

Press Release

Cancer Society Auckland

16 December 2014

Auckland needs to follow lead of the world's most liveable cities

Auckland Council heard submissions yesterday encouraging them to include Smokefree outdoor dining in the upcoming Trading and Events bylaw. The Smokefree outdoor dining campaign has been driven by Cancer Society Auckland and supported by organisations such as Auckland Regional Public Health Service, Te Ara Hā Ora (National Māori Tobacco Control Service) and Action on Smoking and Health (ASH).

In addition Auckland Chamber of Commerce has publically shown its support of the campaign. Chief Executive Michael Barnett, says "As well as health benefits, ratepayers would gain from Council not having to establish and police a separate bylaw and our research shows strong public and industry support for Smokefree outdoor dining elsewhere, especially Australia."

The majority of the world's 10 most liveable cities, as determined by the EIU, have committed to Smokefree outdoor dining. "If Auckland wants to remain in the top 10 we simply have to make this decision", says John Loof, Chief Executive of Cancer Society Auckland. Councils across Australia have introduced Smokefree by making it a licence condition of outdoor dining leases. The results have been hugely successful with high compliance, coupled with business and public support.

Manly Council in Sydney celebrated 10 years of their bylaw on 4 December, with local outdoor dining expanding by two thirds in that time. "We've never looked back since the policy was introduced. It's been good for our customers, our staff and business, too," said local Manly restaurateur Mr. Hasan Erman.

Smoking leads to 5000 New Zealanders dying each year from tobacco related diseases. "The increasing popularity and success of Smokefree outdoor dining bylaws overseas is good news for Auckland Council. It's time for them to act now – it's the logical next step for implementing their Smokefree policy" says Loof.

Auckland Council will be voting on whether this policy is adopted this Friday.

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Additional Info:

Background to the Cancer Society of New Zealand

The Cancer Society was first established in 1929 and it is the leading non-government organisation dedicated to reducing the incidence and impact of cancer in New Zealand.

Being an independent organisation the Society relies on community fundraising, donations and bequests so it can continue to provide a wide range of services to support the one in three New Zealanders affected by cancer.

The Cancer Society also works to reduce cancer risk through health promotion and education and it funds research into the causes and treatments of all types of cancer, including social and behavioural cancer research.

This year around 21,000 people will be diagnosed with cancer and, sadly, around 8,000 people will die from cancer.

Why Smokefree outdoor dining should be included in Auckland Council's Trading and Events

Bylaw:

Key messages

Generic key messages:

- Every year 5000 New Zealanders die as a result of a tobacco-related illness.ⁱ
- Every year over 4000 New Zealand children start smoking at an average age of 14 years.ⁱⁱ
- The more children see smoking the greater likelihood they will start - having Smokefree places in our community helps prevent children from starting to smoke.ⁱⁱⁱ

- Most people that smoke want to quit. Smokefree places encourage people to quit^{iv,v,vi} and help those who have quit to stay Smokefree.^{vii,viii,ix}
- Cancer Society Auckland wants to create a future with less cancer for our children by making Auckland Smokefree.

Outdoor dining key messages:

Smokefree outdoor dining is popular and is being implemented across Australia:

- Aucklanders want Smokefree outdoor dining - 91% said that they would be more likely or as likely to visit outdoor dining areas if they were Smokefree in a 2013 Auckland-wide survey.^x
- Smokefree outdoor dining is also supported by Aucklanders who smoke - 83% of people who smoke are 'as likely' or 'more likely' to go to outdoor eating places if they are Smokefree
- Australian evidence shows public support for Smokefree outdoor dining increases after bylaws are in place.^{xi}
- Smokefree outdoor dining will soon be implemented in every Australian state^{xii}— Auckland Council needs to follow Australia's lead as a way of creating the World's Most Liveable City.

People are exposed to harmful levels of secondhand smoke in outdoor dining spaces:

- Evidence from NZ and overseas shows that patrons and staff are exposed to harmful levels¹ of second-hand smoke in outdoor dining spaces. People indoors are also exposed as smoke drifts from outdoor areas.^{xiii,xiv,xv,xvi}
- Outdoor dining areas are the most common public place that New Zealanders are exposed to second-hand smoke.^{xvii}
- Outdoor dining areas have the highest level of second-hand smoke of various public places sampled in New Zealand.^{xviii} When in close proximity to people smoking in outdoor dining spaces, these levels can compare to those inside prior to indoor smoking bans.^{xix}

Smokefree outdoor dining means businesses can provide a better environment for patrons and staff with no financial loss:

¹ WHO recommends air particulate matter levels (PM_{2.5}) of less than 25 µg/m³ (24 hour mean). Research shows staff and patrons can be exposed to much higher levels in outdoor eating settings. One Wellington based study found average air particulate matter levels to be over 70 µg/m³ in outdoor dining spaces (Wilson, Edwards and Parry, 2011) , and levels have been shown to reach over 120mg per cubic metre in more enclosed outdoor dining spaces (Wilson et al., 2007).

