

SUBMISSIONS ON THE

**SMOKEFREE CBD
POLICY**

Thank you for the opportunity to submit on the Invercargill Council's Smokefree Areas Policy and congratulations for taking this step toward a Smokefree future for our children.

Smokefree Murihiku is a Coalition of groups collectively working to achieve the objective of Smokefree Aotearoa 2025 – to reduce smoking levels in New Zealand to less than 5% of the population.

The coalition has a wide membership and includes representatives from the Cancer Society, Heart Foundation, Public Health South, Nga Kete Matauranga Pounamu Charitable Trust, Awarua Whanau Services, Well South and Healthy Families Invercargill.

The Invercargill City Council encouraged us to Dream Big with its new branding launch. Smokefree Murihiku dreams of having a smokefree future for our children and community.

Our children deserve an environment that gives them the best possible start in life, and we believe a smokefree CBD would go a long way towards creating a legacy for future generations.

It removes smoking from the city's image and provides an opportunity to further develop the council's family-friendly concept and set our city up as a family-oriented destination.

Across New Zealand there are a number of city councils that have already introduced or are consulting on Smokefree areas comprising CBDs and outdoor dining areas. These include Central Otago, Hawkes Bay, Whanganui, Palmerston North, Rotorua, Northland, Christchurch, Wellington and Auckland. So there is a clear precedent for Invercargill to Dream Big and make our CBD Smokefree.

But first, let's put things into context.

While 14.2% of people in New Zealand over the age of 15 years smoke, in Southland that figure is much higher. Statistics show that figure is 19.2%¹, which highlights exactly why localised approaches to addressing this issue is needed.

Approaches such as developing smokefree policies within our local authorities to help promote and protect public health and wellbeing.

A Smokefree Invercargill CBD would create a legacy for future generations. It removes smoking from the city's image and provides an opportunity to brand the city as a family oriented destination. We owe it to our children to have environments that model non-smoking as the norm. We want their future to have less cancer and other smoking related illnesses.

Reducing the visibility of smoking normalises smokefree lifestyles and environments, which in turn reduces the uptake of smoking, as children model their behaviour on the adults around them².

There is no 'safe level' of second-hand smoke exposure outdoors. Significant tobacco effects can occur from more than 10 metres away from a group of people smoking, and at least

¹ <http://www.health.govt.nz/publication/annual-update-key-results-2015-16-new-zealand-health-survey>

Vanessa Hammond. Tobacco Control Needs Assessment. SDHB 2016

² Darling, H. (14 July 2004). Moving forward for a Smoke-free Auckland Symposium. *Curiously Strong Allure: Reducing initiation and uptake of smoking.*

There is potential for harm to health over five metres from people smoking. Significant tobacco smoke effects can occur from more than ten metres away from a group of people smoking, and at least nine metres from a burning cigarette in light winds^{3 4}.

The Invercargill City Council has already taken some great steps by implementing smokefree policies in a number of outdoor spaces including around children's playgrounds, parks, reserves and sports fields. Other family friendly environments in Invercargill City, like Splash Palace, Rugby Park, and ILT Stadium Southland have embraced becoming Smokefree. However, more is needed to ensure a Smokefree future for our children. Let's dream big.

Smokefree environments make it clear that smoking is not a normal social behaviour by;

- Providing positive smokefree role modelling for children and young people.
- Encouraging people to quit smoking by reducing triggers.
- Supporting people who have quit, to avoid relapse.
- Reducing exposure to second-hand smoke, littering and fire risk.

Introducing a policy can also lead to compliance through the use of signage, mass communication, education and support. Policy becomes the motivator for behaviour change and guides an informed population towards actions that promote healthy lifestyles.

We recommend designating some discrete areas for people who smoke within the CBD, as the large area highlighted for inclusion in the policy could make it impractical for workers to leave the area during break times.

The alternative is to begin with a smaller smokefree area for example Tay Street to Spey Street & Deveron Street to Dee Street including Wachner Place (see yellow box in diagram).

The Smokefree Murihiku Coalition surveyed 87 businesses around the heavily foot trafficked parts of the CBD and found 84% surveyed were supportive of the idea of the CBD becoming Smokefree (11% were not supportive and 5% were unsure). When asked if they thought there would be a change for their business if the CBD became smokefree, 84% thought there would be no change or it would be a positive change if any. Businesses were also asked if tourism impacted their business (79% said yes) and of those who said yes 78% thought that a Smokefree CBD would not change this or if anything would improve it.

Surveys were also conducted with 101 international tourists in Invercargill. The survey found 82% were in favour of the Invercargill CBD becoming Smokefree. Surveys of domestic tourists showed similar support with 88% in favour of a Smokefree Invercargill CBD.

These surveys and some carried out by the Invercargill Youth Council in 2015 demonstrate strong support for having more smokefree areas.

³ Hwang J, Lee K. Determination of outdoor tobacco smoke exposure by distance from a smoking source. *Nicotine Tob Res* 2014.

