



WANGANUI  
DISTRICT COUNCIL  
*Te Kaunihera a Rohe o Whanganui*

# **Wanganui Smokefree (Auahi Kore) Outdoor Areas Policy 2014**

## **1.0 Purpose**

The purpose of the Wanganui Smokefree (Auahi Kore) Outdoor Areas Policy 2014 is to provide a blueprint for signatory agencies to work towards smoking cessation in Wanganui's outdoor areas. This policy in turn will contribute towards 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.

It is intended that this policy will be educative rather than punitive, with emphasis towards signage and education that encourages the public to maintain not only smokefree areas, but also a healthy environment in areas that are primarily used by young people for sporting and recreation activities.

It is intended that this policy, including action plan, will provide direction for, and buy-in from, the necessary supporting agencies that contribute towards smokefree Wanganui efforts.

## **2.0 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).

In response to these concerning statistics in March 2011 the government committed to a goal of New Zealand being smokefree by 2025. This vision is supported by the Ministry of Health's action plan that, amongst other things, encourages local and regional initiatives to make communities smokefree. This includes, but is not limited to, Council's children's play areas, marae, shopping precincts and other public places.

The Whanganui District Health Board has also identified smoking as a significant health issue and research by the University of Otago indicates that smoking in outdoor areas contributes to air pollution. Smoking in indoor areas has an obvious and immediate impact with visible evidence of smoke concentration; however, smoking in outdoor areas can also increase the level of fine particulates in the air. A 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".

Local government typically has a minimal role in health policy, largely restricted to sanitary concerns. However, Wanganui District Council led the way in 2010 with adoption of the Smokefree Parks and Reserves Bylaw. This was in response 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 central government legislation, local government has recently focused 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. It is not about punishing smokers, but about providing smokefree role modeling, protecting the young and encouraging people not to smoke in these areas.

In 2013 Council responded to initiatives from the Whanganui District Health Board (WDHB) and Tobacco Control Steering Group to develop a smokefree Central Business District. The initiative included a surveys of the public and key stakeholders to gauge support for the concept. The survey and results are attached in Appendix A.

Generally the majority of respondents – a mixture of shoppers, public and businesses; were supportive of the CBD smokefree concept.

Council considered this information and various options and resolved that -

- A draft Smokefree Central Business District Policy, taking into account the survey findings be developed for the Council's consideration with the Council's contribution confined to officer time.
- The Wanganui District Council supports the Government goal of making New Zealand smokefree by 2025 and supports initiatives to de-normalise smoking and promote a healthy lifestyle.

### **3.0 Strategic alignment**

**Wanganui District Council's** vision is that "Wanganui is the best place to live in New Zealand". This vision is supported by the following goals:

- Wanganui is enjoyed for its lifestyle and sense of community
- Wanganui is celebrated for its liveability, culture and heritage
- Wanganui is shaped by our river and environment
- Wanganui is on the path of sustainability and prosperity
- Wanganui is loved by those who live here

A Smokefree Outdoor Areas Policy is consistent with the Council's vision and goals as described above. It represents Council's commitment to being 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.

The Council's 10-Year Plan 2012-2022 has a Family-friendly Strategy at its core. The mission statement of this strategy is: "to partner with the community to create a flourishing and family-friendly environment". In particular the guiding principle is one of working in partnership with the community. This strategy has development of a 'safe and healthy community' as a key pillar.

A Smokefree Outdoor Areas Policy is therefore aligned with the Family-friendly Strategy's focus on creating a safe and healthy community, with Wanganui positioned as the best place to live in New Zealand.

**The Whanganui District Health Board** recognises that a renewed impetus is required to achieve the Government's aspirational goal of a Smokefree New Zealand by 2025. Increased integration into all other aspects of health is critical to achieving Smokefree Aotearoa 2025. Working with the Whanganui District Council provides an opportunity to influence policy around reducing the smoking prevalence and exposure to second hand smoke within our community

**Whanganui Regional Health Network (WRHN):** The WRHN provides a quit clinic service which is a smoking cessation service that provides a drop in service for the community during working hours. This is a free service.

WRHN general practices also provide cessation services at every practice in the Whanganui Region. Every practice has nurses trained to deliver free cessation programmes.

