking in our communities. For a country that boasts a flourishing café culture, partnerships between health agencies and hospitality have a lot to offer to those working in public health.

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Introduction

Smokefree outdoor areas

The implementation of smokefree legislation reduces smoking behaviour, second hand smoke (SHS) exposure, and adverse health outcomes (7, 8). As such, policies designed to achieve wider adoption and promotion of smokefree outdoor areas play an important role in helping achieve the Smokefree Aotearoa 2025 goal (9) by decreasing the visibility of smoking and exposure to SHS. Smokefree outdoor areas also have significant support among the public, both in New Zealand and overseas (10-19).

Smoking has not been permitted indoors in New Zealand hospitality venues since 2003 (20), however many still allow smoking in outdoor dining areas. In addition to affecting those dining outside, SHS can drift from outdoor into indoor areas of hospitality venues (21, 22), and can impact both customers and staff, particularly when levels of smoking are high (23). Therefore, introducing smokefree outdoor dining area policies for hospitality venues could both decrease SHS exposure for staff and customers, and denormalise smoking in these environments. Smokefree outdoor dining areas are becoming more commonplace in New Zealand (1-3) and Australia (4, 5). Case studies from Australia of the introduction of smokefree outdoor dining area policies have reported support from local businesses (24-26).

The Canterbury District Health Board and the Cancer Society Canterbury – West Coast Division have worked in partnership over several years on smokefree outdoor area policies with local councils. Whilst local councils have implemented smokefree policies for some outdoor areas such as Council-owned playgrounds and sports grounds (27-32), no conversation with the hospitality sector in Christchurch has been undertaken to date. In 2015, the Cancer Society Canterbury – West Coast Division in partnership with Community & Public Health (CPH, the public health division of the Canterbury District Health Board) conducted a survey of 137 cafés, bars and restaurants in Christchurch to investigate venue owner/managers' attitudes to smoking, smokefree policies, and smokefree outdoor dining areas (6). The results suggested a willingness from some businesses to discuss options for smokefree outdoor dining areas further.

The Fresh Air Project

The Cancer Society and CPH developed a voluntary smokefree outdoor dining area pilot for hospitality venues - 'The Fresh Air Project'. The pilot recruited 20 hospitality venues across

Christchurch, launched on 1 November 2016 and ran until 30 April 2017. During the pilot, Cancer Society staff worked alongside the participating hospitality venues to successfully become 100 percent smokefree. This collaboration included:

- *Support* - Cancer Society and CPH worked alongside venues to provide them with advice and support to introduce smokefree outdoor dining areas. Support was sustained throughout the duration of the pilot, with the Cancer Society resourcing 'on the ground' engagement with pilot participants
- *Resources* - a range of resources (e.g. smokefree wall signs, stickers for windows/doors, table-top smokefree signs, a 'How-to' Guide for smokefree hospitality venues) were developed using The Fresh Air Project branding, for venues to use at their discretion (see examples in Appendix A). To provide a connection point in the few months between the recruitment of venues and the launch of the pilot, participants were kept up-to-date with progress and interesting news via a 1-page electronic newsletter. Once the pilot launched, participating venues also received updates via The Fresh Air Project Facebook page.
- *Promotion* - marketing and communications promoted the 100 percent smokefree hospitality venues. Promotional tools included profiling smokefree cafés in community papers/magazines and on The Fresh Air project website, giveaways (e.g. coffee vouchers for use in participating Fresh Air Project venues), a website (www.freshair.org.nz) which included profiles of participating venues, and short videos (e.g. from participating venues, venues that have successfully introduced smokefree outdoor dining areas, and project champions) (see examples in Appendix A). The main promotional activities took place around the project launch (November) and throughout December 2016. A second wave of promotion took place in January and February 2017. Ongoing promotion occurred via 'Venue of the week' voucher giveaways in which community organisations, media outlets, and key employers were encouraged to promote the venue of the week to increase public awareness of the pilot and participating venues.

Participating hospitality venues had the option to continue to implement smokefree outdoor dining areas after the pilot ended. Other Christchurch hospitality venues that were already 100 percent smokefree were able to access and use The Fresh Air Project resources, but could not participate in the pilot itself, or the evaluation of the pilot. This also applied to other venues that decided to go 100 percent smokefree during the pilot period.

The overall aim of the pilot was to develop The Fresh Air Project as a model for wider use for businesses, and ultimately to increase the number of 100 percent smokefree hospitality venues in Christchurch. The main objectives of The Fresh Air Project were to:

1. support hospitality venues to introduce and implement smokefree outdoor dining areas
2. develop useful and appropriate smokefree resources for hospitality venues
3. identify any hospitality venues that have already implemented 100 percent smokefree outdoor dining areas
4. promote hospitality venues with smokefree outdoor dining areas
5. gauge the acceptability and feasibility of smokefree outdoor dining areas for the owner/managers, employees, and customers of participating venues, and
6. contribute to the ongoing discussions with local authorities on the merits of smokefree outdoor dining area policy and initiatives.

Methods

Evaluation plan

The evaluation of The Fresh Air Project pilot in Christchurch will be used by the project partners to:

1. gather evidence of the experience of hospitality venues introducing and implementing smokefree outdoor dining areas
2. further develop and improve The Fresh Air Project as a model for wider use by hospitality venues in the future, and
3. assist health promoters with future smokefree advocacy with hospitality venues and local authorities.

The main objectives of the evaluation of The Fresh Air Project are to:

1. explore venue owner/managers' views, expectations and experiences of the introduction and implementation of smokefree outdoor dining areas (i.e. participating in The Fresh Air Project pilot), and
2. assess venue customers' level of support for the introduction of smokefree outdoor dining areas.

The key stakeholders include:

- Cancer Society Canterbury – West Coast Division
- Community & Public Health (CPH), Canterbury District Health Board
- Christchurch City Council (CCC)
- participating hospitality venue owners/managers, and
- customers of participating hospitality venues.

Hospitality venue recruitment

The Fresh Air Project team sought guidance from Make advertising agency to discuss the feasibility, manageability, and logistics of supporting a number of hospitality venues to introduce smokefree outdoor dining areas. With Make's guidance, the project team decided that The Fresh Air Project pilot would aim to recruit between 15-20 venues who would all introduce smokefree outdoor areas at the same time with a range of promotional incentives and support provided along the way. A

'core offer' of promotions was developed which would be available to each participating venue upon commencement of the pilot. This offer was used to help recruit pilot participants (see Appendix B).

Hospitality venue owner/managers who expressed an interest in smokefree outdoor dining during the previous 2015 survey of Christchurch hospitality venues (6) were contacted, visited, and invited to participate in the pilot. In addition, owner/managers featured in the TripAdvisor® Christchurch top 10 lists (www.tripadvisor.co.nz/), and newly-opened venues suggested by The Fresh Air Project team members, were contacted, visited, and invited to participate in the pilot if they had an outdoor dining area. Of the 99 venues telephoned, 29 could not be contacted and 50 of the owner/managers invited to participate, declined (see Appendix C). Nineteen owner/managers of 20 venues agreed to participate in the pilot. Prior to the evaluation, the outdoor areas of the participating venues were observed and relevant features (e.g. number of tables and seats) recorded (see summary in Appendix D).

Data collection

The evaluation consisted of two components.

1. Explore venue owner/managers' views and experiences of introducing smokefree outdoor dining areas

Data were collected from structured interviews with venue owner/managers at three time points:

- *Pre-pilot* (mid-late October 2016), to explore participants' motivations for participating, their expectations and concerns about introducing smokefree outdoor dining areas, and their preparations to date.
- *Mid-pilot* (mid December 2016), to gauge participants' initial experience of introducing smokefree outdoor dining areas to their venue, including positive and challenging aspects, feedback received from customers and staff, and awareness of the first wave of promotional activities.
- *Post-pilot* (late April - early May 2017), to gauge participants' use of the resources and perceived usefulness of the promotional activities, and to explore participants' perceptions of the impact of the pilot on the business, and intention to continue to implement smokefree outdoor dining areas.

For those participants who did not finish the pilot, an *early-exit* interview was completed to explore reasons for withdrawal, feedback received from customers and staff, awareness of the first wave of promotional activities, and level of support for smokefree outdoor dining areas.

Interviews used a paper-based questionnaire format, and questions were drafted by the Cancer Society and CPH. Copies of the final questionnaires used in the interviews are provided in Appendix E. For some questions where there were several response options (e.g. Question 4 in the pre-pilot questionnaire), show cards of the list of response options were provided to respondents at the interview as an aid.

2. Assess customers' level of support of the introduction of smokefree outdoor dining areas

Customers were asked to share their level of support for the introduction of smokefree outdoor dining areas in the hospitality venue they were visiting by completing a tear-off paper feedback form (see Appendix F), and placing it in a Fresh Air Project-branded box, which were placed in visible locations at each venue. As an incentive to provide feedback, customers who provided their contact details were entered into a prize draw to receive a voucher from the venue.

Data entry and analysis

Paper-based questionnaires were returned to the Cancer Society Christchurch office, and responses were entered using SurveyMonkey[®]. Boxes containing customer feedback forms were emptied approximately every two months, and the data for each participating venue were recorded in a template (Microsoft Excel 2013) in accordance with an agreed format supplied by CPH.

Descriptive quantitative analysis was undertaken using SPSS[®] Statistics for Windows (version 22.0, released 2013. IBM Corp. Armonk, NY, USA). Qualitative data (i.e. open-ended comments from venue owner/managers and customers) were analysed using a content analysis (33). Here, general topic categories/codes were identified from the responses, and their frequency of use among the respondents counted. Figure 16 was created using wordclouds.com.

The locations of all participating venues were plotted on a map to visualise the geographical distribution of the survey sample (see Appendix G). An address validation geocoding programme (eSAM Wrapper, CPH, CDHB) was used to establish the geographical co-ordinates of each venue using the street addresses. These data were then imported into an online Geographic Information System (Map Machine, CPH, CDHB) to produce maps.

Ethical considerations

It was determined that Health and Disability Ethics Committee review was not necessary given that the criteria requiring such review were not met (34). The pilot study is considered low-risk, and those invited could decline to participate or decline to answer any particular questions if they wished, with no adverse effects for themselves or their business.

Limitations

The current survey has some limitations. For example, the participating venues and customers were a self-selected sample, so the findings may not be representative of all hospitality venues and customers in Christchurch. Therefore, the survey findings should be interpreted with this in mind.

Findings: Venue owner/managers' views and experiences of introducing smokefree outdoor dining areas

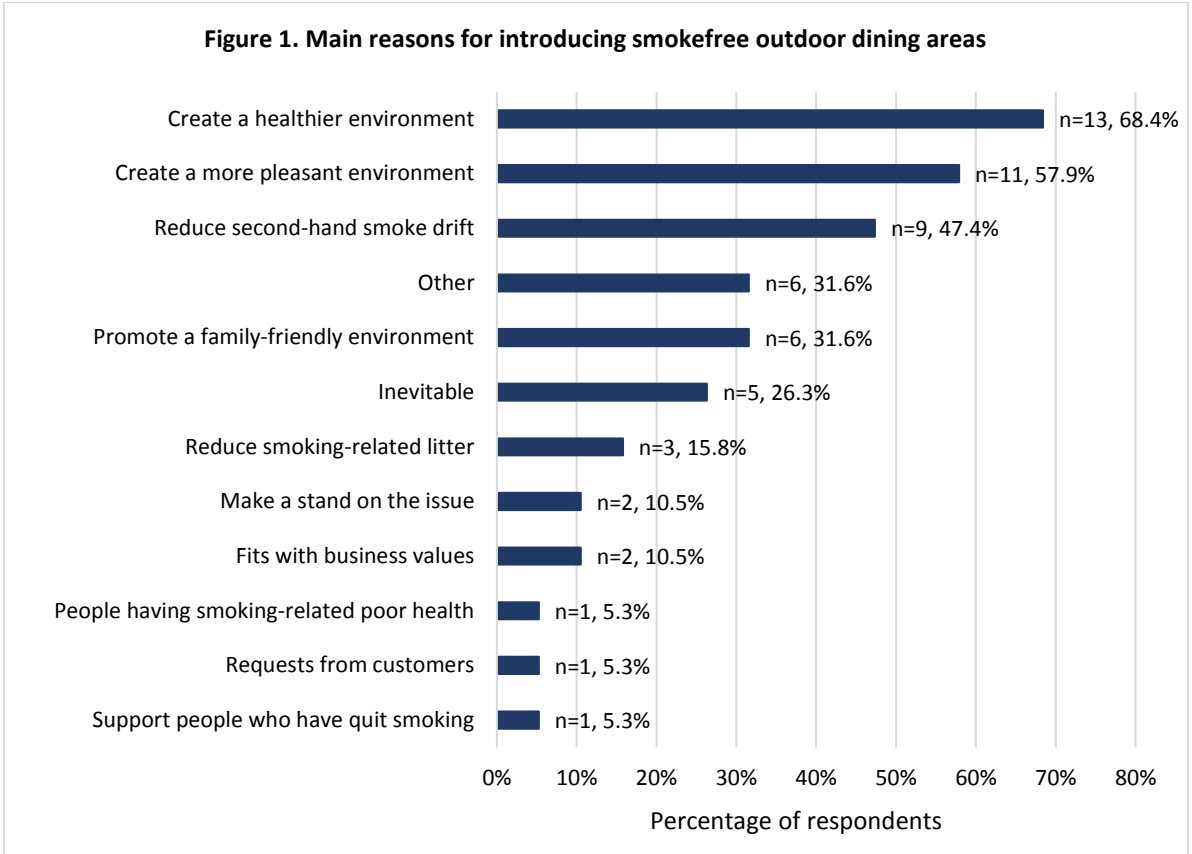
Pre-pilot survey

Survey response

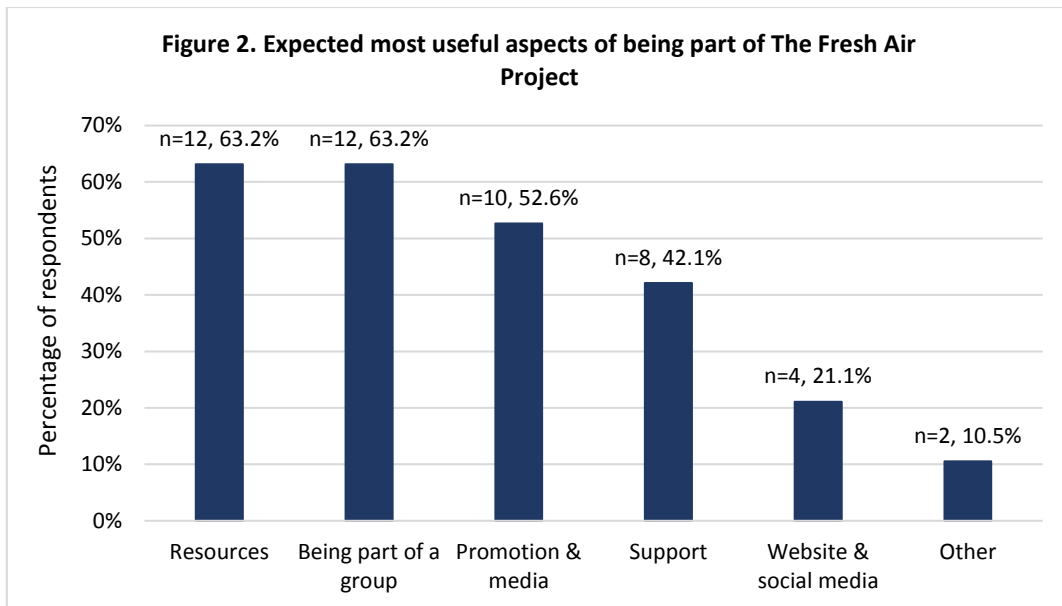
All 19 owner/managers of the 20 participating venues completed a questionnaire 4-15 days prior to the start of the pilot (one respondent was the owner of two venues, so completed the questionnaire only once). Face-to-face interviews were conducted between 17 and 28 October 2016, and all interviews occurred on weekdays between 9:00 am and 3:30 pm. Survey respondents were either the owner (36.8%, n=7), manager (42.1%, n=8), or owner and manager (21.1%, n=4) of the venue.

