



Long Term Plans, pathway to Smokefree Aotearora by 2025?





Our mission statement

We are a community based voluntary organisation working throughout Canterbury and the West Coast to minimise the impact of cancer on our community

[Canterbury West Coast Division Annual Report 2008]



Cancer as a public health issue



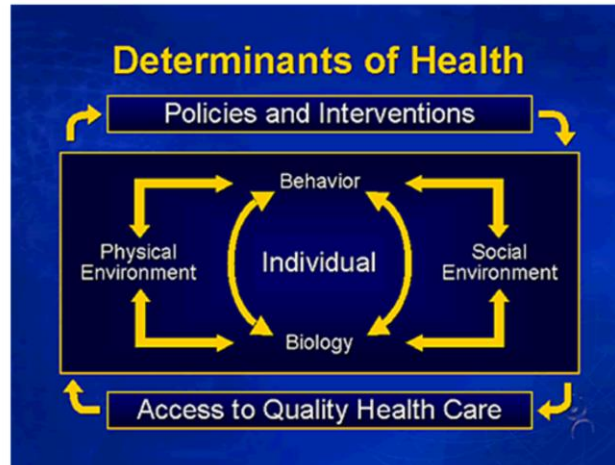


Health promotion

- Cancer is a major public health issue
- Cancer burden contributes to health inequalities
- Evidence suggests lifestyle effects cancer risk
- Cancer risks part of the socio economic determinants of health



Cancer and determinants of health





Local government and health



“the modern role of local government can be described as ‘place-shaping’ – the creative use of powers and influence to promote the general well-being of a community and its citizens...” (Lyons, 2007)



Smokefree Aotearoa 2025



- Not a ban but a goal to reduce smoking prevalence to under 5%
- Supporting people to Quit
- Not exposing our youth to promotion and marketing of tobacco
- Reducing supply and demand through taxation
- Providing smokefree environments

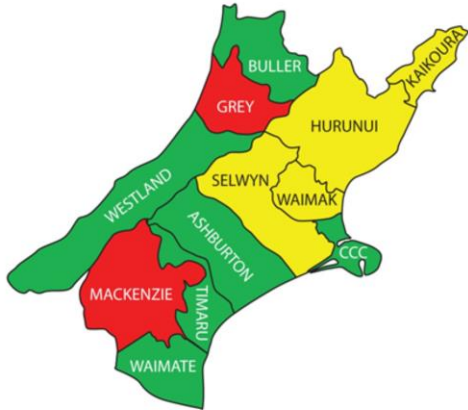


Smokefree Outdoor Areas

Local Council Policies Canterbury/West Coast

2011

2013



No policy Considering Adopted





Back to 2012 . To move in line with our national strategy , it is important to consider the extent to which a council who, has adopted a policy covering , for example it's playgrounds and parks can be see to own their policy and how this policy is communicated / assessed.

Advocacy for this policy might have taken a long time but it is important that those who brought about the changes remain as partners through the implementation

We suggest that unless ownership can be demonstrated , the process of moving forward is at risk

But ... We would also argue that SF policies are not hard for councils to own and promote if done in partnership with SF community