**Te Oranganui Iwi Health Services:** Te Oranganui Iwi Health is committed to the wellness of Māori and the community. The health of our future generations is very much dependent on the way in which we role model positive behavior through advocating and promoting Tikanga Māori based practices in relation to Auahi Kore and cessation for whānau, hapū, iwi and the Whanganui community we service. We will work and partner with any businesses or organisations to encourage smokefree areas, where whanau are encouraged to refrain from smoking.

Aukati Kaipapa Smoking Cessation Services offer a free quit smoking programme which is designed to help and support Maori whanau to quit smoking.

**Wanganui-Rangitikei-Ruapehu and Waimarino Cancer Society:** A core service offered by the Cancer Society is advocating and promoting healthier communities by encouraging healthy lifestyles that help reduce the chances of people developing cancer.

**Mainstreet Whanganui:** Mainstreet's vision is 'To create a vibrant town centre that attracts both visitors and locals'. This vision is supported by an objective - 'To promote and encourage the revitalisation of the town centre of Wanganui as a place for its citizens to shop and work and to enjoy its surroundings while carrying out all the functions of being a community,

## **4.0 Policy principles**

The guiding principle of this policy is one of working in partnership with the community to decrease smoking in outdoor areas.

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

### **4.1 Sustainability**

The policy will contribute to the social, cultural, economic and environmental fabric of the community, both now and in the future. It will be implemented slowly at first; with the aim to educate people of the desired behavioral change which in time normalises smokefree outdoor areas in the district.

## **4.2 Leadership**

The Council and Whanganui District Health Board have leadership roles within the community, and can contribute to the betterment of the community by championing health and wellbeing goals for the benefit of the district as a whole.

## **4.3 Strategic direction**

This policy is aligned with the strategic direction of central government, Council and the Whanganui District Health Board. It will contribute to our district's aim to be recognised as the best place to live in New Zealand.

## **4.4 Participation**

This policy supports and encourages residents to participate fully in Wanganui community life, to contribute to the district's direction and to help shape a smoke free future for the district. This is achieved through removal of barriers to smoking cessation, de-normalizing the habit, education and information..

## **4.5 Partnership**

This policy is a collaborative venture between the Council and the Whanganui District Health Board. It will involve further relationships and work with other organisations committed to a smokefree environment in order to achieve the desired outcome.

## **4.6 Iwi and Maori relationships**

Partners to this policy are committed to working with local iwi and the wider Maori community, in a way that is consistent with current Iwi liaison agreements and understandings.

# **5.0 Policy objectives and goals**

## **5.1 Key objective**

The key objective of this policy is to contribute to improving the health of residents and visitors through the provision of smokefree outdoor areas. In working to achieve this objective, there are a number of specific goals which the partnership, in conjunction with appropriate organisations and agencies, will work towards. These are detailed below.

## **5.2 Supporting goals**

5.2.1 To reduce smoking in public places.

5.2.2 To support businesses and organisations operating in the central city by making our CBD smokefree.

5.2.3 To support the government's Aotearoa / Smokefree 2025 Vision.

5.2.4 To promote smokefree services and actions.

5.2.5 To educate the community on smokefree outdoor areas and the benefits of being smokefree.

## **6.0 Policy actions**

### **6.1 Smokefree areas**

In order to meet our smokefree objectives this policy formalises the following areas as 'smokefree' locations where people are encouraged to refrain from smoking:

- All parks and playgrounds within the district.
- The 'central commercial zone' – including Majestic Square.
- The riverfront zone – including the River Traders and Whanganui Farmers Market.
- The Arts and Commerce Zone.

### **6.2 Support for additional smokefree areas**

The Council, WDHB and WRHN will partner with organisations and agencies to encourage and support any business or organisation that wishes to designate its premises as a smokefree area, where staff and visitors are encouraged to refrain from smoking.

### **6.3 Smokefree City**

The Council will work with partner organisations and agencies to promote Wanganui as a Smokefree City – focusing on the benefits of discouraging smoking in public places and the corresponding benefits to residents of breathing clean air.

### **6.4 Smokefree events**

The Council will extend the Smokefree City concept to ensure all events funded by the Council will be smokefree and all events supported by the Council will be encouraged to be smokefree. Other supporting agencies will be encouraged to do likewise.