Motivations for introducing smokefree outdoor dining areas and participating in The Fresh Air Project

Respondents were asked their main reasons for introducing smokefree outdoor dining areas at their venue, and each respondent provided up to three reasons. The most common reasons for introducing smokefree outdoor dining areas were to create a healthier environment for customers and staff (68.4%, n=13), create a more pleasant environment for customers and staff (57.9%, n=11), and reduce SHS drift (47.4%, n=9, Figure 1). Other common reasons were to promote a family-friendly environment (31.6%, n=6), and the belief that smokefree outdoor dining areas were inevitable, as they will be introduced at some point in the future anyway (26.3%, n=5). Six respondents provided other reasons and comments, which supported the listed reasons, including that it was the 'right thing to do', it was 'the right time ... to make a stand', they didn't like the smell, and that smokefree outdoor dining areas will help to 'normalise smokefree', particularly for children and young people.



Respondents could provide up to three aspects of being part of The Fresh Air Project that they thought would be most useful. Almost two-thirds (63.2%, n=12) of respondents thought that the resources provided (e.g. smokefree signs), and being part of a group of venues who are all going smokefree at the same time, were the most useful aspects (Figure 2). Half of the respondents (52.6%, n=10) thought that the promotion and media activities (e.g. coffee voucher giveaways and news articles) would be some of the most useful aspects, and a further 42 percent (n=8) felt that it was the support provided from The Fresh Air Project team. Comments from respondents included that the encouragement and support from The Fresh Air Project team was appreciated as they have a busy business and it helped to make the smokefree outdoor dining areas idea happen. Also, the resources make it clear to the customers that the venue is smokefree, and that being smokefree is important to the business. In addition it was mentioned that it was useful to be associated with the Cancer Society as part of ‘an organised movement’.



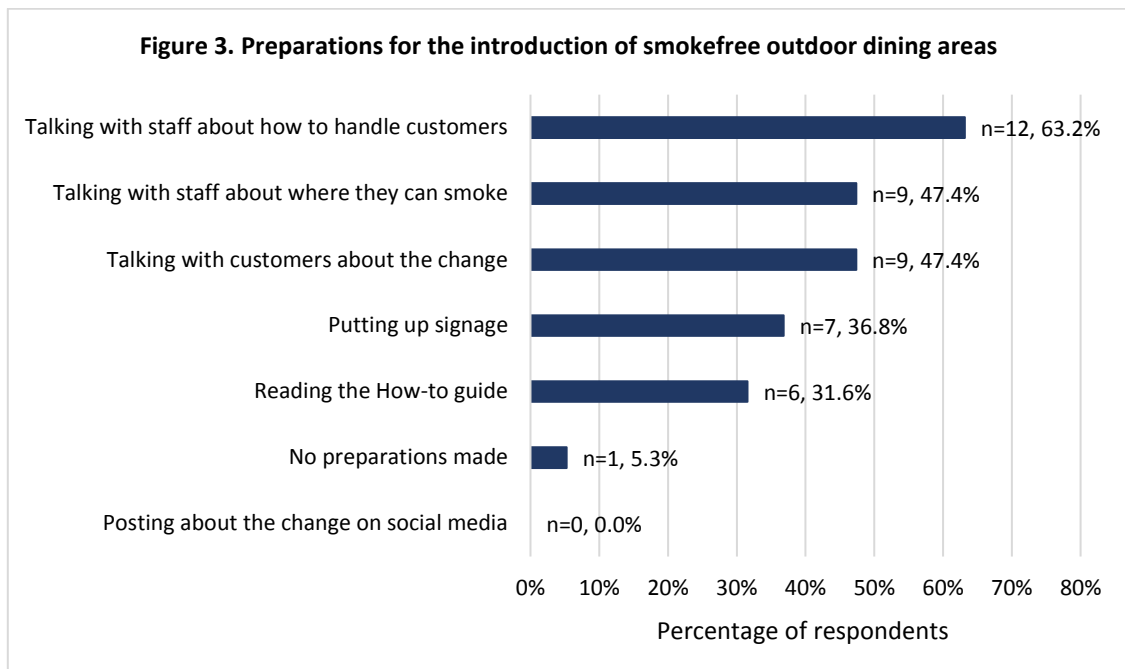
Concerns about introducing smokefree outdoor dining

Almost two-thirds of respondents (63.2%, n=12) did not have any concerns about introducing smokefree outdoor dining areas at their venue. Seven respondents (36.8%) reported having some concerns, with most concerned about how customers might react (n=6, with one respondent mentioning that customers who cannot smoke may make negative comments to staff). Smaller numbers were concerned about a change in customer numbers (n=2), a change in revenue (n=2), negative media attention (n=1), and how to implement the new smokefree outdoor dining area (n=1). Two respondents provided an additional concern, not listed in the questionnaire, which was that there may be particular challenges having a smokefree outdoor dining area when holding events or private functions at their venue, with one saying they 'will just wait and see how it goes'.

Preparing to introduce smokefree outdoor dining areas

Respondents were undertaking multiple preparations at their venues prior to the introduction of smokefree outdoor dining areas. Almost two-thirds (63.2%, n=12) had talked with staff about how to handle customers who are smoking, or wish to smoke, in the outdoor dining areas (Figure 3). Almost half (47.4%, n=9) had talked with staff who smoke about where they can smoke (e.g. during their breaks), and had talked with customers about the change. Around one-third had put up signage (36.8%, n=7) and read the How-to Guide provided by The Fresh Air Project team (31.6%, n=6). No respondents mentioned that they had posted about the upcoming change on social media (though one respondent mentioned that they will do this closer to the time), and one further respondent stated that they had not yet made any preparations. One respondent stated that they

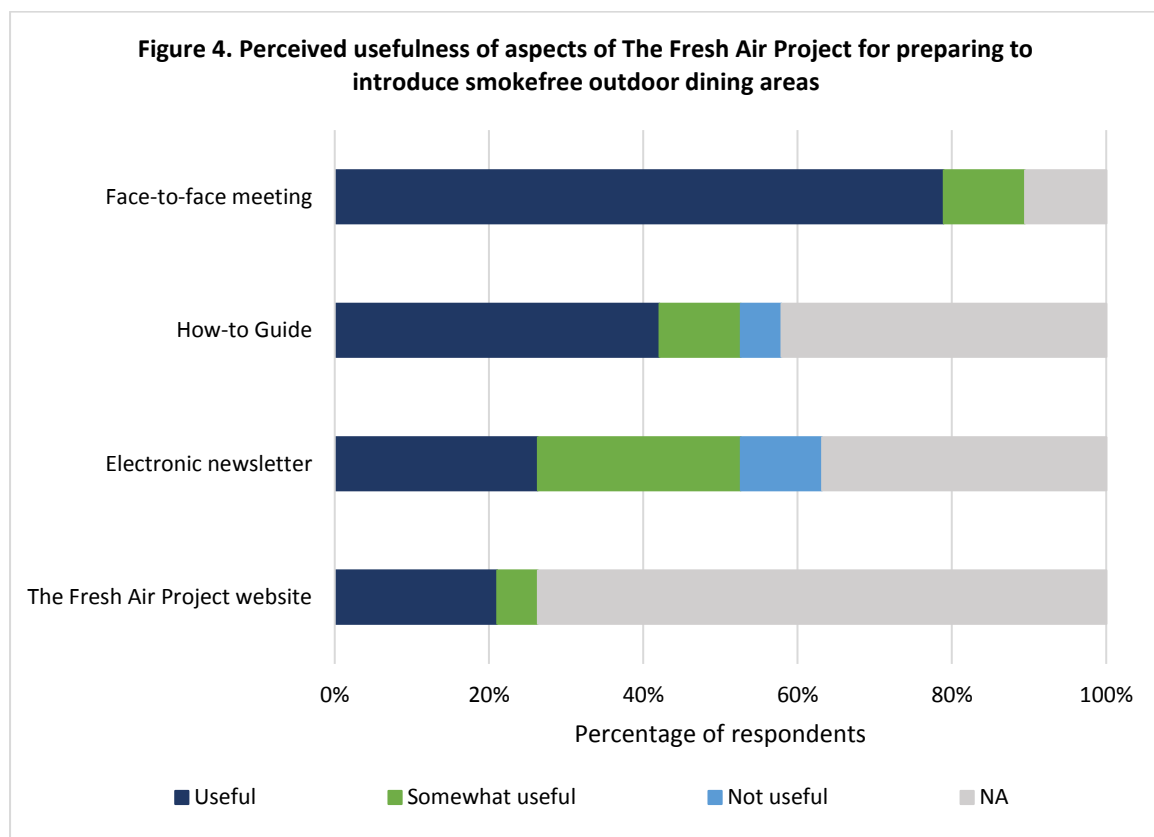
had informed other local businesses about the change to a smokefree outdoor dining area, and another said that they were keen to hold a staff meeting to talk everything through in the following days. One further comment was that introducing a smokefree outdoor dining area was ‘not a big change’ for their venue, but having the new Fresh Air Project signs would give a ‘stronger’ smokefree message to customers.



Respondents were asked to indicate how useful they had found aspects of The Fresh Air Project to date. Most respondents (89.5%, n=17) stated that they had a face-to-face meeting with one of The Fresh Air Project team (Table 1, Figure 4). Of those, 15 had found the meeting ‘useful’, and a further two had found it ‘somewhat useful’. Fewer respondents had read the How-to Guide (57.9% in total, n=11), with eight finding it useful, two somewhat useful, one not useful, and one respondent commenting that it was ‘common sense but still useful’. Almost two-thirds of respondents (63.2%, n=12) had read the electronic newsletter with five respondents each finding it useful and somewhat useful. Two found it not useful, and one respondent mentioned that it was ‘too much to read’. Almost three-quarters of respondents (73.7%, n=14) had not yet seen The Fresh Air Project website, however of the five respondents who had (26.4%), all had found it either useful (n=4) or somewhat useful (n=1). Further comments indicated that one respondent thought the project was ‘really thorough, well thought out’, while another was ‘just too busy’ to take it all in.

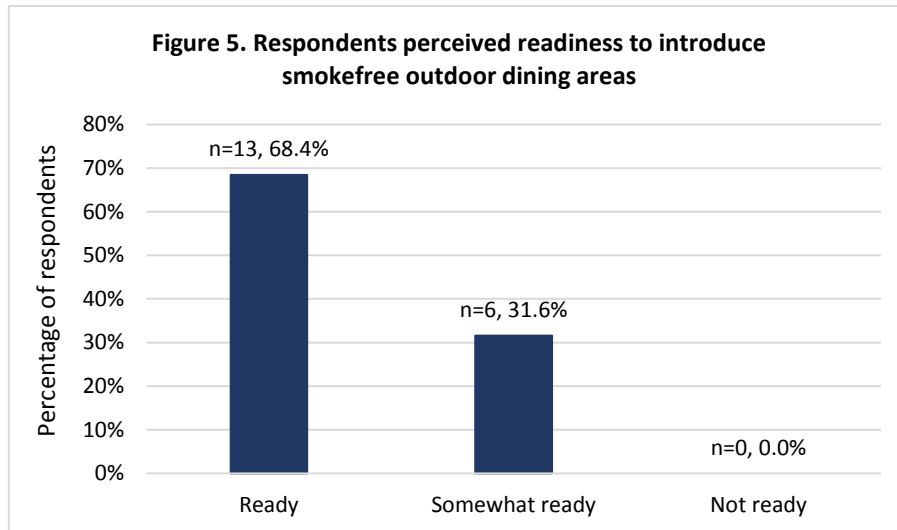
Table 1. Perceived usefulness of aspects of the Fresh Air Project for preparing to introduce smokefree outdoor dining areas

Aspect	Responses, % (n)			
	Useful	Somewhat useful	Not useful	NA (did not use this)
Face-to-face meeting	78.9 (15)	10.5 (2)	0.0 (0)	10.5 (2)
How-to Guide	42.1 (8)	10.5 (2)	5.3 (1)	42.1 (8)
Electronic newsletter	26.3 (5)	26.3 (5)	10.5 (2)	36.8 (7)
The Fresh Air Project website	20.1 (4)	5.3 (1)	0.0 (0)	73.7 (14)

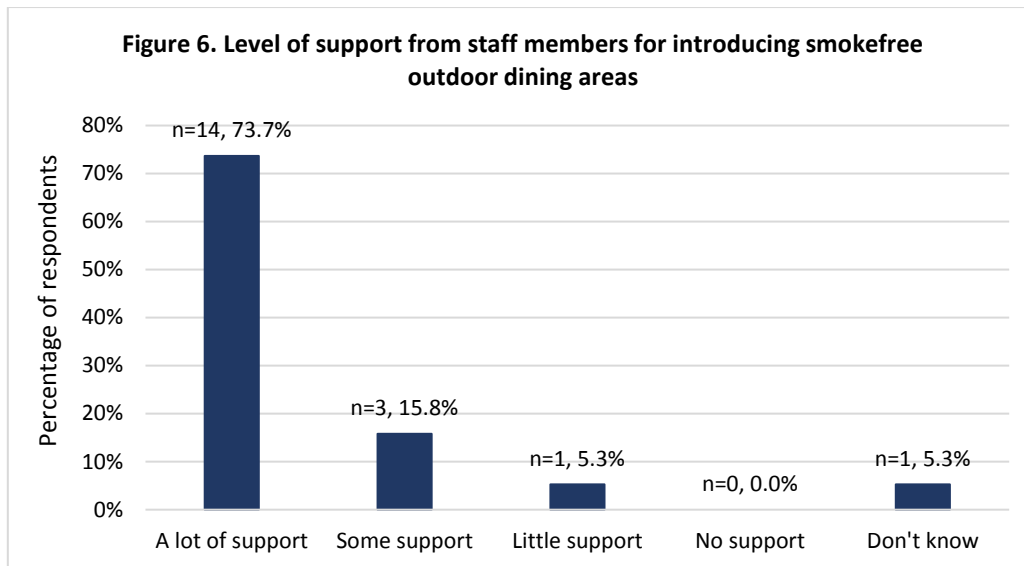


The majority of respondents (89.5%, n=17) felt that the level of contact from The Fresh Air Project team was ‘just right’. Two respondents could not comment on the level of contact as the interaction with The Fresh Air Project team was with a person other than themselves. Here, two venues changed their main contact person after the venues’ initial contact with The Fresh Air Project team. Three respondents provided additional comments stating that the contact was positive and encouraging (without pressure, which is ‘important when you are busy’), and the planning was ‘excellent’.

