Smokefree policies for racecourses and outdoor sports facilities

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Aims

To assess the smokefree policies of New Zealand outdoor sports and racecourse facilities with stands
Background

Often large numbers of people at sports and racecourses

- Ellerslie & Addington – 15,000 people plus
- 2016 National racecourse attendance – 424,000 people
- Provincial rugby crowds:
  - New Plymouth – 10,000 plus
  - Invercargill – 20,000 (2010 Ranfurly Cup)
Background

• Relatively close proximity (especially on stands)
• Many can be exposed to:
  – secondhand smoke
  – the normalising impact of smoking
• Some ‘smokefree’ stadia (Eden Park, Mt Smart) but not standard, especially in provinces
Methods

• Visited 25 sports facilities and 25 racecourses during April 2016 – April 2017

• Photos of smokefree signage within 10 metres of all pedestrian or vehicle entrances
Results: Of 25 sports facilities

- **10/25 (40%)** had smokefree signage for outdoor areas at their *main* entrance
- **6/25 (24%)** had additional smokefree signage at other entrances
- **Four** were smokefree in both grounds and stands
- At one the only smoking restriction was for people who were on the artificial turf
Results: Few Te reo signs at sports facilities

• 1/25 (in Wairoa) had a small Te Reo sign at one of 4 entrances
Results: Sign quality

• Many small signs: GSV poor (10%) sensitivity, mainly due to the small size of the signage

• Wordy

• Weak imperatives
Help make this facility totally SMOKEFREE

We encourage you to comply with this request
Results: For 25 racecourses

No racecourse (0/25) had signs about smokefree outdoor policies at any entrances
Opportunities for:

• Local government who own sports facilities

• Health promoters and the wider health sector to work with sports and race clubs on smokefree policies
  • A need for help to venues in best practice implementation
Publication soon: New Zealand Medical Journal

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