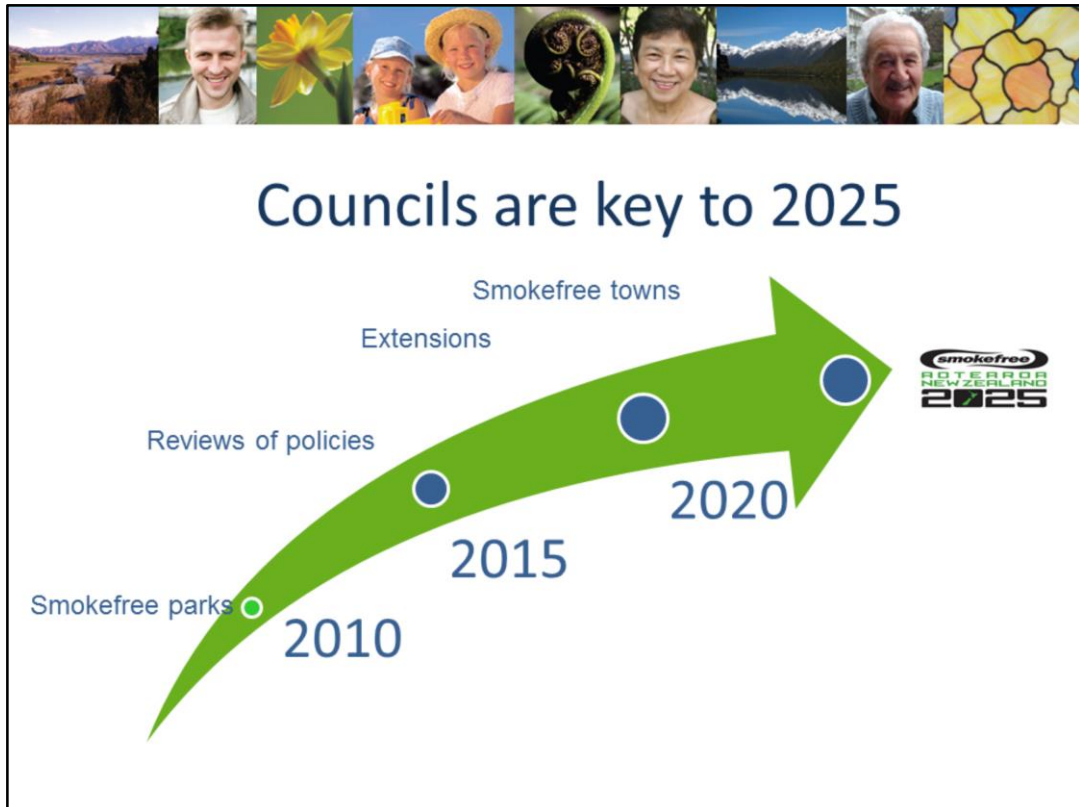
Four key steps

Ownership - examples staff awareness, policy manuals , orientation , linkage to events , new facilities for example

Communication - how policy is promoted , all media forms but driven by councils

Signage - emphasise the importance of but not exclusive role [in manual for e.g.]

Review - policy needs formal review which should be supported by health promoters as part of evaluation process



This is our overview of how these “next steps” might look

For an organisation like the Cancer Society, an NGO such steps could easily be incorporated into it’s national health promotion strategy, developed by the divisions making up the Cancer Society. This has the potential to gain wide public attention over coming years [consider previous campaigns such as Out of Sight Out of Mind]

The advantage in this broad canvas is that such a strategy could be developed regionally/locally depending on local authority needs as well as with regard to key partner agencies such as PHUs. This would certainly apply to my own area where all work is collaborative

In summary we suggest the need to see a majority of councils adopt greenspace policies by 2013 - not far away but a reasonable goal based on traction we have seen in Canterbury [11 /12 councils likely to do so by end of 2012] as well as considerable progress made in other regions

If we consider that most policies set review dates, then by 2015 those working with councils should be in a position to support reviews with well designed evaluation.

For health promoters, evaluation is part of professional accountability . For councils, reviews are similarly part of good policy management.

As a leading NGO, the Cancer Society [and partners] need to challenge councils to make the next move. By **2015** we consider it is reasonable to **see half of our councils** having extended existing policies or introduced new ones to cover outdoor dining areas. By doing so they will address the long standing issue of environmental tobacco smoke amongst diners [much debate around this after bars/restaurants went SF in 2004]

Beyond the benchmark of 2015 we need to see remaining councils picking up the issue but realistically by **2020** we envisage the need to see **SF outdoor areas as a national policy issue-** for example as part of local authority monitoring /accountability. Certainly by **2020** we would expect Cancer Society national strategy being one of holding various agencies [shown on previous slide] to account / publically recognising those for their contribution .