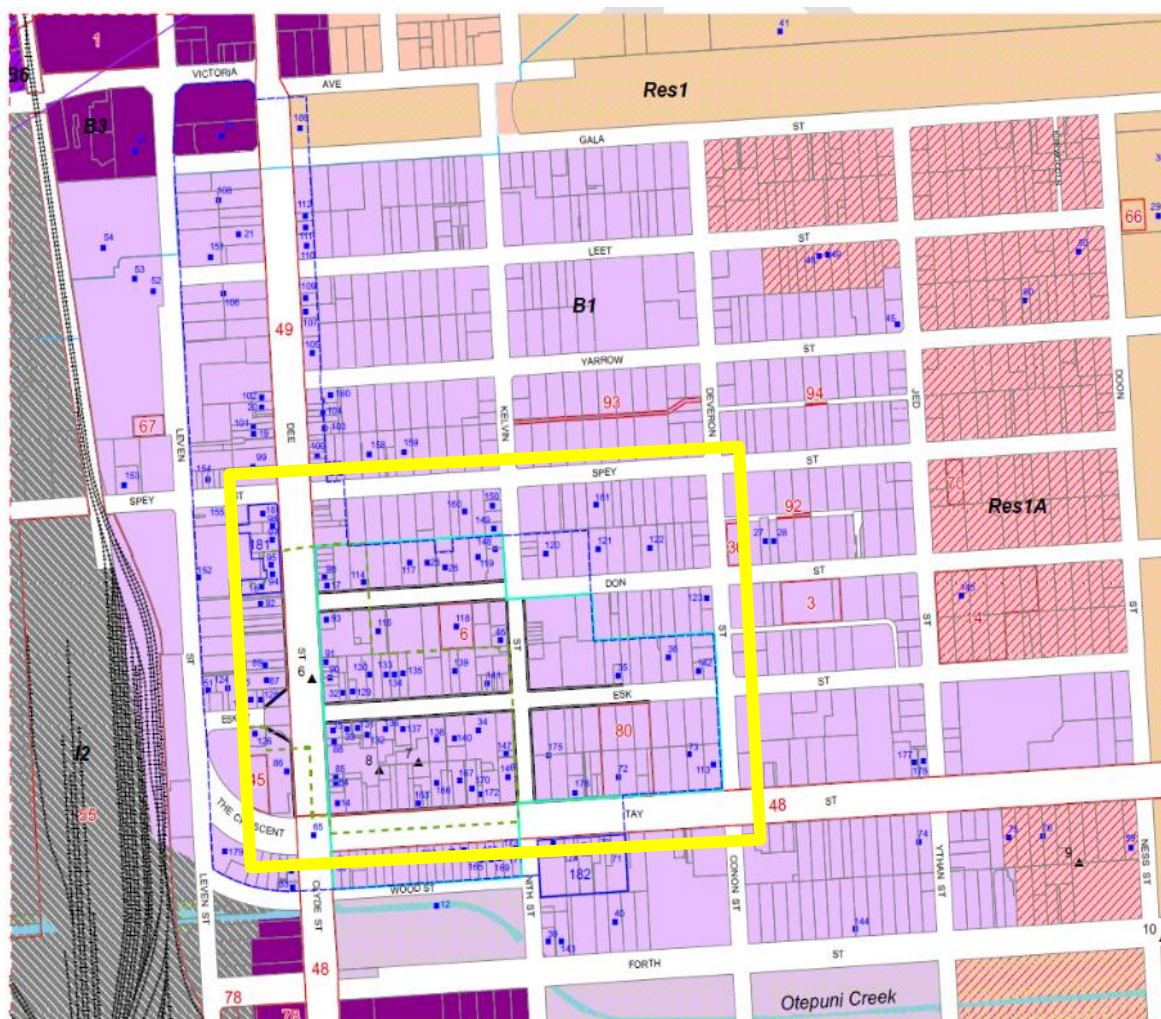
⁴ Yamato H, Mori N, Horie R, et al. Designated smoking areas in streets where outdoor smoking is banned. *Kobe J Med Sci* 2013.

In conclusion Smokefree Murihiku recommends;

- Development of a clear and positive communication strategy for local residents;
- A staged roll out of further areas in Invercargill for example South City, Windsor, Waikiwi and Glengarry;
- Providing information and education for tourist market places;
- Facilitating support and training for businesses within the Smokefree Invercargill CBD;
- Providing Smokefree signage with positive messaging;
- Promoting support for people wanting to quit smoking and;
- Providing designated areas for people who smoke, within the CBD if the council opts to use the area set out in its district plan.

Thank you

Smokefree Murihiku Coalition.



Submission - ICC Smokefree Areas Policy

Thank you for the opportunity to submit on the Invercargill City Council's Smokefree Areas Policy. The Cancer Society's mission is 'Improving community wellbeing by reducing the incidence and impact of cancer'.

The Cancer Society congratulates the ICC for consulting the community about this Smokefree Areas Policy.

The Government has a goal of New Zealand being Smokefree by 2025. The goal's intention is that more than 95 per cent of the population will be Smokefree by 2025. Achieving this ambitious goal will require significant work in all communities throughout New Zealand. Local government plays a crucial role in promoting and protecting public health and wellbeing in the city. Therefore, councils like Invercargill City Council are well placed to support the community to reach the 2025 goal.

The serious toll that tobacco use takes on our communities is well known. As two out of three smokers will die prematurely, we owe it to our children to have environments that model non-smoking as the norm. We want their future to have less cancer and other smoking related illnesses. A robust, local, Smokefree stance will enhance the reduction of smoking in our communities and contribute to reducing inequalities in health.

The Invercargill City Council is encouraging Invercargill residents to Dream Big with the launch of its new branding. A Smokefree Invercargill CBD is an important step along the path towards future generations' Smokefree lifestyles and environments.

Smokefree Public Places

Increasing the number of smokefree public places makes it clear that being Smokefree is normal. This is particularly important for children and young people, given the average age New Zealanders start smoking is 14 years old. It would provide smokefree role modelling and reduce the uptake of smoking. It would also reduce visual cues for people trying to quit smoking, and supports those who have already quit to avoid relapsing and to remain Smokefree.

We commend your decision to include e-cigarettes alongside cigarettes in your Smokefree Area. The Cancer Society urges caution on the use and promotion of e-cigarettes as currently, there is limited evidence of the safety of e-cigarettes or their suitability as a long term smoking cessation aid.

Local government in other parts of New Zealand have made Smokefree a priority. For example, Christchurch, Wellington, Hawkes Bay, Whanganui, and Palmerston North by taking steps to increase Smokefree spaces like CBD's and outdoor dining areas.

We acknowledge the Invercargill City Council has already taken some great steps locally by implementing Smokefree areas in a number of outdoor spaces including around children's playgrounds, parks & reserves, and sports fields. Other venues have also embraced

Smokefree environments - Rugby Park, the ILT Stadium Southland, and Splash Palace. However, more areas are needed to ensure a Smokefree future for our children.

