

The Fresh Air Pilot Project Otago & Southland

1 November 2018 – 31 March 2019



Evaluation

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Executive Summary

Background

Smokefree outdoor areas decrease people's exposure to second-hand smoke and help to denormalise smoking. This is supported by international and local examples of outdoor dining environments being made Smokefree by regulation¹. In Otago and Southland, support given to the hospitality sector for Smokefree outdoor dining by the healthcare sector was not consistent or supported by formal evaluation.

Objective

The Fresh Air Project Otago & Southland was designed to support cafés and restaurants to voluntarily make their outdoor dining areas Smokefree in identified pilot areas from 1 Nov 2018 - 31 March 2019 to help meet the government goal of a Smokefree New Zealand by 2025.

Methods

In Dunedin, Queenstown, and Invercargill 20 cafes and restaurants were supported to introduce Smokefree outdoor dining throughout the duration of the pilot with resources, advice and promotion.

Data was collected through:

- 1) Semi-structured interviews with venue owners/managers
- 2) Customer feedback forms
- 3) Monitoring of engagement with promotional tools

Findings

Café and Restaurant owner interviews:

One venue closed down mid-pilot (for reasons unrelated to the project) bringing participating venues to 19. The top three reasons for participating in *The Fresh Air Project Otago & Southland* included:

1. To reduce second-hand smoke drift (21%)
2. To create a more pleasant environment for customers and staff (19%)
3. To create a healthier environment for customers and staff (16%)

For businesses, talking to and upskilling their staff was the most common preparation for going Smokefree. This was supported by resources provided by The Fresh Air Team.

Venues differed in their levels of promotion and communication about the project. Offering different options was important for venues so that the promotional signage and messages fit in with their business values and business model. Some venues even decided to create their own outdoor signage. All felt that support provided by The Fresh Air Team was 'just right'.

The three main impacts on businesses included:

1. A decrease in smoke drifting inside (84%)
2. An increase in the pleasantness of the outdoor area (79%)
3. A decrease in smoking-related litter and clean-up (63%)

Other impacts included a decrease in the number of complaints from customers about others smoking (32%), and a slight increase in the use of their outdoor areas (16%). The majority indicated that there was no change in business revenue (63%) or customer numbers (58%).

Despite some challenges **100% of pilot venues stated that they would continue to have Smokefree outdoor dining** areas at their cafe or restaurant after The Fresh Air Project pilot had ended.

Customer results:

1542 customer responses were received, with 94% in support of Smokefree outdoor dining. When asked if the change to Smokefree outdoor dining would affect their return:

- 67% of people would be more likely to visit again
- 29% said it would make no difference
- 3% of people would be less likely to visit again

There were small variations by town/city (see appendix 5b). Supportive comments reflected a desire for fresh air, general support for the initiative, and the beneficial effects Smokefree outdoor dining had on people's health.

Promotion engagement:

The positive messaging and community collaboration had a large impact on the success of the project. While momentum was used from the success of the national Fresh Air Project, support from local councils, the Otago Chamber of Commerce, and participating businesses were key to local success. Each promotional method had different strengths and weaknesses, and using a combination was beneficial.

Some venues approached the team to sign up after the pilot had started, and many others were happy to join the movement to promote Smokefree outdoor dining. There are now 45 venues with Smokefree outdoor dining featured on the Fresh Air website.

Discussion

The Fresh Air Project Otago & Southland evaluation provides businesses and local government with practical local evidence that becoming Smokefree in outdoor dining areas can work and be beneficial, not only for customers, but also for hospitality venues and their staff.

Businesses were mindful of any changes that might impact on their reputation, popularity, and profitability. Some businesses received a small number of negative reactions from customers, but mid- and post-pilot findings showed that this was rare. Those who did receive negative feedback chose to remain Smokefree because they felt like it was the right thing to do, and many felt like they had done the hard work already with making the change to Smokefree. Results found that Smokefree outdoor dining had positive effects on business; including reduced smoke drift, a more pleasant outdoor area, and reduced smoking-related litter clean up. Furthermore, the pilot found that Smokefree outdoor dining had minimal impact on business revenue. A Smokefree outdoor dining policy would help to even the playing field and remove this risk for the hospitality sector.

Evidence from the customer feedback forms found a large percentage of customers supported the change to Smokefree outdoor dining, and many were more likely to visit again. There were only slight variations between cities. Negative responses on social media were more common.

Collaboration and positive branding contributed hugely to the success of the project. Building on the success the Fresh Air Project had in other regions of New Zealand helped to build momentum for change. However, participating venues and community project supporters played a valuable role in helping to communicate messages in a positive and empowering way in the Otago & Southland region.

Conclusion & Recommendations

This evaluation provides local evidence of support for Smokefree outdoor dining from both businesses and public. Smokefree outdoor dining has a role to play in achieving the vision of a Smokefree Aotearoa by 2025. Many owners and managers supported a "level playing field", where the risk was removed completely for businesses. The pilot project was resource intense and for greater sustainability a broad collaborative approach is needed. Therefore it is **recommended that QLDC, DCC, ICC, and local government in other areas of New Zealand, implement 100% Smokefree outdoor dining into policy.** Ultimately, the introduction of 100% Smokefree outdoor dining into New Zealand's Smokefree Environment's Act would ensure all New Zealander's have access to healthy Smokefree environments.

Introduction

Smoking has not been permitted indoors in New Zealand hospitality venues since 2003², however, many still allow smoking in outdoor dining areas. In many states and provinces in Australia and North America, Smokefree outdoor dining environments have been achieved by regulation³.

Smokefree areas help reduce the visibility of smoking and impact of second-hand smoke (SHS). Introducing Smokefree outdoor dining policies for hospitality venues could both decrease SHS exposure for staff and customers, and denormalise smoking in these environments.

Smokefree outdoor dining areas are becoming more commonplace in New Zealand^{4,5,6} as councils continue to adopt Smokefree outdoor areas policies. However, the progress has been almost entirely voluntary, with Smokefree policies being educational and designed to encourage compliance by the public themselves. In Otago and Southland, the support given to hospitality with Smokefree outdoor dining was not consistent or supported by formal evaluation.

The Fresh Air Project conducted in Whangarei, Nelson, Christchurch and Auckland had positive results. Therefore, in 2018, the Cancer Society Otago & Southland (CSOS) and the Southern District Health Board (SDHB), supported by DCC, QLDC, and ICC and the Otago Chamber of Commerce, implemented 'The Fresh Air Project Otago & Southland: a voluntary 5-month Smokefree outdoor dining pilot'. The CSOS and SDHB staff worked alongside cafés in Dunedin, Invercargill and Queenstown, and encouraged them to promote their outdoor dining areas as Smokefree by providing support, resources, and promotion.

Aim / Vision

To support cafés and restaurants to voluntarily make their outdoor dining Smokefree in identified pilot areas from 1 November 2018 - 31 March 2019 in Otago & Southland to help meet the government goal of a Smokefree New Zealand by 2025.

Purpose of Evaluation

The Fresh Air Project Otago & Southland evaluation will be used by the project partners to:

1. Gather evidence of the experience of cafes introducing and implementing Smokefree outdoor dining,
2. Further develop and improve *The Fresh Air Project* as a model for wider use in other areas;
3. Inform future continuation and resourcing of the project in Otago & Southland;
4. Assist health promoters with future Smokefree advocacy.

Key Stakeholders

The key stakeholders include:

- Cancer Society Otago & Southland Division Inc. (CSOS)
- Southern District Health Board (SDHB)
- Otago Chamber of Commerce
- Queenstown Lakes District Council (QLDC)
- Dunedin City Council (DCC)
- Invercargill City Council (ICC)
- Participating cafe owners/managers and staff
- Customers of participating cafes

Methods

Resources and support were given to cafés and restaurants to make their outdoor dining areas Smokefree.

Participating café and restaurant owner/managers' views, expectations, and experiences of the introduction and implementation of Smokefree outdoor dining areas were investigated using structured interviews prior to the pilot starting, mid-way, and at the end of the pilot (see Appendices).

Customers were asked to record their level of support for Smokefree outdoor dining in the cafés by completing a paper feedback form (see Appendices), and placing it in a *Fresh Air Project* branded box at each café. As an incentive to provide feedback, customers who provided their contact details were entered into a prize draw to receive a \$30 voucher from the café. Comments from the customer forms were analysed using a general thematic analysis.

Project Objectives & Outcomes

To denormalise smoking by supporting participating cafes and restaurant to have Smokefree outdoor dining areas. Creating more Smokefree outdoor public spaces reduces the impact of second-hand smoke and visibility of smoking^{7,8,9}.

1. Identify the number of cafés in Dunedin, Invercargill and Queenstown with outdoor dining.

In Dunedin 125 venues, in Queenstown 31, and in Invercargill 22 were documented as potentially having outdoor dining spaces.

In Dunedin 23 cafes, in Queenstown 15, and in Invercargill 17 were invited to participate in *The Fresh Air Project Otago & Southland* (see Appendix 6).

NB: During recruitment health promoters discovered a number of venues who were already smokefree.

2. Identify cafés that have already implemented 100% Smokefree outdoor dining areas.

In Dunedin 13 cafés and restaurants, 3 in Invercargill and 7 in Queenstown already offered Smokefree outdoor dining (see Appendix 7).

3. Approach cafés in Queenstown, Dunedin and Invercargill and ask them to participate in the pilot.

Due to resourcing a maximum of 7 venues who were not Smokefree in each city were recruited using face-to-face recruitment and/or cold calling. In total 20 cafés chose to participate. A number of cafés and restaurants were interested but did not feel ready to take part at that moment.

4. Monitor number of venues who approach Fresh Air Team during pilot.

Three venues in Dunedin approached the team during the project to join. The team also heard via word-of-mouth from participating venue owners that two venues became Smokefree of their own accord.

5. Support cafés to introduce and implement Smokefree outdoor dining areas.

CSOS and SDHB worked alongside participating cafés and restaurants providing resources, advice, and support to introduce Smokefree outdoor dining throughout the duration of the pilot.

A range of resources (e.g. posters, outdoor wall signs, table-top Smokefree signs, take-away coffee cup stickers, a 'How-to' Guide for Smokefree cafés) with *The Fresh Air Project* branding, were offered to cafés to use at their discretion (see Appendices 9). Non-fresh air branded wall signage was also offered to venues if they preferred. This signage had simple *Smokefree outdoor dining* messaging (see Appendices 9i).

Venues were also offered educational material to support staff to communicate the messages about Smokefree outdoor dining in a positive and non-punitive way. Information on Southern Stop Smoking Services was also provided to venue owners/managers to support staff who smoke if they were seeking support to stop smoking.

