



# SMOKEFREE EVENTS TOOLKIT



## Why have a Smokefree event?

Your event likely aligns with anything from supporting community togetherness, celebrating cultures & identity, showcasing talent through the arts, sporting events and entertainment. Smokefree events are an opportunity to provide a Smokefree environment for those in attendance, regardless of each person's own individual smoking status. For all those present it is an opportunity to celebrate Smokefree culture, Smokefree community and Smokefree whanaungatanga across different settings.

These events help strengthen our protection of people from tobacco and move towards a Smokefree Aotearoa 2025.

Tobacco is the leading cause of preventable death and health problems in New Zealand.

## What are the benefits?

Smokefree events protect patrons from second-hand smoke, support people who are trying to stop smoking and normalises Smokefree. Research shows us that there is much public support for Smokefree environments, even from people who smoke. It's also a great opportunity to minimise the hazard of fire risk and to decrease litter.

## How do we enforce Smokefree environments?

Promoting your event as Smokefree well in advance prepares the community/audience for what to expect. The key is promotion before and during the event rather than enforcement.

Ensure Security/Māori Wardens are engaged/informed of Smokefree status and are provided with Smokefree vests.

## Do we need to provide a designated smoking area?

No. Designated smoking areas provide a mixed message resulting in security staff having to address patrons. A totally Smokefree event is simple, clear and not open to interpretation. Feedback and research shows us that providing Smokefree signage & promotion encourages and supports adherence to Smokefree events.

Smokefree places are highly supportive for people trying to become Smokefree and to avoid relapse. Because nicotine is so highly addictive, the sight and smell of others smoking, and the easy access to cigarettes shared or encouraged by others, makes tobacco very hard to resist.

## What are the costs?

There is no cost to borrow Smokefree resources & receive support from Smokefree staff.

# AUAHI KORE/SMOKEFREE EVENT RESOURCES

## Southland

[Jo.Grimwood@southerndhb.govt.nz](mailto:Jo.Grimwood@southerndhb.govt.nz)

Southland – 03 2118500

Te Whatu Ora - Southern  
PO Box 1601  
Invercargill 9840

## Otago

[Debby.Newton@southerndhb.govt.nz](mailto:Debby.Newton@southerndhb.govt.nz)

Otago – 03 476 9800

Te Whatu Ora – Southern  
PO Box 1921  
Dunedin 9010

## Central Otago/Queenstown

[alannah.smyth@southerndhb.govt.nz](mailto:alannah.smyth@southerndhb.govt.nz)

CO/Queenstown- 03 450 9156

Te Whatu Ora – Southern  
PO Box 2180  
Queenstown 9349

## 1. DETAILS OF EVENT

Contact Name.....Role.....

Company/Organisation.....

Phone.....Email.....

Event Venue.....Date of Event.....

Name of Event.....

## 2. GENERAL INFORMATION

Please provide a brief description of who your intended audience is for this event

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## 3. SIGNAGE, BANNERS, VESTS, STENCILS

Please identify your interest in appropriate Auahi Kore/Smokefree resources for your event, to assist your participants in knowing and complying with the Smokefree status. With advanced planning Smokefree promotion can be included in the initial marketing stages.



**4. TERMS AND AGREEMENTS**

- Smoking is not permitted in or near all Smokefree resources and events
- We will promote the event as Smokefree via our various communication channels
- We agree to provide, at the conclusion of the Smokefree event, (links to, photos of or hard copy examples of) all print media, online media, social media, radio promotions or other
- We give permission for Smokefree Murihiku and Smokefree Otakou to share all online content related to the Smokefree event
- We will agree with Smokefree staff the process for collection/delivery and return of Smokefree items in a clean state
- We are committed to the Smokefree resources being returned in good working condition or a replacement cost may be incurred (charges do not apply to general wear and tear)

Name.....

Represents (Organisation/Event).....

Signed.....

Date.....

Name (Smokefree staff).....

Represents (Organisation).....

Signed.....

Date.....

# AUAHI KORE/ SMOKEFREE RESOURCES AVAILABLE TO BORROW

## CONES

Auahi kore/Smokefree plastic cones



## AUAHI KORE 3-SIDED, ROOFED GAZEBO

Gazebo dimensions 3m x 4m



## AUAHI KORE/ SMOKEFREE 2025

### HIGH-VIS VESTS

Various sizes. Fluorescent vests



## TEAR DROP FLAGS

Auahi kore/Smokefree - Free standing



## MAKING OUR CULTURE SMOKEFREE

Vinyl banner



## AUAHI KORE/SMOKEFREE

Vinyl banner



## MATARIKI- MAKE YOUR NEW YEAR SMOKEFREE

Vinyl banner- used as a street banner but able to be tied to fences etc



## QUIT NOW- IT'S ABOUT WHANAU

Pull-up banner



## STENCILS –

Auahi kore/Smokefree/Smokefree & Vapefree image - suitable for semi-permanent or permanent chalk/spray paint



## POSTERS & PRINTED RESOURCES

There are many free Smokefree resources. These resources help promote smokefree messages in your community.

Signs are available from Te Hiringa Hauora/Health Promotion Agency;

<https://www.smokefree.org.nz/resource-library>

and Te Whatu Ora – Southern

<https://www.southernhealth.nz/getting-help-you-need/becoming-smokefree>



Resources, and logos are available from Te Hiringa Hauora/Health Promotion Agency.

<https://www.smokefree.org.nz/resource-library>



All Ministry of Health resources can be found here;

[www.healthed.govt.nz](http://www.healthed.govt.nz)

Smokefree logos are available for use in your posters, tickets, programmes, websites, signs, and advertisements and can be found here;

<https://worldsmokefreemay.nz/resources/smokefree-2025-logo-primary/>



# SMOKEFREE MESSAGING FOR PROMOTING SMOKEFREE EVENT

Please feel free to utilise the following Smokefree messages to help promote your Smokefree event;

(Name of Event/Sponsor) is a Smokefree event

(Name of Event/Sponsor) support Smokefree lifestyles

Together we can achieve Smokefree 2025

Smokefree is the way to be

Kia kaha, you've got this

Auahi kore for our tamariki

Smoking is not our kaupapa

For all those attending, it is an opportunity to celebrate Smokefree culture, Smokefree community and Smokefree whanaungatanga.

Smokefree events provides a supportive environment for people who have stopped and those who are on the journey to stop smoking while also protecting attendees from exposure to second-hand smoke.

Smokefree events provide good role-modelling for youth, not seeing people smoking informs tamariki that being smokefree is a normal way of life, encouraging them to never start.

Everything you do takes us one step closer to Smokefree Aotearoa New Zealand 2025.

Smokefree community areas provide positive role modelling for tamariki and rangatahi.

Significantly reducing litter from tobacco products is helpful for the local environment.