

# Smokefree Outdoor Areas

## Moving the agenda forward

Smokefree Outdoors Forum February 23<sup>rd</sup> 2012

Martin Witt (Health Promotion Manager, Cancer Society)

Heather Kimber (Health Promoter, Community and Public Health,  
Canterbury District Health Board)

Presented on behalf of Smokefree Canterbury



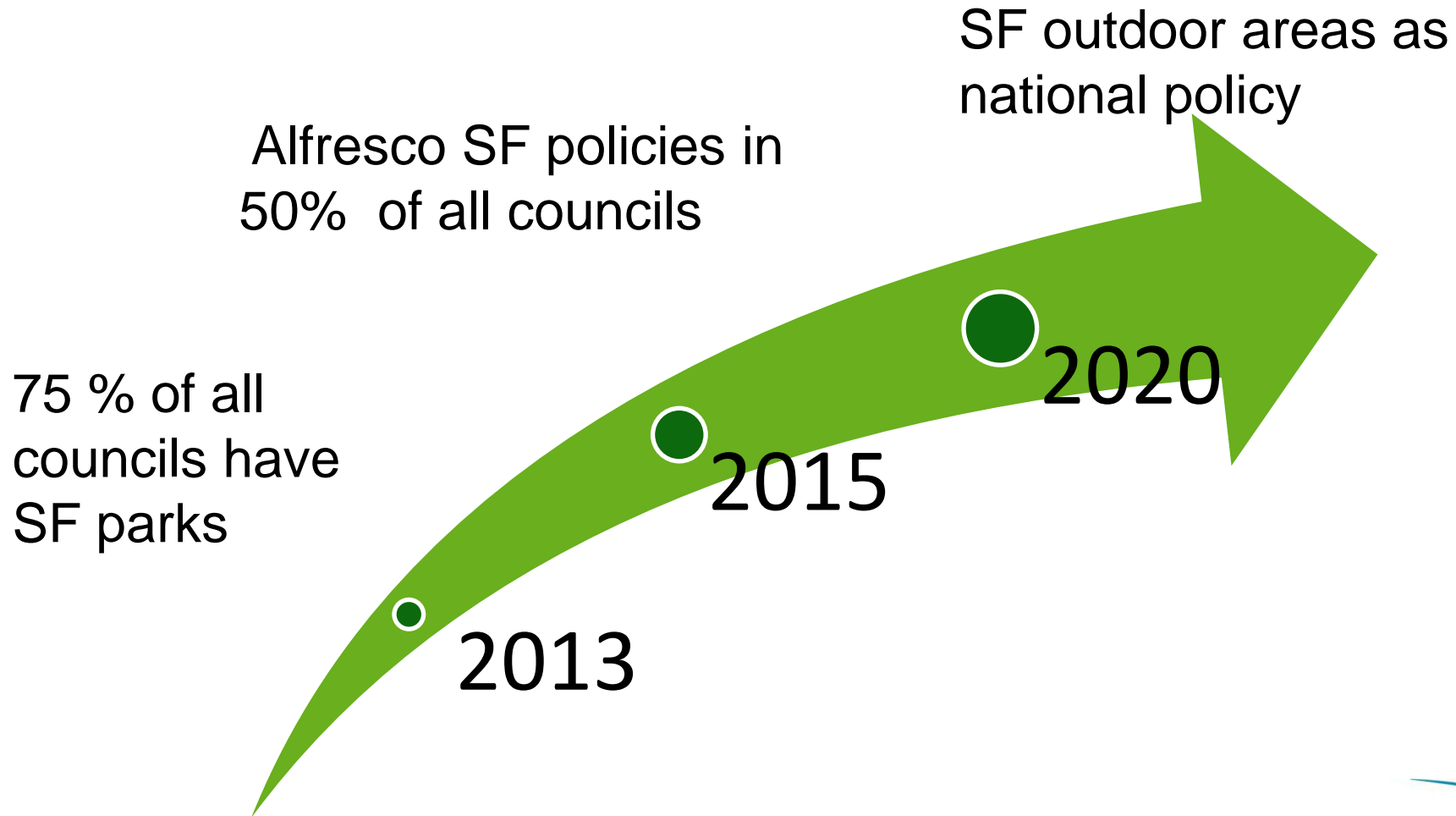
# Smokefree Aotearoa 2025



Communities



# Supporting the 2025 goal



# Building a Smokefree Council

Organisation  
owns policy



Communication  
strategy

Signage

Formal review  
process

Partnership with Smokefree community

# Christchurch City Council



- We all need to take responsibility for the health of our children
- Smoking is not the norm
- A smokefree policy encourages a smokefree future generation
- Smokefree public places will make our city an even better place to live