6. Promote cafés with Smokefree outdoor dining areas.

The Fresh Air Project was profiled using the following promotional tools:

- Community papers
- Newsletter and email promotion to stakeholder networks
- Radio (paid and unpaid)
- *The Fresh Air Project* Facebook page, which included short videos (e.g. featuring participating cafes and project champions) (see Appendices 10), and paid Facebook advertisements for Venue of the Week giveaways (vouchers for use in participating pilot cafés)
- Stakeholder Facebook pages
- Website (www.freshairproject.org.nz) which included profiles of participating cafés

7. Gain project support from councils and business associations.

Presentations and project proposals were given to the three local councils and the Otago Chamber of Commerce to gain support for the project.

The Otago Chamber of Commerce supported the project by promoting it to their members during recruitment, posted about the project on their Facebook page, and the CEO wrote an editorial piece in the local paper (The Star). The QLDC Mayor also wrote an open letter in the community paper supporting the project. The ICC featured it in City Centre News publication in the local paper (Southland Express).

QLDC and DCC mayors publically supported the project and local businesses in Facebook videos. ICC and QLDC posted on their Facebook pages. The DCC did not post on Facebook due to their social media policy limiting posts to work they were conducting.

8. Provide evidence to councils on the merits of Smokefree outdoor dining policy.

The Fresh Air Project Otago & Southland provides an important source of local evidence from the business sector and specifically provides information of support in three areas: ease of introduction, impact on business, and customer feedback.

The Fresh Air Project offers a stepping stone toward a Smokefree future, consideration of Smokefree outdoor dining policy, and wider Smokefree advocacy for Dunedin, Queenstown & Invercargill. It will also act as a model and foundation for further advocacy for the wider Otago & Southland region.

Data Collection

Census 2013 data shows 84.5% of Southern residents do not smoke (a slightly lower percentage than the rest of New Zealand), and research shows that they want to be able to enjoy outdoor dining without exposure to second-hand smoke.

Fresh Air Project pilots in Whangarei, Nelson, and Christchurch showed high support from customers and businesses. As part of *The Fresh Air Project Otago & Southland* formal data was collected from:

- 1) Semi-structured interviews with café owners/managers throughout the 5-month pilot:

Pre-Pilot, to explore participants' motivations for participating, their expectations and concerns about introducing Smokefree outdoor dining areas, and their preparations to date.

Mid-Pilot, to gauge participants' initial experience of introducing Smokefree outdoor dining areas to their venue, including positive and challenging aspects, feedback received from customers and staff, and awareness of the first wave of promotional activities.

Post-Pilot, to gauge participants' use of the resources and perceived usefulness of the promotional activities, and to explore participants' perceptions of the impact of the pilot on the business, and intention to continue to implement Smokefree outdoor dining areas.

A non-pilot participant interview, was used to gather information from venue owners and managers who decided to go Smokefree after the pilot project had started.

- 2) Incentivised paper feedback forms for customers of participating venues to record their level of support for Smokefree outdoor dining in the cafés and restaurants.
- 3) Monitoring of impact of social media and other media promotion.

Challenges

- Resourcing to support a large number of cafés and restaurants wasn't possible - small sample size
- Resourcing for large scale promotion and awareness raising of the project was limited – small reach
- 1 restaurant in Dunedin closed down during the time of the pilot
- Venues differed in their levels of promotion of the project
- Maintaining engagement throughout the 20 week pilot

Findings

Semi-structured interviews with café owners/managers

Pre-Pilot Survey

19 owners/managers of the 20 participating venues completed a questionnaire prior to the start of the pilot. One venue didn't complete the survey due to competing businesses commitments. Interviews were conducted either face-to-face or via phone.

Owners/managers were asked what their main reasons were for introducing Smokefree outdoor dining at their café. The three top reasons were:

4. To reduce second-hand smoke drift (21%)
5. To create a more pleasant environment for customers and staff (19%)
6. To create a healthier environment for customers and staff (16%)

Other reasons included to reduce smoking related litter (13%), because it aligned with their business values (13%), or to promote a family-friendly environment (11%).

Most owners/managers felt that support from the Fresh Air Team, and the website and social media would be the most useful aspects of the project.

Three venues had concerns about introducing Smokefree outdoor dining, which included how their customers would react, change in customer numbers, and demands on staff. Support from staff was generally not an issue for venues, and the majority were in support of the change. In Queenstown, concerns about how to manage tourists as customers was raised as an issue more frequently. All venues found face-to-face meetings with The Fresh Air team useful.

To prepare for the introduction of Smokefree outdoor dining owners/managers did a range of things, the most common preparations were:

1. Talking to their staff about how to communicate with customers who wanted to smoke (24%)
2. Talking with their staff about where they could smoke (24%)
3. Reading the "How-to" Guide (18%).
4. Putting up signage (16%)

Comments

"Our staff are behind this project 100% and look forward to offering our customers a healthier, more pleasant, dining experience" – Madam Woo, Dunedin.

"Momentum. A reason to be involved. Shift in thinking. Easier to be part of a team working toward a common goal." – Odelay Café Queenstown.

"Great initiative. Hope QLDC introduces policy post-pilot." – Owner of The Boat Shed in Queenstown & Provisions of Arrowtown.

"A good thing to be part of" – The Pantry, Invercargill.

Mid-Pilot Survey

All of the 19 owners/managers from the participating venues completed the Mid-Pilot Survey. By this time point, one venue had closed down.

When asked how they found introducing Smokefree outdoor dining, the majority of respondents felt that it was either easy (72%) or relatively easy (22%). One café felt that the introduction of Smokefree outdoor dining was not difficult and did not need so much support.

Top three benefits venues had noticed after introducing Smokefree outdoor areas included;

- Fresher air in the outdoor area (29%)
- No ashtrays or smoking-related litter to clean up (25%)
- Positive comments from customers about the Smokefree outdoor area (20%)

When asked about complaints from customers the majority reported no challenges were noticed (26%), but some received negative responses from people because they could no longer smoke there (22%). The next most common complaints were customers not being aware of the Fresh Air Project and trying to smoke in the area (19%).

Venues had no complaints from staff and many owners/managers reported that some of their staff had given up or started trying to stop smoking.

In terms of promotional activities, venues most commonly noticed the Facebooks posts (9), or online or printed articles (7). Many did not notice any promotion activities (6), a small number looked at the website (3) or noticed council articles (1). Venues varied on their engagement with promotional activities:

“Also shared it on Instagram” – Good Fix, Invercargill.

“Didn't go looking for it” – Allpress, Dunedin

Comments

“Different range of people sitting outside; parents with kids, before it was just smokers” – Vanguard, Dunedin

“They seem to notice the sign so no need to say anything.” – Make'n'Bake, Invercargill.

“Some people are annoyed and we might lose some business but it's okay. Lots of people are also happy.” – Modaks, Dunedin

“Staff are enjoying not cleaning butts and mess from smokers.” – Franks Eatery/Pantry, Queenstown

“All 3 staff positive (including one that is currently trying to give up the habit)” – Liquid Assets, Dunedin.

“The council needs to make it legislation so it's an easy playing field.” – Modaks, Dunedin.

Post-Pilot Survey

All of the 19 remaining owners/managers of participating venues completed the Post-Pilot Survey (two respondents were the owners of two venues, so completed the post-pilot questionnaire only once). In the pre- and mid- managers were interviewed as questions were largely concerning implementation rather than businesses impact. Interviews were either conducted face-to-face or over the phone.

All respondents thought that the level of support from members of The Fresh Air Project team was 'just right'. However, engagement with the venues for the final data collection and interview was challenging for the team.

The most useful resources provided by the Fresh Air Team included table toppers (74%), wall signs (63%), the "How to Guide" (63%), and posters (47%).

The website was not used by 47% of venues, however, of those who used it 32% reported finding it useful. However, the website is designed for customer engagement rather than for venues. The coffee cup stickers were not used by 16% of the venues and 37% were not asked if they found them helpful due to a misprint on the survey forms.

The activities that venue owners thought had either a lot or some impact on raising customers' awareness of their new Smokefree outdoor dining area were:

- **Facebook posts (68%)**
- **Voucher Giveaways (58%)**
- **Online news articles (47%)**
- **Website (37%)**

As another method of customer feedback collection respondents were asked whether they had received any feedback verbally about introducing Smokefree outdoor dining. The majority of businesses reported that they received either positive feedback or no feedback since the mid-pilot interview. Only 3 reported receiving some negative feedback.

Respondents were asked if they had noticed any business impacts since introducing Smokefree outdoor dining areas to their venue. The top three impacts were:

- **A decrease in smoke drifting inside (84%)**
- **An increase in the pleasantness of the outside area (79%)**
- **A decrease in smoking-related litter clean-up (63%)**

Other impacts included a decrease in the number of complaints about others smoking (32%), and a slight increase in the use of the outdoor area (16%).

The majority reported that for business revenue there was either no change (63%) or it was too difficult to determine (26%). For customer numbers there was either no change (58%) or it was too difficult to determine (32%). A small percentage (11%) reported a decrease in customer numbers.

The majority 16 (84%) of the owners/managers would recommend Smokefree outdoor dining areas to other hospitality venues. **100% of pilot venues stated that they would continue to have Smokefree outdoor dining areas at their cafe or restaurant after The Fresh Air Project pilot had ended.**

Comments

"As a new venue, have a Smokefree policy from the start or be prepared to have complaints... We believe it is an important issue to make a stand on" – Vanguard, Dunedin

Will remain Smokefree "Unless liquor licence dictates otherwise" – Modaks, Dunedin.

"Nil improvements needed" – Provisions Arrowtown.

"We had several customers who would regularly buy from us, go elsewhere annoyed that we wouldn't let them smoke at our tables." – Liquid Assets, Dunedin

Refreshing, environmentally conscious, increased community focus! – The Pantry, Invercargill.

"Big change re smoke drifting in, so much better! Lots of positive comments about the window sign." – Make'n'Bake, Invercargill.

Customer feedback

Although *The Fresh Air Project* has been designed to engage with cafés in Otago & Southland, customer feedback was sought throughout the pilot using a feedback form and box located in each café. Customers were incentivised to give feedback by going in the draw to win a \$30 voucher from that venue. A substantial number of 1542 responses were received.

The majority (94%) of those who replied supported Smokefree outdoor dining. This confirms the high levels of support previously reported¹⁰

When asked if Smokefree outdoor dining would affect their decision on whether or not they would visit the venue again:

- 67% of people would be more likely to visit again
- 29% said it would make no difference
- 3% of people would be less likely to visit again

Not all cafés chose to use the customer feedback box and some boxes were not placed in visible locations.