More than two-thirds of respondents (68.4%, n=13) felt 'ready' to introduce smokefree outdoor dining areas at their venue (Figure 5). The remaining respondents, who stated that they felt 'somewhat ready' (31.6%, n=6), thought that getting all of the resources and going through them, and having a staff meeting to discuss implementation, would help them feel more ready.



The majority of respondents felt that the introduction of smokefree outdoor dining areas had either 'a lot of support' (73.7%, n=14) or 'some support' (15.8%, n=3) from staff members (Figure 6). One felt that the introduction had 'little support' and one further respondent did not know the level of support from staff members. Additional comments were provided by 10 respondents. While some respondents reported that many of the staff at their venue smoke (n=2), and will go off-site to do so (n=2), others reported that they have no staff who smoke (n=1), or the number of staff who smoke has declined (n=1). A 'good response' from staff (n=3), including those who smoke (n=2), was also mentioned. Respondents stated that they had been talking with staff about how to deal with customers who may wish to smoke (n=2), and at one venue, more experienced staff would deal with any issues if other staff had any concerns.



Respondents were finally asked whether they had any additional comments about being part of The Fresh Air Project, and 10 provided a response. Respondents mentioned that having a smokefree outdoor dining area ‘suits’ their customers, who they feel ‘expect outdoor areas to be smokefree’, and also suits the ‘natural environment’ of the venue. The trial of smokefree outdoor dining areas has also been receiving support from customers, a number of whom ‘are excited about the project’. One respondent felt that the project was limited by funding, and ‘extra help’ from the council and Canterbury DHB was needed. Some respondents were not expecting any problems introducing smokefree outdoor dining areas, and were keen to ‘just get on with it’. Two respondents felt that there may be challenges during the evening, or during private events/functions, as people spend longer periods of time at the venue. The Fresh Air Project team were acknowledged, and it was felt that it is ‘good to know Fresh Air team is there for support especially regarding media attention’ and to ‘help us keep track and not lose motivation’. One respondent mentioned that it was ‘helpful’ to be able to say that the project was in association with the Cancer Society, as it has ‘a strong brand’ and focuses on health benefits.

Mid-pilot survey

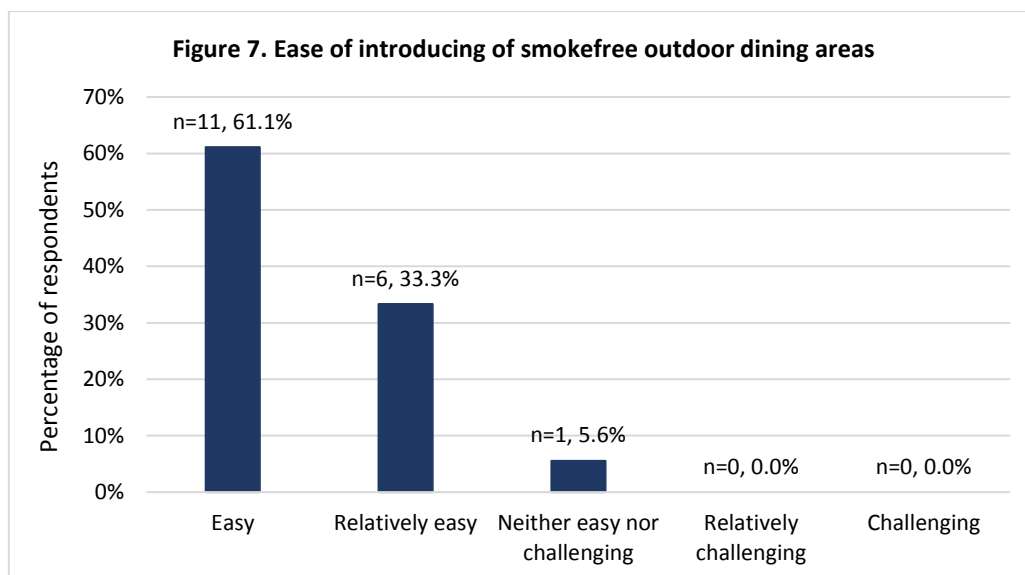
Survey response

Eighteen owner/managers of 19 participating venues completed a questionnaire 6 weeks after the start of the pilot. By this time point the owner of one venue had decided to no longer participate in the pilot (see Early-exit survey section). Interviews were conducted either face-to-face (n=15) or via telephone (n=3) between 12 and 23 December 2016, and all interviews occurred on weekdays between 8:30 am and 3:00 pm.

Perceived ease of introducing smokefree outdoor dining areas

When asked how they had found introducing smokefree outdoor dining areas to their venue, almost all respondents felt that it was either easy (61.1%, n=11) or relatively easy (33.3%, n=6, Figure 7). The remaining one respondent (5.6%) felt that introducing smokefree outdoor dining areas was neither easy nor challenging. No respondents felt that the introduction of smokefree outdoor dining areas to their venue was challenging.

Comments from respondents explained that the experience was mostly positive and they had not experienced any real problems (n=4), for some venues because not many of their customers smoked in the outdoor dining areas previously (n=2). Events and functions present an issue as attendees may not be aware that the venue is now 100 percent smokefree (n=1). In instances where customers have tried to smoke, or complained, the issue was easily resolved and customers were 'OK' about it (n=3). One respondent felt the change was easy as their team has 'got on board' with The Fresh Air Project. Some staff felt apprehensive or awkward about asking customers to not smoke in the outdoor dining area at first (n=2), however sometimes regular customers asked other customers not to smoke before staff had to intervene (n=1). One respondent felt that the majority of customers were happy about the change, and another mentioned that one customer had complained and had not returned.

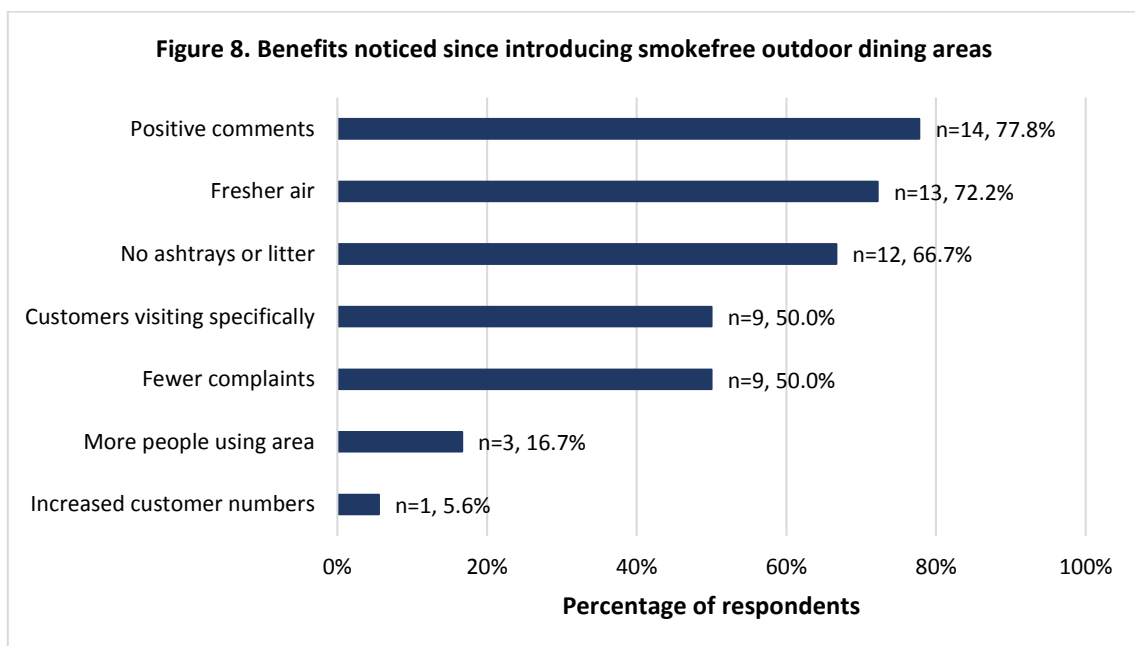


Benefits and challenges noticed since introducing smokefree outdoor dining areas

Benefits

Respondents were asked what benefits, if any, they had noticed since introducing smokefree outdoor dining areas to their venue, and could select from a list of options, as well as provide their own benefits. All respondents had noticed benefits as a result of introducing smokefree outdoor dining areas at their venue. Approximately three-quarters of respondents had noticed positive comments from customers about the smokefree outdoor dining area (77.8%, n=14, Figure 8), and fresher air in the outdoor dining area (72.2%, n=13). Two-thirds (66.7%, n=12) felt that one of the benefits was no ashtrays or smoking-related litter to clean up. Half of respondents (50.0%, n=9) had noticed fewer comments or complaints from customers about others' smoking, and some customers were visiting specifically to support their venue going 100 percent smokefree. A small number of respondents had noticed more people using the outdoor dining area (16.7%, n=3), and an increase in customer numbers (5.6%, n=1).

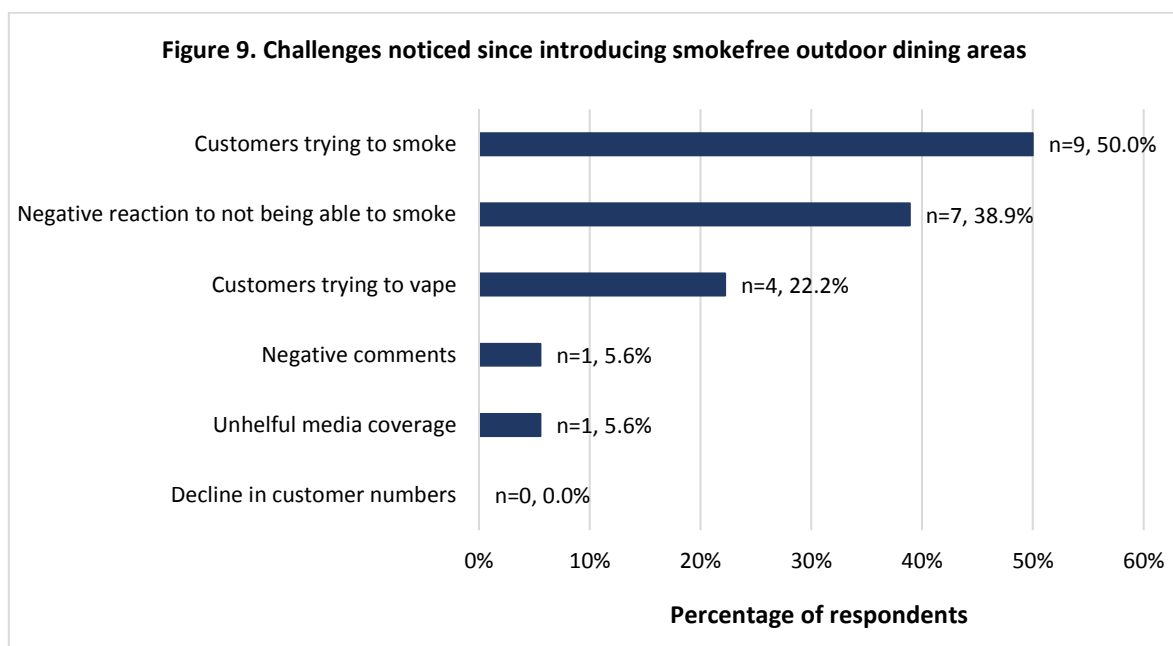
As well as reiterating some of the benefits already mentioned above, further general comments from respondents included that they had noticed that more families were using the outdoor dining area (when there were times that they were not able to previously due to SHS, n=1), and staff no longer found chewing gum stuck under the tables (n=1). However, two respondents mentioned that there was still some smoking-related litter around their venue from neighbouring businesses that are open at night.



Challenges

Respondents were asked what challenges, if any, they had noticed since introducing smokefree outdoor dining areas to their venue, and could select from a list of options, as well as provide their own challenges. One-third of respondents (33.3%, n=6) said that they had not noticed any challenges. Half of respondents (50.0%, n=9) felt that one of the challenges was customers unaware of the change trying to smoke in the outdoor dining area (Figure 9). Several respondents had noticed negative comments or reactions from customers because they could no longer smoke in the outdoor dining area (38.9%, n=7), and almost one-quarter (22.2%, n=4) noticed customers trying to vape/use e-cigarettes in the outdoor dining area. One respondent (5.6%) thought that unhelpful media coverage had been a challenge, and another respondent had received negative comments or reactions from customers about smokefree outdoor dining areas in general. No respondents had noticed a decline in customer numbers.

Ten respondents provided further comments, mentioning that customers said that they were not aware of the change, but 'were OK' when told that it is now a smokefree outdoor dining area (n=2). Negative comments were 'very few' (e.g. only one customer, n=3), and 'minor' (n=1), and staff were able to deal with them. One respondent reported that '1 or 2' customers said that they 'may not return' due to the smokefree status of the venue. Another venue was unable to use some of the signage due to the heritage status of the building, and another respondent found that the table-top signs didn't 'stay put', so the venue made their own stickers using The Fresh Air Project logo.



Feedback received from customers and staff about introducing smokefree outdoor dining areas

Respondents were asked whether they had received any feedback from customers and/or staff about introducing smokefree outdoor dining areas.

Customer feedback

Almost all respondents (94.4%, n=17) had received positive feedback from customers about introducing smokefree outdoor dining areas, specifically that they were happy about the change, and that it was a 'great idea' (n=5). Customers enjoyed now being able to sit outdoors and not be exposed to SHS whilst dining (n=4), and hoped the outdoor dining area would remain smokefree permanently (n=1). Customers from one venue felt that the 100 percent smokefree status 'suits the café perfectly' as it is located near a school, and another venue had customers mention that they were visiting their venue specifically because they heard that they were 100 percent smokefree. Positive comments were received from regulars, daytime customers, and people with children (n=3), particularly when there was media coverage at the beginning of the trial (n=1). Respondents stated that they had received positive comments in various ways – directly to staff, via the customer feedback forms, and by overhearing conversations between customers. One respondent estimated that staff received 2-3 positive comments per day from customers.

