

Smoke-free Policies in Outdoor Areas: Working with local government

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Presentation outline

- Prevalence & costs of smoking
- Tobacco control milestones
- Current smoke-free laws
- Why councils should go smoke-free
- Community support
- Victorian and NSW project
- Smoke-free alfresco dining
- Contact details
- Summary

Smoking prevalence in Australia



Costs of smoking

- 15,000 annual deaths in Australia
- 4,000 annual deaths in Victoria
- Costs the Australian economy \$31.5 billion each year
- Costs the Victorian economy \$5 billion each year

Key milestones in tobacco control

- 1976 – National ban on radio & TV tobacco advertising
- 1987 – Victorian Tobacco Act passed
- 1990 – National ban on print & media tobacco advertising
- 1997 to 2000 – National Tobacco Campaign
- 2001 – Smoking banned in enclosed restaurants & cafes
- 2006 – Smoking banned in enclosed workplaces and pubs/clubs
- 2010 – 25% tax increase;
ban on smoking in cars with children
- 2011 – Point of sale display ban
- 2012 – Plain packaging



3 key proven interventions in tobacco control



What do we mean by outdoor areas?

- Playgrounds
- Sporting fields
- Alfresco dining
- Beaches
- Park/reserves
- Recreation areas
- Swimming pools
- Council run events
- Within 10 metres of council buildings
- Shopping malls/arcades



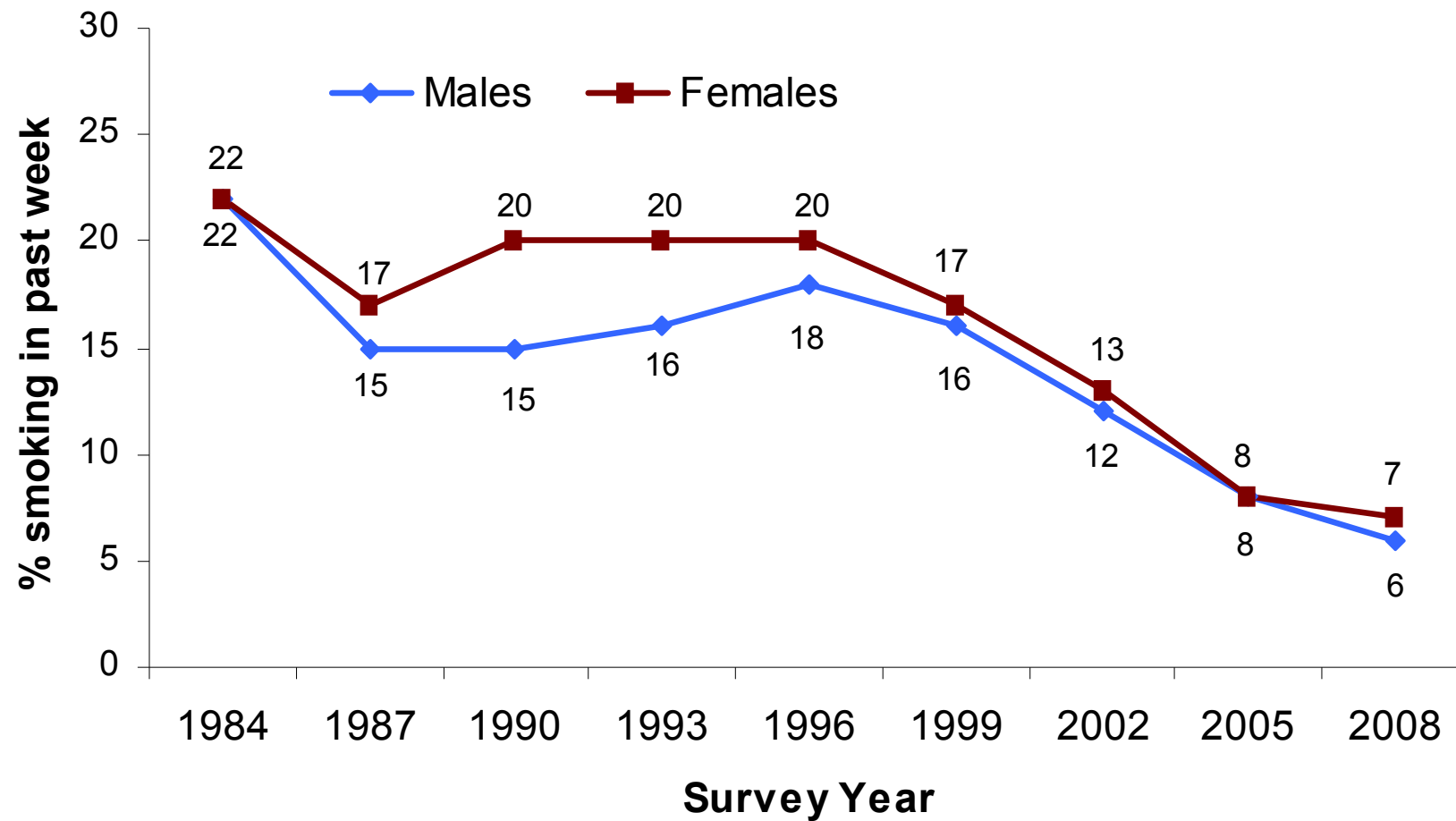
Why should councils implement smoke-free outdoor areas?