There were more than 500 comments on the feedback forms relating to Smokefree. Comments were coded, and thematically analysed. The top three themes were:

1. Support for fresh air (135 comments)

It's great to be able to enjoy the sights, sounds and fresh air of our beautiful city while eating/drinking".

2. General support for the project (124 comments)

"I think it's a really good idea and I'm a smoker myself."

"BE BOLD, THIS WOULD BE AWESOME."

3. Benefit to health (102 comments)

"I have had cancer & do not want to be in a 2nd hand smoke environment"

In order, other comments related to increasing the enjoyment of food (77), allowing the space to be enjoyed by non-smokers (69), the Smokefree future (57), the impact of smoking on children (50), a more pleasant overall experience (39), personal dislike of smoking (38), litter (15), and supporting quitting (4).

"Smoke and second smoke negatively impacts on food & drink taste and enjoyment."

"Nothing spoils a meal or sit down like cigarette or vape smoke"

"Help make NZ Smokefree, get youth out of cycle".

"Smokefree NZ, I also like sitting outside without 2nd hand smoke!!"

Fifty one comments were not in support of Smokefree outdoor dining. These tended to relate to personal smoking status, excluding people who smoke, social etiquette, or general political stance. However, in some comments being unsupportive would not necessarily affect their decision to return to the business.

"People should be socially aware if smoking is inappropriate in vicinity of business."

"It's outside, freedom of choice."

"Humans need cigarettes."

"We are too "PC" - people can always choose to eat inside."

"I feel like being outside is considered a smoking area. Love the place. Will always be back."

Dunedin

In total 509 responses were received from customers.

91% of those who replied supported Smokefree outdoor dining.

When asked if Smokefree outdoor dining would affect their decision on whether or not they would visit the venue again:

- 63% of people would be more likely to visit again
- 33% said it would make no difference
- 4% of people would be less likely to visit again

Queenstown

In total 671 responses were received from customers.

95% of those who replied supported Smokefree outdoor dining.

When asked if Smokefree outdoor dining would affect their decision on whether or not they would visit the venue again:

- 73% of people would be more likely to visit again
- 21% said it would make no difference
- 4% of people would be less likely to visit again

Invercargill

In total 362 responses were received from customers.

95% of those who replied supported Smokefree outdoor dining.

When asked if Smokefree outdoor dining would affect their decision on whether or not they would visit the venue again:

- 60% of people would be more likely to visit again
- 38% said it would make no difference
- 2% of people would be less likely to visit again

Promotion engagement

Website

These results are from the Fresh Air Project website for the period 1 November 2018 to 31 March 2019.

During this period, 1455 people visited the website with 1414 people having never visited the website previously and there were 41 returning visitors. The number of total visitors increased by 16.1% during the pilot compared to the period prior to 1 November 2018.

For in-depth insights and graphs see Appendices.

Facebook

These results are from the National Fresh Air Project Facebook page (see Appendices12):

- Page likes increased from 556 to 699 for the duration of the pilot.
- Average paid post reach increased from 67 to 285. Maximum paid post reach was 995.
- Average organic post reach increased from 115 to 186. Maximum organic post reach was 3,642.
- Paid posts had substantially higher reach.
- Post reach peaks occurred in November, early December and early February.
- Video posts provided the highest engagement. Average engagement was 6,171, whereas a post with just a photo had an average reach of 1,049.

While the Facebook page did not have a huge reach in itself *The Fresh Air Project Team* found that it was a useful tool to engage with businesses. 'Liking' project supporter and participating venue pages, and tagging them in our posts promoted them to share posts or write their own post for their followers. It also served as a reminder for some venues when they were the Venue of the Week.

Reach was extended through project supporters and participating venues putting Facebook posts on their own pages (see Appendices for examples).

The majority of negative comments came from social media on local media pages or venue pages (see Appendices for examples).

Media

Media coverage in local papers and on the radio also helped to generate reach to the general public (see Appendices 10).

Discussion

The Fresh Air Project Otago & Southland evaluation provides businesses and local government with practical local evidence that becoming Smokefree in outdoor dining areas can work and be beneficial, not only for customers, but also for hospitality venues and their staff.

Local evidence indicates that Smokefree outdoor dining is acceptable to the public. The majority, 94%, of *The Fresh Air Project Otago & Southland* customers supported the change to Smokefree outdoor dining in the businesses who participated in the pilot project. There were only slight variations between cities. Furthermore, 67% of people were more likely to visit again, and 29% said it made no difference to their return. Negative responses on social media were more common, and some businesses reported receiving complaints and that some regular customers went elsewhere as a result of the change. However, mid-and post-pilot findings showed that this was rare.

During recruitment, there was an element of caution from some hospitality business owners and managers, as Smokefree outdoor dining could be perceived as a risk to business. Some opted to wait and see what the results of the pilot project would be. Reasons for participating in the pilot varied. Some participants in the pilot were willing to take the risk as they were personally invested in the cause and felt that it was the right thing to do. Others agreed to take part due to the support provided by the team, and others due to the “trial”/voluntary approach this project offered. Overall, only 3 venues who decided to take part had concerns about introducing Smokefree outdoor dining at their venues, which related to customer response and demands on staff.

It appears that there is already a social consciousness of businesses around second-hand smoke and the risks of smoking. Reducing second-hand smoke drift was the top reason for going totally Smokefree. Creating a more pleasant and healthier environment for both patrons and staff were the other two major reasons at the forefront of their decision.

When businesses were preparing to go Smokefree talking to staff was the most common preparation. Two main points were how to communicate with customers in a positive and non-judgemental way, and how staff who smoked could be supported. Businesses let staff know about local stop smoking services and discussed with management where staff could go to smoke. This illustrates the importance of hospitality businesses being able to equip their staff to *confidently* implement Smokefree outdoor dining in a positive way. The resources provided for the Fresh Air Project helped businesses to do this. It also demonstrates the positive effect that the project had on the health of staff, not only from an occupational health perspective, but from a personal health perspective.

The Fresh Air Project Otago & Southland shows the importance of positive support to make the change to Smokefree outdoor dining. All participating venues reported that direct contact with the project team, being part of a group, and the positive branding had been valuable aspects of introducing Smokefree outdoor dining. Participating venues differed in how they chose to communicate their newly Smokefree outdoor area; some preferred using table toppers, and the type of sign selected differed. Offering a range of signage options helped businesses tailor the promotion to suit their needs.

Businesses were mindful of any changes that might impact on their reputation, popularity, and profitability. Businesses who did receive negative feedback chose to remain Smokefree because they felt like it was the right thing to do, and many felt like they had already done the hard work with making the change to Smokefree. A Smokefree outdoor dining policy would help to even the playing field and remove this risk for the hospitality sector. More permanent and lasting signage options would also be beneficial.

The Fresh Air Project Otago & Southland found that making the change to Smokefree outdoor dining had positive impacts on business. These included a reduction in smoke drift, increased pleasantness in the outdoor area and a decrease in smoking-related litter clean-up.

The fact that many businesses reported that the impact on their businesses revenue and customer numbers was either “no change” or “too difficult to determine” is a positive indication that the change to Smokefree outdoor dining did not have significant damaging effects to business.

While the project built on the positive momentum generated by the Fresh Air Project from other regions, local community collaboration and positive messaging were key success factors for creating acceptability of Smokefree outdoor dining in Otago & Southland. All local councils, and the Otago Chamber of Commerce were happy to support and promote the project. Furthermore, despite the potential risk to business and some challenges, participating venues have chosen to keep promoting their outdoor area as Smokefree.

A combination of promotional tools was useful to promote the project as each had different strengths and weaknesses. The higher proportion of negative comments found on social media may be attributable to some extent by the “trolling” phenomenon¹¹. Mid- and post-pilot surveys with participating cafés suggested that using Facebook and other forms of digital media were the most commonly recalled promotions. More could be done to raise awareness of the project, however, due to budget constraints, this was not possible. Increased promotion by participating venues, and project supporters could be a cheaper alternative to paid promotion.

The evidence from this project, which is voluntary and fully evaluated, provides a useful way to build relationships with the wider Otago and Southland hospitality business sector to encourage Smokefree outdoor dining. Smokefree outdoor dining policies at local or national government level would help to even the playing field for businesses while protecting the health of their staff and customers.

Limitations

Keeping businesses engaged in the pilot for five months was challenging at times due to the demands on the hospitality sector. A shorter and more intense promotional and data collection period may have helped to reduce the burden on venues and ensured continuity with café management. As a health promotion activity the pilot delivered the data we required for future advocacy within a 7-week period. However, the actual 5-month timeframe may have kept the Smokefree outdoor dining message at the forefront of the businesses and ensured more reach with individuals.

Despite the length of the pilot, most businesses reported the amount of contact from the Fresh Air team was “just right”.

Furthermore, there were variations in who filled out the pre-, mid- and post-pilot surveys within venues. Sometimes the owners filled out the survey, but in other cases it was delegated to another staff member or manager. This may have caused some variations in interpretation about how the outdoor Smokefree space was going. Survey design did not adequately capture this information.

Venues variations in promotions likely also had an influence on the amount of customer feedback received. Some venues promoted the feedback forms than other which likely skewed results.

The pilot project was resource intensive for the primary project partners in terms of staff time required and promotional resourcing. For continued sustainability of the project, alternative lower costs approaches will need to be investigated.

Results

Of the 20 venues that participated in *The Fresh Air Project Otago & Southland*, all cafés and restaurants have chosen to remain Smokefree outdoors following the 5-month pilot, with the exception of one restaurant that withdrew mid-way due to closure of the business

There are now 45 hospitality businesses promoting their Smokefree outdoor dining on The Fresh Air Project website. Dunedin now has 20 cafés and restaurants that offer Smokefree outdoor dining, Invercargill has 9, and Queenstown has 16.

Conclusion & Recommendations

This evaluation provides local evidence of support for Smokefree outdoor dining from both businesses and public. After a 5-month pilot, all participants who remained in the pilot stated that they would continue to offer 100% Smokefree outdoor dining. The majority (94%) of customers were in support of the change. Reasons both businesses and customers supported Smokefree outdoor dining were that it made outdoor areas more pleasant by having "fresh air", and because of the beneficial effects on the health of both staff and customers.

Any future programme should examine the length of time the cafés are expected to engage in the data collection. For our district, 7 weeks of concurrent promotion in the 3 centres may be a better approach.

