



# Hawke's Bay & Chatham Islands Smokefree Coalition

## Submission to the Hastings District Council

### Annual Planning

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## EXECUTIVE SUMMARY

The HB & Chatham Island Smokefree Coalition calls for the Hastings District Council to initiate and implement Smokefree Recreational Zones in the playgrounds, parks, swimming pools and sporting fields under its administration.

We wish to appear before the Long Term Council Community Planning group on 6 June 2007 to speak to our submission. Please advise how many members from our Coalition group are able to be present at this appearance.

This submission has been prepared following consultation with the stakeholders of the HB & Chatham Island Smokefree Coalition and attached to this document are letters of support the Coalition's membership (Appendix A).

## RECOMMENDATIONS

The HB & Chatham Island Smokefree Coalition respectfully recommends that the Hastings District Council:

- **Ban smoking** around all recreational zones including playgrounds, parks, swimming pools and sporting fields. **Please note the ban is an educational policy only and does not require enforcement.**
- **Erect signage** around abovementioned recreational zones to indicate that these designated areas are smoke-free. The Coalition will contribute to the financial cost of purchasing appropriate signage.

## ABOUT THE HB & CHATHAM ISLAND SMOKEFREE COALITION

The Coalition is a forum where stakeholders from numerous government and non-government agencies collaborate on tobacco control issues. The mission of this group is to progress tobacco control strategies with a collective voice. A list of our members is appended to this submission (Appendix B).

## **WHY ARE SMOKE-FREE PLAYGROUNDS IMPORTANT TO OUR CHILDREN?**

Each day thousands of children visit our recreation areas to use the play equipment, play team sports or just be outside with their friends and family. When children see adults smoking in a family-friendly place it 'normalises' smoking, making children more likely to try cigarettes or other tobacco products<sup>1</sup>.

One in four teenagers in New Zealand are smoking daily. 60% of Maori females and 32% of Maori males aged between 15 and 19 are smoking daily<sup>2</sup> Up to half of these young people are likely to die as a result of their smoking<sup>3</sup>.

The perception that tobacco use is normal is one factor that encourages adolescent tobacco use<sup>4</sup>.

## **SO ... WHY SHOULD COUNCILS ACT TO EXPAND SMOKE-FREE AREAS?**

Smoking is the greatest single preventable cause of death in New Zealand, causing a quarter of all cancer deaths. Second-hand smoke is also a serious and often underestimated public health issue, especially for children. If cigarettes were invented today they would not be allowed onto the market. Expanding smoke-free areas are a vitally important way of denormalising smoking and promoting healthy lifestyles.

Reducing the death and disability caused by tobacco requires a comprehensive approach in which all of us play a role. Local Councils are in a unique position given their ability to communicate directly with communities and play a vital role in denormalising smoking and providing supportive environments for people to quit.

Councils have always played an important role in a range of public health activities within their communities. In recent years Councils have provided leadership and innovation in a much broader range of public health and safety related activities

including injury prevention, road safety and health promotion on issues such as drugs, alcohol and gambling. It is also important to keep in mind that smoking is not only a health issue, but one that has wide ranging impacts on the wellbeing of communities. This includes the impact smoking has on increasing health inequalities, its drain on the economy, cultural losses as a result of premature death and its impact on the environment through litter and fires. Councils have the power to shape and promote changes within the community environment outside the scope of District Health Boards.

Appendix D lists all Councils within New Zealand who are now implementing Smokefree Recreational Zone policies.

**In terms of policing a Recreational Zone Smokefree policy we would point out that as the policy is educational only the focus is on encouraging people not to smoke in these designated areas as opposed to policing it.**

Attached as Appendix E is a copy of the South Taranaki District Council Policy Position on the Smoke-Free Environments (Workplace & Public Spaces) which was adopted on the 30<sup>th</sup> May 2005.

## **SECOND-HAND SMOKE ... THE RISKS**

Second-hand smoke is a significant health risk. Exposure is linked to heart disease, lung cancer and other cancers, strokes, asthma induction and aggravation and many illnesses. In New Zealand an estimated one life is lost every day (over 350 a year) as a result of exposure to secondhand smoke, with a further 3,700 hospital admissions for heart attacks, strokes and other illnesses; 27,000 GP consultations and 14,000 episodes of childhood asthma. It has been stated that secondhand smoke is “90 times more dangerous to workers than asbestos in a building”<sup>5</sup>.