Three respondents mentioned that they had received negative feedback from customers, with one experiencing some 'grouchiness' from customers who were not able to smoke, but they were 'regulars' who continued to return to the café as usual. Further feedback focused on the new smokefree outdoor dining area restricting smokers' 'freedom and rights' (n=1). However, one respondent reported that 'even smokers are supporting it [the smokefree outdoor dining area trial]'. Respondents felt confident dealing with customers who wanted to smoke (n=2), and explained that having a smokefree outdoor dining area prevents SHS drift (n=1). One respondent had not received any particular feedback from customers.

Staff feedback

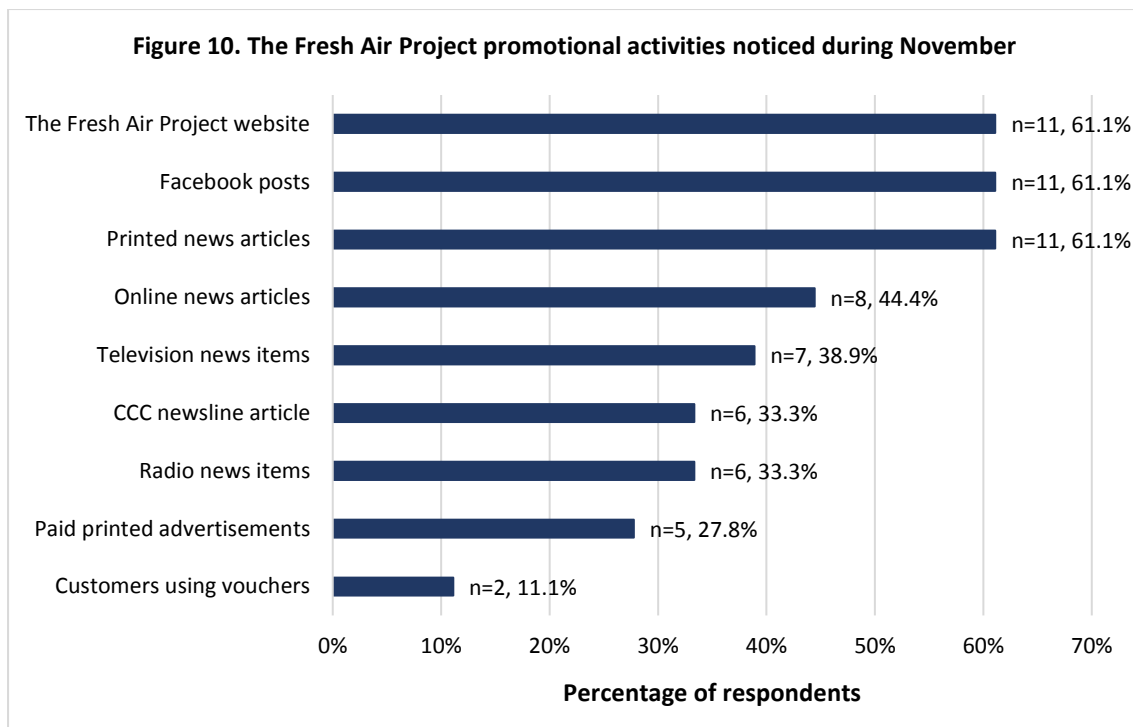
Many respondents (72.2%, n=13) had received positive feedback from staff about introducing smokefree outdoor dining areas. Feedback indicated that there were no problems introducing smokefree outdoor dining area (n=2) and that staff were 'on board' (n=4). Several staff also mentioned that they were happy with the new smokefree outdoor dining area (n=6), in particular that there were no cigarette butts and smoking-related litter to clean up (n=3).

Four respondents stated that they had received negative feedback from staff members – three relating to staff feeling apprehensive about dealing with customers who wished to smoke, and one who noted that their staff were young smokers themselves. One respondent stated that if staff did not feel comfortable approaching customers who were smoking, they could advise the owner who would deal with it personally. Two respondents had not received any particular feedback from staff.

Recall of promotional activities for The Fresh Air Project

Respondents were asked which, if any, promotional activities for The Fresh Air Project they had noticed in November 2016. Their responses were categorised by the interviewer into several pre-determined categories on-the-spot. All respondents had noticed some promotional activities. The activities most commonly mentioned by respondents were printed news articles (e.g. article in The Press), posts on Facebook, and The Fresh Air Project website (all 61.1%, n=11). Several respondents had also noticed online news articles (for example, on stuff.co.nz and radionz.co.nz, 44.4%, n=8), television news items (e.g. 1 News and Prime News, 38.9%, n=7), the Newline article on the CCC website (33.3%, n=6), and radio news items (e.g. RNZ National, 33.3%, n=6). A further quarter of respondents had seen (paid) printed advertisements (e.g. in The Star and Bay Harbour News, 27.8%, n=5), and two respondents (11.1%) mentioned customers using The Fresh Air Project-branded vouchers at their venue.

Several respondents provided further comments, including that their friends and customers had commented that they had seen online and television news items (n=1), and the promotions were informative (n=1). It was felt that online social media had been a useful tool (n=1) and one venue had shared their new 100 percent smokefree status on their Facebook page (n=1). Staff were positive about the customer comments box (n=1). Two venues commented that they had not had any vouchers redeemed at their venue as yet, while one further venue had redeemed 'a few'.



Further comments about introducing smokefree outdoor dining areas

Finally, respondents were asked whether they had any additional comments about introducing smokefree outdoor dining areas at their venue, and 12 provided a response. Respondents thought that the trial was ‘going well’ and it was ‘not an issue’ to introduce smokefree outdoor dining areas (n=4), even if they were feeling apprehensive at first (n=1). The change was seen to be ‘good for business’ and benefits would increase in the long-run as people become aware of the venues that are 100 percent smokefree (n=1). Being part of The Fresh Air Project with other venues also involved was seen to be positive (n=2), with one respondent already saying that their venue would continue to be smokefree even ‘if The Fresh Air Project ended tomorrow’ (n=1). Other venues in one respondent’s chain were now considering introducing smokefree outdoor dining areas. It was thought that introducing smokefree outdoor dining areas during the summer months was a good idea (n=1). The positive branding was praised (n=2), however some venue staff didn’t feel that the images on the table-top signs represent hospitality workers (n=1). It was also noted that the table-top signs break easily (n=1). It was felt that there is a need to explain smokefree outdoor dining areas to tourists in particular, in addition to having signage (n=1). It was mentioned that smoking prevalence is high among those working in the hospitality sector (n=1). Due to issues with people attending events not being aware of the smokefree status of the outdoor dining area, one venue stated that they will be putting more emphasis on reminding people the outdoor dining areas are smokefree prior to events (n=1).

Post-pilot survey

Survey response

Seventeen owner/managers of 18 participating venues completed a questionnaire in approximately the last two weeks of the pilot. At this time-point the owner of one venue could not complete the pilot as they had sold the business (see Early-exit survey section). Interviews were conducted face-to-face between 18 April and 2 May 2017, and occurred on weekdays between 9:30 am and 3:30 pm.

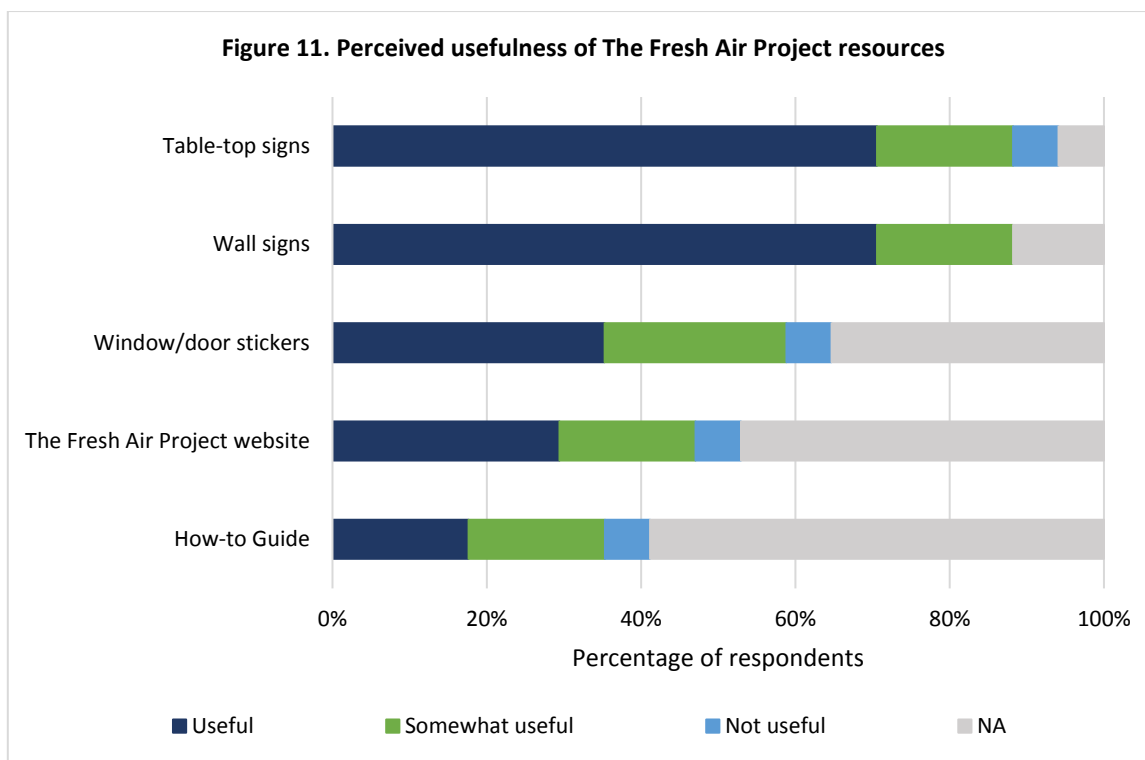
Perceived usefulness of The Fresh Air Project resources

Of the respondents that used The Fresh Air Project resources, almost all found them either useful or somewhat useful (Table 2, Figure 11). Most respondents found the table-top and wall signs useful (70.6%, n=12) or somewhat useful (17.7%, n=3), and around half found the window/door transfer stickers and The Fresh Air Project website useful or somewhat useful. Several respondents did not use the window/door stickers (35.3%, n=6), The Fresh Air Project website (47.1%, n=8), or the How-to Guide (58.8%, n=10) at all.

Comments from respondents mentioned that the signs were a good way to remind customers that the venue was smokefree (n=3), and that 'bold' and 'simple' messaging on signs was most effective (n=1). Five respondents mentioned that the table-top signs broke easily, and some made modifications to the signs and/or incorporated The Fresh Air Project branding into their own signage (n=2). One respondent stated that they had used a few ideas from the How-to Guide.

Table 2. Perceived usefulness of the Fresh Air Project resources

Resource	Responses, % (n)			
	Useful	Somewhat useful	Not useful	NA (did not use resource)
Table-top signs	70.6 (12)	17.7 (3)	5.9 (1)	5.9 (1)
Wall signs	70.6 (12)	17.7 (3)	0.0 (0)	35.3 (6)
Window/door stickers	35.3 (6)	23.5 (4)	5.9 (1)	32.3 (6)
The Fresh Air Project website	29.4 (5)	17.7 (3)	5.9 (1)	47.1 (8)
How-to Guide	17.7 (3)	17.7 (3)	5.9 (1)	58.8 (10)



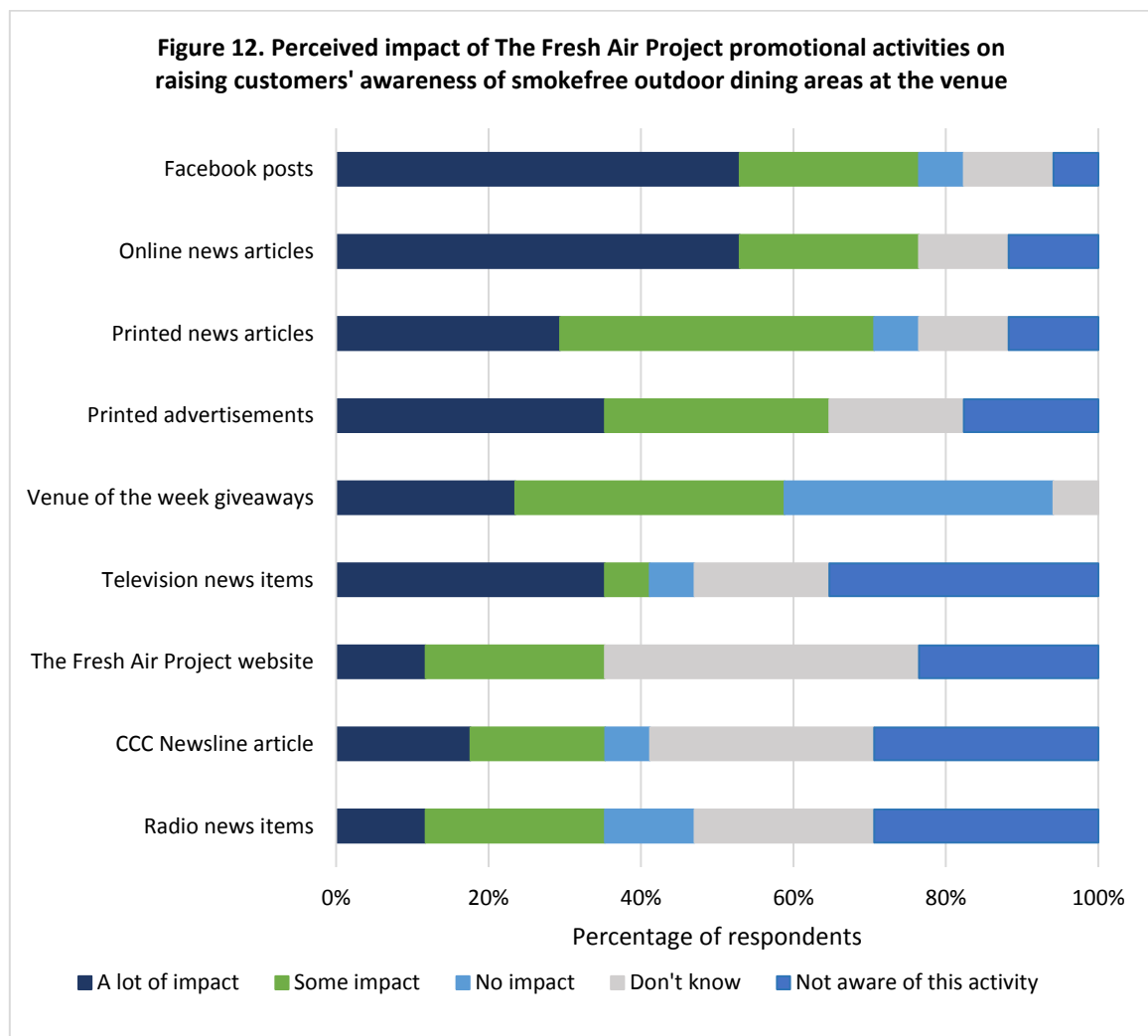
Perceived impact of promotional activities on raising customers’ awareness of smokefree outdoor dining areas at the venue

The promotional activities that respondents thought had the most impact on raising customers’ awareness of smokefree outdoor dining areas at the venue were Facebook posts, online news articles (e.g. stuff.co.nz, radionz.co.nz), (paid) printed advertisements (in local newspapers and magazines), and ‘Venue of the week’ giveaways (e.g. vouchers) (Table 3, Figure 12). While more than half of respondents thought that the ‘Venue of the week’ giveaways had ‘some’ or ‘a lot’ of impact on raising customers’ awareness of smokefree outdoor dining areas at the venue (58.8%, n=10), approximately one-third of respondents thought that it had no impact (35.3%, n=6). Less than half of respondents felt that television news items, The Fresh Air Project website, the CCC Newsline article, and radio news items had an impact on customer awareness.