Signage New Brighton 2011



# Circle of Options and Risk

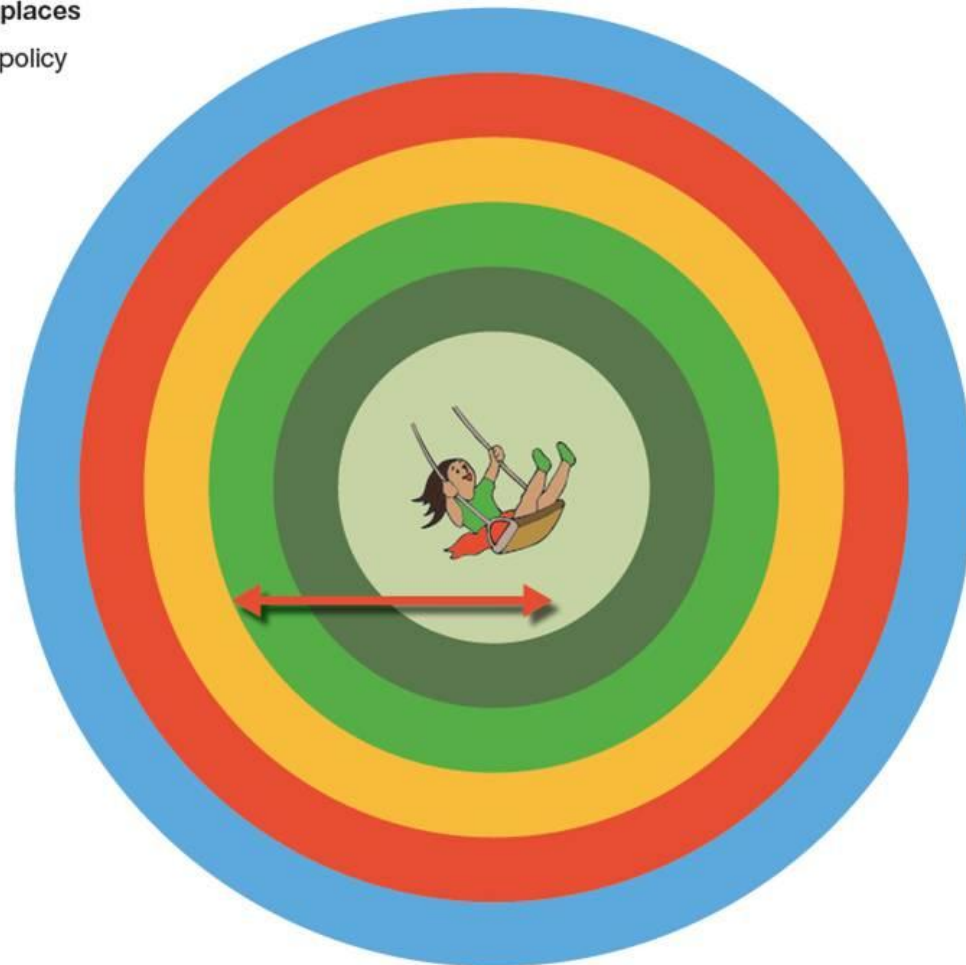
Diagrammatic representation of Smokefree public places

Public outdoor spaces classified according to CCC policy discussion and consultation options

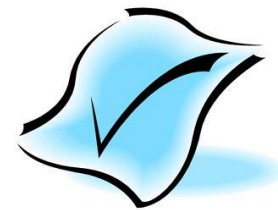
- All public places
- Selected public places
- Beaches
- Parks
- Sports grounds
- Playgrounds



Smokefree Canterbury "advocacy" position

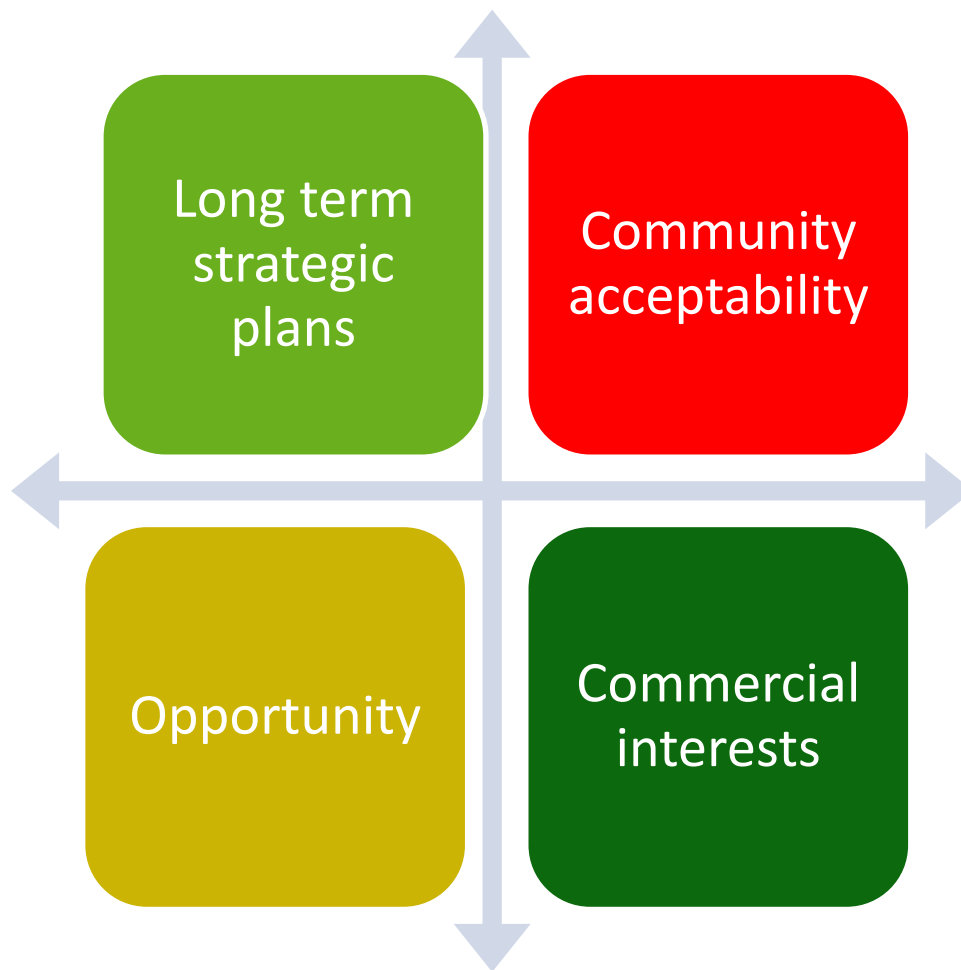


# Beyond the greenspace ...





# Next steps - simplified model



# New Zealand 2025 ?



**Make this picture Smokefree**