Clear and appropriate signage, Council leadership, sound communication for community education and support will all be needed for this to be successful.

The Cancer Society recommends the Council:

- provide signage with positive messaging, e.g. 'Thank for not smoking' is received more favourably than 'No Smoking'
- develop a communication strategy for local residents
- provide information and education for tourists to tourist operators & hotspots
- supply clear positive information to businesses who deal with public within the CBD area so they can answer questions regarding the location of the smokefree area to public, especially tourists
- make Information about smoking cessation is easily accessible
- provide designated areas for people who wish to smoke within the CBD, particularly staff who work in the area
- initiate a staged roll out of other areas in Invercargill including other shopping areas.

Ngā mihi

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Healthy Families Invercargill – ICC Smokefree Areas Policy submission

Thank you for the opportunity to submit on the proposed Smokefree Areas Policy.

Healthy Families Invercargill is proud to have a strong working relationship with the Invercargill City Council and we look forward to developing that partnership further in the future. Thank you to the council's policy team, the community development team, and Inner city coordinator Kari Graber for their support around signage and policies so far.

Healthy Families Invercargill strongly supports the adoption of a Smokefree Areas Policy for Invercargill.

A collective vision

Our vision is to help create a community where the healthy choice is the easy choice in the places where we live, learn, work and play, and in the process build healthy, happy, safe and connected communities in Invercargill.

A very large part of this is making sure our next generation have the tools, resources and skills needed to make healthy choices.

Changing statistics

While most people know smoking is detrimental to our health, many don't know that the percentage of smokers in Invercargill is higher than the national average - 21.4% of people in Invercargill smoke.¹

This is a statistic we, and central government, want to change.

The government has the goal of New Zealand becoming smokefree by 2025.

Let's stop before starting

Implementing a smokefree areas policy in Invercargill will go a long way in helping take smoking out of the public eye, denormalising it in the eyes of our next generation – the best way to reduce smoking statistics is to stop the next generation from even starting.

Children model their behaviour on the adults around them, so it stands to reason that by restricting how often, and where they see people smoking, it will impact on the likelihood of them taking smoking up themselves².

And it is not just Healthy Families Invercargill that support the idea of the smokefree areas policy.

The community speaks out

Community feedback has overwhelmingly been in favour of it.

In a survey we circulated, 84% of respondents were supportive of Invercargill becoming increasingly smokefree, and 85% were in favour of a smokefree CBD. Please see the full results attached in Appendices 1 and 2.

We set up in front of an empty shop window on Esk St recently and asked the public to write their comments on the window on whether places and spaces in Invercargill where children were likely to go should be smokefree.



The feedback was heavily weighted in favour of the affirmative – more than 100 comments were written on the window, and most of the day was spent engaging with the community as they walked past. People were keen to give their opinions. Only one person did not agree that Invercargill’s places and spaces, where children were likely to go, should be smokefree.

A number of people who said they smoked said they didn't want children around when they did it both with the window survey and the online survey.

This overwhelmingly positive feedback shows the community wants this.

Elsewhere in New Zealand

And there is already precedent for it elsewhere in New Zealand. The Lower Hutt City Council, through leadership from their Healthy Families Lower Hutt team, has implemented the Hutt City Smokefree Outdoor Public Places Policy, which is now considered one of the most comprehensive policies in the country, covering outdoor public swimming pools, playgrounds, parks, sportsgrounds, skateparks, train stations, bus shelters, beaches, council-run and sponsored events, outdoor dining on pavements, and outdoor public areas around council buildings and facilities. Smokefree areas in town centres are also being considered, and the council is also consulting with two of its communities on smokefree town centres.

Designated areas

We believe consideration needs to be given to the size of the area designated as smokefree in the Invercargill CBD. If the area encompasses the entire CBD, as shown on the map, there needs to be designated smoking areas out of the public eye. Previous surveys of retailers identified they were much more willing to support a smokefree policy if there were discrete areas available for staff to smoke which would not impact on their ability to work. We also believe that the provision of smoking cessation, which is readily accessible through local services, should be promoted as part of the communication which would surround the implementation of this policy.

Invercargill can lead the way

This is the chance for the Invercargill City Council to lead the way to healthy change in its community – to take up a challenge and do something extremely positive and beneficial for its people.

Dream Big Invercargill – we can do this.

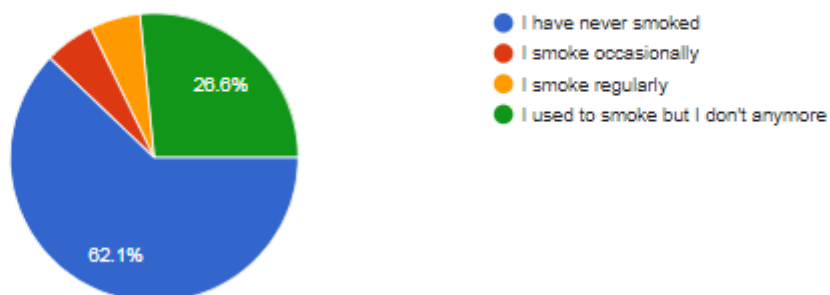
¹ Massey University Evaluation Team. 2017. Interim Evaluation Report: Healthy Families NZ. Wellington: Ministry of Health.

²Wakefield MA, Chaloupka FJ, Kaufman NJ, Orleans T, Barker DC, Ruel EE. Effect of restrictions on smoking at home, at school and in public places on teenage smoking: cross sectional study. *BMJ* 2000.