Many owners and managers supported a "level playing field", where the risk was removed completely for businesses. The positive messaging and collaboration across sectors helped to make the project successful, and will be important to maintain for continued success and sustainability. Smokefree outdoor dining has a role to play in meeting the vision of a Smokefree Aotearoa by 2025. Therefore it is **recommended that QLDC, DCC, ICC, and local government in other areas of New Zealand, implement 100% Smokefree outdoor dining into policy.** Ultimately, the introduction of 100% Smokefree outdoor dining into New Zealand's Smokefree Environment's Act would ensure all New Zealander's have access to healthy Smokefree environments.

Appendices

1. Pre-Pilot Questionnaire
 - 1b. Results
2. Mid-Pilot Questionnaire
 - 2b. Results
3. Post-Pilot Questionnaire
 - 3b. Results
4. Non-participant Interview
5. Customer Feedback Form
 - 5b. Feedback results summary
6. Participating Cafés
7. Cafés in Dunedin, Queenstown, and Invercargill that already offer Smokefree outdoor dining
8. Cafés that became Smokefree during the pilot
9. Resources
 - 9a. Tobacco Truths
 - 9b How to deal with customers who want to 'light up
 - 9c How to deal with smoking in a Smokefree workplace
 - 9d Smokefree Outdoor Areas: A Guide for Cafés, Restaurants and Bars
 - 9e Media FAQs
 - 9f Signage -Fresh Air branded Outdoor sign
 - 9g Posters -Fresh Air branded
 - 9h Takeaway coffee cup lid sticker
 - 9i Signage-generic
 - 9j Table top signs
 - 9k Customer feedback boxes and forms, linked to chance to win a \$30 Café vouchers.
10. Media releases, clippings, and reports
11. Website Insights
12. Facebook Insights

Appendix 1a: Pre-Pilot Questionnaire

1. What is your role here?

- Owner
- Manager
- Owner/manager
- Other (*describe*)

Comment:

2. Why have you decided to introduce Smokefree outdoor dining at your venue?

- To reduce smoking-related litter
- To reduce second-hand smoke drift
- To create a more pleasant environment for customers and staff
- To create a healthier environment for customers and staff
- Being Smokefree fits with our business values
- To support people who have quit smoking
- To promote a family-friendly environment
- Due to requests from customers
- Belief that Smokefree outdoor dining will need to be introduced at some point anyway
- Personal experience with people having smoking-related health problems
- To make a stand on an issue that I feel strongly about
- Other (*describe*)

Comment:

3. What do you think will be the most useful aspects of being part of The Fresh Air Project?

- Resources (e.g. signs)
- Support from The Fresh Air Project Team
- Promotion and media attention (e.g. vouchers)
- Website and social media
- Being part of a group who are all going Smokefree
- Other (*describe*)

Comment:

4. What level of support for the new Smokefree outdoor dining do you have from staff?

- A lot of support
- Some support
- Little support
- No support
- Don't know

Comment:

5. Do you have any concerns about introducing Smokefree outdoor dining to your venue?

- No
- Yes

Comment:

6. If yes, what are you concerned about?

- How customers will react
- Change in customer numbers
- Change in revenue
- Demands on staff
- Media attention
- What customers will think of our business
- How we will implement the new Smokefree area
- Other (describe)

Comment:

7. How has your venue been preparing for the introduction of Smokefree outdoor dining?

- Talking with customers about the change
- Talking with staff about how to handle customers who are smoking, or want to smoke, in the outdoor dining area
- Putting up signage
- Posting about the change on social media
- Reading The Fresh Air Project "How-to" guide
- Talking with staff about where they can smoke
- No preparations made
- Other (describe)

Comment:

8. How useful have you found each of the following in preparing to go Smokefree outdoors:

Face-to-face meetings with project staff, website, how-to guide?

- Useful
- Somewhat useful
- Not useful
- NA

Comment:

9. How have you found the level of contact with The Fresh Air Project Team so far?

- Not enough contact
- Just right
- Too much contact

Comment:

10. How ready do you feel to introduce Smokefree outdoor dining?

- Ready
- Somewhat ready
- Not ready

Comment:

11. Other comments?

Appendix 1b: Pre-Pilot Questionnaire Results

In the pre pilot stage one café was unable to complete the questionnaire due to being too busy. Therefore the results for this stage are from 19 of the 20 venues.

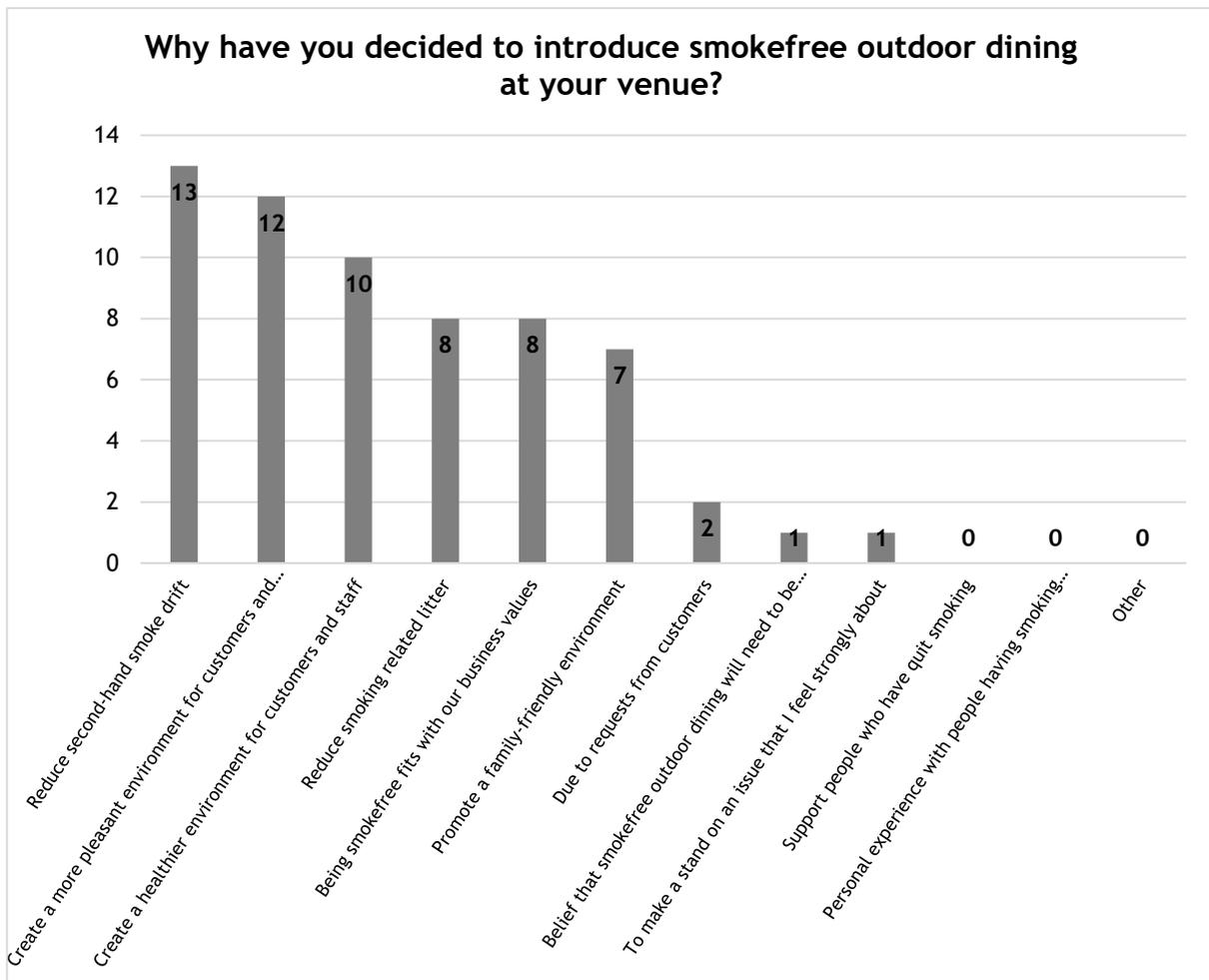
1. What is your role here?

Eight were Owner & Manager, six were owners, and five were managers.

2. Why have you decided to introduce Smokefree outdoor dining at your venue?

Top 3 reasons selected:

- Reduce second-hand smoke drift (21%)
- Create a more pleasant environment for customers and staff (19%)
- Create a healthier environment for customers and staff (16%)



Some comments café owner/managers made about why they decided to introduce Smokefree outdoor dining were

"We sell a health based products. This aligns with our values" –Dunedin café

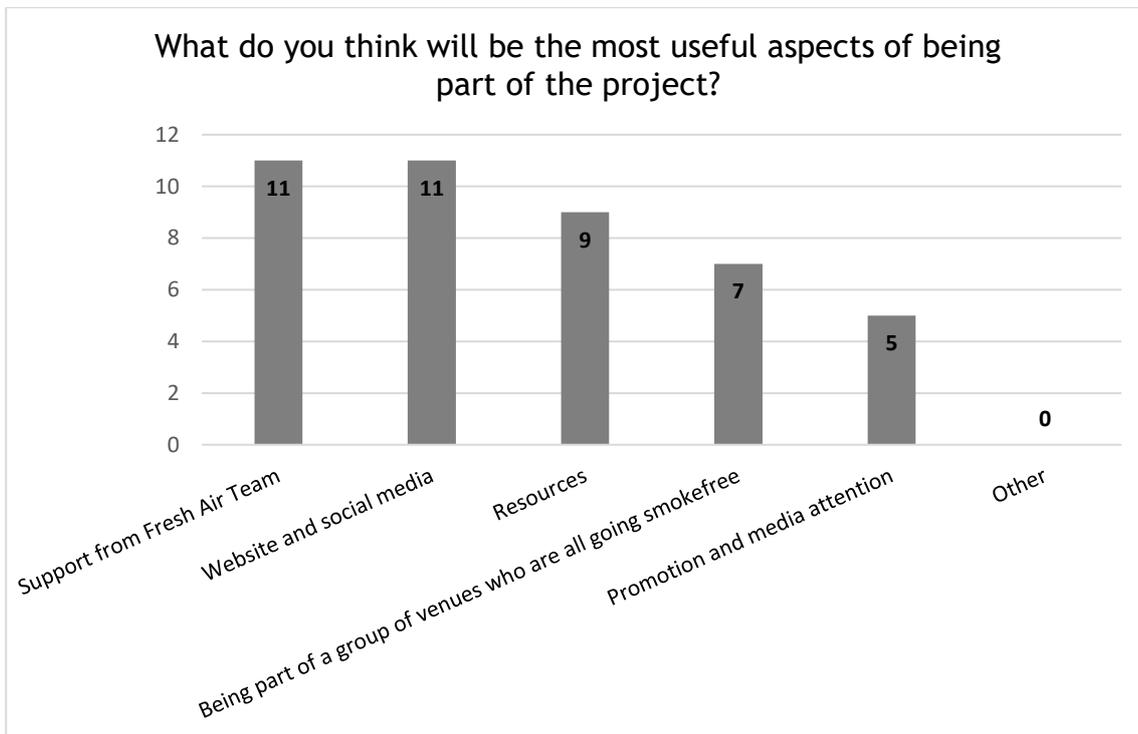
"Second hand smoke doesn't mix with cuisine or scene. Not the culture we encourage" – Queenstown café