## DENORMALISATION ... WHAT DOES THIS MEAN?

**Denormalising** smoking through the expansion of smoke-free areas is a key strategy in reducing smoking initiation and supporting people to quit smoking and to remain smoke-free.

Research indicates that seeing people around them smoke contributes to young people's tendency to overestimate the number of smokers and thereby creating a false sense of normality. Smokefree parks and playgrounds are all about protecting children and young people. We know from research that increased smokefree environments will contribute towards fewer young people beginning to smoke – the less they see smoking, the less 'normal' it will seem. Few parents, smoke or non-smoking want their children to become smokers. Children learn by observing others.

The frequency with which young people observe smoking has an association with the perception that smoking is socially acceptable and normal<sup>6</sup>.

## STRATEGIES AND SOLUTIONS

The HB & Chatham Smokefree Coalition recommends the Hastings District Council takes the following actions.

- **Ban smoking** around all recreational zones including playgrounds, parks, swimming pools and sporting fields.

**Action Required: Develop policy that implements the above.**

- **Erect signage** around abovementioned recreational zones to indicate that these designated areas are smoke-free. The Coalition will contribute to the financial cost of purchasing appropriate signage.

**Action Required: In partnership with the HB & Chatham Islands Smokefree Coalition signage wording drafted. The Coalition undertakes to source quotations and will contribute financially to the cost of signage.**

## **CONCLUSION**

Behavioural change requires more than education. The expansion of smoke-free environments is a vital component of a comprehensive tobacco control. Smoke-free environments are a core component of working towards, and supporting, behavioural change.

We believe there is strong support for expanding smoke-free areas, particularly as 75% of New Zealanders don't smoke. A recent survey found that two thirds of all New Zealanders support the expansion of smoke-free areas to outdoor areas that children use. Support was especially high amongst families with young children and people under 30<sup>7</sup>.

This is an issue of serious concern to our community. Please refer to Appendix F for how tobacco is affecting Hastings.

Although smokefree parks and playgrounds may seem a small gesture to you, it is one of the many smokefree initiatives which will act together to help us progress towards a smokefree New Zealand. People **are** influenced by what their Councils think.

We respectfully request that the Hastings District Council embrace the concept of denormalisation as an anti-smoking tool and collaborate with us in making Hastings a cleaner and healthier community for its people both now and in the future.

## **HB & Chatham Islands Smokefree Coalition**

## REFERENCES


1. The Cancer Council New South Wales. Fact Sheet 1.
2. Gibson, M. *Losing the fight against smoking*. Gisborne Herald 14 March 2007
3. Peto R. Mortality in relation to smoking: 40 years' observations on male British doctors. *BMJ* 1994; 309: 901-911.
4. American Lung Association fact sheet: "Teenage Tobacco Use," 1998.
5. Repace, J. (2000). Can ventilation control secondhand smoke in the hospitality industry? Retrieved from the world wide web – [www.repace.com](http://www.repace.com)
6. Darling, H. (2004). Curiously Strong Allure: Reducing initiation and uptake of smoking." Presentation, 'Moving forward for a smoke-free Auckland Symposium.'
7. NS PhoneBus Survey, June 9-15, 2005.

## **APPENDIX A**

# **LETTERS OF SUPPORT FROM STAKEHOLDERS OF THE HB & CHATHAM ISLANDS SMOKEFREE COALITION**

## APPENDIX B

<p><b>Hawke's Bay District Health Board, Public Health Unit</b> – including  Māori Health Unit  Child Health Development  Occupational Health Nurses  Public Health Nurses  Health Promoting Schools &amp; Fruit in Schools</p>	
<p><b>Cancer Society of New Zealand Hawke's Bay Centre</b></p>	
<p><b>National Heart Foundation – Hawke's Bay Branch</b></p>	
<p><b>Sport Hawkes Bay</b></p>	
<p><b>Eastern Netball</b></p>	
<p><b>Te Kupenga Hauora Ahuriri</b></p>	
<p><b>Te Taiwhenua o Heretaunga</b></p>	
<p><b>Hastings District Council</b></p>	
<p><b>Kahungunu Health Services / Choices</b></p>	<p>Kahungunu Health Services</p> 
<p><b>Hawkes Bay Primary Health Organisation</b></p>	
<p><b>Te Ora Hou</b></p>	
<p><b>Maori SIDS</b></p>	
<p><b>HB Asthma Foundation</b></p>	
<p><b>Directions Youth Centre</b></p>	

