

# Implementation Plan

of the Council's Smokefree Policy 2017 – 2025



## **Acknowledgements**

Council staff wish to acknowledge the numerous representatives from the smokefree sector who participated in workshops, meetings and discussions to help develop this implementation plan.

This plan is not a static document. It must be flexible and responsive to the challenges and changes that emerge, and subject to regular review.

We encourage Auckland communities, businesses, organisations, and government to consider the council's Smokefree Policy 2017 - 2025 Implementation Plan as dynamic that will facilitate ongoing engagement and collaboration.

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## **1 The purpose – What does this plan do?**

The Implementation Plan identifies how the council will deliver on the vision and outcomes of the council's Smokefree Policy 2017 – 2025 for Auckland. Auckland Council's policy supports the national goal of being smokefree by 2025.

This Implementation Plan has been developed by Auckland Council in consultation with the agencies involved in Auckland's smokefree sector.

The overall purpose of the Implementation Plan is to embed and deliver a coordinated, consistent and systematic approach to how the council will contribute towards making Auckland smokefree by 2025.

Resourcing implementation activities can be undertaken within Annual Plan and Long-Term Plan processes. This will ensure funding certainty and an opportunity for communities to participate in decision making.

## **2 Council's Smokefree Policy 2017 - 2025**

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.

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

### **2.1 Smokefree spaces**

The following spaces are identified in the policy to become smokefree (e.g. free from people smoking).

#### **Current smokefree spaces**

Spaces that became smokefree when the policy was first adopted in 2013 are:

- 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
  - carparks
  - 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**

This Implementation Plan focuses on identifying activities the council will undertake to make the following public spaces smokefree:

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

## **2.2 Outcomes to be achieved**

The council's intention through the Smokefree Policy 2017 - 2025 and this Implementation Plan is to create:

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

Both the policy and this plan set 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.

### 3 The plan to get there

Creating a smokefree Auckland is multi-faceted with many key stakeholders playing different roles in contribution to the vision.

The council is committed to working proactively with others to share information and resources and to develop common strategies and approaches on delivering the goal of having a smokefree city by 2025.

Working proactively with others will amplify the effect of the work we do.

The activities outlined in this plan form a systematic approach of what the council will undertake in its contribution towards achieving the smokefree goal by 2025.

#### 3.1 Principles to guide our work

When determining what activities the council will take to implement the smokefree policy, the following principles, as stated in the policy, 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.

### 3.2 A focus on communities with a high smoking prevalence rate

The activities undertaken by council will be prioritised in order to achieve the greatest influence on communities that have a high smoking prevalence rate.

From the 2016 Smokefree Policy Review we know that at the communities with the highest smoking prevalence rates are; Māori, Pacific and those living in the local board areas of Mangere-Otahuhu, Papakura, Henderson-Massey, Otara-Papatoetoe, Manurewa, and Puketapapa. Therefore, when and where possible, the activities undertaken by council in this plan will be prioritised for these communities.

When the plan gets updated and/or additional resources become available, research into the current smoking prevalence rate will identify the communities of high priority which the smokefree implementation activities will focus on, when and where possible.

It is important to note that local government has little leverage and only indirect influence in reducing the smoking prevalence rate within these communities. However, the council remains committed to working proactively with others to share information, resources and in developing common approaches to have the greatest influence in contributing towards the reduction of the smoking rate across all communities within Auckland.

### 3.3 Areas of responsibility

As a provider of social infrastructure, 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, and
- informing the general public.

The initiatives identified in this plan are grouped into these four areas. Each area of responsibility has a table which lists the activity and with a timeframe of when that would first take place.

Coding on the table under the timeframe columns represent the following:



Dark green colour block identifies that the activity is underway



Lighter green colour block shows the activity will take place during the current 2017 – 2018 financial year



The green line indicates that the activity is planned to take place in the future if additional resources / budget are forthcoming.



### 3.3.1 Activities for making assets and facilities smokefree

Local government is a provider of, and invests in, social infrastructure to enhance the lives of its communities.

A principle in the council's Smokefree Policy 2017 - 2025 states that areas people directly associate with the council will be prioritised and that the wellbeing of children and young people are a central consideration.