"A good thing to be a part of" – Invercargill café

Reason selected	# of responses	%
<i>Reduce second-hand smoke drift</i>	13	68%
<i>Create a more pleasant environment for customers and staff</i>	12	63%
<i>Create a healthier environment for customers and staff</i>	10	53%
<i>Reduce smoking related litter</i>	8	42%
<i>Being smokefree fits with our business values</i>	8	42%
<i>Promote a family-friendly environment</i>	7	37%
<i>Due to requests from customers</i>	2	11%
<i>Belief that smokefree outdoor dining will need to be introduced at some point anyway</i>	1	5%
<i>To make a stand on an issue that I feel strongly about</i>	1	5%
<i>Support people who have quit smoking</i>	0	
<i>Personal experience with people having smoking related health problems</i>	0	
<i>Other</i>	0	

3. What do you think will be the most useful aspects of being part of The Fresh Air Project?

The aspects the owner/managers expected to be most useful were the support from the Fresh Air team (11) and the website and social media (11). However, other aspects were not far behind.



Some comments owner/managers made about the resources and support offered to them were; “Resources align with messages and we are happy that the resources are supportive” –Dunedin café

“Instantaneous recognition. Branding is great - need to understand what it’s about in a millisecond. If signs not there, people will take advantage” – Queenstown café

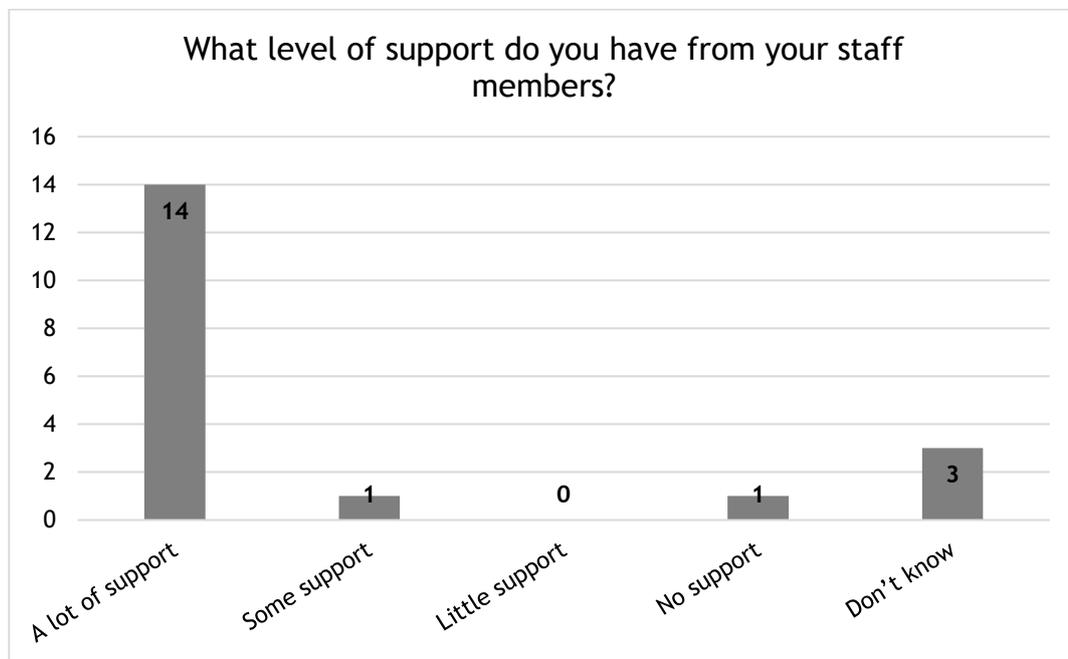
“Momentum. A reason to be involved. Shift in thinking. Easier to be part of a team working toward a common goal” – Queenstown café

4. What level of support for the new Smokefree outdoor dining do you have from staff?

The majority felt they would have lot of support from their staff members.

Some comments were “Our staff are behind this project 100% and look forward to offering our customers a healthier, more pleasant, dining experience”

“Staff are aware of the potential effects of second hand smoke” – Queenstown café



5. Do you have any concerns about introducing Smokefree outdoor dining to your venue?

The majority (16) did not have any concerns, with only three saying they had some concerns. However when asked the next question some of those who reported no concerns did select responses.

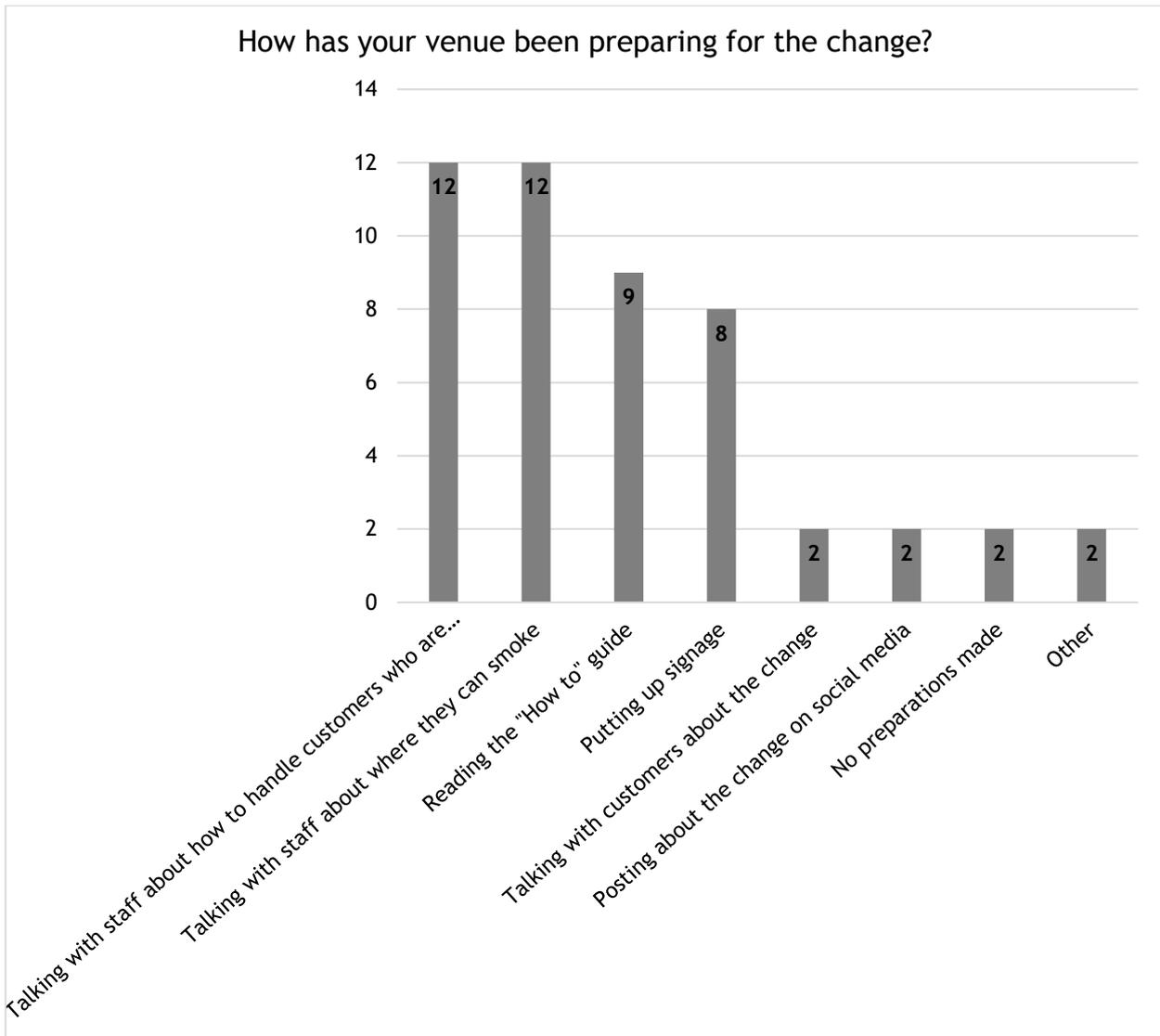
6. If yes, what are you concerned about?

The most commonly cited concern was how customers would react (4). The 2nd being it might change customer numbers (2) with one café owner/manager said they thought they “Might lose some customers but this is a minor issue.” Another thought it may be problematic in terms of tourists. Two responded other but did not state what other meant, and one selected demand on staff.

No one was concerned about changes in revenue, media attention, what customers would think of their business or how they would implement the new smokefree outdoor area.

7. How has your venue been preparing for the introduction of Smokefree outdoor dining?

The majority of owner/managers prepared for the change by talking with staff about how to handle customers who are smoking, or want to smoke, in the outdoor dining area and about staff where could smoke. One reported they discussed with their team contacting the Southern Stop Smoking Service for people wanting to stop smoking.



How has your venue been preparing for the change?	#	%
Talking with staff about how to handle customers who are smoking, or want to smoke, in the outdoor dining area	12	63%
Talking with staff about where they can smoke	12	63%
Reading the "How to" guide	9	47%
Putting up signage	8	42%
Talking with customers about the change	2	11%
Posting about the change on social media	2	11%
No preparations made	2	11%
Other	2	11%

8. How useful have you found each of the following in preparing to go Smokefree outdoors:

At this point, depending on when they were interviewed, participants may not have received the resource or may not have had time to have a look though these. Therefore many selected N/A. The choices were; Useful, Somewhat useful. Not useful, & N/A.

The things participants found most useful was Face to face meeting with Fresh Air Project team, with 16 saying it was useful and only one finding it somewhat useful (2 select N/A as the questionnaire was the first time they had been able to meet with the team member face to face).

The next most useful aspect was the "How to" guide, with 11 finding it useful, 5 finding it somewhat useful, & only 3 choosing N/A.