### **6.5 Communication and education**

Te Hunga Tupeka Kore Smokefree Network, alongside the Council, will publicise the smokefree areas. This will be achieved by incorporating the existing national Smokefree/ Auahi Kore brand into appropriate signs, posters, and other communication media. 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.

### **6.6 Enforcement**

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.

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

## **7.0 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 Wanganui. The following measures of success will be used as the basis of achievement in any review of the policy:

<b>Measure</b>	<b>Method</b>
A reduction in the amount of cigarette butt litter	Collection of cigarette butts - Mainstreet – Operations
An increase in the public awareness of, and public support for smokefree outdoor areas	Targeted Surveys using standardised questions by Mainstreet and Wanganui District Council. Support from Te Hunga Tupeka Kore Smokefree Network Group.
A reduction in the overall rate of smoking in Wanganui	<ul style="list-style-type: none"> <li>• Census data – Statistics New Zealand</li> <li>• Quit attempts – Quit Cessation Services</li> </ul>
An increase in the percentage of smokefree events in Wanganui	Data from contributing agencies and organisations
A reduction in the percentage of people in outdoor smokefree areas that are smoking	Targeted observation surveys of annual events involving both a large public event (Mainstreet) and sports ground event (Wanganui District Council). Support from Te Hunga Tupeka Kore Smokefree Network Group.

## **8.0 Review**

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

### **Partners to the Smokefree Outdoor Areas Policy:**

- Wanganui District Council
- Whanganui District Health Board
- Mainstreet Wanganui Inc
- Wanganui-Rangitikei-Ruapehu and Waimarino Cancer Society
- Te Oranganui Iwi Health Authority
- Wanganui Regional Health Network

Date the Smokefree Outdoor Areas Policy came into force:

1 October 2014

### **Appendix:**

#### **(A) Smokefree CBD Survey and Results:**

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# Whanganui

# SMOKEFREE CBD

*Survey results related to smoking in the CBD of  
Whanganui*



# Table of Contents

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Introduction.....	3
Public Survey results .....	5
Business Consultation results.....	9
Online Poll results.....	11
Recommendations .....	11
Appendix 1- Public Survey.....	12
Appendix 2- Business Consultation.....	13
References.....	14
Report by.....	14

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# Introduction

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Smokefree outdoor area (SFOA) policies have been the subject of considerable debate in New Zealand over the past few years. Amended smokefree legislation in 2003 prohibited smoking in indoor workplaces, restaurants, pubs/bars, school grounds, early childhood centres, casinos and gambling machine venues. Since then, some NZ local authorities have been expanding their smokefree policy to include certain outdoor areas. As with the implementation of indoor smokefree areas, opponents believe that outdoor smoking restrictions impinge upon individual autonomy, and are unreasonable and/or unnecessary. The health impacts of smoking have been well established, however the process of translating research into policies that benefit communities needs to consider factors such as the current extent of smoking in that community, local public opinion about smokefree policies, and support within local government. <sup>1</sup>

To conduct research in the Whanganui area, The Cancer Society of NZ Wanganui- Rangitikei- Waimarino Centre, Te Oranganui Iwi Health Authority, Whanganui District Health Board and Mainstreet Wanganui have formed a partnership and conducted 3 methods of data collection together.

## 1. Public Survey

The Public Survey was conducted on each of the shoppers of the CBD area during World Smokefree Day week 27/05/13-31/05/13. Each of the above organisations surveyed on different days, times and locations during that week for a 2 hour period.

In total 168 shoppers completed the survey and the final result showed that 79.1% of those shoppers would like to see the CBD become a smokefree area. Of those 168 shoppers, 28% were smokers, 30.35% use to smoke but have now quit and 40.47% had never smoked. People filling out the survey were given the option to fill out the survey themselves or have the survey read to them and answer verbally.

Mainstreet Wanganui also placed 3 cut out surveys in the Wanganui Chronicle over the month of June with the question 'Do you support the CBD becoming Smokefree'. 446 people responded via post. 75% answered yes and 25% answered no.