Respondents commented that the ‘Venue of the week’ promotion was useful (n=1) and a lot of people were aware of it (n=1), however only a small number of vouchers had been redeemed (n=3). It was felt that there was ‘a good range’ of promotions (n=1), and at one venue, a number of customers visited specifically after hearing about the venue through promotional activities.

Table 3. Perceived impact of The Fresh Air Project promotional activities on raising customers' awareness of smokefree outdoor dining areas at the venue

Promotional activity	Responses, % (n)				
	A lot of impact	Some impact	No impact	Don't know	Not aware of this activity
Facebook posts	52.9 (9)	23.5 (4)	5.9 (1)	11.8 (2)	5.9 (1)
Online news articles	52.9 (9)	23.5 (4)	0.0 (0)	11.8 (2)	11.8 (2)
Printed news articles	29.4 (5)	41.2 (7)	5.9 (1)	11.8 (2)	11.8 (2)
Printed advertisements	35.3 (6)	29.4 (5)	0.0 (0)	17.7 (3)	17.7 (3)
'Venue of the week' giveaways	23.5 (4)	35.3 (6)	35.3 (6)	5.9 (1)	0.0 (0)
Television news items	35.3 (6)	5.9 (1)	5.9 (1)	17.7 (3)	35.3 (6)
The Fresh Air Project website	11.8 (2)	23.5 (4)	0.0 (0)	41.2 (7)	23.5 (4)
CCC Newline article	17.7 (3)	17.7 (3)	5.9 (1)	29.4 (5)	29.4 (5)
Radio news items	11.8 (2)	23.5 (4)	11.8 (2)	23.5 (4)	29.4 (5)



Level of support from The Fresh Air Project team

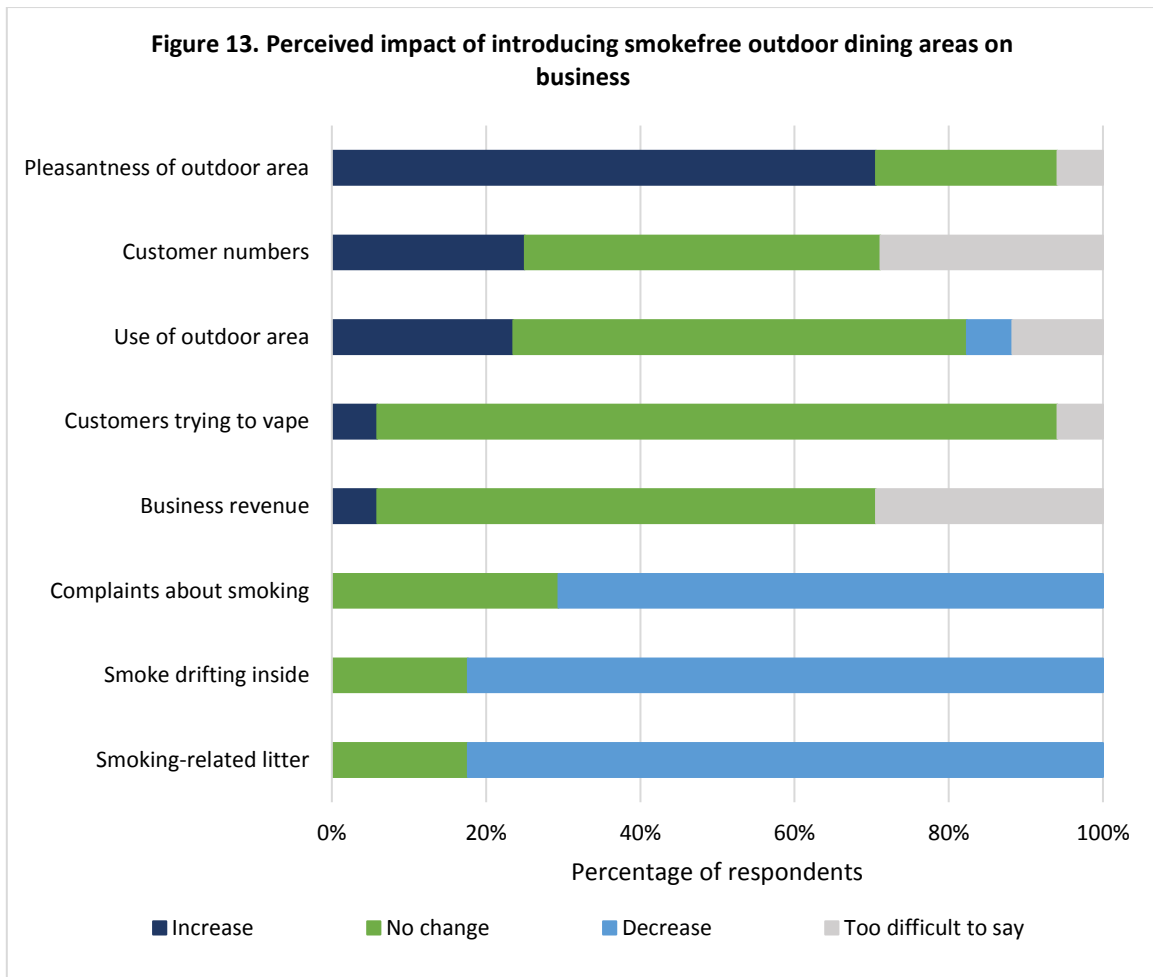
All respondents thought that the level of support from members of The Fresh Air Project team since the launch at the beginning of November was ‘just right’ (as opposed to the other response options: ‘not enough’ or ‘too much’). Respondents described the team members positively (n=3), as ‘helpful’, ‘positive’ and ‘friendly’, and commented that they provided ‘fantastic’ support explaining everything (n=2) to get the smokefree outdoor dining trial ‘up and running’ (n=1).

Perceived overall impact of smokefree outdoor dining on business

Respondents were asked what impact, if any, on several aspects of business they had noticed since introducing smokefree outdoor dining areas to their venue. Many respondents felt that the pleasantness of the outdoor dining area increased after introducing smokefree outdoor dining areas (Table 4, Figure 13). Approximately one-quarter of respondents thought that there was an increase in customer numbers and use of the outdoor dining area, and a further half thought that there was no change. Many respondents did not notice any change in business revenue or the number of customers trying to use e-cigarettes in the outdoor dining area. Most respondents noticed a decrease in the number of complaints they received about others’ smoking, SHS drifting inside, and smoking-related litter and clean-up at their venue, with the remaining respondents not seeing any change in these aspects. Additional comments from nine respondents reiterated the perceived impacts stated above.

Table 4. Perceived impact of introducing smokefree outdoor dining areas on business

Aspect of business	Responses, % (n)			
	Increase	No change	Decrease	Too difficult to say
Pleasantness of the outdoor dining area	70.6 (12)	23.5 (4)	0.0 (0)	5.9 (1)
Customer numbers	23.5 (4)	47.1 (8)	0.0 (0)	29.4 (5)
Use of the outdoor dining area	23.5 (4)	58.8 (10)	5.9 (1)	11.8 (2)
Number of customers trying to vape/use e-cigarettes	5.9 (1)	88.2 (15)	0.0 (0)	5.9 (1)
Business revenue	5.9 (1)	64.7 (11)	0.0 (0)	29.4 (5)
Number of complaints from customers about others’ smoking	0.0 (0)	29.4 (5)	70.6 (12)	0.0 (0)
Smoke drifting inside	0.0 (0)	17.7 (3)	82.4 (14)	0.0 (0)
Smoking-related litter and clean-up	0.0 (0)	17.7 (3)	82.4 (14)	0.0 (0)



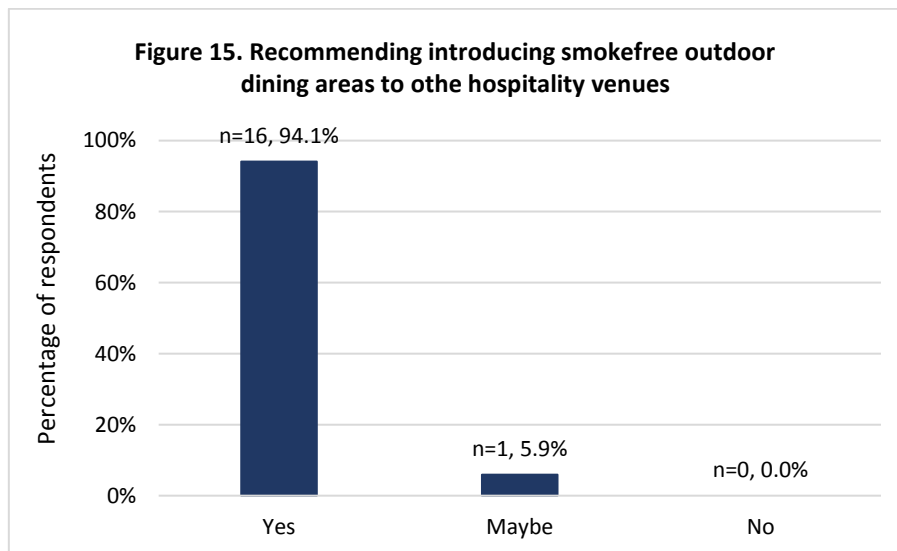
Feedback received about introducing smokefree outdoor dining

Respondents were asked whether they had received any feedback about introducing smokefree outdoor dining areas in the previous 4 months (i.e. since the mid-pilot survey). Ten respondents said that they had received positive feedback, with people feeling positive about the pilot and the smokefree outdoor dining areas (n=6). The ‘more enjoyable environment’ was mentioned (n=3), and customers hoped the outdoor dining areas would remain 100 percent smokefree (n=1). Six respondents said that they had received negative feedback, although rarely (n=2). Two respondents received feedback that the new smokefree outdoor area impinged on smokers’ rights, and a further two mentioned that one or two regular customers had not returned as they ‘didn’t like the new policy’. Six respondents said that they had received no further feedback about introducing smokefree outdoor dining areas in the previous four months.

Recommending smokefree outdoor dining to other businesses

All respondents said that they would recommend smokefree outdoor dining areas to other hospitality venues, except one who said ‘maybe’ they would recommend it (i.e. they would

recommend it for café-type venues but were not sure about other types of premises). Further comments included that introducing smokefree outdoor areas may be more challenging for bars and would depend on the type of venue (n=3). Respondents felt that having smokefree outdoor areas was positive and good for business (n=4), family-friendly (n=2), and customers appreciated the 'better environment' (n=2). It was also felt that a shift to more smokefree outdoor dining areas was the current 'trend', so hospitality venues 'might as well get involved' (n=2).



Continuation of smokefree outdoor dining after The Fresh Air Project trial has ended

All of the 17 respondents, representing all 18 of the remaining pilot venues stated that they would continue to have 100 percent smokefree outdoor dining areas at their venues after The Fresh Air Project pilot had ended. Three of the venues participating were owned by someone other than the managers and whilst they would be happy to support the continuation of smokefree outdoor dining advised the Fresh Air Project Team to discuss remaining smokefree with the owner. The owner of all three of these venues confirmed at a later stage that the venues would be remaining smokefree post trial. Their reasons included that it 'makes sense' from 'a business perspective' (n=4), was family-friendly (n=2), and 'it's what customers want' and like (n=7).

Overall experience of taking part in The Fresh Air Project

Respondents were asked to provide three words that best described their experience of taking part in The Fresh Air Project (Figure 16). The most common words provided described concepts such as freshness, cleanliness, and pleasantness (n=14), positivity (n=8), originality and progressiveness (n=7), support and information (n=3), and ease (n=2).

Figure 16. Words respondents used to best describe their experience of taking part in The Fresh Air Project



Finally, respondents were asked whether they had any other comments about participating in The Fresh Air Project, or any suggested improvements. Eleven respondents provided comments, which mentioned that participating was a positive experience, and introducing smokefree outdoor dining areas was 'pretty easy to do', with 'no issues' (n=6). Respondents felt that the resources, promotions and support provided were helpful (n=4), and it was good to be part of a group of venues going 100 percent smokefree (n=1). There was also keen interest and good feedback from customers received (n=3).

Early-exit survey

In total, two owner/managers of two separate venues did not complete the pilot. The first withdrew their venue after 16-17 days of participation due to customer resistance to the smokefree outdoor dining area and a perceived decline in turnover. Implementing the smokefree outdoor dining area during functions and events was of particular concern, with competition from other venues that allowed smoking being a key factor. The respondent did not notice any of The Fresh Air Project promotional activities, but other staff members had. They thought the resources and branding were good, and used the signs, but not the customer feedback box. Positive feedback was received (e.g. from families), however negative feedback from some customers made staff feel 'under pressure'.

