

# Palmerston North Smokefree Outdoor Areas Policy

## Public consultation document

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The Palmerston North City Council has developed a draft Smokefree Outdoor Areas Policy to encourage fewer people to smoke in public places. To achieve this, the draft Policy proposes to create “clean air zones” in the outdoor spaces of Council facilities and properties. It also proposes to encourage and support businesses to declare the outdoor spaces of their premises as “clean air zones.” Through this policy, the Council aims to improve the health of the city, and contribute to the Government’s “Smokefree 2025” goal.

Your feedback on this draft Policy is very important. It will help the Council to make a final decision about this policy, and your feedback can help shape the final policy. We are looking for comments about whether you support or oppose the Council’s involvement in the area of smokefree policy, whether you agree or disagree with the areas where Council is proposing to declare “clean air zones”, or whether other areas should also be smokefree. You are welcome to comment on any aspect of the policy that you support or oppose, and identify ways in which you think the policy can be improved.

There is a feedback form at the back which you can detach and use if you want to have your say, or you can write down your ideas on your own paper. Copies of this document are also available on the Council’s website.

<http://www.pncc.govt.nz/YourCouncil/CouncilActivities/PublicConsultation/>

Please send your feedback to the Council by **3 May 2013**. You can send it via any of these ways:

<b>By mail</b>	Smokefree Outdoor Areas Policy, Governance and Support Team Leader, Palmerston North City Council, Private Bag 11034, Palmerston North 4442
<b>In person</b>	Palmerston North City Council Customer Service Centre, 32 The Square, Palmerston North
<b>By email</b>	<a href="mailto:submission@pncc.govt.nz">submission@pncc.govt.nz</a> (put Smokefree Outdoor Areas Policy in the subject)
<b>By phone</b>	06 356 8199
<b>By fax</b>	06 355 4115

# Palmerston North Smokefree Outdoor Areas Policy 2013

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## Introduction

Concerns about the risks of smoking have been central to health policy in New Zealand for decades. Countless studies have examined the links between smoking and a range of diseases including cancer and cardiovascular disease. Controls on cigarette sales, advertising, and sponsorship, and the use of cigarettes in confined spaces, have contributed to a decline in smoking rates – the current estimate is that 20% of New Zealanders smoke regularly. The rate of smoking for Maori women is particularly high, estimated at 41.5% (2006 Census).

Local government typically has a minimal role in health policy, largely restricted to sanitary concerns. However, Palmerston North City Council lead the way in 1989 with the Clean Indoor Air Bylaw, which was a forerunner to the Smokefree Environments Act 1990, which banned smoking in indoor workplaces, schools, and preschool establishments. The legislation was extended in 2004 to include all indoor hospitality venues, and all external areas on the grounds of schools and early childhood centres.

With the advance of parliamentary legislation, local government has recently focussed on smokefree policies around facilities commonly associated with children, such as parks and playgrounds. The rationale for these policies is largely driven by the desire to de-normalise smoking, and reduce the uptake of smoking by young persons who are likely to imitate adult smokers. Such policies are unable to be enforced directly through punitive responses, so are generally enforced passively or through varying degrees of signage and education. In 2009, the Palmerston North City Council agreed to make its parks and playgrounds smokefree, and signage was erected in this areas to encourage people not to smoke in these areas.

This policy has been developed largely in response to the central government's stated policy to make New Zealand smokefree by 2025. 'Smokefree', in this context, is defined as less than 5% of the population regularly smoking.

## Strategic alignment

The Palmerston North City Council vision is that "Palmerston North is recognised as a vibrant, caring, innovative and sustainable city." This vision is supported by three City Goals:

- Palmerston North is a socially sustainable city where people want to live because of its safe and easy lifestyle and its many social, cultural and recreational opportunities.
- Palmerston North is a leading city in the quest to become environmentally sustainable.
- Palmerston North is an economically sustainable city which attracts, fosters and retains businesses and jobs to create a prosperous community.

