

Wellington City Council

# Smokefree Wellington Action Plan

2016–2017



Absolutely Positively  
Wellington City Council

Me Heke Ki Pōneke

# **Wellington's Smokefree Goal:**

By 2025, less  
than 5 percent of  
Wellingtonians  
will smoke.

# Introduction

In 2011 the Government committed to the aspirational goal of New Zealand becoming smokefree by 2025, meaning the prevalence of smoking across all populations will be less than five percent. The Government's commitment followed an inquiry by the Māori Affairs Select Committee into the effects of smoking on Māori.

The Smokefree 2025 goal means:

- that our children and grandchildren will be free from tobacco and enjoy tobacco free lives
- that almost no-one will smoke (less than 5 percent of the population will be current smokers)
- selling or suppling tobacco will be highly restricted.

In the 2013 Census, 9.5 percent of Wellingtonians were smokers, the lowest rate in New Zealand. Nationally, 15 percent of New Zealanders were identified as smokers in the 2013 Census. Māori and Pacific have higher rates of smoking than other ethnicities at 33 percent and 22 percent respectively. In the Wellington region, 26 percent of Māori and 24 percent of Pacific people smoke.

Smoking has a profound effect on Māori communities. Smoking causes the deaths of more than 600 Māori every year and is estimated to cause 25 percent of the deaths of Māori women and 21 percent of the deaths of Māori men<sup>1</sup>. Pacific Islanders are the next group of people most affected by smoking related diseases<sup>2</sup>.

Smoking kills more than 50 percent of smokers<sup>3</sup>. Frontline medical staff report that smokers first present with complications due to smoking related diseases in early-middle age. These people suffer considerable shock as their lives are irrevocably changed for the worse, yet they believed it could never happen to them.

## Context for Wellington City Council

Tobacco control agencies are focussed on cessation, regulation and legislation, and building public support to achieve the Smokefree 2025 goal. Responsibility is shared between the Government, health services and tobacco control agencies, and communities<sup>4</sup>.

The Council manages community infrastructure, including libraries, reserves, recreational facilities and bus stops, on behalf of its community. Smokefree outdoor spaces and events are seen as important opportunities to support and promote the Smokefree 2025 goal.

The vast majority of Wellingtonians do not smoke and there is strong public support for the Council to increase smokefree areas to support the Government's Smokefree 2025 Goal. Of the 1,329 people who responded to the Council's public opinion survey in September 2015, 84 percent supported Wellington becoming increasingly smokefree<sup>5</sup>.

The Council has designated playgrounds, skate parks, sports fields, and Midland Park as smoke-free outdoor areas and the Council's events are smokefree. The Zoo and Zealandia are smoke-free as is new and refurbished Council housing (both inside and out), with designated smoking areas provided outdoors for tenants who smoke. Communal areas of all Council housing complexes are also smokefree.

1 Māori Affairs Committee, 2010. Inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori. New Zealand House of Representatives.

2 3DHB Tobacco Control Plan 2015 - 2018 (Wairarapa, Hutt Valley and Capital and Coast District Health Boards).

3 Health Effects of Smoking. Ministry of Health [www.health.govt.nz/your-health/healthy-living/addictions/smoking/health-effects-smoking](http://www.health.govt.nz/your-health/healthy-living/addictions/smoking/health-effects-smoking)

4 Smokefree Aotearoa 2025 Logic Diagram [www.sfc.org.nz/documents/the-roadmap.pdf](http://www.sfc.org.nz/documents/the-roadmap.pdf)

5 Attitudes to Smoking in Wellington: Report on the 2015 Smoke-free Survey [wellington.govt.nz/-/media/about-wellington/research-and-evaluation/smoke-free-survey-report-wcc.pdf](http://wellington.govt.nz/-/media/about-wellington/research-and-evaluation/smoke-free-survey-report-wcc.pdf)

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## Smokefree Wellington - an action plan

Wellingtonians need to know about and support the Smokefree 2025 goal for Wellington to become a smokefree city and at least 5000 current smokers people need to give up smoking, 1000 of them Māori. The Council will need to show leadership, be innovative and work collaboratively.