The Fresh Air Project Website was found to be useful by 6 owner/managers and somewhat useful by 1. However the majority selected N/A as they had not looked at the website.

The newsletter was reported as useful by only 3 owner/managers, and somewhat useful by 2, with the majority (14 selected N/A) either not having received it yet or not having had a chance to read it.

9. How have you found the level of contact with The Fresh Air Project Team so far?

The majority (18) felt the level of contact from the Fresh Air team was just right. Some comments about this were that they preferred face to face contact. Another owner/manager said they'd found the contact great. "Sophie and her team have been very friendly, positive and helpful". However, one felt there was too much contact. No one felt there was not enough contact.

10. How ready do you feel to introduce Smokefree outdoor dining?

The majority (18) felt ready to introduce smokefree outdoor dining with one owner/manager saying "We are excited to be part of such a positive wellbeing project".

There was one who only felt somewhat ready. They had a staff member away for an extended period of time due to illness and so were solely focussed on day to day running of the business.

No one reported feeling not ready.

11. Other comments?

"Glad somebody is doing something" –Dunedin café

"Go Team!" –Dunedin café

"Smokefree sign is good. Green so not loud. Polite sign" – Queenstown café

"With such an open eatery we want to make sure all our customers can enjoy their dining experience in clean air" – Queenstown café

"Great initiative. Hope QLDC introduces policy post pilot" – Queenstown café

"Great food, great coffee and great settings don't go well with a smoking environment. We are family friendly and want to look after our whānau" – Queenstown café

"This is something I have wanted to do for this business and environment. I want a healthy environment for everyone - catering to all walks of life. A conscious decision - this is an environment I love and want to go with the momentum and support for smokefree target NZ and create this for our community. A better healthier environment, one they look forward to returning to" – Queenstown café

"Looking forward to it" – Queenstown café

"Very supportive and interested but running the business comes first so will get to putting sign out and feedback box when we have time" – Invercargill café

"A good thing to be a part of" – Invercargill café

Appendix 2a: Mid-Pilot Questionnaire

1. How have you found the introduction of Smokefree outdoor dining to your venue?

- Easy
- Relatively easy
- Neither easy nor difficult
- Relatively challenging
- Challenging
- Other (*describe*)

Comment:

2. What *benefits*, if any, have you noticed since introducing Smokefree outdoor dining?

- No ashtrays or smoking-related litter to clean up
- Fresher air in the outdoor dining area
- More people using the outdoor dining area
- Fewer comments or complaints from customers about others' smoking
- Positive comments from customers about the Smokefree outdoor area
- Increase in customer numbers
- Customers visiting specifically to support our venue having a Smokefree outdoor area
- No benefits noticed
- Other (*describe*)

Comment:

3. What *challenges*, if any, have you noticed since introducing smokefree outdoor dining?

- Customers unaware that the outdoor area is now smokefree, and trying to smoke there
- Customers trying to vape/use e-cigarettes in the outdoor area
- Negative comments or reactions from customers because they can no longer smoke in the outdoor area
- Negative comments or reactions from customers about smoke-free outdoor dining (in general)
- Decline in customer numbers
- Unhelpful media coverage
- No challenges noticed
- Other (*describe*)

Comment:

4. What feedback, if any, have you received from *customers* about introducing smoke-free outdoor dining to your venue?

- Positive feedback (*describe*)
- Negative feedback (*describe*)
- No feedback
- Comment (*How have you dealt with the feedback?*)

Comment:

5. What feedback, if any, have you received from *staff* about introducing smoke-free outdoor dining to your venue?

- Positive feedback (*describe*)
- Negative feedback (*describe*)
- No feedback
- Comment (*How have you dealt with the feedback?*)

Comment:

6. There were several promotion activities for The Fresh Air Project. Which, if any, did you notice?

- Printed news articles (e.g. ODT)
- Online news articles (e.g. stuff.co.nz)
- Radio news items (e.g. The Breeze)
- Council news article
- Facebook posts
- The Fresh Air Project website
- Customers using The Fresh Air Project vouchers
- Did not notice any promotion activities

7. Other comments?

Comment:

Appendix 2b: Mid-Pilot Questionnaire Results

In the mid pilot stage one café was unable to complete the questionnaire due to being too busy, and one restaurant had closed. Therefore the results for this stage are from 18 of the 19 venues.

1. How have you found the introduction of Smokefree outdoor dining at your venue?

Thirteen venues found it easy, 4 relatively easy and 1 relatively challenging. However, the venue who found it challenging felt the support was over the top and already invested in the cause:

“The implementation does not need to be that challenging. Just put the signs up and people have/will comply. Apart from that it’s great that someone implements and cares about the process.” – Café Society, Queenstown.

Other comments owner/managers made about introducing Smokefree outdoor dining were:

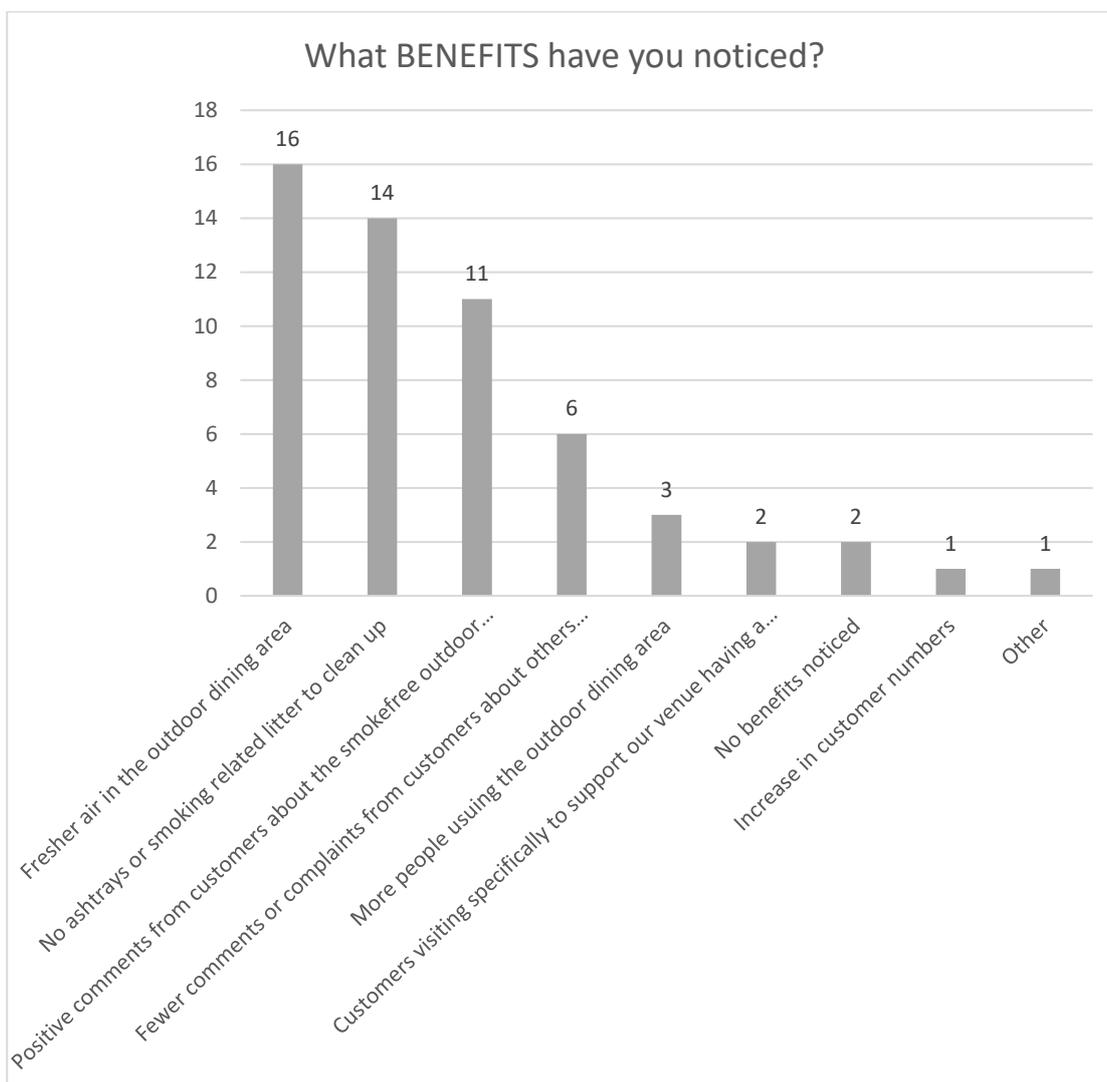
“Signs make it easy to police. People have been very receptive” – The Perc, Dunedin.

“They seem to notice the sign so no need to say anything.” – Make’n’Bake, Invercargill.

2. What BENEFITS have you noticed, if any, since introducing Smokefree outdoor areas?

Top 3 reasons selected:

- Fresher air in the outdoor area (29%)
- No ashtrays or smoking-related litter to clean up (25%)
- Positive comments from customers about the Smokefree outdoor area (20%)



Some comments owner/managers made about the benefits were;

“Different range of people sitting outside; parents with kids, before it was just smokers” – Vanguard, Dunedin

“No clean up. Smoking smell being absent.” – Provisions, Arrowtown.

“No smell coming in the door!” – Charlie’s, Invercargill.

3. What COMPLAINTS, if any, have you noticed since introducing Smokefree outdoor areas?

Top 3 reasons selected:

- No challenges noticed (26%)
- Negative comments or reactions from customers because they can no longer smoke in the outdoor area (22%)
- Customers unaware that the outdoor area is now Smokefree, and trying to smoke there (19%)



Some comments were

“Slight decline in customer numbers.” – Modaks, Dunedin.

“One person wasn’t happy but then just moved down the street. Wasn’t even a customer. So not a big deal.” – Good Fix, Invercargill.

4. What feedback have you received from CUSTOMERS about introducing Smokefree outdoor dining?

The majority (13) received positive feedback, 5 reported no feedback, and 4 reported receiving some negative feedback. Some comments included;

“Some people are annoyed and we might lose some business but it’s okay. Lots of people are also happy.” – Modaks Dunedin

“Where do people go now to smoke? Unfair on smokers Smile and say we’re creating a pleasant outdoor dining area.” – Allpress, Dunedin.

"Lots of respectful positive comments. Overwhelming support. Negative - "When is the draw happening?" "Can I smoke if there is no one else here?" – Odelay Café, Queenstown.

5. What feedback have you received from STAFF about introducing Smokefree outdoor dining?

Only positive or no feedback was received from staff at venues. Encouragingly staff were encouraged to stop smoking themselves. Comments included;

"All 3 staff positive (including one that is currently trying to give up the habit)" – Liquid Assets, Dunedin.