SF councils adopting SF dining by 2015 should be profiled as should those who go further with creation of SF public spaces / shopping malls for example . 2020 is a good second benchmark year – offering 5 more years to address gaps / assess strategies



Pulling this together we believe that a national strategy such as the one offered today comprises four key components:

Firstly all councils have long term plans . These should be studied for evidence of SF outdoor policies . Are they in place , can they be strengthened . For councils consulting in 2012, advocacy needs to think about 2015. How will it look against the targets we have suggested . Might it be the first to adopt true alfresco ?

Secondly - know your communities . Health promoters working with community development staff really need to assess attitudes and views of residents around existing policies. Organisations like the Cancer Society should be explaining to the public why SF public spaces are so important - a communications component is vital

Thirdly - there needs to be recognition of new stakeholders . Commercial interests in cafes and retail spaces such as malls need to be engaged . What are the implications for leases ? If voluntary policies are preferred might this make it easier to pursue ? Again a nationally led strategy by CS could help to engage this sector

Finally never rule out opportunities . New developments are often times to consider fresh starts . Clearly our advocacy around renewal of Chc is extreme but look at mergers of councils , revamps of streets or other renewals as scope for moving SF



LTPs cover what councils plan to do

A Liveable City

He tāone e whai wāhi ai te whānau

Christchurch



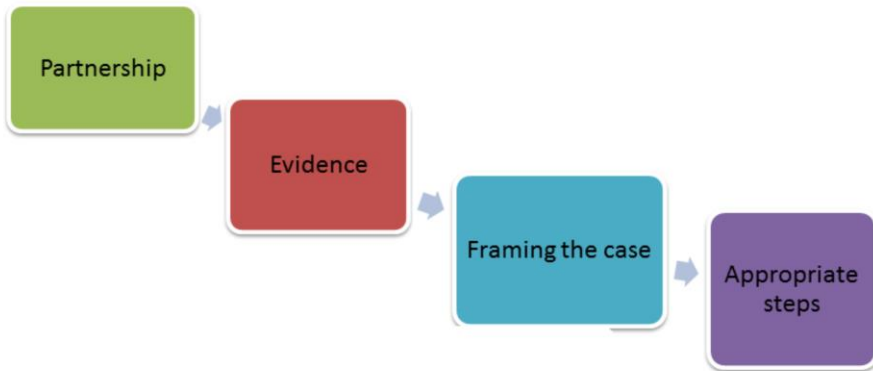
Timaru