- Denormalise smoking
- 82% of adult Victorians are non-smokers
- Increased community demand
- SHS causes early death and disease in those who do not smoke
- Environmental impacts

**NOBODY
SMOKES
HERE ANY
MORE**

Victorian Youth: Gender

12 – 15 year olds

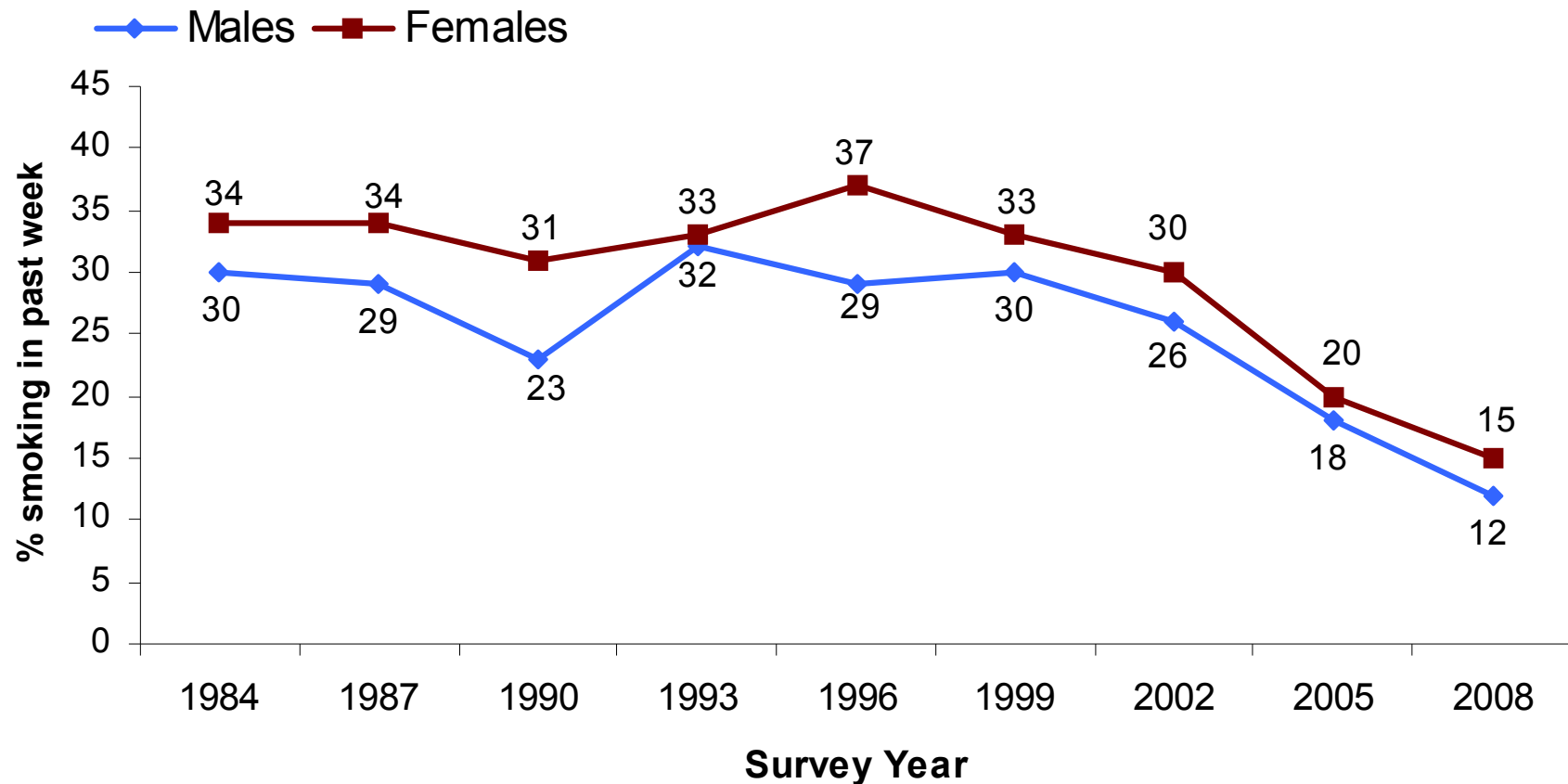


Available from: http://www.health.vic.gov.au/drugservices/pubs/vsss_2008.htm



Victorian Youth: Gender

16 – 17 year olds



Available from: http://www.health.vic.gov.au/drugservices/pubs/vsss_2008.htm

Health impacts

- There is no known safe level of exposure to SHS
- Second-hand smoke causes early death and disease in children and adults who do not smoke
- Emerging evidence on second-hand smoke in outdoor areas



Environmental impacts

- Cigarette butts
 - 7.2 million cigarette butts littered annually
 - Degrade appearance of local neighbourhood
- Children can swallow butts and become very ill with symptoms of nicotine poisoning
- Smoke-free outdoor areas may decrease the number of butts and reduce cleaning costs



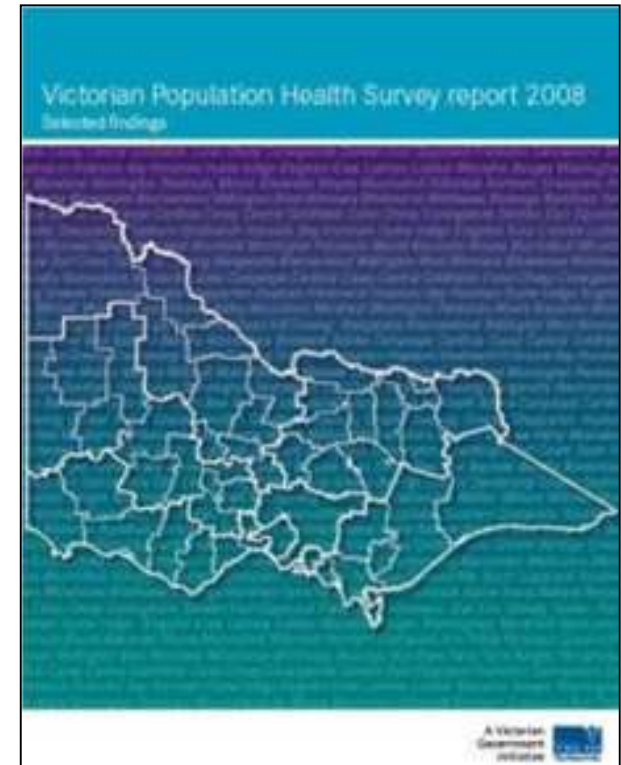
Community support

- A 2009 survey of 4,501 adults by Cancer Council Victoria found that respondents supported smoking bans:
 - At outdoor places where children are present (e.g. parks and playgrounds) – **77%**
 - At beaches – **63%**
 - At alfresco dining areas – **71%**
 - Within hospital grounds – **84%**



LGA smoking prevalence

- Victorian Population Health Survey 2008
- Smoking prevalence by LGA
- Prevalence varies from 31.4% to 11.6%



- Visit www.health.vic.gov.au/healthstatus

Project aim

- To encourage, and support Victorian local governments to adopt smoke-free policies in outdoor areas.



Victorian project

- Advisory Group
- Develop resource kit for councils
- Encourage and support councils
- Conduct survey



Resource kit

1 | Frequently asked questions
Answering a number of frequently asked questions about smoke-free outdoor areas. This fact sheet provides answers to common questions about smoke-free outdoor areas.

2 | Case studies: How libraries are leading the way in outdoor areas
Smoke-free policies in outdoor areas are a public health priority. This fact sheet provides case studies of libraries and local government legislative initiatives.

3 | Why are outdoor smoke-free important for your community?
Smoking is a major cause of preventable death in Victoria. The fact sheet explains why it is a significant step your council can take to smoking and make a positive impact to reduce harm to the community.

4 | Victorian sample council report and policy
A report to council regarding the Victorian sample council report and policy. The report provides a sample report to council and a draft policy. Please refer to the enclosed CD-ROM for an electronic copy.