Appendix 1. Survey results

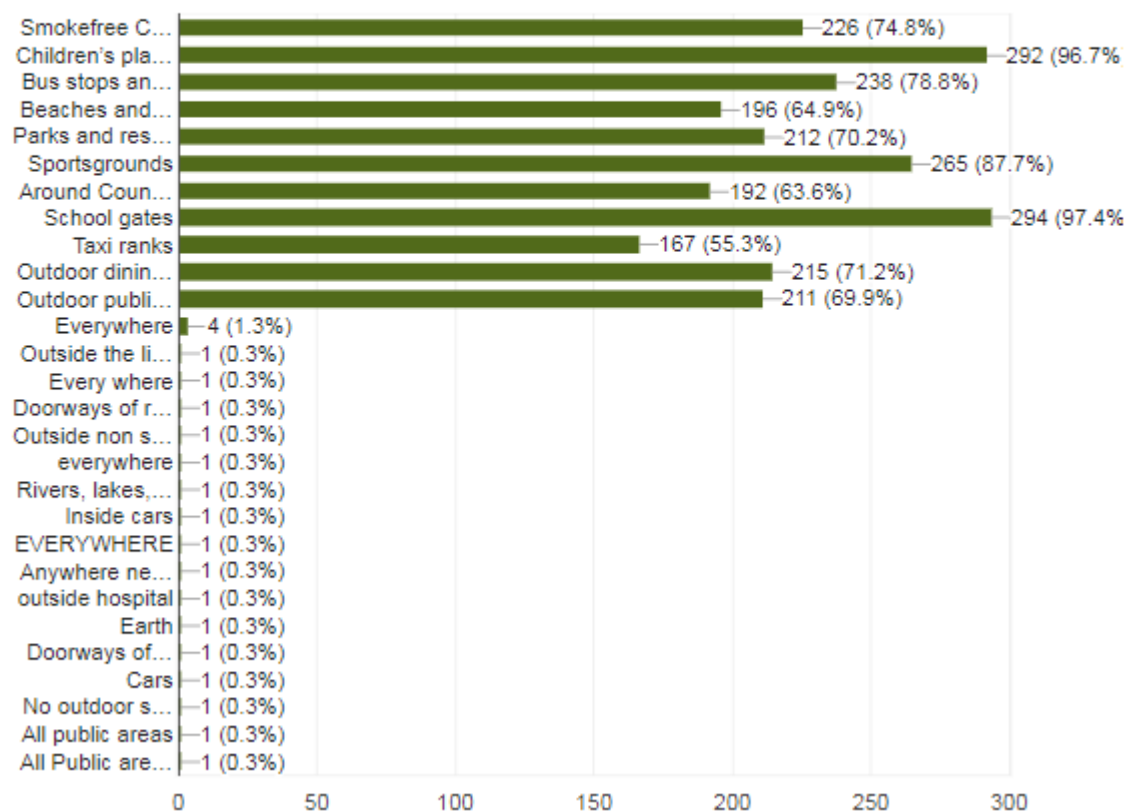
1. Which of the following best describes you?

301 responses



2. Which of the following Public Places should be made or kept smokefree? (Tick as many that apply)

302 responses



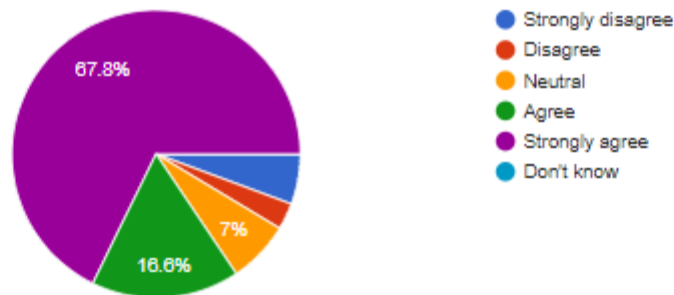
- Smokefree Central Business District
- Children's playgrounds
- Bus stops and shelters
- Beaches and walking tracks
- Parks and reserves
- Sportsgrounds
- Around Council buildings and facilities
- School gates
- Taxi ranks
- Outdoor dining and drinking areas on footpaths
- Outdoor public areas in town centres
- Other...

Other included:

- Everywhere (5)
- Outside the library
- Doorways of restaurants and buildings
- Outside non-smokers' houses
- Rivers, lakes, beaches
- Inside cars (2)
- Anywhere near foot traffic
- Outside the hospital
- All public areas (2)
- No outdoor spaces should be smokefree

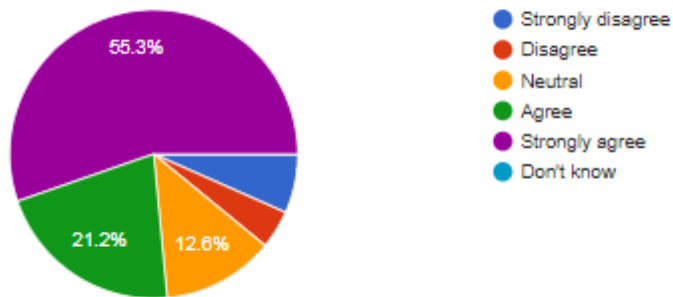
3. I support Invercargill becoming increasingly smokefree

301 responses



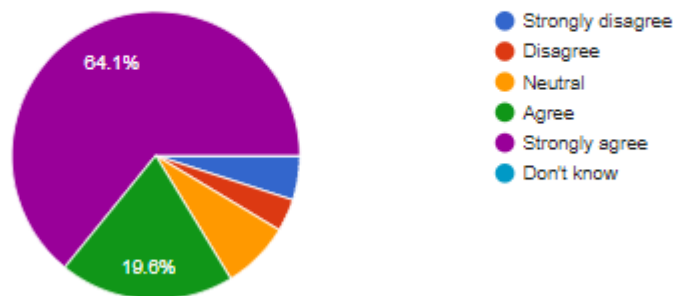
4. It frustrates me when I'm sitting outside and someone starts to smoke near me