## 2. Business Consultation

The business consultation was conducted with businesses along Victoria Avenue, Guyton Street & Ridgway Street. Mainstreet Wanganui alerted business to this consultation one week prior to when it took place.

All of the participating organisations approached shops and asked managers or employee's questions about their thoughts and opinions on a smokefree CBD Policy and if they thought the policy would affect their business. They were also asked what could be done to aid them if the policy was to be brought in.

Questions were asked verbally and written down by the surveyor unless the person could not understand the question, then they were given the opportunity to read it.

This was an open opinion survey so answers given by participants were grouped into categories that suited their opinions. 55 businesses took part in the consultation.

There were up to 10 businesses that did not want to complete the form and 4 that said they would complete the form but did not.

## 3. Online Poll

An online poll was placed on the website of Mainstreet Wanganui during the month of June, and anyone who visited this site had the opportunity to answer the polling questions.

There were 184 people who responded with 116 people supporting the idea of a smokefree CBD, 41 people don't think it will work 21 people think it will work but not everywhere and 6 people think it will work on council facilities.

The documents used for the Public Survey along with the Business Consultation were taken from the Wellingtons 'Golden Mile' study and amended to suit Whanganui. The questions that were asked in the online poll were used from the Palmerston North District Council online poll and changed to suit

Whanganui.

You will find enclosed results of these 3 methods of data collection.

## Public Survey

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**1. Gender:**

Female	110
Male	54
Unknown	4
<b>Total:</b>	<b>168</b>

**2. Age group:**

18-30	49
30-59	82
60+	37

**3. Are you:**

<input type="radio"/> Whanganui resident	145
<input type="radio"/> Live elsewhere in NZ	22
<input type="radio"/> Visiting from another country	1

**4. What is your current smoking status?**

<input type="radio"/> I currently smoke	48
<input type="radio"/> I used to smoke but not anymore	51
<input type="radio"/> I have never smoked	68

**5. How often do you walk along Mainstreet?**

<input type="radio"/> Daily	37
<input type="radio"/> 2-4 times weekly	56
<input type="radio"/> Once a week	44
<input type="radio"/> Fortnightly	10
<input type="radio"/> Monthly	7
<input type="radio"/> Less often	14

**6. Do you ever have children with you while walking along Main Street?**

<input type="radio"/> Daily	9
<input type="radio"/> 2-4 times weekly	24
<input type="radio"/> Once a week	15

- Fortnightly 14
- Monthly 11
- Less often 95

7. **Do you work along Main Street?**

- Yes 35
- No 133

8. **In your opinion, do you think smokers should be able to smoke on Main Street, or should they have set areas off Main Street?**

**(Reasons why on following page)**

- Where they want: 43
- Off Main street: 125

**Reasons why**

- **Where they want: Why:**
  - As long as it isn't in the shops it's not too bad
  - Freedom of choice
  - Free choice. There is good draft through the ave
  - Because it's up to the smoker to think of other people
  - Personal choice
  - It's not an issue at present
  - Can't stop people from smoking in main street as it is a public place
  - No, be considerate of others
  - Human rights
  - Yes
  - Because responsibility. I find people spiting on the footpath more offensive and have health concerns around this.
  - I am a smoker and I would like ash trays to put the smoke butts in
  - So it doesn't diminish the right of an individual
- **Off Main street: Why:**
  - I don't want anyone smoking in the street
  - It's a dirty smelly habit and is expensive
  - It affects my breathing
  - It smells
  - It's disgusting and doesn't look good
  - Disgusting habit
  - It smells horrible and there's cigarette butts everywhere
  - The health of our children is paramount. We need to be healthy role models
  - I don't like the smell and taking it into my lungs
  - The majority of shoppers don't smoke and those people don't want to encounter peoples smoke smells
  - Passive smoke stinks and is bad for health
  - So we don't have to smell it
  - Non-smokers and children don't need to be exposed to the harmful chemicals that smokers choose

