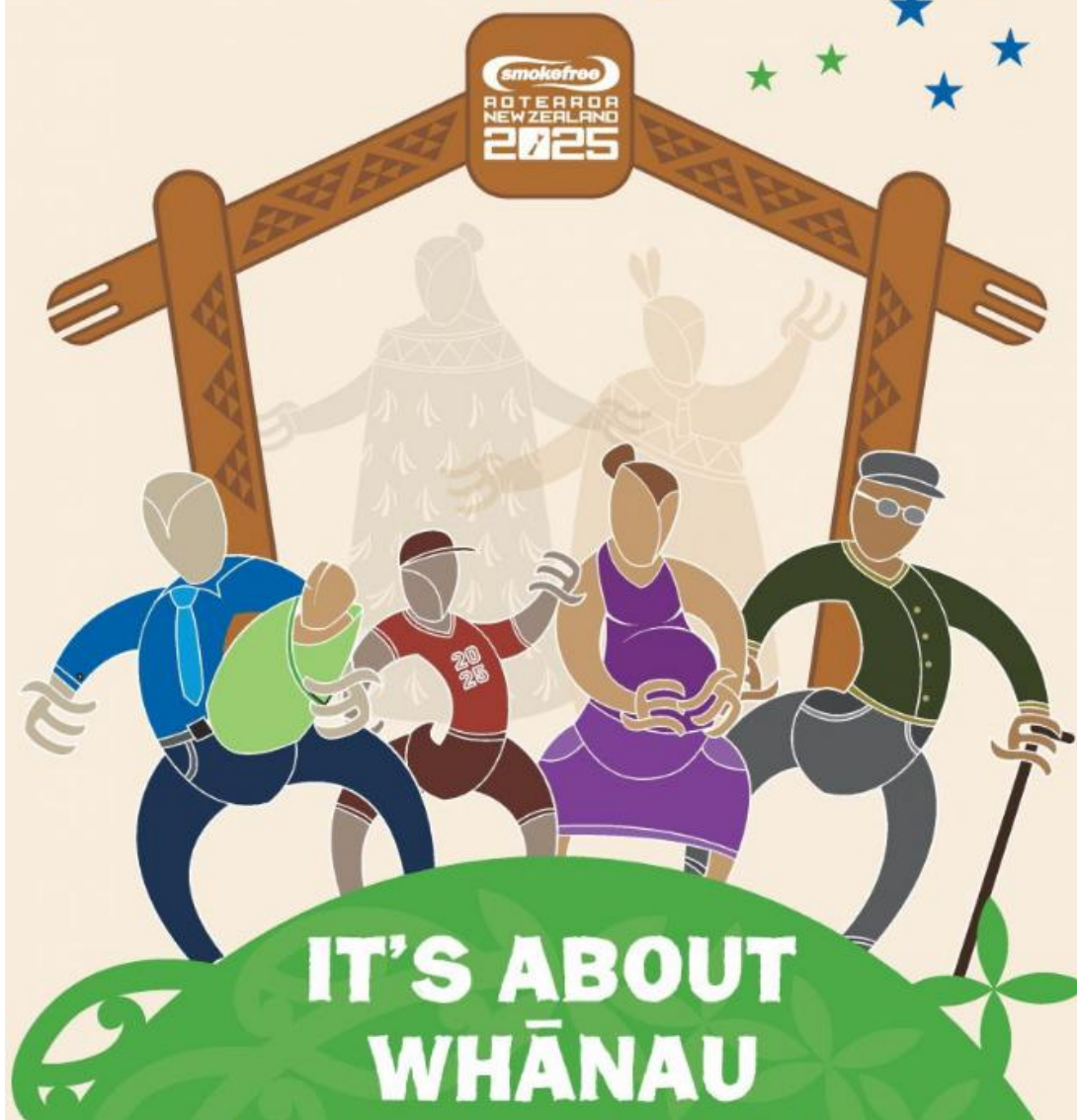


WORLD SMOKEFREE DAY

31 May



Smokefree Marlborough Coalition Submission

Marlborough District Council
Annual Plan 2017-18



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Introduction

Smokefree Marlborough Coalition is pleased to present this submission to Marlborough District Council.

Smokefree Marlborough Coalition consists of groups from both government and non-government sectors with an aim to prevent smoking initiation, promote smoking cessation and prevent harm to vulnerable people from second and third hand smoke.

This submission continues to encourage public outdoor areas – *where we live, learn, work and play* – to be completely smokefree.

