

Smokefree Policy 2017 - 2025



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Smokefree Environments Act 1990 – amended 2003



Government Aspirational Goal (declared in 2011) = *Smokefree Aotearoa by 2025*



Auckland Plan

All parks and reserves, children's play areas and other public spaces will be smokefree by 2025

That by 2025 in the Southern Initiative area, the level of residents 15 years and over that smoke will fall below three per cent



Auckland Council Smokefree Policy 2017 - 2025

Purpose: to create a healthy, clean environment where the people in Auckland can enjoy public spaces and events without exposure to tobacco smoke and cigarette litter

Improved health and wellbeing

Reduced smoking in public

Increased public awareness

Smoker management

Fresh and clean environment

Increased participation & pride in place

Public empowerment & cultural shift



Smokefree Policy 2017 - 2025 Implementation Plan

Four areas of responsibility:

- assets and facilities
- public places
- events in the city
- informing the general public

1 The council's position

Auckland Council is committed to creating a smokefree city by 2025. This supports the central Government's vision of becoming a smokefree nation by 2025.

In order to deliver on this vision, the council will work proactively with others in the sector to ensure Auckland City is smokefree by 2025.

The Smokefree Policy 2017 - 2025 Implementation Plan identifies the actions the council will undertake to enact this policy.

2 Shared goal and responsibility

Smoking or to smoke is defined under the Smokefree Environments Act 1990 as meaning to smoke, hold, or otherwise to have control over an ignited tobacco product.

'Smokefree' is generally defined by the sector as the prevalence of smoking across all populations being less than five per cent.

Achieving the goal to be smokefree by 2025 is a responsibility that is shared between central government, the health services sector, tobacco control agencies, communities and local government.

Each of these players has a different area of focus and an important role to play in contributing towards the smokefree goal.



Auckland is fortunate to have a number of agencies who have been actively raising awareness of the harms of tobacco smoke and working to reduce the number of people who smoke regularly.

The council has been engaged with these key players in the smokefree sector over a number of years to define the best way the council can contribute to achieving the city's smokefree goal.

3 The council's contribution (responsibilities and role)

Local government is a provider of social infrastructure (such as libraries, reserves, recreational facilities and bus stops) on behalf of its community and has the ability to engage and inform the public of Auckland.

The policy focuses on areas where the council has responsibility, the greatest influence and can work best towards achieving the desired 'future state' of Auckland being a smokefree city by 2025.

3.1 Areas of responsibility

The council has four broad areas of responsibility in relation to smokefree as a manager of:

- assets and facilities
- public places
- events in the city
- informing the general public.

3.2 Role within the sector

The council operates at a public level and therefore has the greatest influence within each of the four areas of responsibility to assist with 'de-normalising' smoking.

Reducing the visibility of smoking (e.g. de-normalising smoking) has been proven to help reduce the uptake of smoking (especially by children and young people) and to support former smokers to remain smokefree.

The council's role in contribution to the overall sector goal of having a smokefree city by 2025 is to help de-normalise smoking and leverage its ability to engage and inform the public of Auckland.

3.2.1 Smokefree spaces

In 2013, the council has made a commitment to create smokefree public spaces (i.e. spaces free from people smoking).

Under the original policy, these spaces were to be made smokefree through a phased approach with certain spaces becoming smokefree over a period of time.

Current smokefree spaces

The first set of spaces became smokefree when the policy was first adopted in 2013:

- all parks and reserves
- playgrounds
- skate parks
- sports fields
- public outdoor areas associated with the council, including:
 - service centres
 - local board offices
 - libraries
 - stadiums
 - swimming pools
 - community facilities and halls
 - museums, zoo
 - wharves
 - car parks
 - leisure, recreation and arts centres.
- train stations and platforms, bus stations and shelters, and ferry terminals.

Smokefree spaces to be rolled out starting in November 2017

Through the activities identified in the Smokefree Policy 2017 - 2025 Implementation Plan, the council will make the following public spaces smokefree:

- plazas, civic squares, shared spaces, urban centres
- the areas around sports clubs on council land
- alfresco dining areas
- common areas of council housing
- beaches.

4 What we want to achieve – policy outcomes

In addition to supporting the national goal of being smokefree by 2025, and contributing towards the sector goal of having a smokefree Auckland by 2025, the council's intention through this policy is to create;

'A healthy, clean environment where the people in Auckland can enjoy public spaces and events without exposure to tobacco smoke and cigarette litter.'

The policy sets out to achieve the following outcomes:

- 1 Improved health and wellbeing** – Exposure to second-hand smoke is reduced for Aucklanders in public spaces.
- 2 Reduced smoking behaviour in public** – The visibility of smoking behaviour, particularly in the presence of children, is reduced.
- 3 Increased public awareness** – Awareness of and public support for smokefree increases across Auckland.
- 4 Smoker management** – Smokers are clear about where they can smoke and where they can't smoke.
- 5 Fresh and clean environment** – Public spaces are free from people smoking and are clean of cigarette litter.
- 6 Increased participation and pride in place** – Locals feel connected to and the recreational use of a space is increased (especially by children) through it being smokefree.
- 7 Public empowerment / cultural shift** – Smokers feel supported by their community to stop smoking.

5 How we are going to do it

In order to achieve the outcomes of this policy, a Smokefree Policy 2017 - 2025 Implementation Plan has been developed which outlines the initiatives the council will undertake in contribution to making Auckland smokefree by 2025.

We will collaborate with key stakeholders in Auckland's smokefree sector to share information and resources, and develop common approaches. Working proactively with others will amplify the effect of the work we do.

6 Principles to guide our work

When determining what activities the council will take to implement this policy, the following principles will be used as a guide to prioritise our work:

- The wellbeing of children and young people is a central consideration.
- High-density areas and places where people congregate will be given priority when considering spaces to be smokefree so it will have the greatest impact.
- In order for the council to lead by example, areas that people directly associate with the council will be prioritised.
- Encouraging a change in smoking behaviour will be conducted in a manner that is acceptable to, and supported by, Auckland's communities.
- Council will undertake activities that are proven to have the greatest impact and to be cost effective.
- Where possible, public communications will portray positive smokefree messaging.
- Reducing the inequalities in our communities is a priority as are activities that contribute towards the social, cultural, economic and environmental wellbeing of the community.

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