- Smoking kills
- Not good for non-smokers
- Passive smoke is still harmful
- I want a Smokefree NZ
- I don't want smoke in my face
- The smell, people dropping smoke butts on the pavements
- Be safer for kids and not so much pollution
- Just be aware of others
- So it doesn't affect the kids
- It's a bad look
- Smokers
- To avoid smoking on Mainstreet when it is a bus period- shouldn't have restrictions at night/ weekends
- Not a good look
- To allow them to still have the freedom of choice and non-smokers to have the clear space to support their choices-  
Smell
- Not a good look
- Because its yuck
- Not a good look second hand smoke
- I don't like inhaling second hand smoke from people walking in front of me or people standing/ sitting on the main street smoking. Health concerns, sets a bad example for children- Smell
- It's awful walking into a group of people smoking. My son always comments when he smells smoke too.
- Bad look for town shops that they're outside of. And if they are wearing a uniform
- Out of sight out of mind. Whanganui needs to promote good health and wellbeing!!
- Because it look good
- Because it don't look nice with smoke butts on the ground.
- Behind streets
- Not healthy for others
- So that people don't see them
- Because there are kids and they need clean air to breathe
- I find the smoke lingers under balcony's and is awful when shopping
- Small Children
- Non-smokers shouldn't have to breathe in second-hand smoke
- I don't like smelling smoke or smoke in my face
- Little kids walking past
- So as not to inconvenience the public
- Enough time with cars
- Because when it's busy people don't want to be around smoke and have it in their face while they shop
- Non one need to smell their smoke
- I don't need to be exposed to smoke
- For the respect of other cleanliness for our city
- In consideration to other non-smokers especially children
- Not sure don't like groups for smokers standing and smoking around shop fronts
- Because it stinks walking behind smokers
- Passive smoking should be a choice
- Smokefree better for everyone
- Continued pressure to give up
- Because its unhealthy for non-smokers

9. **DO YOU THINK WHANGANUI MAINSTREET SHOULD BE SMOKEFREE?**

**(Reasons why on following pages)**

- Yes: 133
- No: 37

**Reasons why**

- **Yes: Why**
  - It's a dirty smelly habit and its expensive
  - So we can all breath fresh air
  - Smoke butts litter the street and it's not nice to see
  - We shouldn't have to smoke just because they are
  - The more public spaces that are smoke free the better
  - The health of our children is paramount. We need to be healthy role models
  - I don't like the smell and taking it into my lungs
  - To create a pleasant shopping/ café dining experience
  - Passive smoke stinks and is bad for health
  - For kids
  - In consideration of others who do not smoke
  - It would be nice to not have the smell and expose children to smoke
  - Smoking causes cancer and kills. It's not fair for non-smokers. I think NZ should be smoke free
  - More healthy
  - Its only one street, so keep it family friendly
  - It's better for the non-smokers
  - I want a smoke free NZ
  - Clean image
  - Not good for anybody
  - Keep it clean
  - Looks better
  - Stop all the smoke going into people faces
  - It's an bad look
  - For the children of Whanganui
  - To allow them to still have the freedom of choice space to support and non-smokers to have the clear space to support their choice
  - Second hand-smoke
  - Yes it would look cleaner
  - Because it should be
  - For health reasons
  - Because it's not healthy toward non-smokers /children
  - Keep others healthy and second hand smoke kill
  - Because everyone can breathe clean air
  - For the health of community and future generations
  - I want fresh air
  - For health reasons
  - Long term to everyone benefit
  - Clean green NZ Image
  - Because Mainstreet should be smokefree zone
  - Because of all the kids
  - Good for all.

- **No: Why**
- As long as it isn't in shops it's not too bad
- Freedom of choice
- Just ticket them for their butts on the ground
- Smokers need to use their initiative and smoke elsewhere
- Enough personal choice has been removed
- It's not an issue
- It's people's right you can't tell them what to do. You only live once. Too much control and interference into people's lives.
- It's a free county
- Smokers
- Designate areas for them. Its their choice to smoke and they have to go outside somewhere so let them have designated spots
- Designate areas for smokers
- Unsure

### **Survey results from Wanganui Chronicle**

A survey was placed in the Wanganui Chronicle 3 separate times over the month of June. It was a simple question: Do you support the CBD becoming Smokefree? To answer the question the participants had to send their answer to Mainstreet Wanganui via post or drop in.

- |   |     |
|---|-----|
| 1. Do you support the CBD becoming Smokefree? |     |
| Yes   | 334 |
| No  | 112 |



# Business Consultation

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This was an open opinion survey so answers given by businesses have been grouped into categories that suit their opinion.