"Staff are pretty happy. Even the smoking staff are happy and trying to quit." – The Boat Shed, Queenstown.

"Staff are enjoying not cleaning butts and mess from smokers." – Franks Eatery/Pantry, Queenstown

"Mostly positive, just asking where to go to smoke." – The Pantry, Invercargill.

6. There were several promotion activities for the Fresh Air Project in November, Which, if any, did you notice?

Venues most commonly noticed the Facebooks posts (9), or online or printed articles (7). Many did not notice any promotion activities (6), a small number looked at the website (3) or noticed council articles (1).

Comments about the promotional activities included;

"Didn't go looking for it" – Allpress, Dunedin

"I read an online (ODT) article on the Fresh Air Project which detailed which Dunedin/Otago businesses were taking part, plus the details around the project itself. Noticed customer promo material in other participating shop windows." – Liquid Assets, Dunedin

"QLDC - Mountain Scene" – Odelay Café, Queenstown

"Facebook posts have popped up" – The Exchange, Queenstown

"Also shared it on Instagram" – Good Fix, Invercargill.

7. Other comments?

"We'll keep it Smokefree after the pilot." – Allpress, Dunedin

"I like the lack of litter and general tidy area." – Gaslight

"The council needs to make it legislation so its an easy playing field." – Modaks

"Was a simple decision, one that we will continue even after the pilot is over." – Vanguard.

"Keen to continue with the project and promote further." – Liquid Assets, Dunedin

"Nothing but positive here." – The Perc, Dunedin

"Sign down Esk St (this refers to SF Areas policy rather than Fresh Air per se)" – Charlie's

"No all good" – Cheeky Llama

Appendix 3a: Post-Pilot Questionnaire

1. How useful have you found each of the following Fresh Air Project resources:

Table-top signs, posters, wall signs, How-to guide, coffee cup stickers, website, other?

- Useful
- Somewhat useful
- Not useful
- Comment (*Why/why not? Areas for improvement*)

Comment:

2. What impact do you think the following promotion activities had on raising customers' awareness of smokefree outdoor dining at your venue:

Printed news articles, online news articles, radio news, council communications, Facebook posts, website, and Venue of the Week voucher giveaways?

- A lot of impact
- Some impact
- No impact
- Don't know
- Comment (*Why/why not? Areas for improvement*)

Comment:

3. How have you found the level of support from members of The Fresh Air Project team since the launch?

- Not enough contact
- Just right
- Too much contact
- Comment

Comment:

4. Overall, what impact do you think Smokefree outdoor dining has had on:

Smoking related litter and clean-up, use of outdoor area, customer numbers, business revenue, smoke drifting inside, number of complaints from customers about others' smoking, number of customers vaping, pleasantness of the outdoor area?

- Increase
- No change
- Decrease
- Too difficult to say

Comment:

5. What feedback, since we last spoke, have you received from *customers* about smoke-free outdoor dining to your venue?

- Positive feedback (*describe*)
- Negative feedback (*describe*)
- No feedback
- Comment (*How have you dealt with the feedback?*)

Comment:

6. Would you recommend smokefree outdoor dining to other hospitality venues?

- Yes
- No
- Maybe
- Comment (*Why/why not?*)

Comment:

7. Will you continue to have 100% Smokefree outdoor dining at your venue?

- Yes
- No
- Comment (*Why/why not?*)

Comment:

8. Which 3 words best describe your experience of taking part in The Fresh Air Project?

Comment:

9. Other comments

Comment:

Appendix 3b: Post-Pilot Questionnaire

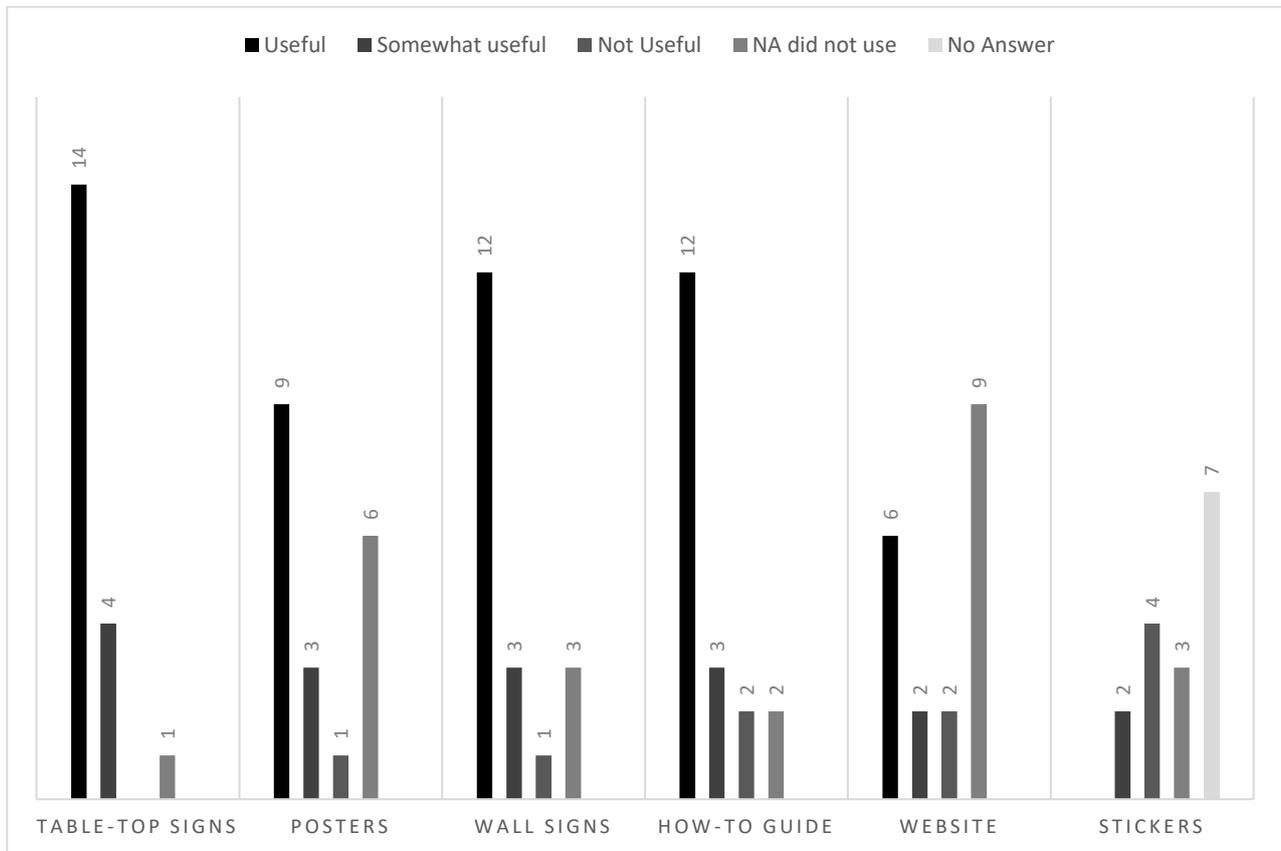
Post-Pilot Questionnaire Results

In the post pilot stage one café had closed. Therefore the results for this stage are from 19 of the 19 venues.

1. How useful have you found each of the following Fresh Air Project resources?

Table-top signs, posters, wall signs, "How to" guide, website, coffee cup stickers.

- Useful
- Somewhat useful
- Not useful
- N/A did not use
- No Answer
- Comment (*Why/why not? Areas for improvement*)



The resource venues found most useful were;

- Table-top signs - 74% useful and 21% somewhat useful (95% combined)
- Wall signs - 63% useful and 16% somewhat useful (79% combined)
- "How to" guide - 63% useful and 16% somewhat useful (79% combined)
- Posters - 47% useful and 16% somewhat useful (63% combined)

The website was not used by 47% of venues, however, of those who used it 32% reported finding it useful. However, the website is designed for customer engagement rather than for venues.

The coffee cup stickers were not used by 16% of the venues and 37% were not asked if they found them helpful due to a misprint on the survey forms.

Comments:

“Window stickers would be better as limited wall space” –Dunedin café

“Used our own more visible non-smoking signs” –Dunedin café

“Didn't feel a need to use the website. All information was given by Sophie & was sufficient to participate” –Dunedin café

“No chance to look at site” – Queenstown café

“Too windy for Table- top signs” – Invercargill café

“Too windy for Table- top signs, & Poster was good it drew attention to feedback forms” – Invercargill café

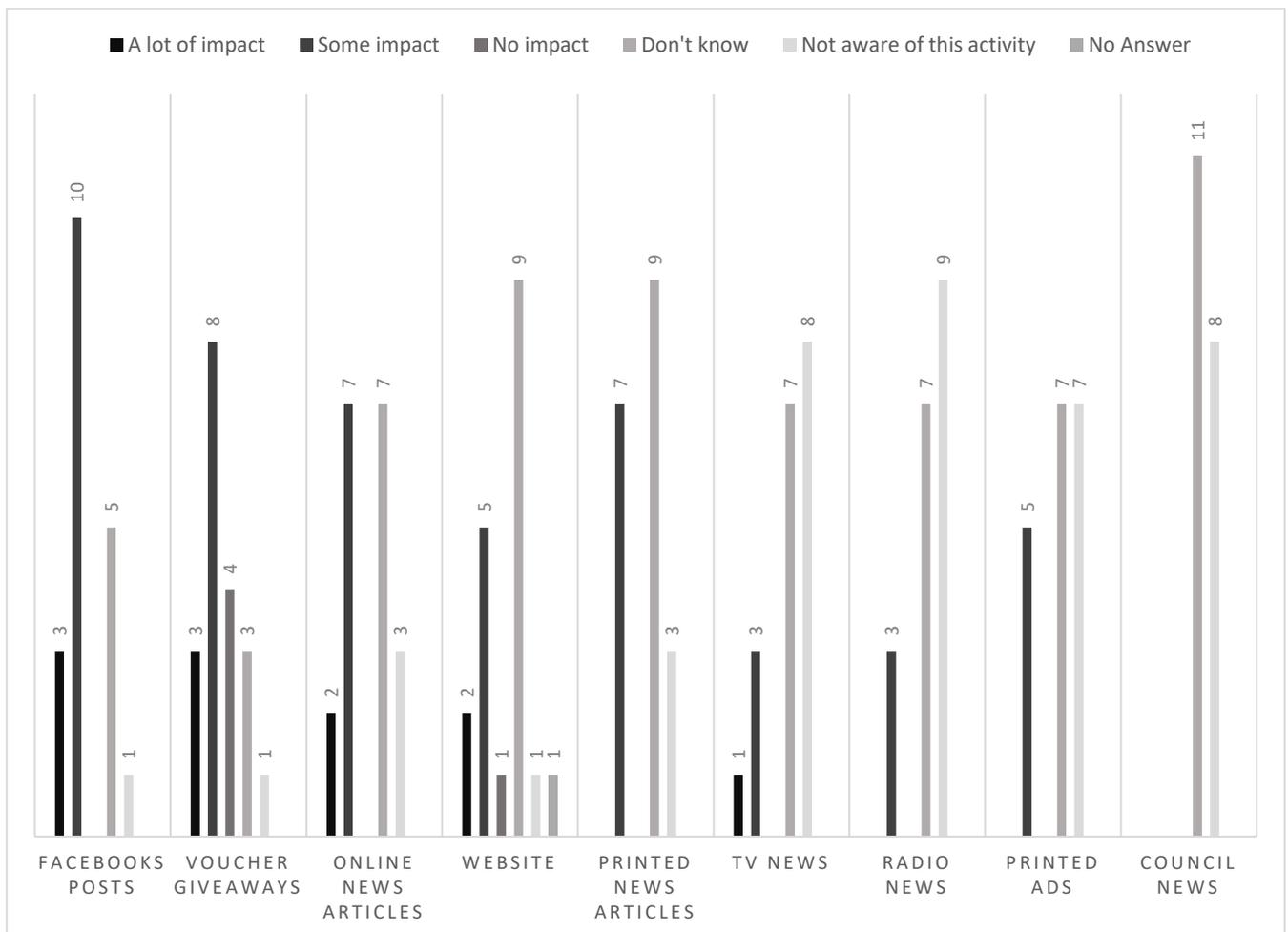
“Too windy for Table- top signs, No space for wall signs” – Invercargill café

