



December 2010
FOREWORD

Victoria is a world leader in tobacco control. Smoking has steadily declined from 31 per cent of the adult population in 1987 to 17 per cent in 2009. Much of this decrease can be attributed to a strong focus on prevention, supported by legislative and policy change and long-term public education campaigns.

Despite these achievements, smoking is still a major cause of preventable death in Victoria. Cigarettes kill half of all lifetime smokers and account for 4,000 deaths annually in this state. Smoking is also a leading cause of avoidable chronic illness and hospitalisation from conditions such as cancer and cardiovascular disease. The cost to the Victorian economy from smoking is significant – estimated to be \$5 billion each year.

Local governments can play a key role to protect the health of their local residents. One way this can be achieved is through local laws to restrict smoking in outdoor areas such as sporting grounds, children's playgrounds, public beaches and alfresco dining areas.

Smoke-free policies will help to denormalise smoking. They can also reduce the harmful health effects from smoking, improve local amenity and protect the environment.

This resource provides local governments with practical tips, frequently asked questions, case studies, sample reports and resources and a CD-Rom with relevant images and templates.

For more information or support regarding the Smoke-free Policies in Outdoor Areas project, please do not hesitate to contact the Heart Foundation in Victoria on (03) 9329 8511 or Quit Victoria on (03) 9635 5641.

We welcome any feedback regarding this resource kit and look forward to working with your council on this exciting initiative.

Yours sincerely,

A handwritten signature in black ink that reads "Kathy Bell".

Kathy Bell
Chief Executive Officer
Heart Foundation Victoria

A handwritten signature in black ink that reads "Fiona Sharkie".

Fiona Sharkie
Executive Director
Quit Victoria