\*Inapplicable answers: The answers do not relate directly with the question asked.

## 1. In what ways would a smokefree areas policy affect your business or organisation?

- It won't affect us at all 24
- It will affect us in a negative way 7
- It will affect us in a positive way 18
- Not sure if it will affect us 1
- Inapplicable answers 5

## 2. Can you suggest anything that the council could do to minimise any negative effects from bringing in a smokefree areas policy?

- No 14
- Provide resources/ signage 4
- Promote/ Advertise/ inform 7
- Have designated areas 8
- Not sure 5
- Inapplicable answers 12

## 3. What do you see are the limitations of a Smokefree areas policy?

- People will continue to smoke 5
- How will it be policed/ enforced 4
- Where would smokers go? 2
- Don't see any limitations 17
- Don't know 3
- Inapplicable answers 6
- Other 10
  - *People will stay at home or in their cars*
  - *You can't smoke*
  - *Time*
  - *People will complain, but that will pass then they will have more money to spend*
  - *People will be aggressive and it will turn into a major topic*
  - *Maybe shops that sell smokes*
  - *People may not shop*
  - *Staff and the community*
  - *It will keep a few people out of main street*
  - *Keeping smokers out of town*

## 4. What can council do to address those limitations?

- Provide signage 4

- Educate/ inform/ raise awareness 7
- Designate areas 4
- Give fines 4
- Nothing 10
- Not sure 5
- Inapplicable answers 4
- Other 2

- *Be prepared for feedback*

- *Not to ignore them because it gets peoples backs up, but offer alternatives*

**5. What support/ information would you need if the policy was implemented?**

- Posters/ Signage 18
- Newsletter 3
- Policy information 8
- Nothing 12
- Inapplicable answers 5
- Other 4

- *Have more support for business*

- *Have designated areas for smokers*

- *Provide an alternative for customers*

- *Regular community support*

**6. Did you know that the NZ Government has committed to a goal of making the country smokefree by 2025?**

- Yes 38
- No 13

**7. Name of business that took part (optional)**

Uptown Café	Cash Converters	House of Travel	Gaslight Bakery	Janome
\$2 Shop	Sunny's	Subway	NZCU	Trade Aid
Aotearoa Credit union	Philp Wright Fabrics	Delicious Delicatessen	All Fab Flowers	Victoria Treasures
3 Stell	Alios Mullor	97 Victoria Ave	Embassy 3	Shanton
Michael Hill Jeweller	Paper Craft Room	Elizabeth Palmer	J Willams Jewellers	Warehouse Stationary
TWOA	Little Buds	Stellar	Eyes on Victoria	AMI insurance
Hallensteins	Spec Savers	Kelly's Outlet	Antique Affair	Telecom
Mi-Store	Flower Room	Great NZ Gifts	De La Kaj	The Edge
Red Eye Café	Cheap Skates	Air NZ	Just Jeans	Pagani

Nik Naks	141 Café	Pumpkin Patch	Kathmandu	Ice Cream Shop
Noodle Canteen	Budget Advisory	Thistles	Gold Coin	Wild Oats

**8. Does the business sell food?**

- Yes 12
- No 40

**9. Does the business sell alcohol?**

- Yes 3
- No 49

**10. Is there a nearby smoking area?**

- Yes 23
- No 35

To request full content of business consultation answers contact:

Cancer Society Wanganui- Rangitikei- Waimarino Centre- [jane@gicancer.soc@xtra.co.nz](mailto:jane@gicancer.soc@xtra.co.nz)

[Whanganui District Health Board- Desiree.McLean@wdhb.org.nz](mailto:Desiree.McLean@wdhb.org.nz)

# Online Poll results

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Online polling results:

184 people responded with 116 people supporting the idea of a smokefree CBD, 41 people don't think it will work, 21 people think it will work but not everywhere and 6 people think it will work on council facilities.



# Recommendations

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We recommend that the WDC adopt an educative policy in order to discourage smoking, and encourage smokefree behaviour. This policy could create issues of smokers becoming displaced and consideration would need to be given to creating potential "Smoking allowed" areas.