302 responses



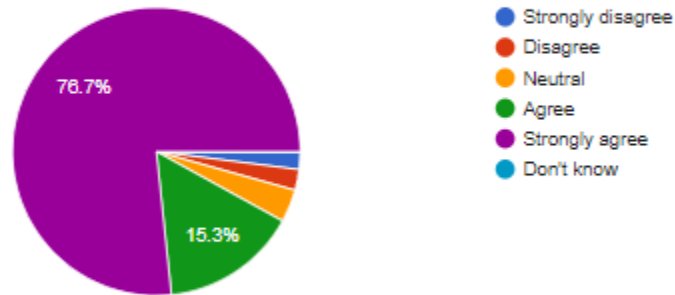
5. It frustrates me when people smoke near me when I am dining outside at a restaurant/café

301 responses



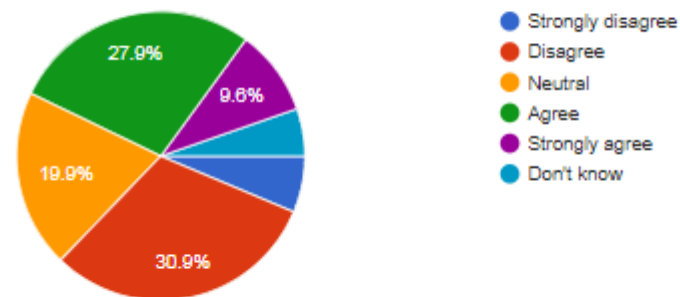
6. Should all Public Places where children are likely to go be smokefree?

300 responses



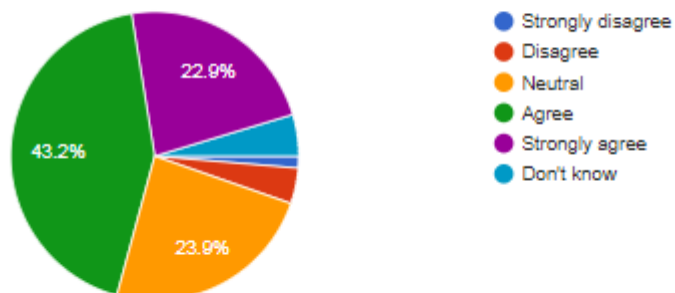
7. Having clearly visible smokefree signage is enough to prompt most people not to smoke in smokefree areas

301 responses



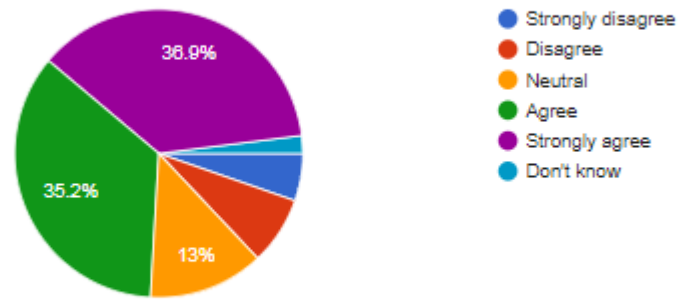
8. All smokefree signage should include phone numbers of smoking cessation providers

301 responses



9. Smokefree areas should be enforced by law and a fine

301 responses



Appendix 2. Other written comments

The following themes emerged from the open question: “What other ideas do you have to help Invercargill become a smokefree city?”

- **Law and policy (31)**
 - Increase the price of cigarettes sold
 - Make sure children cannot purchase
 - Active policing and strong enforcement
 - Fines
 - Taxation and outright banning smoking
- **Education (14)**
- **Support services (13)**
 - Improve these services and ensure they are accessible
- **Signage (11)**
 - Use emotive, engaging, community inspired signs which include children and highlight the penalties of smoking in certain areas
- **Children and young people (9)**
 - Reduce visibility of smoking and ensure positive role modelling
- **Marketing and awareness (9)**
- **Smokefree areas (7)**
- **Concerns (7)**
 - Smokers will be ostracised
 - People’s choice is important
- **Community champions (6)**
- **Smoking areas (6)**
- **Implementation of the policy (6)**
 - Introduce gradually
- **Community events and initiatives (5)**
- **Infrastructure (2)**

All comments organised into themes

Children/young people
I feel most strongly about banning smoking from areas where children may be

Ban smoking in any area a child is likely to attend.

Children do what they see so we need to stop the generational smoking

No outside smoking outside pubs near the library/Wachner Place. It is horrible walking kids to library through people smoking

Let young people see their role models promoting smoking cessation.

Continue to promote healthy habits, healthy sport and recreation options, and healthy, fun activities for young people.

By making smoking even less visible hopefully it will deter young people from starting

Children do what they see so we need to stop the generational smoking

Let young people see their role models promoting smoking cessation.

Signage

Alongside with the "Smokefree" signage have images of kids asking people not to smoke or other powerful images that may put people off smoking

Funky signs, get the community involved

Community getting behind it, Smokefree art on the streets to expand on chorus boxes etc and Invers signage but the normal ones which don't stand out!

Marketing and signage

I am not sure as smoking is not a part of our lives but from experience people have little respect for signs as they stand right near no smoking signs and we have to walk through their smoke. Also my children notice this and often point out the sign, only to be treated rudely.

Signs

Have clear, large signage as the signage at the moment is small and insignificant

More clear signage

More smokefree posters around Invercargill.

Signage

Signage indicating where not to smoke and the penalties of those who do smoke in these areas.

Laws and policy

By laws and enforcements. 3 strike laws. Give them an option to pay fines or undergo smoking cessation courses.

Fine people when they smoke in smokefree areas.

Giving them fines would be a good start

A fine should be given if there is someone smoking in a smokefree area

Police fines for those who smoke and drop cigarette butts whilst driving.

Fine people for smoking in smokefree areas,

Fines

loss of council and community funding for organisations who do not have smoke free policies (e.g. sports clubs and their environs),

People caught smoking would actually need to be fined or charged for example, to make it happen.

Have litter officers so people can be fined when dropping rubbish or cigarette butts

It needs to be enforced more heavily.