Smokefree Marlborough Coalition supports a non-punitive, voluntary approach to smokefree environments policy. We continue to both encourage and challenge the community to develop and expand Smokefree environments policy.

Background

In March 2011, the government made a commitment to the goal of making New Zealand essentially a Smokefree nation by 2025. This means:

- *Our children and grandchildren will be free from exposure to tobacco products and tobacco use*
 - *Tobacco will be difficult to sell and supply*
 - *95% of our population will be Smokefree*
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To achieve the national Smokefree 2025 goal requires a comprehensive suite of evidence-based policies that reduce the visibility, affordability, and accessibility of tobacco products while, at the same time, increase access to effective and targeted quit support.

In 2014, Marlborough District Council announced their Smokefree Position Statement which consisted of the following areas being smokefree as a matter of policy: parks, gardens, playgrounds, sports grounds, swimming pools and walkways.

In addition to this, Council's position statement makes provision for the smokefree logo to be included in new Council signage and includes the statement that events held at council owned venues or sponsored by Council will be smokefree.

This submission highlights further opportunities to strengthen and expand Council's support for Smokefree Environments in Marlborough.

Recommendations

Smokefree Marlborough Coalition would like to recommend that:

1. Marlborough District Council continues to support the implementation of Smokefree Environments policy for all council owned and administered assets, events, reserves and amenities:

- a.) We ask that Council maintain current smokefree signage and commit to introducing new signage.

In May 2016, specific Smokefree Playground signage was developed by Council's Reserves and Amenities team in partnership with Nelson Marlborough Health's Public Health Service & Cancer Society. **This signage has not been installed.**

We ask that Council take specific actions to install these signs at playgrounds and reserve areas previously identified in consultation with Council's Reserves and Amenities team (see appendix 1).

- b.) We ask that Council promotes their existing *Smokefree Position Statement* to community.

Utilising Council's media channels and publications, including the smokefree logo and messages on website content, documents and forms to help strengthen the association between public amenities and smokefree behaviour and environments.

2. Marlborough District Council continues to include Smokefree in revitalisation projects of community spaces.

- a.) We support the upgrade of CBD areas and the request by the Blenheim Business Association for Smokefree signage in these spaces.

Urban renewal and revitalisation projects have the potential to shape the way in which the environment influences, both directly and indirectly, the health and wellbeing of the community.

We encourage Council to initiate smokefree areas policy and signage in Market Place, Bythell Place, Riverside Park, Seymour Square, Liz Davidson Place and Picton Foreshore to be smokefree community spaces, displaying appropriate signage.

- b.) We acknowledge the remit for Smokefree Outdoor hospitality areas passed by LGNZ in 2015 and ask Council to support all LGNZ advocacy (see appendix 2) on this issue to central government for better smokefree policies and legislation at a national level.

3. Marlborough District Council continues to provide leadership and commitment to improving our community's wellbeing.

We ask that Council includes smokefree conditions in its commercial arrangements such as leases, licences, procurement contracts and grants.

Including smokefree conditions in a range of Council commercial arrangements can assist Council to ensure Council owned facilities and land are smokefree.

This approach requires minimal resource for Council, will reduce cigarette butt litter and fire risk and associated maintenance costs and require third parties to ensure compliance with Council smokefree policy.

a.) **Leases & Licences** - Council owns a variety of buildings and public spaces that may be leased or licensed to third party groups. Leases and licences commonly include the following:

- Footpaths outside cafes, restaurants and bars that operate outdoor dining areas
- Sports clubs
- Community halls
- Community centres, offices or other facilities
- Major art, cultural, sports and stadium facilities for events and conferences.

Smokefree conditions could easily be incorporated into all new or renewed leases and licences and would require the other party to agree and acknowledge that the premise/area is designated smokefree and require appropriate signage to be displayed.

b.) **Procurement contracts** – Council procures a wide range and variety of goods and services from suppliers. Opportunity to include smokefree conditions in procurement contracts will ensure contractors, and their staff, do not smoke while providing services in the public spaces specified in the contract.

c.) **Grants & Events funding** – at very minimal cost, local funds and grants can require activities and events to be smokefree as a condition of receiving funding.

Evidence to support Smokefree Environments

- **Preventable Death:**

Smoking is the leading cause of preventable death with 5000 New Zealanders dying every year from tobacco related disease.¹ Cancers, chronic lung disease, heart disease and strokes are among the many distressing legacies of a smoking addiction.

