



# Smokefree Public Outdoor Areas Policy

## Purpose

**To encourage the community to refrain from smoking in public outdoor areas, specifically in playgrounds, parks and sports grounds, and at Council supported events.**

## Background

The Government has committed to a goal of New Zealand becoming Smokefree by 2025, giving a clear mandate for local authorities to work in partnership to support this vision. By focusing on public outdoor areas and supported events, Carterton District Council will be proactive and demonstrate leadership by promoting a Smokefree environment as being both desirable and the norm in Carterton.

Smokefree outdoor area policies are based on the rationale of good role modelling to children and young people. Children and young people tend to copy what they see and emulate the actions around them. Where children and young people are exposed to smokefree environments, they are more likely to be non-smokers. Conversely, if they are exposed to parents, friends, siblings who smoke and to smoking environments, they are more likely to become smokers themselves. This policy aims to demoralise smoking in public environments, and therefore minimise the exposure that children and young people have to smoking.

## Assets/activities covered by the policy

The public will be asked to refrain from smoking in Council owned and/or managed playgrounds and parks, including sports grounds. Signage, as appropriate, will be displayed by certain playgrounds, parks and sports grounds and will be integrated into the signs replacement/renewal programme where timing permits. It is recognised that Smokefree information may not be appropriate in remote locations, where there is low usage and exposure of the area, or where there are other hazards which take priority over Smokefree signage in the area.

Initially, where feasible, Carterton parks and other outdoor spaces will display the Smokefree symbol in the form of stickers adhered to the existing signage. And it is anticipated that over time these will be replaced with appropriate signage. Examples of smokefree signage can be found in appendix 1 of this report.

Places specifically designated as Smokefree under this policy are as follows:

- Council owned parks, sportsgrounds, playgrounds and reserves.
- Within ten metres of the public pedestrian entrance to Council's administrative office

- For the main entrance to Councils' Events Centre, the smokefree area will include the full forecourt from the public footpath.
- Bus stops, including a ten metre perimeter from bus shelters, signs or bus stop markings.
- Areas set up primarily for café or dining purposes on publicly-owned land
- Council owned seating in public areas.
- Businesses or organisations that wish to implement further smokefree places on their own property (or on property where they have the authority to do so) will be able to access free smokefree signs or stickers, as available.

## **Smokefree events**

The Council will extend the Smokefree concept to events funded or supported by the Council, to be designated Smokefree events, by requiring the display and announcement of smokefree messages in advertising and at the event. Council will provide information on the policy as a matter of course to event organisers when they are planning to run an event at a Council owned and or/managed outdoor area.

## **Alignment with Council's Community Outcomes**

The policy will contribute to Carterton District Council's Community Outcomes:

- A healthy district
- Protection of the natural environment

## **Relevant legislation**

The Local Government Act 2002 (LGA 2002) states that one of the purposes of councils is to promote the social, economic, environment and cultural well-being of communities, in the present and for the future. Section 11 of LGA 2002 provides that the role of councils is to give effect to their purpose, and perform the duties and exercise the rights conferred on them by, or under, LGA 2002. Section 23 of the Health Act 1956 also states that it is the duty of every council to improve, promote and protect public health within its district.

## **Policy details**

### **Core Objective**

The reduction of smoking uptake by children and young people.

This policy is an educational tool to discourage smoking in public outdoor areas where people, particularly children and young people, gather.

## **Information and Education**

The Council will implement a robust communications plan to promote positive role modelling, which will be communicated over a long period of time (at least two years) to achieve a positive attitude and behaviour change by smokers.

## **Communication**

The Council will publicise the Smokefree areas. It will do this by incorporating the existing national Smokefree/ Auahi kore brand into appropriate signs, posters, and other communication media. The Council will work with partner organisations and agencies to provide information for smokers who wish to quit smoking, and to raise awareness about this policy.

## **Implementation**

Key elements of the communications plan include signage, promotions on the Council website, FAQs to key influencers, radio and newspaper advertising, school newsletters, and direct marketing to sports groups/clubs. The Council will work with Public Health and the Wairarapa District Health Board to ensure information relating to the new legislation and the health impacts of smoking and passive smoking are easily accessible to the community. Messages on signage and any communications will focus on the positive rather than the negative.

## **Timeline & Staging**

It is proposed that the policy is implemented over three years with the end goal of Carterton being a smokefree town by 2025. The implementation is as follows:

### **Year 1 (2016-2017)**

- All Council Council owned parks, sportsgrounds, playgrounds and urban reserves.
- Within ten metres of the public pedestrian entrance to Council's administrative office
- For the main entrance to Councils' Events Centre, the smokefree area will include the full forecourt from the public footpath including the Library verandha.

### **Year 2 (2017-2018)**

- Areas set up primarily for café or dining purposes on publicly-owned land
- Bus stops, including a ten metre perimeter from bus shelters, signs or bus stop markings.
- Council owned seating in public areas.

### **Year 3 onwards (2018-2025)**

- The entire Commercial area of Carterton, as defined in the District Planning Maps.

## **Enforcement**

The policy is not a ban on smoking in a public place. Compliance with the policy would be voluntary and it would not be enforced by Council staff. The policy aims to provide a voluntary environment where people can choose to be responsible and not smoke around children and young people, rather than unduly infringe the ability of others to smoke in public outdoor areas should they wish to.

## **Review**

The policy will be reviewed after one year, and thereafter every three years, or earlier if requested by Council.

**Approval Date** : 5<sup>th</sup> October 2016

**Reconsideration Date** October 2017