Awareness and unfortunately enforcement - but not sure how to do this. Empowering the public to ask those who are smoking in a smoke free area to stop?

It would need to be actively policed

Or warnings they could be banned from the area of infringement for a set period of time

Stronger enforcement

Patrolling to make sure people aren't doing it where they shouldn't be.

Robocop
Have DOSA around the CBD to encourage people to smoke out of the public eye.
Have smoke free patrol, warning people that that is a smoke free area, as some just ignore signage.
Make smoking in a public area illegal (just like alcohol)
Change in the laws (specifications) regarding "smoking rooms"- i.e at restaurants
Ban smoking
Literally just get rid of cigarettes full stop.
putting a tax on like alcohol
Apart from ban smoking I don't see how it could be made more difficult?
Also local authority by-law so it can be enforced-It should become a law
Ban it nationally
Smoking should be completely banned in all public areas in Invercargill and New Zealand wide.
Just ban it altogether
If the National Government requires NZ to be smoke free by a certain date they will have to lead from the top.
Could provide greater flexibility to vaping

Support services
Smoke free groups like AA. Discounted patches etc
Reach out to multicultural society, ensure they have resources/ trained stop smoking educators in their organisation as we have many immigrant workers for whom smoking is part of their home culture.
Stop smoking anonymous groups

Support. Until smoking is illegal, it's a personal choice - you can't force that.

Support the addictions providers

Community funded smoking cessation programmes.

Smokefree competitions that promote giving up.

More support for smoking cessation and free smoking cessation aids

Easy to access, free, smoking cessation and support.

Maybe provide incentives for people who do not smoke.

Education and incentives for smoke free areas

Incentives to give up smoking and stay that way.

It is important to have good support for people who smoke to become smokefree and not to feel ostracised.

Community events and initiatives

Subsidized opportunities for people to engage in positive recreational activities i.e. sporting, arts, cultural. Invercargill can be highly restrictive and isolating for people who aren't provided opportunities others take for granted. Having worked with young people for nearly a decade, most take up smoking as a way to fit into a social group or purely as a way to pass the time. Sport, fitness and the arts become a luxury after school so many are forced to disengage. Never mind the logic behind the affordability of tobacco. It's the culture of exclusion that needs to change.

Have 2 separate HUBS/hangouts that are smoke and alcohol free. One HUB for the 13 - 16 year olds and the other HUB for 17+ 20ish. Create a great vibe with music (juke box even!) dancing, pool tables AND non-judgemental people running it who like youth. Then get key youth (ie youth from all walks of life not only Youth Council reps) to drive a movement like 'No Beers, Who Cares' (you could even create a Co Movement called 'No smokes, no joke' or something). We are nearing the end of parenting 3 teens and the continual frustration from them was there are is no cool non-alcoholic indoor space to 'hang', dance and enjoy being young without the option and pressure of having to get drunk. Once they are in an environment of alcohol, the smoking 'socially' behaviours and pressure comes on them also. They are linked quite often.

More Smokefree Events such as music events etc.

More advertising around events being smoke free i.e. The Santa Parade

Promote all activities & ICC areas as smokefree

Community champions

Locals at all ages and different settings being visible champions in their community. Eg school students, club members, bouncers

Awareness and unfortunately enforcement - but not sure how to do this. Empowering the public to ask those who are smoking in a smoke free area to stop?

Make it clear through the paper and signage which areas in Invercargill are smokefree so people feel like they have the power to go up to someone smoking and ask them to stop or move to a smoking area. I don't think that fining would be suitable as people would get angry and it would be difficult to control.

Empowering the public to ask those who are smoking in a smoke free area to stop?

Get major players i.e. council and ILT businesses to make it their own policy

Having smokefree champions who go round encourage others to become smokefree and also a champion who can relate to youth and encourage our youth to give up smoking

Education and awareness

Educate people about side effects of smoking and how it affects our health.

Education and incentives for smoke free areas

Education starting in primary school, age specific help in high schools, I'm surprised & alarmed at how many teens are still taking up smoking

Keep educating the youth about not starting.

Implement the discussion of its harms in adult education (eg. work places, basic training) and not just those who are too young to understand (11-14 year olds).

Education
Increase awareness about the negative side of smoking eg more education to the younger community
Educate older people not just young ones
Education and campaigning in workplaces and schools to promote a smoke free environment. Not just banning as people will ignore signs.
Better education around why city should be smokefree.
Education at early childhood educators and schools
Education programmes
Education and providing smoking areas instead of outright banning eg when I smoked we would take kids to the park so we could step outside park area to smoke away from them, so if you ban in playgrounds without having a separated area it might expose kids to smoke unintentionally.
Increase awareness about the negative side of smoking eg more education to the younger community

Awareness/campaign
Awareness
Awareness campaign; radio ads, bus signage, print ads etc on why we want to be smokefree, use children as the message deliverer
Positive language - focusing on protecting what we have rather than what is being taken away. Treasure our health Taonga particularly for our children
Increase more awareness and self-discipline and empathy as well
Publicity

Publicity and health warnings.

Promotional campaign to raise public awareness

Advertising

Make it clear through the paper and signage which areas in Invercargill are smokefree so people feel like they have the power to go up to someone smoking and ask them to stop or move to a smoking area. I don't think that fining would be suitable as people would get angry and it would be difficult to control.

Use the poster showing a desperately unfashionable middle aged couple dressed for a night out and the words: if it's so cool how come your parents do it?

More promotion of benefits of being smoke free.

Smokefree competitions that promote giving up.

TV campaigns, newspaper ads

Promote alternatives

Infrastructure

Designated smoking areas around the CBD/shopping areas like Windsor etc.

Have more outdoor spaces that are undercover - e.g. shopping walkways undercover

Implementation of the policy

Do it in stages

Maybe ease into it, if it is just dropped on, people are more likely to be unhappy about it

Introducing the smoke free areas gradually

Slowly introduce more smoke free areas, so it does not come all at once as it is not respected.