This provides the rationale for the following council assets and facilities to become smokefree when the policy was launched in 2013: e.g. 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, the zoo, leisure, recreation and arts centres), train stations and platforms, bus stations / shelters and ferry terminals.

The table below identifies the council's key activities to ensure that the assets and facilities identified in the policy are smokefree.

<b>Table 1</b> <b>Activities for making assets and facilities smokefree</b>		<b>Currently in action</b>	<b>This year 2017 - 2018</b>	<b>In the future 2019 - 2025</b>
1.1	Add a clause in the new community lease agreement template requiring the leased premises to be smokefree	✓		
1.2	Add a clause in the council's community Funding Agreement template regarding compliance with the council's smokefree policy	✓		
1.3	Insert a 'no smoking on premises' clause in the council's terms and conditions for hiring a council venue	✓		
1.4	Enable community smoking cessation clinics to operate from council facilities as community outreach clinics	✓		
1.5	Support the Healthy Families Manukau Manurewa – Papatoetoe (HFMMMP) group with the 'Fit to Quit' pilot programme that uses the council's recreation centres / gym facilities	✓		
1.6	Add a section about compliance with the smokefree policy into the council's <i>Community Occupancy Guidelines</i> document			
1.7	Investigate putting a smokefree compliance requirement in the council's standard service agreement contracts			
1.8	Insert a smokefree compliance clause in all council community lease agreements as they come up for renewal overtime			

<b>Table 1</b> <b>Activities for making assets and facilities smokefree</b>		<b>Currently in action</b>	<b>This year 2017 - 2018</b>	<b>In the future 2019 - 2025</b>
1.9	Add a smokefree requirement to all funding agreement documents / contracts as they come up for renewal over time			
1.10	Conduct a review of smokefree signage in council parks, playgrounds and facilities to identify gaps and opportunities for improved signage			
1.11	Work with Auckland Transport (AT) to ensure all transport centres (including bus stops and train stations) have appropriate smokefree signage			
1.12	Install signs in all areas identified through the review that need smokefree signage			
1.13	Work with the Health Promotion Agency (HPA) to identify ways that the council can help to propagate the Quitline Pasifika focus campaign in the local board areas that have high smoking prevalence in Pacific people			
1.14	Assist in the promotion of the free Sorted Smokefree 2025 six-week programme (that combines personal finance training with smoking cessation services) through the provision of posters in council's facilities			
1.15	Work with the Healthy Families Manukau Manurewa – Papatoetoe (HFMMMP) to investigate whether the training council staff receive under the 'Fit to Quit' pilot programme can be replicated to other relevant front-line council facility staff			
1.16	Undertake a review to determine which council facilities / assets have the most problem with smokers outside their facilities. Work with the management staff on ways to rectify the situation and to make that premise smokefree			—
1.17	Provide training to the council's parking wardens team associated with key council assets (such as West Wave carpark) to be smokefree ambassadors			—
1.18	Work with the Tūpuna Maunga o Tāmaki Makaurau Authority to develop appropriate smokefree messaging and notification of the region's maunga being smokefree			—

### 3.3.2 Activities for making public places smokefree

A principle in the Smokefree Policy 2017 - 2025 states that high-density areas and places where people congregate will be given priority when considering spaces to be smokefree in order to have the greatest impact.

Identified in the policy as future smokefree spaces are:

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

Table 2 below groups the activities that the council will take to implement smokefree under each of these five spaces.

For each of these spaces, the council has taken a pilot approach in establishing smokefree in one or two locations to develop best practice methods that can be replicated across the remaining spaces throughout Auckland. Therefore the table below identifies the plan for the first locations and does not list for all other locations within that space to become smokefree.

Table 2 Activities for making public places smokefree		Currently in action	This year 2017 - 2018	In the future 2019 - 2025
<b>Activities specific to plazas, civic squares, shared spaces, urban centres</b>				
2.1	Development of an action plan to target Māori smokers <sup>1</sup>	✓		
2.2	Development of an action plan to target Pacific smokers <sup>1</sup>	✓		
2.3	Undertake a site investigation in the city's plazas, civic squares, shared spaces and urban centres for appropriate standard smokefree signage			
2.4	Install standard smokefree signage in the prominent areas of the city's plazas, civic squares, shared spaces and urban centres			
2.5	Develop high profile activities with the Regional Facilities Auckland (RFA) and the council's Auckland Design Office (ADO) Specialist Activation Designer to make Aotea Square smokefree			