A smokefree outdoor areas policy is consistent with the Council's vision and goals as described above. It represents Council commitment to a caring city, displaying innovation amongst other local authorities, and working towards its sustainability goal. A city free from smoking could become more vibrant and attractive to visitors both within New Zealand and around the world.

In 2010, the Palmerston North City Council adopted the Sustainable City Strategy. One of the strategy's aspirations is to "achieve a safe and healthy city." In particular, the strategy discusses air pollution as a contributing factor for a safe and healthy city. While air pollution is not yet a significant issue for Palmerston North – the strategy acknowledges that "there are no obvious signs of severe air pollution, such as smog" – Mid Central District Health Board has identified smoking as a significant contributor to bronchial complaints. Research by the University of Otago indicates that smoking in outdoor areas contributes to air pollution. Though smoking in indoor areas has an obvious and immediate impact, with visible evidence of smoke concentration, smoking in outdoor areas nevertheless can increase the levels of fine particulates in the air. The University of Otago study in Lower Hutt in 2012 found that "mean fine particulate levels were 1.7 times higher when smoking was observed, than when it was not." A smokefree policy on smoking in outdoor areas is therefore aligned with the Sustainable City Strategy's goal to achieve a safe and healthy city.

## **Policy principles**

This policy is developed and will be implemented with regard to the following principles:

### **Sustainability**

The policy will contribute to the social, cultural, economic and environmental wellbeing of the community, both now and in the future.

### **Leadership**

The Council has a leadership role within the community, and can contribute to the wellbeing of the community by championing health and wellbeing goals for the City as a whole.

### **Strategic direction**

The policy is aligned with Council's strategic direction, and will contribute to achieving its vision and goals, supporting the Council's desire to see Palmerston North recognised as a vibrant, caring, innovative and sustainable city.

### **Participation**

The policy supports and encourages residents to participate fully in Palmerston North's community life, to contribute to the city's direction, and to help shape the future of the city.

## Partnership

The Council works with many organisations to deliver on its strategic and policy aspirations, and forms partnerships to ensure that it is working in the most efficient and cost-effective way.

## Iwi and Maori relationships

The Council is committed to working with local iwi and the wider Maori community, in a way that is consistent with the drivers of the Maori Community Strategy.

## Policy objectives and goals

The key objective of this policy is to contribute to improving the health of residents and visitors. In working to achieve this objective, there are a number of specific goals that the Council, in partnership with the appropriate organisations and agencies, will work towards:

- Fewer people smoke in public places.
- Businesses and organisations operating in the CBD designate their premises “Clean Air Zones.”
- Palmerston North is recognised both internally and externally as a “Clean Air City.”
- More smokers try to quit.

## Policy guidelines

### Clean Air Zones

To meet this policy’s objective of improving the health of residents and visitors in Palmerston North, the Council will declare all parks and playgrounds, including the Square and Arena Manawatu in Palmerston North to be ‘Clean Air Zones’, where people are encouraged to refrain from smoking.

The Council will also individually assess the outdoor spaces of each of the following facilities or properties, and will declare all or part of the outdoor space of each facility or property to be ‘Clean Air Zones’:

- a. the Civic Administration Building
- b. the Customer Services Centre
- c. the central library and branch libraries
- d. Square Edge
- e. Regent Theatre
- f. Te Manawa and Globe Theatre
- g. The Stomach
- h. Caccia Birch
- i. Council’s permanent depot sites and all recycling centres
- j. Council-owned community centres

- k. Bus terminals
- l. Footpaths around the Square, along George Street, and along Broadway Avenue from the Square to Princess Street (subject to the approval of adjoining occupiers)
- m. Convention Centre
- n. Lido and Freyberg Aquatic Centres

The Council will partner with organisations and agencies to encourage and support any business or organisation to designate their premises as a 'Clean Air Zone' where staff and visitors are encouraged to refrain from smoking.