Start early as possible your campaign

Smokefree policy needs to be accompanied by a strong communication and implementation plan. Many other regions have already developed these.

Smokefree areas

Smokefree areas

No outside smoking outside pubs near the library/Wachner place. It is horrible walking kids to library through people smoking

Make more areas smokefree

The Hospital

Promote all activities & ICC areas as smokefree

Limit areas that people can smoke in

Making it more difficult to smoke in certain areas may help many more people consider giving up. PS (Having lost 2 close family members to lung cancer and one surviving major cancer of the oesophagus due to smoking and another sibling who is still smoking I am keen to see smoking banned from all public areas for the sake of themselves & others).

Designated smoking areas

Designate 'smoking areas' - this way people will know where they can smoke, it will stop a lot of the confusion. Smokers want to know where they can smoke, not where they can't. The mentality around this is around the wrong way.

More allocated smoking areas to attract the smokers to a certain area

Have a smoking area for the CBD for those who need to smoke in the CBD

Provide alternative smoking areas around town, at parks etc and support people into quitting, not punish people until they quit.

Posters on other possible areas to smoke

Concerns

I believe that it should be a matter of choice. Enforcing people not to be able to have the choice to smoke is against the freedom that every person should have.

I think it's every persons choice if they want to smoke

Don't ostracize smokers. Signs should be friendly not full of warnings and harsh words. We are tobacco smokers not meth heads.

None. Smokefree would ensure the dearth of Hotels and social events. Sit in Esk St and talk to the tourists who smoke there. This is over the top and a huge encroachment on democracy.

There are enough smoke free laws as is

This survey is heavily weighted to gain the result you want based on how the questions are presented. "tamariki and mokopuna understand that smoking isn't something they want to take up", I don't understand the thinking that this is a viable motivation. Moving smokers on is akin to moving the homeless on. Focus and resources should be put into cessation and support not signage and stigmatising people in the community.

Investing more money into mental health care. Provide free counselling sessions for people who smoke that want to stop (not just someone from the smokefree team but a trained professional). I believe a lot of people smoke due to behaviour patterns formed through trauma. Multi-generational trauma in particular... I read this report (<http://socialreport.msd.govt.nz/health/cigarette-smoking.html>) and it states in NZ in 2013/14 40.2% of smokers are MÄ if you ban smoking from all public places you are going to potentially push these individuals or families (and children) further into isolation or financial hardship.

Surely we can have a more heart driven solution?

Hiding people away is not a solution.

Not really sure how this can be done. Increasing prices only means more robberies/Burglaries

15th September 2017

To Whom it May Concern

Thankyou for the opportunity to submit on the Invercargill City Council (ICC) Smokefree Areas Policy. It is pleasing to see the ICC taking the step towards creating smokefree spaces in the inner city area and creating a legacy for the future.

The purpose of the policy to develop a healthy community is applauded. De normalising smoking behaviour for children by reduction of visibility, taking into consideration the health impacts of second hand smoke and therefore aligning with the ICC Family Friendly Brand is excellent.

I do however, have concerns about the practicalities of the proposed area the policy will be implemented (*Appendix A: Invercargill Smokefree Areas Policy*). It includes streets that are dominated by traffic with very low numbers of pedestrians or areas for sitting. Extending the policy to include these low pedestrian areas will likely result in less engagement by the public and therefore less value will be placed on the directives of the policy. Policy is not enforceable, therefore it is important to target high density foot traffic areas where the policy will have impact. It ensures the council can implement a policy that engages and supports businesses and the public. Starting with a smaller area means a streamlined and workable policy to ensure behaviour change.

The policy for a smokefree area in the CBD should be implemented alongside a clear communication strategy utilising positive and supportive language. This could include, extensive signage, clear information and training available for businesses, media releases, information for tourist market places and access to support for quitting or remaining smokefree.

Initiatives that are working towards Smokefree Aotearoa 2025, is not about punishing people who smoke. Smoking is an addiction that people carry regardless where they travel in the city. It is disappointing that the ICC has not introduced the recommendations from the recent report by the Smokefree Murihiku Coalition to provide designated areas for people who smoke within the CBD. Many business owners had concerns about employees who smoke and where they would go during break times. There was resounding support for the policy to include designated areas for people to smoke which would also help allay concerns that shoppers would no longer travel to the CBD for shopping and dining. Consideration of the business owner/operators opinions is critical to the success of this policy.

I recommend the following:

- The definition of the CBD is changed to include only Tay Street to Spey Street & Deveron Street to Dee Street
- Provide designated areas within the Smokefree CBD for people who smoke
- Hold a review after one year with the scope to expand smokefree areas throughout the ICC boundaries
- Develop a robust communication strategy
- Consider Smokefree Murihiku as an ally who holds vast smokefree knowledge and resources. Smokefree Aotearoa 2025 is about working together to ensure positive behaviour changes occur in Southland

I would like to speak at any future hearing.

Yours sincerely,

Jo-Anne Grimwood

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9822

Phone:

0272494295

12 SEP 2017



Public Health South

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Ph: 03 450 9156 Fax: 03 450 9169**SUBMISSION ON: Smokefree Areas Policy**

To: **Submission: Smokefree Areas Policy**
Invercargill City Council
Private Bag 90104
Invercargill 9840

Details of Submitter: **The Southern District Health Board**

Address for Service: **Public Health South**
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03 2118629

Our Reference: **17Aug08**

Date: **11 September 2017**

Introduction

Southern District Health Board (Southern DHB) presents this submission through its public health service, Public Health South. This Service is the principal source of expert advice within Southern DHB regarding matters concerning Public Health. Southern DHB has responsibility under the New Zealand Public Health and Disability Act 2000 to improve, promote and protect the health of people and communities. Additionally there is a responsibility to promote the reduction of adverse social and environmental effects on the health of people and communities. With 4,250 staff, we are located in the lower South Island (South of the Waitaki River) and deliver health services to a population of 319,200. Public health services are offered to populations rather than individuals and are considered a "public good". They fall into two broad categories – health protection and health promotion. They aim to create or advocate for healthy social, physical and cultural environments.