NSW project

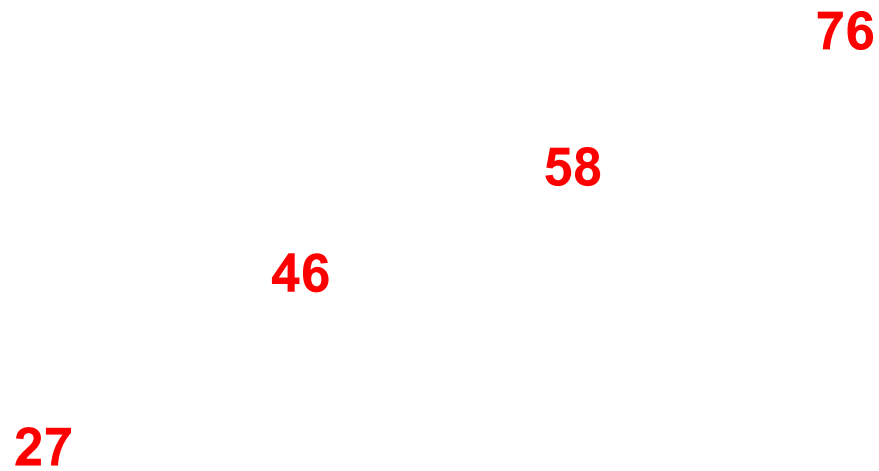
- Partnership between Heart Foundation and Cancer Council NSW
- Working Group
- Survey and resource kit
- Ongoing advocacy work



Local Government
Association of NSW



NSW smoke-free survey



No. of NSW councils with some form of smoke-free outdoor policy

Smoke-free alfresco dining

- Smoke-free areas DO NOT adversely affect retailer revenues¹
- Attract non-smoking clientele
- Reduce employee's exposure to SHS
- Reduce cigarette butt litter
- Reduce cleaning costs
- Improve amenity



¹Source: Scollo M, Lal A, Hyland A, Glantz S. Review of the quality of studies on the economic effects of smokefree policies on the hospitality industry. *Tobacco Control*, 2003 Mar; 12(1):13-20. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/12612356>

Alfresco dining

- Manly alfresco dining survey
 - Over 85 per cent of businesses reported that introducing the policy was not difficult
 - Two-thirds felt customers were happy with the change
 - Two-thirds felt the change had no impact on their trade.



Source: Manly Council. Press Release. *Manly's diners embrace no smoking laws*. Published 22 September 2009. Available from: <http://www.manly.nsw.gov.au/Content.aspx?PageID=42&ItemID=431>



A growing trend – recent news

- Port Phillip Council, beaches
- Frankston, Monash Councils
- Hobart Council, Central Activity District
- Launceston Council, alfresco dining 2011
- Brisbane City Council, pedestrian mall
- Ipswich and Redlands Councils, QLD



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Media response

Butting out at beaches

November 11, 2010

Smoking ban in Frankston streets ignites fiery debate

Nathan Mawby, Grant McArthur | Herald Sun | November 08, 2010 12:01AM | 113 comments

No more smoking outside?

Smoking ban makes little sense

Steve Price | Herald Sun | November 09, 2010 12:00AM | 11 comments

Results: Smoking bans

Thanks for voting!

Should smoking in outdoor dining areas be banned?

Yes

61.08% (1053 votes)

No

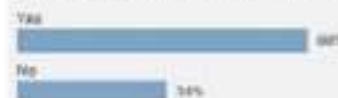
38.92% (671 votes)

Total votes: 1724

Poll: Smoking bans



Do you agree with a ban on smoking outdoors at public areas such as cafes, football grounds and shopping centres?



Council looks to stub out outdoor smoking

Jason Dowling
September 13, 2010

Smokers comply

CBD ban is supported and the feedback is positive

THREE smokers have cleaned up their act and are bringing their butts in greater numbers since the introduction of a new smoke-free environment policy on July 1.

Greater Town City Council was

accustomed and compliance with the policy, very good support from our local businesses and no complaints have been received," Mr Pasfield said.

Mr Pasfield said cases of bad al-

lerting have been reduced since the cigarette ban was installed for the environment of the smoke-free environment policy.

"This has resulted in a reduction in litter strewn around the streets bins and adjoining public places," he said.

Council had received no requests for the smoke-free policy to be lifted or varied.

"In fact, the opposite is the case," Mr Pasfield said.

"We have received a great deal of very positive anecdotal feedback in relation to the ban."



HAVE YOUR SAY: Profits up in smoke as Frankston bans cigs

LOCAL NEWS | 12 JUL 10 @ 11:52AM | BY DORNA CARTON

ADD YOUR COMMENT: Fresh hit with Monash smoking plan

BUSINESS | 21 SEP 10 @ 08:01AM | BY MICHELLE CARNOVALE



Summary

- Smoking impacts our community
- Local governments can take preventative action
- Increasing number of smoke-free areas
- Benefits for public health and environment
- Strong community support for smoke-free areas

Contact details

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