<sup>1</sup> The development of two specific action plans, one to target Māori smokers and one to target Pacific smokers, will have elements across all four areas of the council's responsibility but is only recorded once (in this table) where it has the most relevance

<b>Table 2</b> <b>Activities for making public places smokefree</b>		<b>Currently in action</b>	<b>This year 2017 - 2018</b>	<b>In the future 2019 - 2025</b>
2.6	Work with the representatives of the Manurewa and Otahuhu Business Improvement Districts on a programme to establish their town as smokefree which will be developed as a pilot that can be replicated to other areas			
2.7	Roll out findings from the pilot and support those Business Improvement Districts who are interested in driving smokefree initiatives and activities for their areas			■
2.8	Work with the Healthy Families Manukau Manurewa – Papakura (HFMMMP) on the <i>Loved Spaces</i> programme of revitalising urban area 'dead spaces' so they have appropriate smokefree messaging with the possibility of their methods to be replicated elsewhere			
2.9	Liaise with the council's city tour guides to include smokefree messaging in the arts and culture walking trails			
2.10	Work with the local boards that have a high smoking prevalence rate to identify the smokefree priorities for their area and the best way to implement smokefree in those spaces			■
2.11	Include smokefree messages in the development of specific place-making projects in areas that have Māori and other cultural / historical significance			■
<b>Activities specific to areas around sport clubs on council land</b>				
2.12	Add a smokefree condition to the lease agreement between the council and sport club located on council land	✓		
2.13	Add a smokefree clause in the sport 'field use application form' to require those responsible for using the fields to keep them smokefree	✓		
2.14	Promote smokefree sport fields on the council's website that is part of the 'field use' application process			
2.15	Promote the smokefree goal and expectations that sport clubs are smokefree in the council's newsletter to the Regional Sport Organisations and individual sport clubs			
2.16	Work with Aktive to design appropriate targeted smokefree communications to those rugby and league sport clubs with the largest membership who are leasing or using council property			
2.17	Continue to liaise with Sport Waitakere and Healthy Families Waitakere on their work programme of implementing healthy initiatives with sport clubs, for opportunities to promote smokefree messaging at these clubs in the Waitakere area			
2.18	Distribute a survey to sport clubs on council land in order to gauge the club's smokefree status and opinions for comparison with the responses from the 2016 survey			■
2.19	Partner with Aktive on the best ways to regularly raise the profile of the council's smokefree goal and smokefree requirements in the use of council's property			■

<b>Table 2</b> <b>Activities for making public places smokefree</b>		<b>Currently in action</b>	<b>This year 2017 - 2018</b>	<b>In the future 2019 - 2025</b>
2.20	Install large smokefree stencils on the concrete areas around sport clubs on council land including carpark areas and walkways to the club			■
<b>Activities specific to al fresco dining</b>				
2.21	Develop a 'customer driven' strategic approach with Hospitality New Zealand for the introduction of smokefree outdoor dining	✓		
2.22	Provide smokefree messaging about the council's policy, goal and plans to Hospitality New Zealand for inclusion in their communications to restaurants and cafes with outdoor dining		■	
2.23	Support Hospitality New Zealand with the collection of data and building evidence of customer demand for smokefree outdoor dining (such as a customer survey, information on the venue's Facebook page etc)		■	
2.24	Partner with the Northern Region Cancer Society to further develop and provide smokefree outdoor dining guidelines and toolkits to Auckland's café and restaurant industry		■	
2.25	Work with the Licencing and Compliance department to develop best practice methods of phasing in smokefree requirements under the council's outdoor dining licence renewal system		■	
2.26	Add a smokefree requirement in all outdoor dining licence renewals		■	■
<b>Activities specific to common areas of council housing</b>				
2.27	Work with the external provider of council housing to establish the best ways to make the common areas of council housing smokefree		■	
<b>Activities specific to beaches</b>				
2.28	Install standard 'no smoking' signs at the region's most popular beaches		■	
2.29	Liaise with the main tourist companies who include a visit(s) to an Auckland beach(es) for them to be ambassadors for smokefree and educate their clients on the damage cigarette litter does to the beach environment			■
2.30	Establish a framework for mana whenua to partner and participate in developing ways to identify, protect, preserve and promote the cultural heritage of Auckland's beach waterfront areas			■
2.31	Investigate options with the region's surf lifesaving clubs about members becoming ambassadors for the smokefree goal and informing beach users of the damage cigarette litter does to the environment			■
2.32	Partner with Sustainable Coastlines to develop key messaging and a public awareness campaign that is specific to acknowledging the damage caused from cigarette litter on Auckland's coastline / beaches			■