The Council will work with Regional Public Health and health promoters to support and complement the National Smokefree Working Group's 2015-2018 Action Plan<sup>6</sup> and the 3DHB Tobacco Control Plan<sup>7</sup>. Focus areas for the Council are:

- extending smokefree outdoor areas
- smokefree promotion and community engagement, including smokefree events (smokefree includes cessation support)
- leadership and advocacy.

These focus areas will help achieve the Smokefree 2025 goal by leveraging the Council's broad capacity for advocacy, and by complementing the efforts of our smokefree partners to reduce the uptake of smoking and support people to quit.

The initial Smokefree Wellington Action Plan will be for 2016 and 2017, starting 31 May 2016. Additional smokefree areas will be the Civic Square and the civic complex, including all public building entrances; bus stops; the entrances of all libraries, community centres, recreation centres and swimming pools; and new housing tenancies. Signs will be used to designate areas as smokefree. The Ministry of Health encourages people to avoid using e-cigarettes in areas where smoking is not permitted.

The measure of success for the Action Plan will be increased public support and reduced visibility of smoking. The Smokefree Wellington opinion and smoking point-prevalence surveys will be repeated in 2017. The next national census will be in 2018, which will provide an update on the number of people still smoking.

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6 Smokefree Aotearoa 2025 Action Plan 2015 - 2018, National Smokefree Working Group [www.sfc.org.nz/documents/nsfwg-road-map-2015-2018.pdf](http://www.sfc.org.nz/documents/nsfwg-road-map-2015-2018.pdf)

7 3DHB Tobacco Control Plan 2015-2018 (Wairarapa, Hutt Valley and Capital and Coast District Health Boards) [www.ccdhb.org.nz/news/2015/3DHB%20Tobacco%20Control%20Plan%202015%20-%202018.pdf](http://www.ccdhb.org.nz/news/2015/3DHB%20Tobacco%20Control%20Plan%202015%20-%202018.pdf)

# Smokefree Wellington Action Plan

## Actions and Activities 2016-2017

POLICY DEVELOPMENT AND COMMUNITY ENGAGEMENT	RESPONSIBILITY
<ul style="list-style-type: none"> <li>- Work with project partners and the sector to develop and test key messages to promote Wellington's Smokefree goal and make smokers feel supported to quit.</li> <li>- Work with project partners and the sector to develop a longer-term action plan to make Wellington Smokefree by 2025 and align with the 2018 - 2021 Long-term Plan.</li> <li>- Report back to the relevant council committee every 6 months on progress.</li> <li>- Engage businesses to develop options for Smokefree outdoor dining areas. Look at the issue of a regulatory approach (bylaw) as part of reviewing the Public Places Bylaw including for cigarette butts.</li> </ul>	Policy project manager
<ul style="list-style-type: none"> <li>- Conduct public opinion and smoking point prevalence surveys in 2017 and biennially to 2025. Include questions in the annual Open for Business and Residential Monitoring Surveys.</li> </ul>	Research Team
<ul style="list-style-type: none"> <li>- Work with policy partners and the sector to launch a social marketing campaign on World Smokefree Day, 31 May, to promote Wellington becoming a smokefree city.</li> <li>- Work with policy partners and the sector to develop and implement a 2 year communications and engagement plan.</li> <li>- Develop a longer-term communications and engagement plan to make Wellington Smokefree by 2025.</li> </ul>	Policy and Communications Teams
<ul style="list-style-type: none"> <li>- Engage with Iwi/Maori to make Wellington Smokefree.</li> </ul>	Treaty Relations Team
<ul style="list-style-type: none"> <li>- Make all new council housing tenancies Smokefree.</li> </ul>	City Housing
<ul style="list-style-type: none"> <li>- Align our relevant council social policy and projects that relate to children and young people.</li> </ul>	Policy and Community Services Teams