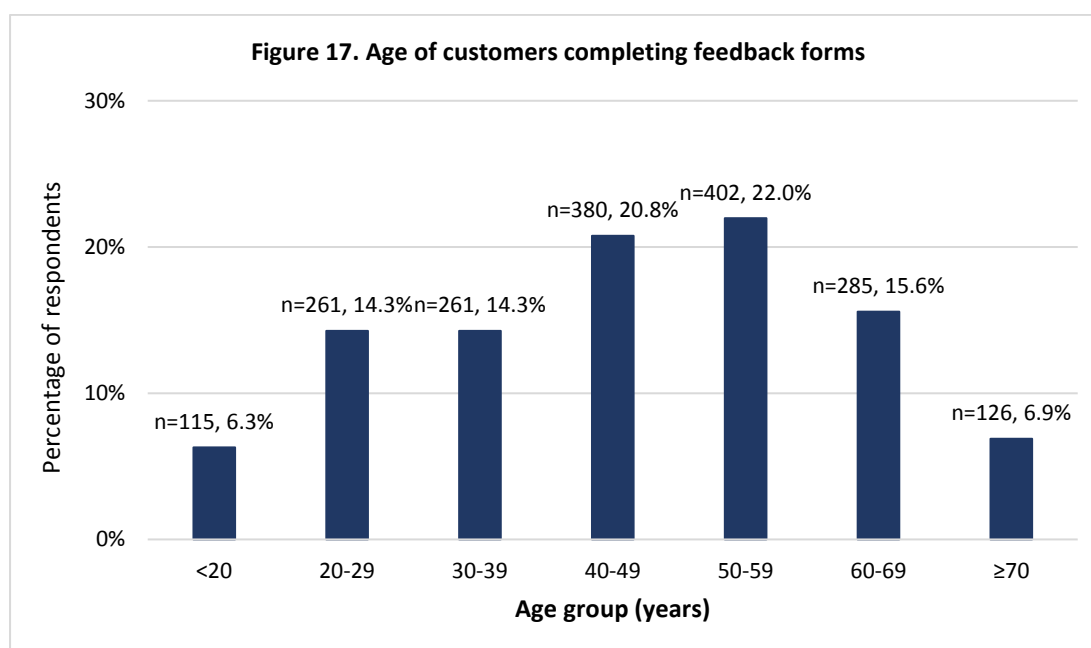
The respondent said they would consider introducing smokefree outdoor dining areas again in the future, and a large number of similar businesses (i.e. restaurant/bars) all doing the same would support this. They would recommend other businesses adopt smokefree outdoor dining areas, and felt that smokefree outdoor dining areas should be progressed using regulatory options, as legislation was necessary to ensure consistency and compliance.

The second owner/manager withdrew their venue from the pilot after almost five months as the business was sold to a new owner. This respondent had received positive feedback from customers who thought the new smokefree outdoor dining area was a good idea, and liked it, and was not aware of any negative feedback from customers or staff. The respondent had noticed several of the promotional activities, and used The Fresh Air Project signage and customer feedback forms at their venue. They thought they might consider introducing smokefree outdoor dining areas again in the future, and were neutral on recommending other businesses adopt smokefree outdoor dining areas as it would depend on the type of business (i.e. 'drinking venues likely to be more of a challenge'), and whether the majority of customers were smokers. They felt that smokefree outdoor dining areas should be progressed using regulatory options (such as bylaws).

Findings: Customers' level of support for introducing smokefree outdoor dining areas

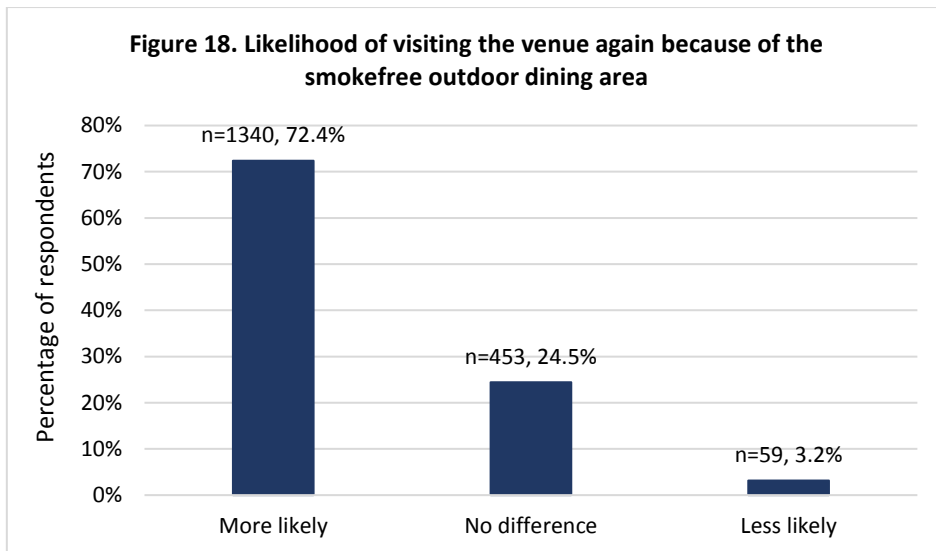
Survey response

In total, 1861 customer feedback forms were received during the pilot. Nineteen venues provided customer feedback forms, and the remaining one venue withdrew from the pilot after 16-17 days and did not collect any customer feedback forms. The number of forms received per venue ranged from 5 to 228 (mean = 98 forms per venue). Three-quarters of respondents were female (73.2%, n=1363), and 67 respondents chose not to disclose their gender. Two-thirds of respondents were aged 40 and over (65.2%, n=1,193, Figure 17), and 31 respondents did not provide their age.



Support for the introduction of a smokefree outdoor dining area

Support for the venue having a smokefree outdoor dining area was high among customers, with the majority of respondent (94.5%, n=1750) indicating that they supported it, and only 5.5 percent indicating that they did not support it (n=102). Most respondents (72.4%, n=1340) indicated that they would be more likely to visit the venue again because of the smokefree outdoor dining area (Figure 18). One-quarter felt that the smokefree outdoor dining area would make no difference to their likelihood of visiting the venue (24.5%, n=453), and a very small proportion of respondents (3.2%, n=59) felt that they would be less likely to visit again.



Some respondents disclosed their smoking status (n=47), and all seven former smokers supported the venue introducing smokefree outdoor dining. Of the 16 respondents who identified themselves as smokers, nine supported the venue introducing smokefree outdoor dining and seven did not. Of the 23 respondents who identified themselves as non-smokers, 14 supported the venue introducing smokefree outdoor dining and nine did not.

Comments

In total, 732 respondents provided comments related to smoking and smokefree outdoor areas. Many respondents (n=126) stated that introducing smokefree outdoor dining at the venue was a 'great idea' and congratulated the venue on being 'brave' and taking part in the initiative to make the change. The majority of comments (n=254) described how respondents thought it was great to be able to go to the venue without having to walk through SHS, use the outdoor dining area (where they may not have previously been able to in the presence of SHS drift), and enjoy their food and drinks in the 'fresh air'. It was felt by some (n=10) that people could or should smoke elsewhere, where it did not impact on others.

Respondents reiterated their general support for smokefree outdoor dining areas (n=134) – both dining areas and in other public spaces, and some hoped that the venue would remain 100 percent smokefree. A smokefree environment was perceived to be more pleasant and enjoyable (n=65), without the 'antisocial' and 'smelly' presence of SHS (n=68), and litter/pollution (n=6). Health concerns prompted support of smokefree areas (n=85), as well as providing a more acceptable environment for children, young people, pregnant women, and families (n=39). Four respondents mentioned that smokefree outdoor dining areas could support people trying to stop smoking, or

those who have quit. Three respondents remarked positively on The Fresh Air Project signage, which provides an easy way to make a 'friendly request' to people to not smoke.

Several respondents stated that they 'don't mind' if people smoke outdoors at dining venues (n=8), did not support smokefree outdoor dining areas (n=9), and felt that smoking outdoors at dining venues was 'OK' (n=12). It was also mentioned that having smokefree outdoor dining areas impinged on smokers' rights and freedom of choice (n=17), and smokers need somewhere to go, such as designated smoking areas (n=28).

Discussion

The number of smokefree outdoor environments has grown significantly in New Zealand over the past five years, largely through the adoption of smokefree outdoor areas policies by councils throughout the country. The work of public health agencies, aligning the role of local authorities as “place shapers” to the Smokefree Aotearoa 2025 goal has seen large areas of recreational space, as well as the perimeters of public buildings, and transport hubs, designated smokefree. In doing so, partnerships have been established between many local councils and agencies such as the Cancer Society and district health boards. These developments augur well for addressing population health through a Health in All Policies approach.

While in Australia smokefree outdoor environments have largely been achieved by regulation, local councils in New Zealand have shown no real appetite to follow. Here, progress has been almost entirely voluntary, with smokefree policies being designed to encourage compliance by the public themselves and so far are being well supported by them. One area in which councils have indicated a departure from this position is around smokefree outdoor dining areas. Here, many hospitality venues support a “level playing field” with central government mandating councils to ban smoking in outdoor dining areas. There is little evidence so far that central government will heed the call for regulation, and consequently, local councils appear to have little interest in championing the cause.

In the absence of uniform policy, steps to making smokefree outdoor dining the norm require new thinking around partnerships - specifically between health agencies and the commercial sector. In this context, this evaluation provides some valuable insights into how the goal of a smokefree Aotearoa resonates with business acumen and public preferences. Five key themes are identified from this evaluation exploring this argument in further detail and are discussed below.

The case for smokefree outdoor dining areas - moving from theory to practice

International and local evidence indicates that smokefree outdoor dining is very acceptable to the public (10-19). Despite this, only a minority of hospitality venues appear ready to respond to public preference. Understandably, there is an element of caution from hospitality venue owners and managers, as smokefree outdoor dining could be perceived to be a risk to business. Tobacco is a legally-sold commodity and unless specifically discouraged by venues it remains a visible feature of many outdoor dining areas. In Christchurch, venues have the added pressures as a result of the earthquakes, which although more than six years ago, have left a legacy in a city being rebuilt and a drive to attract visitors. Anecdotal evidence suggests that smoking prevalence within the hospitality workforce is also higher than in other occupations, arguably making being totally smokefree

challenging for some venues. Whilst local studies indicate that there is support amongst businesses for smokefree outdoor dining (6, 35-37), the argument that there is common ground between what the public want and what business might be prepared to implement remains largely untested in practice.

The Fresh Air Project offers one way in which this argument is explored further. This evaluation provides businesses with practical, and importantly local, evidence that becoming 100 percent smokefree can work. Citing examples from Australia where smoking is banned by law in outdoor dining areas, whilst useful context, fails to address the specific needs of the hospitality sector in New Zealand. Providing evidence from a local intervention that is voluntary and fully evaluated provides a more pragmatic and useful way in which to build relationships with the hospitality sector to support wider adoption.

Smokefree outdoor dining - approaching the issue as a business model

Health promoters primarily work with the community to improve health outcomes. This work does not often focus on the role of the commercial sector in creating healthy environments. The Fresh Air Project successfully utilises training and tools of health promotion and applies them to understand how stakeholders in the commercial sector might best be engaged. In doing so, a model for future use has been devised to explore the motivational factors and circumstances in which smokefree outdoor dining might be embraced. Anecdotally, hospitality venues have been thought to have concerns about customer support should they become totally smokefree. Businesses need to weigh their profit against the known risks of SHS and smoking in general. However, it appears that there is already a social consciousness of business around the risks of smoking. Almost three-quarters of the participants in The Fresh Air Project saw creating a healthier environment for both patrons and staff as a key motivation for going totally smokefree. In addition, more than half placed value on smokefree environments being more pleasant for patrons and staff. Furthermore, two-thirds of participants had no concerns about making the move to smokefree outdoor dining. As the basis for opening dialogue it can be suggested that the prospects for health promoters working with the hospitality sector are promising. For those who did express concerns about their patrons, the model offers scope to support venues.

Steps toward achieving Smokefree Aotearoa 2025 - a multi-disciplinary approach

Seven years on from the announcement of the Government's goal for a smokefree Aotearoa by 2025 (9), there are grounds for some optimism, yet this should not lead to complacency. Public health professionals are engaged at all levels for this goal by making it harder to buy or sell tobacco and to

essentially denormalise smoking. This engagement will not succeed unless all sectors of society have some role to play. The challenge will be for health promoters and allied professionals to become increasingly innovative in their approaches to communicate smokefree messages, and to motivate and support change. The Fresh Air Project represents an example of an innovative approach. Taking time to identify an issue, creating relevant messages, and above all, careful planning, this intervention has some important lessons for health agencies wishing to work with businesses.

Firstly, in approaching hospitality businesses, it must be recognised that they are focused on fast-moving customer service and time is a premium. Although health promotion requires carefully documented processes, The Fresh Air Project highlights the overwhelming importance of face-to-face dialogue, with almost all participants indicating that direct contact with the project team had been a valuable aspect of introducing smokefree outdoor dining. Encouragingly, most participants felt that the level of contact from the team was 'just right'.

Secondly, communication by the venue owner/manager to staff and customers about the introduction of a totally smokefree policy was seen to be important groundwork for businesses. Taken together, future interventions may well benefit from projects that concentrate on relationship-building and then working with businesses to develop messaging appropriate for them. Traditional smokefree messages and imagery may not necessarily work for businesses, requiring health promoters to collaborate on new branding and designs that meet business approval. We argue that The Fresh Air Project presents a good example where commercial imagery is blended with a public health message in a subtle way to create an appealing 'brand'.

It is important not to underestimate the level of 'readiness' of businesses to introduce something new. More than two-thirds of pilot participants reported that they felt ready to introduce smokefree outdoor dining, with the remaining third feeling they were 'somewhat ready'. Combined with over three-quarters of venues reporting that staff were showing a lot of, or some, support, this indicates the value placed on planning, support, and face-to-face relationships. Establishing a firm foundation with each venue was built on developing positive personal relationships by The Fresh Air Project team. Investing time above all else is seen as central to future engagement with the hospitality sector.

Lessons for health promotion practice - new media platforms

The decision to support the launch of the pilot with digital resources (electronic newsletter, social media presence via Facebook, and a dedicated website) complemented a communications strategy focused on raising the profile of New Zealand's first pilot for smokefree outdoor dining. Feedback

from participating venues suggested that this was a worthwhile approach with the most commonly-recalled promotions being The Fresh Air Project website, Facebook posts, and printed news articles. Building on this, post-pilot surveying suggested that the use of social media may well have a valuable role as an economical and easy way to maintain profile and share messages on a popular issue. More than half of participants felt that Facebook posts had either had a lot or some impact on raising customers' awareness of smokefree outdoor dining areas at the venue. Opportunities to canvas the views of customers or the general public around the use of social media in promoting key health messages in the future may be valuable.

Reflecting at the end of the pilot on promotional activities that were felt to best raise customer awareness, half of the participants thought both social media and online promotions had a "lot of impact" compared with around a third mentioning traditional printed advertisements and articles. These observations should nevertheless be qualified when the role of the website is examined. Despite more than 60 percent of participants recalling The Fresh Air Project website at the time of the launch, by the time of the pilot's completion only a third of participants considered the website to have had either a lot or some impact. Given the cost of a dedicated website and time required to maintain it, there is a question of sustainability and long-term relevance. Arguably with a range of online hospitality guides/reviews, the potential to see this utilised more effectively to promote general smokefree outdoor dining in Christchurch should be investigated, thereby further normalising the message. Having a sustainable plan for any website developed as part of an innovative project should be considered in the planning phase.

Lastly, there remains the question of how social media can be best used in evaluating health promotion interventions. The Fresh Air Project suggests that the rapid spread of information via this format is attractive when working with the commercial sector, who are already comfortable with Facebook and other social media platforms as part of their marketing strategies. Some venues did not have a website and totally relied on Facebook for their promotion. But the challenge remains how to use this medium to best gauge public opinion and determine its representativeness in future advocacy work and how comments and their themes are analysed.