### 3.3.3 Activities for making events in the city smokefree

The council is a provider of many events held throughout the city run through various council departments, as well as through the local boards and Council Controlled Organisations (CCOs) such as Auckland Tourism, Events and Development (ATEED).

The table below identifies the council's key activities to make events associated with the council smokefree.

<b>Table 3</b> <b>Activities for making events in the city smokefree</b>		<b>Currently in action</b>	<b>This year 2017 - 2018</b>	<b>In the future 2019 - 2025</b>
3.1	Add a smokefree clause in the Event Permits and the Event Funding Agreement documents that requires the customer to hold a smokefree event	✓		
3.2	Provide smokefree flags at council delivered community events	✓		
3.3	Continue to work with and support Auckland Tourism, Events and Economic Development (ATEED) in further developing their smokefree policy and guidelines	✓		
3.4	Provide smokefree event guidelines to community groups through the events workshops and include smokefree information on the council's event website			
3.5	Develop a wide selection of smokefree teardrop banners and put an incentive system in place for community groups to use / borrow the banners when holding events			—
3.6	Review and update collateral material provided to event managers to integrate key smokefree messaging at events			—
3.7	Work with ATEED on developing their guidelines further (on how to keep events smokefree) so it can be replicated and used council wide			—
3.8	Work with the sector's key stakeholders to promote smokefree and cessation support (such as stalls, etc) at the Pacifika Festival, Auckland Diwali Festival and any other large event			—
3.9	Work with the Health Promotion Agency, Counties Manukau District Health Board Services Providers and ATEED to provide training for event staff to effectively manage smokers at events			—
3.10	Engage with the policy's key stakeholders to develop key messaging and a specific marketing campaign for World Smokefree Day held on 31 May each year			—

### 3.3.4 Activities to inform the general public of the smokefree goal

A key aspect of the council's role in contribution to the goal of Auckland being a smokefree city by 2025, is to leverage its ability to engage and inform members of the public.

The activities listed in the table below represent ways the council will inform the public of the smokefree goal and/or of smokefree spaces.

<b>Table 4</b> <b>Activities to inform the general public</b>		<b>Currently in action</b>	<b>This year 2017 - 2018</b>	<b>In the future 2019 - 2025</b>
4.1	Continue to support and maintain council's membership in the Smokefree Auckland Tupeka Kore Tamaki Makaurau Strategy Group	✓		
4.2	Work with Healthy Families Waitakere on their smokefree design competition in local high schools	✓		
4.3	Consider publicising and creating a marketing campaign on the council's website of the city's smokefree goal			
4.4	Promote the activities taking place in the Healthy Families Manukau, Manurewa – Papatoetoe <i>Loved Spaces</i> programme (of revitalising urban areas) in all of the council's public communication channels			
4.5	Conduct a large public awareness campaign to promote the smokefree goal and public spaces that are smokefree			■
4.6	Engage with and provide support to each local board with the development of their local smokefree implementation initiatives and the best way to promote these			■
4.7	Work with sector stakeholders to launch a social media campaign highlighting the smokefree goal on World Smokefree Day 31 May each year			■
4.8	Work with sector stakeholders to develop and implement a two year communications and engagement plan to promote the smokefree goal and smokefree public spaces			■
4.9	Provide collateral and information to the Auckland Migrant Resource Centre and the Immigration Service's Refugee and Migrant Settlement department about the smokefree goal and of the public spaces that are smokefree			■
4.10	Work with The Southern Initiative's (TSI) <i>Up South</i> community innovation programme to have a project in the programme that would create positive smokefree messaging for the local community			■
4.11	Work with the Auckland Litter Prevention Group & Keep Auckland Beautiful to highlight the hazards of cigarette litter in the environment and incorporate this into the 'Be a Tidy Kiwi' messaging			■

## 4 Monitoring and evaluation

The Implementation Plan will be reviewed and reported to a committee annually. This will include decisions around activities for the upcoming year. The outcomes and principles in the policy will be used to prioritise the activities included in future revisions of the Implementation Plan.