This submission is intended to provide commentary to Invercargill City Council (ICC) on the draft Smokefree Areas Policy.

General Comments

We applaud the decision by council to develop a Smokefree Areas Policy for consultation. The council is demonstrating leadership by supporting the national Smokefree Aotearoa 2025 goal. Creating smokefree environments can help de-normalise smoking, reduce the uptake of smoking by youth and increase quit rates for current smokers – all of which improves the health and wellbeing of citizens. Smokefree areas are environmentally and family friendly.

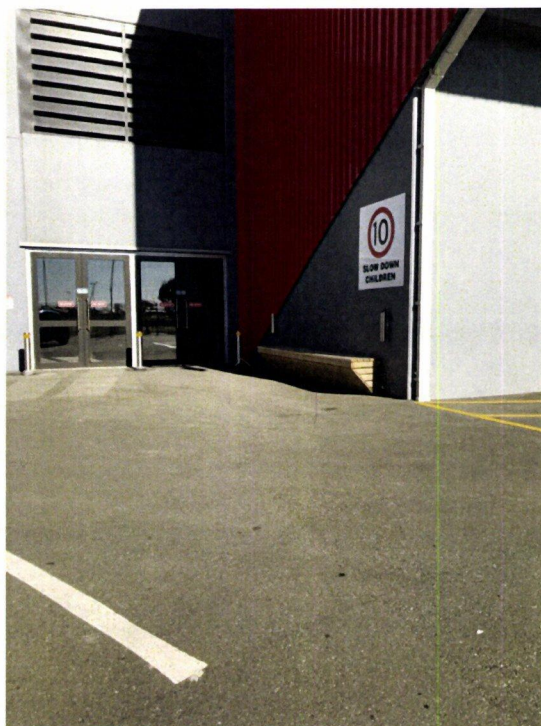
Specific Comments

Smokefree Areas:

Early in 2017 Public Health South (PHS) and the Cancer Society, on behalf of the Smokefree Murihiku coalition, undertook a survey of 87 business owners/operators within the area bounded by Tay, Dee, Don and Kelvin Streets to gauge support for a smokefree Central Business District (CBD). A summary report presented to the ICC at the May public forum session showed 84% of those surveyed supported a smokefree CBD, and they did not believe their businesses would be affected by such a policy. However, 53% identified that they had staff who smoke. Some had practical concerns about how staff could manage to smoke within scheduled break times if the CBD was smokefree. This issue could impact on potential public support for this policy, especially given the size of the CBD in the Council's District Plan.

PHS is willing to support business owners/operators, ICC and smokers in finding a solution to this issue. For those wanting to stop smoking, we could facilitate better help for smokers to quit, either individually or in a workplace setting. Nicotine Replacement Therapy (NRT) is an option that could be considered for smokers during working hours. We can facilitate support and training for businesses within the CBD to assist with communication of the policy to the public.

For those who do not wish, or are not able to stop smoking, the establishment of discrete designated smoking areas is an option. If these are located away from street frontages, smoking visibility in public places would still be reduced. It is important that the policy is seen as educative rather than punitive and designated smoking areas can be a step towards the policy's acceptance by the public. In the survey 95% of business owners/operators who favoured a smokefree CBD thought that designated smokefree areas would support policy implementation. PHS supported the ILT Stadium Southland to develop a smokefree policy which includes a designated smoking area, secluded from the public view, which is pictured below.



Council's Responsibility and Implementation:

We support the ICC's policy stance. Young people are targeted by tobacco companies and therefore the youth population should be considered when smokefree messaging is developed. We suggest a street art mural might be an effective and attractive way of providing supportive messaging. PHS has already committed \$3,000 towards smokefree signage in the CBD.

Recommendations

Southern DHB recommends that the ICC:

- adopts the Smokefree Areas Policy
- develops a positive communications strategy including consideration of a street art mural
- considers discrete designated smoking areas within the CBD.

PHS can support the ICC by:

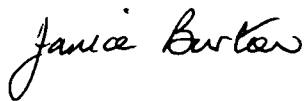
- promoting a support pathway for those who wish to stop smoking
- offering support and training to CBD business owners to give them the skills and confidence to communicate the smokefree policy to customers if required.

Summary

Southern DHB appreciates the opportunity to comment on the Smokefree Areas Policy consultation.

We wish to be heard in regards to this submission.

Yours sincerely



Janice Burton
Professional Leader, Health Promotion

#43

COMPLETE

Collector: Web Link 1 (Web Link)
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Q2 The following is my submission on the ICC Smokefree Areas Policy:

I APPLAUD ICC FOR THE 'SMOKE FREE' PROPOSAL.

WE HAVEN'T SMOKED IN PLANES, BUSES AND TRAINS FOR YEARS, OR IN PUBS & RESTAURANTS SINCE HELEN CLARK (BLESS HER) BANNED IT. YET WE STILL CAN SMOKE IN CARS WITH CHILDREN ON BOARD, EXPOSING OUR CHILDREN TO THIS TOXIC FILTH!

SO SUGGESTION: ENDEAVOUR TO MAKE INVERCARGILL (THE WHOLE CITY) THE FIRST TO BAN SMOKING IN CARS WITH CHILDREN.

START THE BAN ROLLING.

MANY COUNTRIES, EVEN BAHRAIN (SINCE 2009) HAVE BANNED IT.

THE BIGGEST CHALLENGE I EVER HAD WAS KNOCKING OFF SMOKING. ITS A TERRIBLE ADDICTION!

KEEP UP THE GOOD WORK.

RAY WILLETT, TE ANAU PH 03 249 7833

Q3 Would you like to be heard before Council? Yes