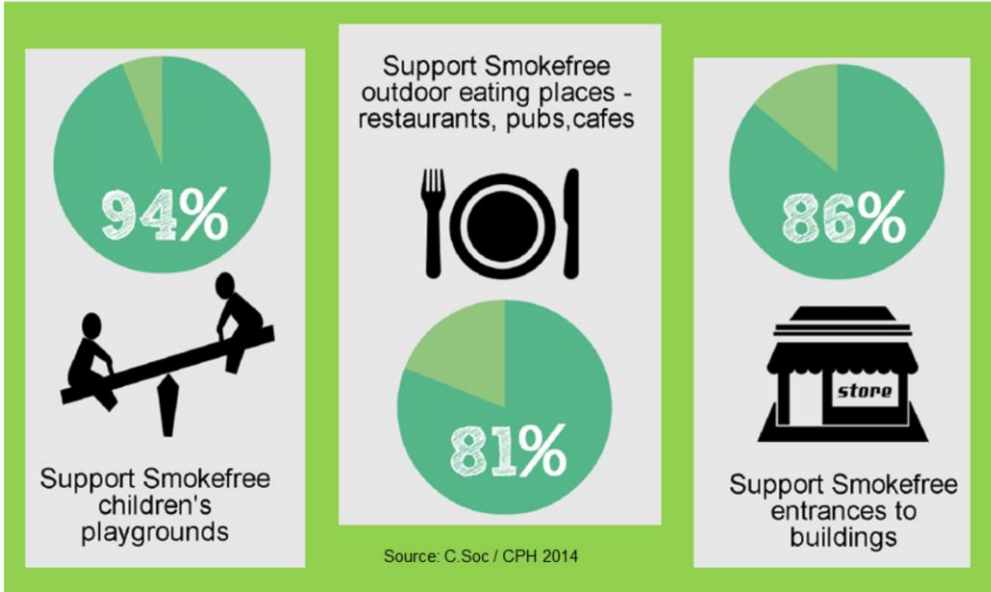


Selwyn



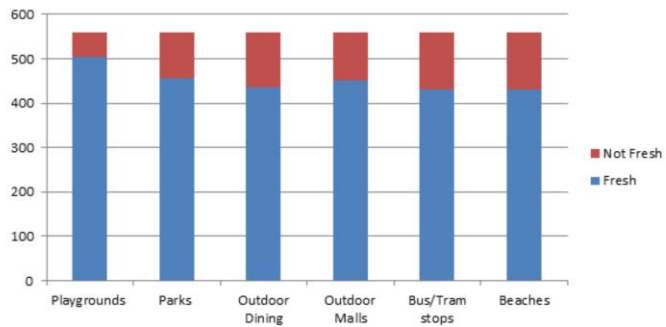
Our approach to LTP and HiAP







The Fresh Air Project - results from community events Feb – April 2015



WORKING
TOWARDS
SMOKEFREE
COMMUNITY
SPACES

www.FreshAir.org.nz



Awareness of existing policy

120 respondents were aware of of Smokefree 2025

64%

aware of the voluntary smokefree outdoor areas policy relating to parks, playgrounds, sports grounds and council events



SMOKEFREE OUTDOOR DINING

CHRISTCHURCH BUSINESS VIEWS



Thoughts on secondhand smoke

85%

agreed staff and customers should be protected from secondhand smoke

99%

agreed that secondhand smoke is harmful to adults and children



Do business owners think outdoor dining/seating areas be smokefree?



61%

thought these areas SHOULD possibly or definitely be smokefree



11%

DIDN'T MIND if these areas were smokefree

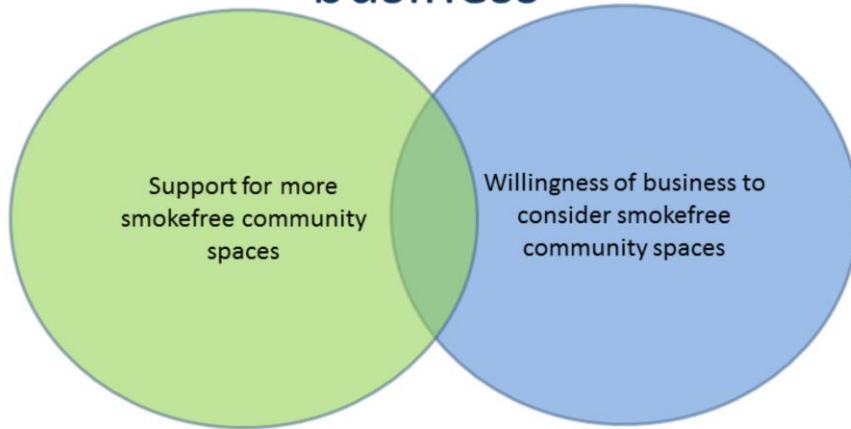


28%

thought that these areas SHOULD NOT be smokefree



Synergy between community and business





Framing the message



The Cancer Society working together with local councils
to promote great places to live, work and play





Looking ahead



In conclusion

NZ has a goal for 2025

We have half our councils with some form of SF policy covering greenspace

We have presented our view of how we can move forward

It depends on ..

Successful implementation of SF policies adopted to date

Good well constructed evaluations to support policy reviews

Partnership with and good understanding of local authority sector

Holding on to the long term goal of a SF NZ - entirely consistent with visions for healthy communities seen in LTCCP documents

The picture is taken from CCC Draft City Centre plan

Suitable closing comment