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<b>SMOKEFREE EVENTS AND EXTENDING WELLINGTON'S SMOKEFREE OUTDOOR AREAS</b>	<b>RESPONSIBILITY</b>
- Make bus stops Smokefree.	Transport and Comms Teams
- Designate Civic Precinct and Civic Square Smokefree, including all public entrance ways out to 10 metres.	Property Team
- Make the entrances of all Council community centres and branch libraries Smokefree.	
- Reflect key themes and messaging in signage and include cessation support.	
- Designate the Botanical Gardens of Wellington Smokefree.	Parks, Sport and Recreation Team
- Designate Waitangi Park Smokefree.	
- Make the entrances of all swimming pools and recreation centres smokefree.	
- Reflect key themes and messaging in signage and include cessation support.	
- Review and update material provided to event managers (ahead of the June 2016 Community Events Sponsorship Fund) to integrate key Smokefree messages.	Events Team
- Work with policy partners and the sector to have Smokefree and cessation support (such as space for stalls etc) at events	
- Designate laneways Smokefree.	Urban Design Team
<b>INTERNAL SUPPORT FOR SMOKERS AND FRONTLINE STAFF</b>	<b>RESPONSIBILITY</b>
- Include Wellington's commitment to being Smokefree by 2025 in all recruitment material.	HR Team
- Help connect staff wanting to quit with cessation support	
- Provide training for the Council's frontline staff (such as Local Hosts, parking services, parks and recreation etc.) in ways to best communicate and encourage our Smokefree goal.	
<b>ADVOCACY TO CENTRAL GOVERNMENT</b>	<b>RESPONSIBILITY</b>
- Work with the Minister of Health and the Minister of Local Government to explore an effective bylaw.	Appropriate elected members
- Advocate for higher taxes on tobacco products to further reduce smoking prevalence.	

# Appendix 1: Advice from the Ministry of Health on quitting smoking and e-cigarettes

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## Get help to quit

[www.health.govt.nz/your-health/healthy-living/addictions/smoking/stop-smoking](http://www.health.govt.nz/your-health/healthy-living/addictions/smoking/stop-smoking)

Ready to quit smoking? You don't have to do it alone.

- Call the Quitline on **0800 778 778**.
  - You are five times more likely to quit with Quitline than quitting alone.
  - Quitline supports around 12,000 people to quit every year. Make yourself one of them.
  - Talk to a Quitline advisor who will help you:
    - » create a personalised quit smoking plan
    - » understand your smoking addiction
    - » set a date to stop smoking - your Quit Date.
  - They'll also send you a Quit Pack - this contains supportive information and your Quitcard. Take the Quitcard to your local pharmacy to get subsidised nicotine patches, gum and lozenges.
- Talk face-to-face with someone through **Aukati KaiPapa, Pacific or pregnancy stop smoking services**.
- Talk to your doctor or pharmacist.
- Start a **Quitblog**. Read about others' stories and success, and share your own.
- Check the **Smokefree Contacts website** to find a stop smoking service in your area.

For more information, visit the [Quitline tools to help you quit smoking](#)

## E-Cigarettes

[www.health.govt.nz/our-work/preventative-health-wellness/tobacco-control/advice-use-e-cigarettes](http://www.health.govt.nz/our-work/preventative-health-wellness/tobacco-control/advice-use-e-cigarettes)

Use approved Nicotine Replacement Therapy (NRT) products or smoking cessation medicines to stop smoking.

Only approved medicines can be sold for smoking cessation support in New Zealand. No company has applied to register (through Medsafe) their e-cigarette for smoking cessation purposes and therefore there are no e-cigarettes in New Zealand approved for smoking cessation purposes.

There is not enough evidence to be able to recommend e-cigarettes as an aid to quit smoking (see **Will electronic cigarettes help me stop smoking?**).

While there is some evidence that the short-term use of e-cigarettes is less harmful than cigarette smoking, we do not know anything of the impacts of long-term use.

The Ministry continues to assess new evidence as it arises, but in the meantime smokers should continue to use approved smoking cessation aids, such as **patches, lozenges and gum**, to help them **quit smoking**.

Talk to your health professional about what medication is best for you.

Only through quitting will you no longer be exposed to the harmful effects of smoking. Cutting back the number of cigarettes you smoke does not remove the harms of smoking.

## Can you use an e-cigarette in smokefree places?

The use of e-cigarettes in smoke-free places is not prohibited by the Smoke-free Environments Act 1990. However, individual organisations can ban the use of e-cigarettes as part of their own smokefree policies. The Ministry encourages people to avoid using e-cigarettes in areas where smoking is not permitted.