- Smokefree bylaws have been implemented successfully in many countries including Australia. ^{xx,xxi} Evidence shows these bylaws don't have a negative impact on business and often have a positive effect. ^{xxii,xxiii,xxivxxv}
 - *In Queensland Australia, 30% of people said they visited outdoor dining areas more after they were made Smokefree.* ^{xxvi}
 - *In Central Wellington, over 80% of businesses interviewed from Lambton Quay, [Willis Street](#) and [Courtenay Place](#) said making these streets Smokefree would either have a positive or negligible impact on their business.* ^{xxvii}
- Australian studies show that the majority of business owners are supportive of Smokefree outdoor dining once in place. ^{xxviii,xxix,xxx}
- Feedback from business owners overseas shows Smokefree outdoor dining provides a better environment for staff and makes outdoor dining more enjoyable for patrons. ^{xxxi,xxxii,xxxiiixxxiv}

Smokefree outdoor dining should be included as part of the Trading & Events bylaw:

- Auckland Council has committed to reviewing the need for bylaws in 2016 to help achieve Smokefree Auckland by 2025. ^{xxxv} The Trading and Events bylaw provides an opportunity to enact the Council's commitment to this by including Smokefree outdoor dining.
- Compliance to the current voluntary Smokefree policy is low. A recent survey of Aucklanders showed that almost two thirds of smokers had smoked at one or more of the seven Smokefree outdoor public places since the policy change in July 2013 ^{xxxvi}

Bylaws are an effective way to implement Smokefree places:

- People who smoke are very compliant with Smokefree bylaws when there is the possibility of a fine. ^{xxxvii,xxxviii,xxxix,xi,xli}
 - *A review of Queensland's Smokefree outdoor dining laws implemented in 2006 showed compliance rates of 98% from over 1,000 inspections.* ^{xlii}
- Additional enforcement for Smokefree Outdoor Dining bylaws is seldom needed as the policy is monitored by business owners as with indoor smoking laws. ^{xliii,xliv}
- International research says bylaws motivate smokers to quit and help them stay Smokefree. ^{xlv,xlvi}

Aucklanders want a Smokefree bylaw:

- Aucklanders want Smokefree bylaws: public opinion research conducted in 2013 found more people wanted Smokefree bylaws (57%) compared to a voluntary approach (37%). ^{xlvi}

- 68% of people who smoke want a consistent approach to Smokefree across Auckland – this consistency can be better achieved through a bylaw.

Markets and Events key messages:

Smokefree events and markets should be included as part of the Trading & Events bylaw:

- This process provides the opportunity for Council to also make events and markets Smokefree. This is in line with Smokefree Auckland policy signed off in 2013.
- This includes ensuring that cigarettes are not available for sale at events or markets – in recent public opinion research 62% of Aucklanders want less places selling cigarettes in their community^{xlviii}
- Community events and markets being Smokefree is an important part of creating a family friendly and more pleasant environment.
- Recent Auckland wide research shows that 72% of Aucklanders want Smokefree Events^{xlix}

Background information:

What is the Trading and Events in Public Places Bylaw for/about?

- Auckland Council and Auckland Transport are currently reviewing eight bylaws from the previous Council structure that deal with trading in public places (also known as ‘street trading’). Submissions closed for the bylaw on 4th September and are currently being reviewed before public hearings will take place in October 2014. It’s aimed that it will be adopted on the 18th December.
- This bylaw includes outdoor dining leases on Council land such as dining on footpaths, as well as events and markets on Council property.

What decision and what changes do CSA want from Auckland Council?

- CSA want Smokefree included in the bylaw specifically in relation to outdoor dining, events and markets. This would be easy to implement for outdoor dining because the enforcement would be done via the lease holder.
- Auckland Council have already committed to Smokefree outdoor dining by 2018 and including Smokefree outdoor dining in this bylaw process provides the perfect opportunity to implement it now, in a simple and cost effective way that is in line with what Aucklanders want.
- It also reflects what is happening overseas for example in Australia – Smokefree outdoor dining will soon be implemented in every Australian state.
- New Zealand is falling behind other countries in regards to Smokefree outdoor dining.

Why should people support SF outdoor dining?

- There is already high support for Smokefree outdoor dining- 91% of Aucklanders said that they would be ‘more likely’ or ‘as likely’ to visit outdoor dining areas if they were Smokefree in a 2013 Auckland-wide survey.¹
- Smokefree outdoor dining is also supported by Aucklanders who smoke - 83% of people who smoke are ‘as likely’ or ‘more likely’ to go to outdoor eating places if they are Smokefree.

What’s the difference between a bylaw and a non-regulatory approach to Smokefree?

- With a Smokefree by-law there is a possibility of a fine for smoking in Smokefree areas, whereas with a non-regulatory approach it’s a voluntary policy and up to the public to monitor Smokefree spaces.
- Both by-laws and voluntary approaches need to be backed up with good signage and communication around the policy for it to be effective.

Summary:

- Auckland Council have already committed to Smokefree outdoor dining by 2018 and including Smokefree outdoor dining in this bylaw process is in line with what is happening in other cities overseas and is essential given the significant impact smoking has on our communities.
- This bylaw review provides the perfect opportunity to implement Smokefree outdoor dining now, in a simple and cost effective way that is in line with what Aucklanders want.

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