The Council will work with partner organisations and agencies, to help promote the benefits of becoming a 'Clean Air Zone', and to assist businesses and organisations to join together to become a 'Clean Air Block'

### **Clean Air Events**

The Council will extend the Clean Air City concept to events funded or supported by the Council, to be designated 'Clean Air Events.'

### **Clean Air City**

The Council will work with partner organisations and agencies to promote Palmerston North as a Clean Air City, focussing on the benefits of discouraging smoking in public places and the corresponding benefits to residents from breathing clean air.

### **Signage and education**

The Council will develop a brand to identify the 'Clean Air' concept, to assist businesses, organisations, and events to be associated with the Council's policy.

The brand will be incorporated into appropriate signage, posters, and stickers for use by businesses, organisations and events promoting the 'Clean Air' concept.

Existing signage for parks, playgrounds and reserves will be expanded and reinforced with the 'Clean Air Zones' brand.

The Council will work with partner organisations and agencies to provide information for smokers who wish to quit smoking, and to raise awareness about this policy.

### **Enforcement**

It will not be mandatory for any business to designate its premises a 'Clean Air Zone', and Council will not pursue any direct enforcement of this policy.

Council will work with organisations and agencies to support a positive approach to encouraging people to refrain from smoking in public places, and to encourage smokers to quit smoking.

## Implementation

An implementation plan will be developed within three months of the adoption of this policy to identify appropriate and necessary actions to enable the Council to give effect to this policy. These actions will identify the scope and scale of Council's involvement, along with the involvement of partner organisations and agencies, the timing for any such actions identified, and who shall be responsible for the identified actions.

## Monitoring

The Council will work with partner organisations and agencies to monitor the implementation of this policy, its impact on the community, and on the rate of smoking in Palmerston North. The following measures of success will be used as the basis of any review of the Policy:

Measure	Method
The number of clean air zones in Palmerston North increases	Survey of businesses, organisations, and facilities
Awareness of and public support for Palmerston North Smokefree Outdoor Areas Policy increases	Email panel survey
The proportion of smokers identified at specified public places decreases	Observational study
The proportion of non-smokers identified at specified public places increases	Observational study
The number of cigarette butts counted at specified public places decreases	Observational study
The population rate of smoking decreases	Census data

## Review

The policy will be reviewed annually after one year, and thereafter every three years, or earlier if requested by Council.

**We want to hear from you.**

*Please note, as required by legislation, your feedback (including contact details provided on the feedback form), will be available to the public and media and on the Council website as part of the decision-making process unless you request that these details be kept private.*

Your contact details

Full Name: \_\_\_\_\_

Organisation (if applicable): \_\_\_\_\_

Postal Address: \_\_\_\_\_

\_\_\_\_\_

Phone (day) \_\_\_\_\_

Email: \_\_\_\_\_

Your feedback

1. Do you support or oppose Council's proposal to encourage people to refrain from smoking in outdoor public places, and why?

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2. Please indicate if you support or oppose making the outdoor spaces of these areas “clean air zones.”

	Support	Oppose
Parks		
Children’s playgrounds		
The Square		
Arena Manawatu		
The Civic Administration Building and the Customer Services Centre		
The central and branch libraries		
Square Edge		
Regent Theatre		
Te Manawa and Globe Theatre		
The Stomach		
Caccia Birch		
Council’s depot sites and recycling centres		
Council-owned community centres		
Bus terminals		
Footpaths along George Street and Broadway Avenue		
Footpaths around the Square		
Convention Centre		
Lido and Freyberg Aquatic Centres		

3. Are there other spaces you think should be included as a “clean air zone”?

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4. If you have any other comments or suggestions to make about this draft policy, please write them here.

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**Please send your feedback:**

**By mail** Smokefree Outdoor Areas Policy, Governance and Support Team Leader, Palmerston North City Council, Private Bag 11034, Palmerston North 4442

**In person** Palmerston North City Council Customer Service Centre, 32 The Square, Palmerston North

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**By phone** 06 356 8199

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**PLEASE SEND YOUR FORM TO REACH THE COUNCIL  
BY 3 MAY 2013.**