<b>Hastings Health Centre</b>	
<b>Te Rangihaeata Oranga</b>	

## APPENDIX C

### FACT SHEET

**Tobacco contains over 400 chemicals which are released when it is smoked.**

**There are 40 known cancer-causing substances in tobacco.**

**Tobacco is the leading cause of preventable death  
in the world and New Zealand.**

**PREVENTABLE.**

**Tobacco is responsible for the death of one in ten adults worldwide  
—about five million deaths each year or 13,500 deaths per day.**

**Cigarette butts are commonly found in the stomachs of birds, sea  
turtles and other marine creatures.**

**Last year in New Zealand 1,011 fires were started by carelessly  
disposed of cigarettes, killing 4 people.**

**“Smoking is one the most **avoidable** cause of heart disease”  
Professor Norman Sharpe – Medical Director, New Zealand National  
Heart Foundation**

## **APPENDIX D**

# **COUNCILS WITHIN NEW ZEALAND WHO HAVE IMPLEMENTED, OR PLANNING TOWARDS IMPLEMENTING SMOKEFREE RECREATIONAL ZONE POLICY**

### **Upper Hutt City Council**

- Initiated a Smokefree policy that will make all parks, playgrounds and sports fields in Upper Hutt smokefree. This policy came into effect on World Smokefree Day in May 2006 (Information sheet attached).

### **South Taranaki City Council**

- In May 2005 South Taranaki District Council adopted their Smokefree Environments Policy which discourages smoking in Council owned swimming pools and outdoor surrounds, playgroups and parks (Information sheet attached).

### **Timaru District Council**

- The Timaru District Council made one of its local playgrounds smokefree for Smokefree Day in 2006. They are now discussing whether, in the future, it would make all playgrounds smokefree.

### **Ashburton District Council**

- The Ashburton District Council declared Friedlander Park Playground smokefree in early 2007. If the concept proves successful all playgrounds in the District will make the move to smokefree through voluntary compliance by the end of 2007.

### **Invercargill District Council**

- Invercargill's Surrey Park playground went smokefree in June 2006.

### **South Wairarapa**

- The South Wairarapa District Council has made its playgrounds smokefree.

### **Queenstown**

- The Wakatipu Youth Council are encouraging the Queenstown Lakes District Council to make its parks, reserves and playgrounds smokefree.

### **Wellington**

- In November 2002 the Wellington City Council adopted a by-law which banned smoking in Cable Car Lane.

## **APPENDIX E**

# **COPY OF SOUTH TARANAKI DISTRICT COUNCIL'S POLICY POSITION ON THE SMOKE-FREE ENVIRONMENTS**

## APPENDIX F

### HASTINGS DISTRICT DATA

Source: The Big Kill Continues, 1996

- Population: 66,175 - 78 die each year from cigarette smoking
- Nearly half of cigarette deaths in the Hastings district occur in middle age.
- Hastings district residents lose over 1,000 years of life each year due to cigarette smoking.
- Individuals who quit smoking in their forties halve their risk of dying in the next 15 years.

<b>Deaths caused by cigarettes in the Hastings district in the five years 1989 – 1993</b>			
	<b>No of Deaths</b>		
	<b>Men</b>	<b>Women</b>	<b>All</b>
<b>Cancer</b> of the lung, throat, mouth, lips, other sites	113	46	159
<b>Circulatory</b> deaths, mainly heart attacks, strokes	96	56	153
<b>Respiratory</b> deaths due to smoking	63	33	97
<b>Other diseases</b> deaths due to smoking	18	16	34