The Fresh Air Project - the importance of case studies

The Fresh Air Project provides an important source of local evidence from the business sector and specifically provides information of support in three areas in advocacy: ease of introduction, impact, and customer feedback. Although the pilot of The Fresh Air Project could be seen as challenging to implement, it was in practice relatively straightforward. Almost two-thirds of participants reported that making the move was easy, with a further one-third seeing it as relatively easy. The most

commonly reported challenge in the first few weeks, mentioned by half of participants, was that some customers were unaware of the change to smokefree outdoor dining, and tried to smoke there. Several participants shared some concerns about receiving negative reactions from customers, but mid- and post-pilot findings indicate that this was rare, and did not impact on participants' support for the pilot and intentions to continue being 100 percent smokefree.

Secondly, The Fresh Air Project provides insight into the impact of smokefree outdoor areas on business. Understandably businesses are mindful of any changes that might impact on their reputation, popularity, and profitability. With many participants reporting a more pleasant environment with fresher air and less litter, and positive comments from customers, the overall message from the pilot is encouraging. This suggests that The Fresh Air Project provides what has been lacking – business-focused case studies that can be used for wider advocacy in smokefree outdoor policy adoption. Such case studies also point to good support from customers and staff alike with more than 90 percent of venues reporting that they had received positive feedback from customers, and more than 70 percent had received positive feedback from staff.

Understandably success of any health promotion initiative in the commercial sector has to be seen in the context of business revenue. Measuring changes in terms of revenue however presents a challenge; however confounding factors such as new menus, advertising, word of mouth, length of the pilot, time of the year, or the weather, may all play a part in business success, meaning linkage to one factor such as a decision to become totally smokefree is not possible. Allowing for this, assessing impact in terms of turnover cannot be completely dismissed - almost one-quarter of participants cited an increase in numbers as one impact of going totally smokefree. This does however, need to be balanced by almost half who saw no change coupled with a third who felt it was too difficult to say. However we would assume that a business would not continue to implement smokefree outdoor dining areas if it was deemed a risk to profits.

Although The Fresh Air Project has been designed to engage with the hospitality sector, it should also be recognised that customer feedback was sought throughout the pilot using conventional comment boxes located in each venue. A substantial number of responses, almost 1,900, were received revealing 95 percent of those who replied supported smokefree outdoor dining. This confirms the high levels of support that have been cited in advocacy to councils and businesses alike. Combined with three-quarters of participants stating that a repeat visit to the smokefree venue in question was more likely, it is suggested that The Fresh Air Project provides strong affirmation to the argument that there is common ground between what the public want to see and what businesses are happy to offer.

Conclusion

After a six-month pilot, all participants who remained in the pilot stated that they would continue to be 100 percent smokefree. For them, making this move rapidly became the norm and there is no desire to go back. Arguably what The Fresh Air Project does is unite a key public health message with a business desire to offer a pleasant and attractive venue; something three-quarters of participants cited as improving because of the change to smokefree outdoor areas.

Where does The Fresh Air Project take the case for smokefree outdoor dining? As noted it offers case studies and certainly will provide the foundation for wider advocacy in Christchurch, where a partnership between health agencies and the CCC has been forged on the agreed vision for a smokefree city. Additionally, the scale of the pilot and its potential influence should be appreciated, with the 18 venues providing approximately 700 totally smokefree outdoor seats. Over the six-month pilot, the possible reach of The Fresh Air Project message by customers visiting those venues should not be disregarded.

Future steps for policy are not without challenge. Whilst The Fresh Air Project has succeeded in demonstrating traction, it must be noted that this is primarily in the café setting. Will a similar approach succeed in the bar and restaurant sector where late-night opening and private events may well challenge the observations reported here? Of the participants, the first early exit was by a bar operative, who whilst supporting the concept observed that operating as a totally smokefree venue was 'not right at this time'. Certainly, it is premature to generalise the findings to all hospitality settings – arguably a pilot designed to work with licenced premises may well be justified whilst progressing a wider adoption in cafés. As with the original pilot, it is argued that innovation will be needed to successfully engage this sector of the hospitality industry.

In conclusion, this pilot offers a stepping stone toward a smokefree future, consideration of smokefree policy, and smokefree advocacy. Smoking prevalence is dropping nationally but not necessarily fast enough to achieve the target of less than 5 percent by 2025 (38). The organised efforts of all sectors of society are required to make Smokefree Aotearoa 2025 a reality and smokefree outdoor dining demonstrates the important role that business has to play in reducing the visibility and impact of smoking in our communities. For a country that boasts a flourishing café culture, partnerships between health agencies and hospitality have a lot to offer to those working in public health.

Appendices

Appendix A: Examples of The Fresh Air Project resources & promotional materials

Figure A1. The Fresh Air Project website homepage



Figure A2. The Fresh Air Project wall sign




Figure A3. Facebook post from the Christchurch City Council

Post Details Reported stats may be delayed from what appears on posts X

Christchurch City Council
Published by Sprout Social | 8 November at 10:30

To celebrate smoke-free outdoor dining this month The Cancer Society of NZ Canterbury-West Coast is giving away five pairs of \$5 vouchers to Addington Coffee Co-op for you and friend. We'll draw these Thursday at 4pm.

Tag a friend who you would love to go to coffee with and be into WIN! To read more about smoke-free outdoor dining this month go to: <http://bit.ly/2fwWB9P>



17,403 people reached Boost post

85 Reactions 252 Comments 11 Shares

Like Comment Share

17,403 People Reached

405 Reactions, comments & shares

95 Like	81 On post	14 On shares
4 Love	3 On post	1 On shares
2 Angry	1 On post	1 On shares
291 Comments	278 On Post	13 On Shares
13 Shares	11 On Post	2 On Shares

841 Post Clicks

312 Photo views	11 Link clicks	518 Other Clicks
-----------------	----------------	------------------

NEGATIVE FEEDBACK

11 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Figure A4. Vouchers



Appendix B: Recruitment information

WORKING
TOWARDS
SMOKEFREE
COMMUNITY
SPACES

the
**FRESH
AIR**
Project

Creating Fresh Air Dining Everywhere

Introducing Our Christchurch Pilot

This November, we'll be launching Christchurch's first Fresh Air outdoor dining initiative. We're on the lookout for local cafes and restaurants who are keen to make their outdoor areas smokefree, while enjoying some fantastic promotion and support along the way.

The perks of the pilot

As well as receiving free "Fresh Air" signage for your outdoor area, each of our 'first wave venues' will benefit from:

- our high profile launch event
- paid Facebook advertising
- two customer-focused competitions
- the purchase of two \$50 prizes
- the purchase of \$150 of coffee voucher giveaways
- special mention on our Fresh Air website
- local PR and media opportunities.

All at no cost to you!

What's involved?

To ensure the pilot's as easy, positive and successful as possible, we ask that venues:

- remove ashtrays and smoking-related items
- display our free 'Fresh Air' signage in outdoor areas
- participate for the (voluntary!) six month period
- be willing to participate in PR and media opportunities (ideally the owner/manager)
- encourage staff and customers to give feedback.

Our five top reasons to get involved

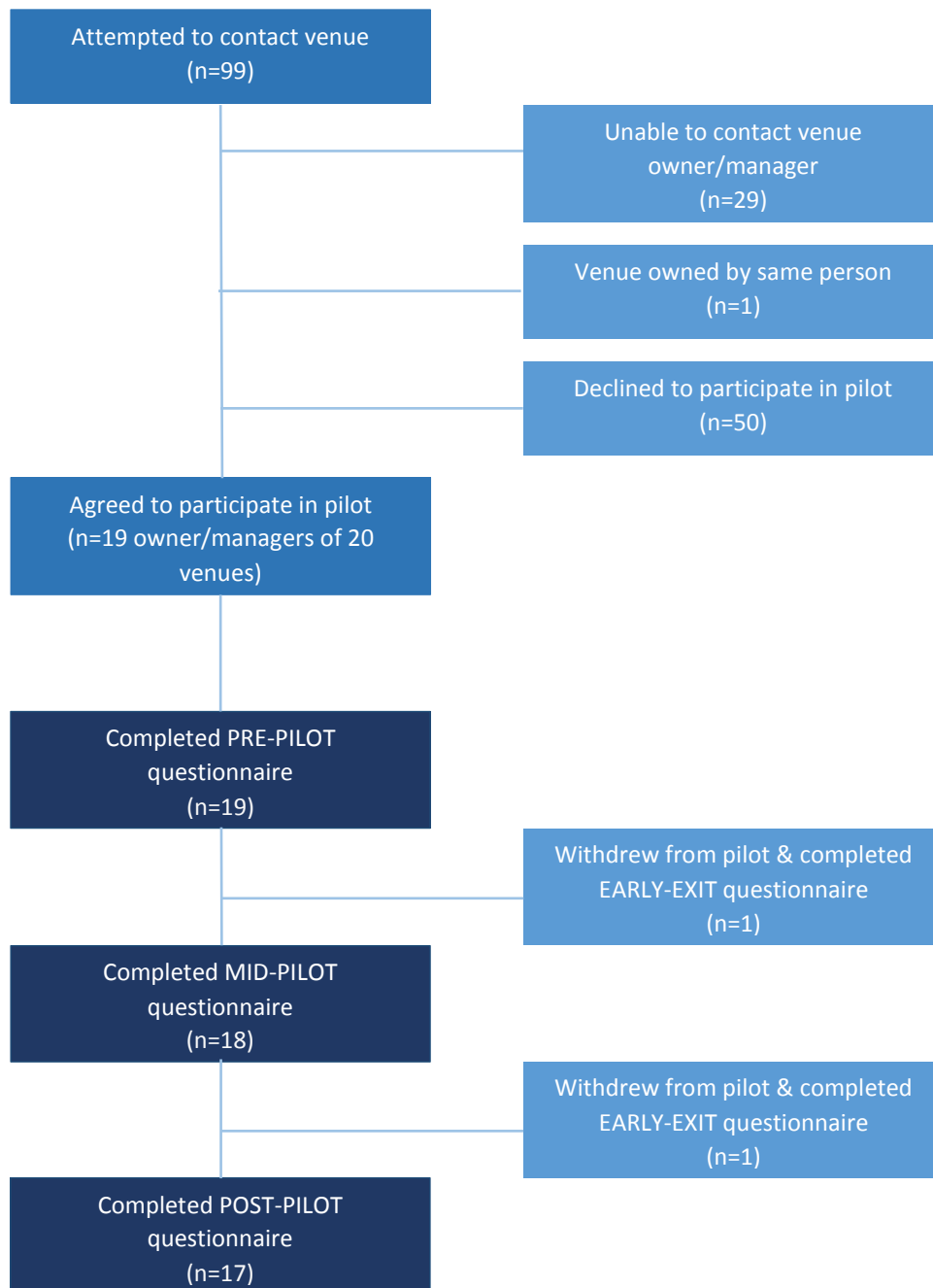
1. Do it for your team – make your workplace smokefree!
2. Do it for smokers – by making the quitting journey easier.
3. Do it for the kids – who copy what they see.
4. Do it for your customers – people prefer a smokefree environment.
5. Do it for your bottom line – in 2004, when indoors went smokefree, sales increased! Why? Because going smokefree can improve the dining experience.

We'll be confirming our pilot venues in May 2016, and then looking to launch our 'second wave' of venues in 2017, to build on the success of the pilot.

If you're interested in getting involved, email: emily.box@cancercwc.org.nz or call 021 918 720

Appendix C: Pilot process and participation

Figure C1: Flow chart summarising the pilot process and participation



Smokefree Outdoor dining Pre-pilot mapping



1029

In total the pilot included **1029** indoor seats that were already smokefree

Between all our pilot cafes there are **221** outdoor tables, some of which customers could previously smoke at

221

764

Is the number of outdoor seats included in this pilot that went 100% smokefree

Pre-pilot there were **84** tables where café-goers could smoke—they are now all 100% smokefree

84

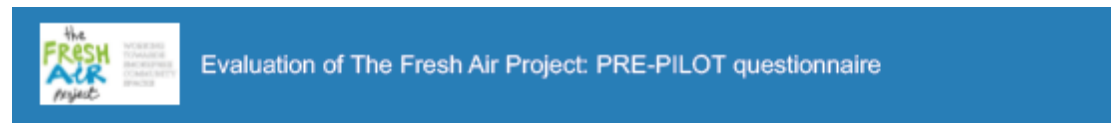
50

Between the 20 venues there were approximately **50** staff members who were reported as smokers— all supported the Fresh Air pilot

Data was self reported by venue owner/manager prior to the launch of the Fresh Air Project's smokefree outdoor dining pilot in November 2016. It includes data from 2 venues who exited the pilot at 16 days and 5 months respectively.

Appendix E: Questionnaires

Pre-pilot questionnaire



* 1. Venue ID number

* 2. Interview details

	DD		MM		YYYY		hh		mm	AM/PM
Date & time	<input type="text"/>	/	<input type="text"/>	/	<input type="text"/>		<input type="text"/>	:	<input type="text"/>	<input type="text"/>

Thank you for making time to have a chat with me - the survey should only take about 10 minutes.

I'm going to ask you a few brief questions about smoke-free outdoor dining and getting ready to take part in The Fresh Air Project. Your responses will help us better understand venue owners and managers views, and what support The Fresh Air Project can provide.

Would you mind if I record our discussion? It is to make sure that I get all of your responses, as I may not be able to write it all down. Your responses will be confidential, and we will delete the recording once we have finished listening to it.

Let me know if you need me to repeat any questions.

* 3. What is your role here?

Select 1 response

- Owner
- Manager
- Owner & Manager
- Other (please specify)

* 4. Why have you decided to introduce smoke-free outdoor dining at your venue?

Select up to 3 of the most relevant reasons

- To reduce smoking-related litter
- To reduce second-hand smoke drift
- To create a more pleasant environment for customers and staff
- To create a healthier environment for customers and staff
- Being smoke-free fits with our business values
- To support people who have quit smoking
- To promote a family-friendly environment
- Due to requests from customers
- Belief that smoke-free outdoor dining will need to be introduced at some point anyway
- Personal experience with people having smoking-related health problems
- To make a stand on an issue that I feel strongly about
- Other (please specify)

* 5. What do you think will be the most useful aspects of being part of The Fresh Air Project?

Select up to 3 responses

- Resources (for example, signs)
- Support from The Fresh Air Project team
- Promotion and media attention (for example, coffee vouchers)
- Website and social media
- Being part of a group of venues who are all going smoke-free
- Other (please specify)

* 6. What level of support for the new smoke-free outdoor dining area do you have from staff members?

Select 1 response

A lot of support	Some support	Little support	No support	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

* 7. Do you have any concerns about introducing smoke-free outdoor dining to your venue?

Select 1 response

No

Yes

8. (If YES to question 7) What are you concerned about in particular?