- **Role-modelling: *Putting children and young people first***

The continued promotion of Smokefree environments, can support voluntary compliance and reduce the exposure of children and young people to smoking and the associated signals that it is normal and acceptable behaviour².

Even people who smoke can be positive role models by not smoking around children and talking about not starting smoking and the addictive properties of tobacco use.

➤ *Is smoking a choice?*

No. Smoking is an addiction. The addiction is unlikely to be from a fully informed decision³. Young people rapidly become addicted to nicotine when they think they are experimenting with smoking⁴.

- **Second hand smoke (SHS): *Reducing exposure***

More than 350 New Zealanders die each year as a result of second-hand smoke⁵. Significant tobacco smoke effects occur at over 10m from groups of smokers⁶, and at least 9m from a burning cigarette in light winds⁷. The World Health Organization states that there is no safe level of exposure to second-hand tobacco smoke.⁸

- **Supportive environments: *Make it easy to quit smoking***

Smokefree environments continue to support smokers making quit attempts by reducing the sight and smell of others' smoking, cues that are proven factors in triggering relapse. A large majority of smokers across a number of cultures regret starting smoking⁹, and would like to quit. Smokefree outdoor areas increase quit attempts^{10 11}.

➤ *Are smokefree outdoor areas just a nanny state idea?*

No. A majority of the New Zealand public support smokefree building entrances, transport waiting areas, dining areas, and outdoor music or community events and activities.¹²

- **The Economic Environment: *Smokefree is good for business***

A recent comprehensive study found that smokefree regulations had either a positive or no effects on the revenue or other economic indicators of restaurants and bars¹³. Café/restaurant sales increased¹⁴ and a dramatic change in bar manager's attitudes towards smokefree indoor policy occurred¹⁵ after the 2004 NZ smoking legislation was implemented. NZ surveys indicated a net gain in patrons with smokefree outdoor areas^{16 17}.

A general consequence of reduced smoking means more spending in other areas, healthier customers (who earn more & spend more) and more productive (less costly) workers¹⁸. Smoking imposes costs... and many of these costs are borne by employers.

- **The Physical Environment: *Reducing cigarette butt waste***

Smokefree outdoor areas also can help prevent forest fires, reduce litter, and protect the environment. Marlborough Roads estimate that contractors collect approximately a quarter

of a rubbish bag of cigarette butt litter every day in Marlborough¹⁹. Cigarette litter is the single most collected item in international beach clean ups²⁰, an environmental blight on streets, footpaths and other community spaces.

➤ *Do smokefree policies discriminate against smokers?*

*No. A legal right to smoke is very limited by law. The potential to stigmatize smokers is a concern of most policy development. Ensuring a positive and well communicated policy can reduce impact on current smokers. 60% of current smokers are supportive of Smokefree policies for public places where children will visit*²¹.

■ **Signage: Communicating policy**

The success of an 'educative' policy is often reliant on how well it is communicated to the public²². Signage can deter people from smoking, empowers members of the public to ask people to comply, and can support smokefree practice becoming an accepted long term behaviour e.g. public refrain from smoking in certain areas, without the need of signs to prompt compliance.

A recent survey of New Zealand district and city councils who had adopted a smokefree policy found that the costs of smokefree signage and staff time installing the signage were the biggest barriers²³ to implementing the policy.

Limited generic Smokefree signage is available free of charge from the Health Promotion Agency.

■ **Enforcement: Voluntary compliance vs Bylaw**

In New Zealand, Smokefree outdoor public places policies are usually voluntary, where smokefree behaviour is promoted and encouraged to the community through education and signage. NZ's past experience with adopting *indoor* smokefree laws indicates that compliance was very high¹².

In Australia where smokefree outdoor policies are more comprehensive, it is acknowledged that policies are strengthened through state legislation²⁴. In NZ, the introduction of national legislation may be required to ensure a consistent approach to smokefree outdoor area policy.

➤ *Why don't you just ban smoking?*

*An immediate ban isn't practical or justifiable for the hundreds of thousands of New Zealanders who currently smoke. Ramping up current efforts, initiating public debate and setting a 'national quit date' to allow smokers, retailers and the government to prepare for an end to tobacco sales – **bring on Smokefree Aotearoa 2025!***

■ **Vaping: The pros and cons of E-cigarettes**

Electronic cigarettes are devices that mimic real cigarettes by producing a vapour by heating a solution (with or without nicotine) which the user inhales (vapes). E-cigarettes are not prohibited under NZ's Smokefree Environments Act 1990, however the Ministry of Health encourages people to avoid using e-cigarettes in areas where smoking is not permitted.

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