This policy would use public pressure as opposed to legal enforcement to bring about change in behaviour, using signs and media to promote and inform the public about the policy. The main advantage in having a policy is that it relies on public awareness instead of legal enforcement. The policy is viewed as less paternalistic and will be better received by the public and by smokers.<sup>2</sup>

The Whanganui Te Hunga Tupeka Kore Smokefree Network suggests using the existing Liquor ban areas in Wanganui to use as a perimeter guide to a "Smokefree CB

## Appendix

### *Appendix 1- Public Survey*

## **We want your opinion on....**

### **Smokefree Mainstreet in Whanganui**

**We are currently looking at people's opinions towards smoking along the Whanganui Mainstreet.  
Whanganui Mainstreet is Victoria Avenue.**

5. Gender: Female/ Male
6. Age group:      18-30                      30-59                      60+
7. Are you:
- Whanganui resident
  - Live in NZ
  - Visiting from another country
8. What is your current smoking status?
- I currently smoke
  - I used to smoke but not anymore
  - I have never smoked
5. How often do you walk along Mainstreet?
- Daily
  - 2-4 times weekly
  - Once a week
  - Fortnightly
  - Monthly
  - Less often

6. Do you ever have children with you while walking along Mainstreet?
- Daily
  - 2-4 times weekly
  - Once a week
  - Fortnightly
  - Monthly
  - Less often
7. Do you work along Mainstreet? Yes/ no
8. In your opinion, do you think smokers should be able to smoke on Mainstreet, or should they have set areas off Mainstreet? (tick one)
- Where they want. Why: \_\_\_\_\_
  - Off Mainstreet. Why: \_\_\_\_\_
9. **DO YOU THINK WHANGANUI MAINSTREET SHOULD BE SMOKEFREE?**
- Yes- Why? \_\_\_\_\_
  - No- Why? \_\_\_\_\_

*Appendix 2- Business Consultation*

**FEEDBACK QUESTIONS**

**Date:**

**Introductions:**

I am talking with Whanganui Mainstreet Businesses this morning to ask a few questions regarding your thoughts regarding Whanganui CBD Smokefree, have you got time to answer a few questions?

**Preamble**

The Whanganui District Council are currently looking into developing a Smokefree Areas policy that would discourage smoking in most public places. Currently, parks and playgrounds are Smokefree areas. The new policy that is being researched would extend to footpath areas in the Whanganui CBD, the Square, as well as Council-owned or managed facilities, Council-funded events, and other events held on Council land. Such a policy wouldn't be punitive – no fines would be issued – but would be focussed on education and encouraging people to not smoke in public places.

1. In what ways would a Smokefree areas policy like this affect your business or organisation?  
(if negative ask what positives might be) (if positives ask what negatives might be)
2. Can you suggest anything that the Council could do to minimise any negative effects?
3. What do you see are the limitations of a Smokefree areas policy?
4. What can Council do to address those limitations?
5. What support/information would you need if the policy was implemented?
6. Did you know that the New Zealand Government has committed to a goal of making the country Smokefree by 2025?

Yes? How will you support the New Zealand Government Smokefree Aotearoa New Zealand Goal?

- Address and/or name of business/organisation
- Persons name if they are happy to be identified but if they prefer to be anonymous, then all we really need to note is the business or address.
- Does the business sell food                      Yes    No
- Does the business sell alcohol                      Yes    No
- Is there a nearby smoking area                      Yes    No

**Reference:**

1. Wellingtons Golden Mile  
University of Otago  
Parry R, Pearce K, Prior B, Richmond G, Robertson A, Roselan J, Shum P, Sykes A, Tay J, Taylor G, Thachanamurthy P, Walsh B, Wright N, Zheng T. Forth year medical student Public Health Project, 2010.
2. Health sponsorship council. Smoking bans and policies in outdoor settings: review of rationale, implementation, and impact. Wellington, New Zealand: Health Sponsorship council 2007

**Report by:**

Cancer Society of NZ Wanganui- Rangitikei- Waimarino Centre

Te Oranganui Iwi Health Authority PHO

Whanganui District Health Board

Mainstreet Wanganui

**Date: 10 July 2013**

**(B)**