Select as many as apply

- How customers will react
- Change in customer numbers
- Change in revenue
- Demands on staff
- Media attention
- What customers will think of our business
- How we will implement the new smoke-free outdoor area
- Other (please specify)

* 9. How has your venue been preparing for the introduction of smoke-free outdoor dining in November?

Select as many as apply

- Talking with customers about the change
- Talking with staff about how to handle customers who are smoking, or want to smoke, in the outdoor dining area
- Putting up signage
- Posting about the change on social media
- Reading The Fresh Air Project "How-to" guide
- Talking with staff about where they can smoke
- No preparations made
- Other (please specify)

* 10. How useful have you found each of the following in preparing to go smoke-free outdoors in November?

Select 1 response for each row

	Useful	Somewhat useful	Not useful	Not applicable (i.e. have not used/done item)
Face-to-face meetings with The Fresh Air Project staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Fresh Air Project website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"How-to" guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(If responses included SOMEWHAT USEFUL or NOT USEFUL) How do you think they could be improved?

* 11. How have you found the level of contact with members of The Fresh Air Project team so far?

Select 1 response

Not enough contact	Just right	Too much contact
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comment

* 12. How ready do you feel to introduce smoke-free outdoor dining in November?

Select 1 response

Ready	Somewhat ready	Not ready
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(If response is SOMEWHAT READY or NOT READY) What would make you feel more ready?

13. Do you have any other comments about being part of The Fresh Air Project?

Mid-pilot questionnaire



Evaluation of The Fresh Air Project: MID-PILOT questionnaire

* 1. Venue ID number

* 2. Interview details

Date and time

DD	MM	YYYY	hh	mm	AM/PM
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

* 3. How have you found the introduction of smoke-free outdoor areas to your venue?

Select 1 response

Easy	Relatively easy	Neither easy nor challenging	Relatively challenging	Challenging
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Prompt: In what way have you found it easy/relatively easy/neither/relatively challenging/challenging?

Additional comments:

* 4. What BENEFITS, if any, have you noticed since introducing smoke-free outdoor areas?

Select as many as apply

- No ashtrays or smoking-related litter to clean up
- Fresher air in the outdoor dining area
- More people using the outdoor dining area
- Fewer comments or complaints from customers about others' smoking
- Positive comments from customers about the smoke-free outdoor area
- Increase in customer numbers
- Customers visiting specifically to support our venue having a smoke-free outdoor area
- No benefits noticed
- Other (describe)

Prompt further comments about benefits (e.g. if "Increase in customer numbers" selected, query the extent of the increase in terms of numbers over time):

* 5. What CHALLENGES, if any, have you noticed since introducing smoke-free outdoor areas?

Select as many as apply

- Customers unaware that the outdoor area is now smokefree, and trying to smoke there
- Customers trying to vape/use e-cigarettes in the outdoor area
- Negative comments or reactions from customers because they can no longer smoke in the outdoor area
- Negative comments or reactions from customers about smoke-free outdoor dining (in general)
- Decline in customer numbers
- Unhelpful media coverage
- No challenges noticed
- Other (describe)

Prompt further comments about challenges (e.g. if "Decline in customer numbers" selected, query the extent of the decrease in terms of numbers over time):

* 6. What feedback, if any, have you received from CUSTOMERS about introducing smoke-free outdoor areas?

Can provide both negative and positive feedback, if both received

Positive feedback (describe)

Negative feedback (describe)

How did you deal with the feedback?

No feedback

* 7. What feedback, if any, have you received from STAFF about introducing smoke-free outdoor areas?

Can provide both negative and positive feedback, if both received

Positive feedback (describe)

Negative feedback (describe)

How did you deal with the feedback?

No feedback

* 8. There were several promotion activities for The Fresh Air Project in November. Which, if any, did you notice?

Do not read list, tick all activities that the respondent can describe

- Printed news articles (e.g. in The Press)
- Online news articles (e.g. stuff.co.nz, radionz.co.nz)
- Television news items (e.g. 1 News, Prime News)
- Radio news items (e.g. RNZ National)
- Printed (paid) advertisements (e.g. in Avenues, The Star, Bay Harbour News)
- Christchurch City Council newsline article
- Facebook posts
- The Fresh Air Project website
- Customers using The Fresh Air Project vouchers
- Did not notice any promotion activities

Please share any details of the promotion activities you noticed; and/or any additional comments about The Fresh Air Project promotion activities

9. Do you have any other comments about introducing smoke-free outdoor areas at your venue?

Post-pilot questionnaire



Evaluation of The Fresh Air Project: POST-PILOT questionnaire

* 1. Venue ID number

* 2. Interview details

Date and time

DD	MM	YYYY	hh	mm	AM/PM
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

* 3. How useful have you found each of the following Fresh Air Project resources?

Select 1 response for each row

	Useful	Somewhat useful	Not useful	Not applicable (i.e. did not use this resource)
Table-top signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Window/door stickers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wall signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How-to guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Fresh Air Project website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comment (e.g. any changes made to resources?)

* 4. What impact do you think each of the following promotion activities had on raising customers' awareness of smoke-free outdoor dining at your venue?

Select 1 response for each row

	A lot of impact	Some impact	No impact	Don't know	Not aware of this activity
Printed news articles (e.g. in The Press)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online news articles (e.g. stuff.co.nz, radionz.co.nz)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television news items (e.g. 1 News, Prime News)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio news items (e.g. RNZ National)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Printed advertisements (e.g. in Avenues, The Star, Bay Harbour News)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Christchurch City Council Newsline article	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Fresh Air Project website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Venue of the Week" giveaways (e.g. vouchers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comment

* 5. How have you found the level of support from members of The Fresh Air Project team since the launch at the beginning of November?

Select 1 response

Not enough	Just right	Too much
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comment

* 6. Overall, what impact do you think smoke-free outdoor dining at your venue has had on...?

Select 1 response for each row

	Increase	No change	Decrease	Too difficult to say
Smoking-related litter and clean-up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of the outdoor area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer numbers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business revenue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoke drifting inside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of complaints from customers about others' smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of customers trying to vape/use e-cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasantness of the outdoor area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

* 7. Since we spoke in December, what other feedback, if any, have you received about smoke-free outdoor dining at your venue?

Provide both negative and positive comments, if both received

Positive feedback (describe)	<input type="text"/>
Negative feedback (describe)	<input type="text"/>
No feedback	<input type="text"/>

* 8. Would you recommend smoke-free outdoor dining areas to other hospitality venues?

Select 1 response

- Yes
- Maybe
- No

Comment, including any advice for other hospitality venues thinking of introducing smoke-free outdoor dining areas

* 9. Will you continue to have 100% smoke-free outdoor dining areas at your venue?

Select 1 response

- Yes
- No

Why / why not?

10. Which 3 words would best describe your experience of taking part in The Fresh Air Project?

11. Do you have any other comments about participating in The Fresh Air Project, or suggested improvements?

Early-exit questionnaire



Evaluation of The Fresh Air Project: EARLY EXIT questionnaire

* 1. Venue ID number

* 2. Interview details

Date and time

DD	MM	YYYY	hh	mm	AM/PM
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

* 3. For what period of time (from the launch on November 1st) did you operate your smoke-free outdoor dining area?

* 4. Do you think that this period of time was sufficient to gauge the impact of the smoke-free outdoor dining area?

Select 1 response

- Yes
- No
- Don't know

Additional comments:

* 5. There were several promotional activities for the launch of The Fresh Air Project in November. Which, if any, did you notice?

Do not read list, tick all activities that the respondent can describe

- Printed news articles (e.g. in the Press)
- Online news articles (e.g. stuff.co.nz, radionz.co.nz)
- Television news items (e.g. 1 News, Prime News)
- Radio news items (e.g. RNZ National)
- Printed, paid advertisements (e.g. in Avenues, The Star, Bay Harbour News)
- Christchurch City Council newsline article
- Facebook posts
- The Fresh Air Project website
- Customers using the Fresh Air Project vouchers
- Did not notice any promotion activities

Please share any details of the promotion activities you noticed; and/or any additional comments about The Fresh Air Project promotional activities.

* 6. What were your main reasons for withdrawing from The Fresh Air Project's smoke-free outdoor dining trial?

Select as many as apply

- Not enough support from The Fresh Air Project team
- Fresh Air resources/information were inappropriate
- Our venue was not ready for the launch on November 1st
- Customer resistance/feedback to the smoke-free outdoor dining area
- Staff resistance/feedback to the smoke-free outdoor dining area
- The Fresh Air Project was incompatible with my business model/brand
- Concern about negative publicity
- Financial impact on our business

Additional comments:

7. (If financial impact was one of the main reasons for withdrawing) Would you mind giving some idea of the scale of this impact?

* 8. Did you display The Fresh Air Project wall signage, window stickers, and customer feedback boxes?

- Yes - wall signage
- Yes - window stickers
- Yes - customer feedback box
- No
- Don't know

Additional comments:

* 9. What feedback, if any, have you received from CUSTOMERS about introducing a smoke-free outdoor dining area?

Provide both negative and positive comments, if both received

Positive feedback (*describe*)

Negative feedback (*describe*)

How did you deal with the feedback?

No feedback

* 10. What feedback, if any, have you received from STAFF about introducing a smoke-free outdoor dining area?

Provide both negative and positive comments, if both received

Positive feedback (*describe*)

Negative feedback (*describe*)

How did you deal with the feedback?

No feedback

11. Did feedback from customers and/or staff influence your decision to withdraw from the pilot?

- Yes
- Customer views more influential than staff
- Staff views more influential than customers
- No

Additional comments:

* 12. The Fresh Air Project offered venues an opportunity to go smoke-free all at the same time. Did this influence your decision to be part of the trial?

Select 1 response

- Yes
- No
- Don't know

Additional comments:

* 13. Would you consider introducing smoke-free outdoor dining again at some point in the future?

Select 1 response

- Yes
- No
- Possibly

If you have answered POSSIBLY, can you please tell us more?

* 14. Given your decision to exit the trial, would any decision to go smoke-free in the future be dependent upon a group of venues going smoke-free at the same time?

Select 1 response

- Yes
- No
- Possibly

If you have answered POSSIBLY, can you please tell us more?

* 15. To what extent do you agree with the following statement:

"I would recommend other premises with an outdoor dining area to consider becoming smoke-free"

Select 1 response

- | | | | | |
|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Can you please share your reasons?

* 16. How do you think smoke-free outdoor dining should be progressed?

Select 1 response

- Through voluntary means (businesses choice)
- Through regulation (such as bylaws)
- Smokefree outdoor dining should not be progressed

Additional comments:

17. Do you have any suggestions/comments that could encourage more businesses to go smoke-free in their outdoor dining areas?

Appendix F: Customer feedback form



**to go into the draw to
win a \$50 voucher**

1. Do you support this venue having smokefree outdoor dining areas?

- Yes
 - No
 - Comment (why/why not?)
-

2. Will you be more or less likely to visit this venue again because of the smokefree outdoor dining areas?

- Less likely
- No difference
- More likely

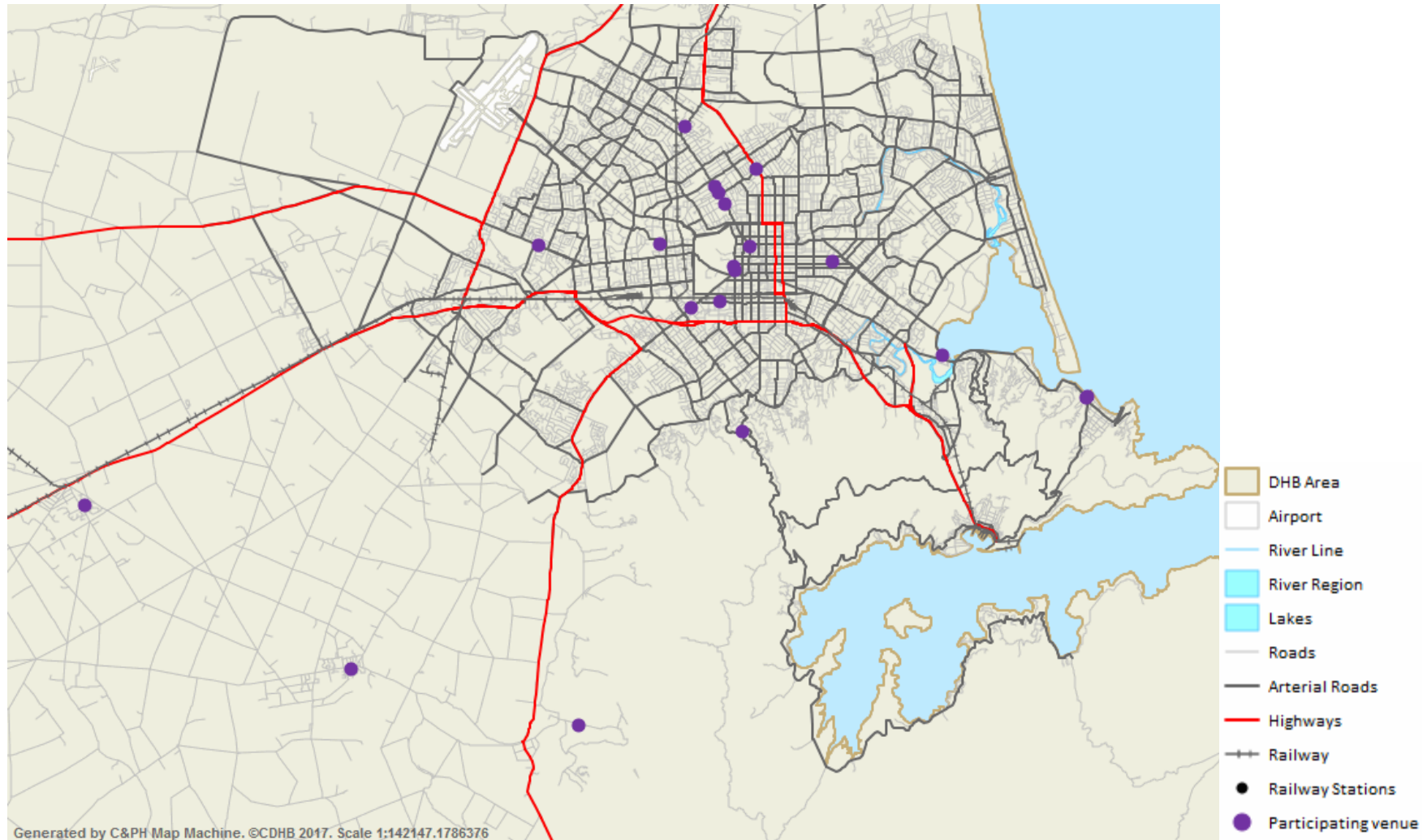
3. Male Female

Age group under 20 20-29 30-39 40-49
 50-59 60-69 70 and over

We would welcome any additional comments you may wish to share:

Appendix G: Geographic location of participating venues

Figure G1. Map of Christchurch indicating the location of 20 participating venues



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