

# Palmerston North Auahi Kore Smokefree and Vapefree Policy 2020

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## Introduction

Health outcomes are determined by the social and economic environment, the physical environment, and a person's individual characteristics and behaviours. The Palmerston North City Council (Council) has shared interests with other government and non-government agencies in improving health outcomes for people in Palmerston North. While Council has no formal role in health service delivery, it does have an important role by creating and encouraging conditions that help build healthy communities.

This policy has been developed largely in response to central government's stated policy to make New Zealand smokefree by 2025. The Government defines 'smokefree' as less than 5% of the population regularly smoking. According to census data in 2018 the percentage of regular smokers in Palmerston North dropped to 12.6% compared to 20.4% in 2006. However, Māori are more likely to smoke than non-Māori. People in the Manawatū-Whanganui region who identified as Māori in the 2018 census had the highest proportion of regular smokers (29.8%) compared to all other ethnic groups.

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. The rationale for smokefree policies is largely driven by the desire to de-normalise smoking and reduce the uptake of smoking by young people who are likely to imitate adult smokers. The uptake of vaping is rising but there is a lack of research understanding the long-term effects it has on users, and passive users. Council has a responsibility to show leadership on this complex issue. A precautionary policy to ensure physical and emotional harm is minimised is a sensible approach, given the many uncertainties.

## Strategic Context

The Council's vision for Palmerston North is *small city benefits, big city ambition*. Council's goals are to be:

- An innovative and growing city
- A creative and exciting city
- A connected and safe community
- An eco city
- A driven and enabling Council

This policy contributes to Palmerston North becoming a city that is connected and safe.

## Policy Objectives and Goals

The purpose of this policy is to encourage residents and visitors to Palmerston North to be smokefree and vape-free in public spaces.

Because the role of local government on smoking is limited, the policy focuses on positive actions to promote the policy outcomes, such as education and signage.

The Council, in partnership with partner organisations, will work towards achieving the following objectives:

- Fewer people smoke and vape in public places;
- Businesses and other organisations designate their premises “Smokefree and Vapefree”;
- Palmerston North is recognised both locally and nationally as a “Smoke-free and Vape-free City”;
- The prevalence of smoking and vaping in Palmerston North decreases.

## **Policy guidelines**

### **1. Smokefree and vapefree areas**

a) The following Council-administered areas in Palmerston North are designated smokefree and vapefree:

- I. Playgrounds
- II. Parks, including The Square
- III. Sports grounds, including Central Energy Trust Arena
- IV. Skate parks

b) The outdoor areas of the following Council facilities are designated smokefree and vapefree:

- I. the Civic Administration Building
- II. the Council Customer Services Centre
- III. the Palmerston North City Library and Library branches
- IV. Square Edge
- V. Regent Theatre
- VI. Te Manawa
- VII. Globe Theatre
- VIII. Central Energy Trust Wildbase Recovery Centre
- IX. The Stomach
- X. Caccia Birch
- XI. Council’s permanent depot sites and all recycling centres
- XII. Council-owned community centres
- XIII. Bus terminals and bus stops
- XIV. Palmerston North Conference and Function Centre
- XV. Lido and Freyberg Aquatic Centres

c) Council funded events and functions are designated smokefree and vapefree, by requiring the display and announcement of smokefree and vapefree messages when advertising the event or function as well as during the event or function.

## 2. Smokefree and vapefree promoters

- a) The Council will work with the Smokefree and Vapefree Reference Group (see Implementation, below) to promote Palmerston North as a smokefree and vapefree city, focussing on the benefits of encouraging people to be smokefree and vapefree in public places.
- b) The Council will partner with members of the Smokefree and Vapefree Reference Group to encourage and support businesses or organisations to designate their premises as smokefree and vapefree.
- c) Council will provide Smokefree/ Auahi kore and vapefree signage for all places designated 'smokefree' and 'vapefree' under this policy.

## 3. Smokefree and vapefree education

- a) The Council will work with partner organisations to provide information for smokers and vapers who wish to quit, and to raise awareness about this policy.

## 4. Implementation

- a) Council will coordinate the Smokefree and Vapefree Reference Group to guide the implementation of this Policy.
- b) Members of the reference group may include relevant staff from the following organisations and agencies including but not limited to:
  - i. Palmerston North City Council
  - ii. Horizons Regional Council
  - iii. Midcentral District Health Board
  - iv. central government agencies
  - v. non-government health agencies
- c) Members of the Smokefree and Vapefree Reference Group will meet at least three times a year to monitor policy implementation and to develop projects that will contribute to achieving the objectives and goals of this policy.
- d) The following measures of success will be used as the basis of the review of the Policy:

Measure	Method
Awareness of, and public support for, Palmerston North Smokefree and Vapefree Outdoor Areas Policy increases	Email panel survey

Measure	Method
The proportion of non-smokers and/or non-vapers identified at specified public places increases	Observational study
The population rate of smoking and/or vaping decreases	Census data

5. Review

The policy will be reviewed every three years, or earlier if requested by Council.