Resourcing implementation activities can be undertaken within Annual Plan and Long-Term Plan budgetary processes. This will provide funding certainty and an opportunity for communities to participate in decision making.

It is important to understand whether the council's approach to smokefree is contributing to the outcomes highlighted in the policy and in contribution to making Auckland smokefree by 2025.

The council will work proactively with sector stakeholders to monitor the implementation of the council's Smokefree Policy 2017 - 2025 through this plan. It is expected that a cross-sector advisory group with representation from key stakeholders both within the council and external to the council, will be established for this monitoring role.

### 4.1 Monitoring and measuring

Activities listed in each table will be monitored during their delivery. Key lessons will be identified and acted on as appropriate.

The monitoring of progress towards achieving the vision and outcomes of the policy will be by data collected through:

- population indicators
- outcome indicators.

Population indicators will measure changes in the smoking rate across particular populations. This will identify progress towards achieving the smokefree status of having less than five per cent of the population identified as regular smokers.

Outcome indicators will measure the progress of achieving each of the outcomes identified in the policy as key indicators of what a smokefree Auckland would be. They provide a results based evaluation framework for measuring success.

### 4.2 Evaluation

Staff will collect and present evidence to inform our approach, monitor results for continual improvement and measure progress towards the vision and the outcomes identified in the policy on a regular basis.

The table below provides a preliminary framework for undertaking an outcome evaluation of the Smokefree Policy 2017 - 2025 and the work included in this Implementation Plan.



**Table 5 Preliminary outcome evaluation framework**

Outcome / goal	Measurement tool
<p>1. <b>Improved health and wellbeing</b> – Exposure to second-hand smoke is reduced for Aucklanders in public spaces</p>	<ul style="list-style-type: none"> <li>• Increased number of smokefree public spaces</li> <li>• Site specific observation survey</li> </ul>
<p>2. <b>Reduced smoking behaviour in public</b> – The visibility of smoking behaviour, particularly in the presence of children, is reduced.</p>	<ul style="list-style-type: none"> <li>• Number of smokefree spaces where children are key users of the space</li> <li>• Site specific observation survey</li> </ul>
<p>3. <b>Increased public awareness</b> – Awareness of and public support for smokefree increases across Auckland.</p>	<ul style="list-style-type: none"> <li>• Public perception survey</li> <li>• People’s Panel survey</li> <li>• Shape Auckland</li> </ul>
<p>4. <b>Smoker management</b> – Smokers are clear about where they can smoke and where they can’t smoke.</p>	<ul style="list-style-type: none"> <li>• Public perception survey</li> <li>• Site specific observation survey</li> <li>• Health Promotion Agency survey data</li> </ul>
<p>5. <b>Fresh and clean environment</b> – Public spaces are free from people smoking and are clean of cigarette litter.</p>	<ul style="list-style-type: none"> <li>• Site specific observation survey</li> <li>• Auckland Litter Prevention Group database</li> <li>• The council’s litter records / database</li> </ul>
<p>6. <b>Increased participation and pride in place</b> – Locals feel connected to and the recreational use of a space is increased (especially by children) through it being smokefree.</p>	<ul style="list-style-type: none"> <li>• People’s Panel survey</li> <li>• Shape Auckland</li> <li>• Site specific observation survey</li> </ul>
<p>7. <b>Public empowerment / cultural shift</b> – Smokers feel supported by their community to stop smoking.</p>	<ul style="list-style-type: none"> <li>• Public perception survey</li> <li>• Health Promotion Agency survey data</li> <li>• Counties Manukau District Health Board and Waitemata District Health Board clinical services data</li> </ul>

Note: Some of the seven outcomes / goals have baseline data currently available from research conducted through the 2016 Smokefree Policy Review process. However, a research scoping exercise will need to be undertaken to determine the best method for obtaining baseline data for certain outcomes of the Smokefree Policy 2017 - 2025 and Implementation Plan.

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Find out more visit [aucklandcouncil.govt.nz](http://aucklandcouncil.govt.nz)