“Wall sign got stolen.” – Invercargill café

2. What impact do you think the following promotion activities had on raising customers' awareness of smokefree outdoor dining at your venue?

Printed news articles, online news articles, radio news, council communications, Facebook posts, website, and Venue of the Week voucher giveaways?

- a. A lot of impact
- b. Some impact
- c. No impact
- d. Don't know
- e. Comment (*Why/why not? Areas for improvement*)



	A lot of impact	Some impact	No impact	Don't know	Not aware of this activity	No Answer
Printed news articles		37%		47%	16%	
Online news articles	11%	37%		37%	16%	
TV news	5%	16%		37%	42%	
Radio news		16%		37%	47%	
Printed Ads		26%		37%	37%	
Council news				58%	42%	
Facebooks posts	16%	53%		26%	5%	
Website	11%	26%	5%	47%	5%	5%
Voucher Giveaways	16%	42%	21%	16%	5%	

Comments:

“Really difficult to gauge the overall promotions had on customer reception to the pilot” –Dunedin café

“No one mentioned seeing/hearing about it elsewhere” – Invercargill café

“I just didn't notice any of the promotional activities but wasn't really looking” – Queenstown café

3. How have you found the level of support from members of The Fresh Air Project team since the launch?

- a. Not enough contact
- b. Just right
- c. Too much contact

100% of venues found the level of support to be 'just right'.

Comments:

“Good communication throughout, both by email and in person” –Dunedin café

“Great, very professional and passionate about the concept” –Dunedin café

“All members are very helpful and committed” – Queenstown café

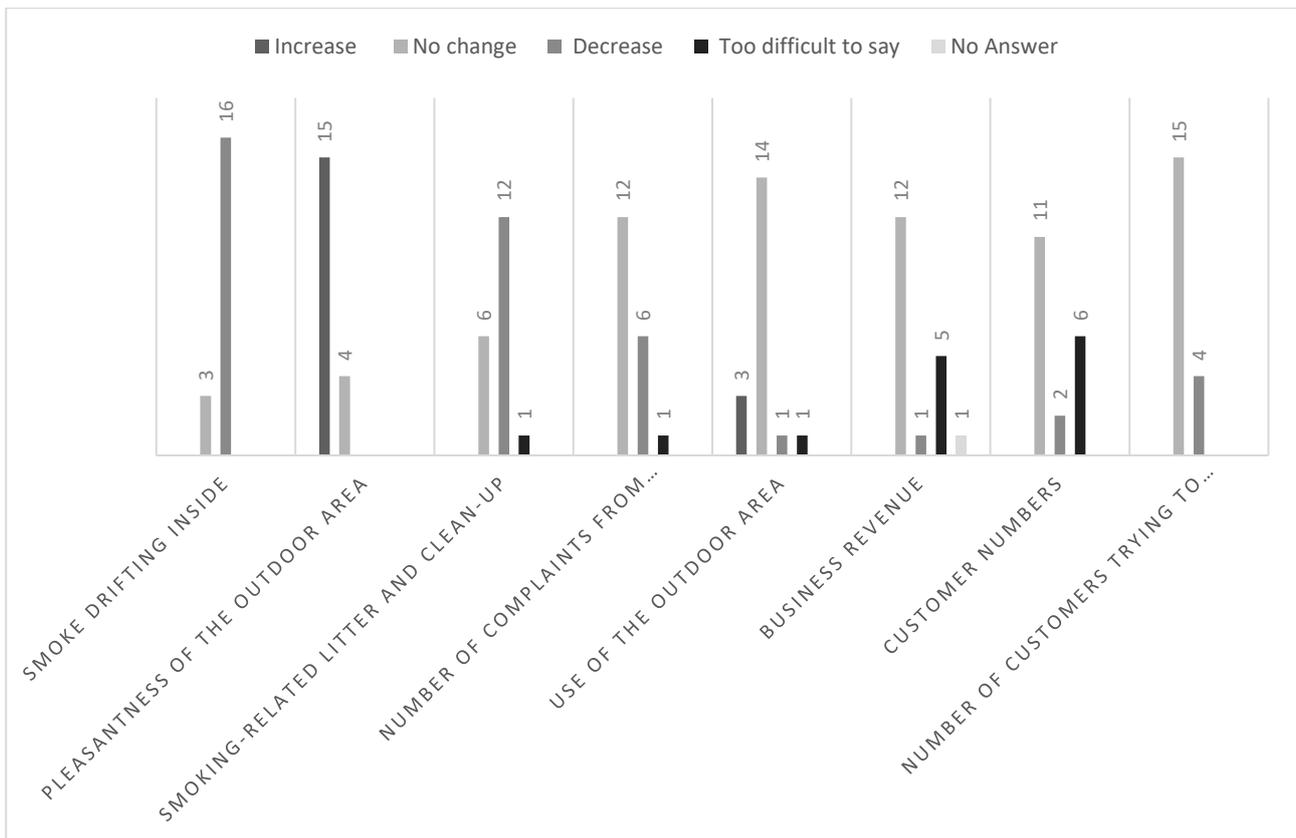
4. Overall, what impact do you think Smokefree outdoor dining has had on:

Smoking related litter and clean-up, use of outdoor area, customer numbers, business revenue, smoke drifting inside, number of complaints from customers about others' smoking, number of customers vaping, pleasantness of the outdoor area?

- a. Increase
- b. No change
- c. Decrease
- d. Too difficult to say

Top three benefits venues had noticed after introducing Smokefree outdoor areas included;

- Fresher air in the outdoor area (29%)
- No ashtrays or smoking-related litter to clean up (25%)
- Positive comments from customers about the Smokefree outdoor area (20%)



	Increase	No change	Decrease	Too difficult to say	No Answer
Smoke drifting inside		16%	84%		
Pleasantness of the outdoor area	79%	21%			
Smoking-related litter and clean-up		32%	63%	5%	
Number of complaints from customers about others' smoking		63%	32%	5%	
Use of the outdoor area	16%	74%	5%	5%	
Business revenue		63%	5%	26%	5%
Customer numbers		58%	11%	32%	
Number of customers trying to vape/use e-cigarettes		79%	21%		

Comments:

“Big change re smoke drifting in, so much better! Lots' of positive comments about the window sign” – Invercargill café

“It has been good weather over summer so could have been that (in regards to increase in using outdoor area)” – Invercargill café

“It goes with how South Alive is using & promoting the area.” – Invercargill café

“Staff commented more than customers on how much more pleasant it is without smokers around.” –Dunedin café

“We had several customers who would regularly buy from us, go elsewhere annoyed that we wouldn't let them smoke at our tables.” –Dunedin café

“One customer (Europeans) left because of the SF/VF stance. 'They were fine about it'.” – Queenstown café

5. What feedback, since we last spoke, have you received from customers about smoke-free outdoor dining to your venue?

- a. Positive feedback (*describe*)
- b. Negative feedback (*describe*)
- c. No feedback
- d. Comment (*How have you dealt with the feedback?*)

Positive feedback	7
Negative feedback	3
No feedback	10

Comments:

“Well done, about time, hope other business do the same” –Dunedin café

“Plenty of unhappy customers regarding our outdoor space” –Dunedin café

“Visually pleasant "not" to have smoke in environment, re negative only 1 or 2 people challenging the signs” – Queenstown café

“Some positive feedback about signage. Not a lot of feedback” – Queenstown café

“Happy No Smokers while eating outside” – Queenstown café

6. Would you recommend smokefree outdoor dining to other hospitality venues?

- a. Yes
- b. No
- c. Maybe
- d. Comment (*Why/why not?*)

16 (84%) said yes and 3 (16%) said maybe.

Comments:

“It's a bold move, with certainly a risk of negative response from customers/potential customers, however...we found that it was rewarding and satisfying to be taking a stand against something which has such a negative impact on people's lives.” –Dunedin café

“As a new venue, have a smokefree policy from the start or be prepared to have complaints.” – Dunedin café

“Most people are okay with it these days. Just do it.” –Dunedin café

“Definitely” – Queenstown café

“Overseas” – Queenstown café

“A few people saying it's nice & good that they're participating in the fresh air project as they think it's good for people to not be exposed to other people's smoking” – Invercargill café

“People have said positive things when filling out the forms but couldn't remember anything specific.” – Invercargill café

7. Will you continue to have 100% Smokefree outdoor dining at your venue?

- a. Yes b. No c. Comment (*Why/why not?*)

100% of venues said they would continue to have Smokefree outdoor dining.

Comments:

“Personally dislike smoking” –Dunedin café

“Glad to have been part of the initiative, most people supportive. Hope to be part of the movement towards a smokefree environment throughout NZ.” –Dunedin café

“We believe it is an important issue to make a stand on” –Dunedin café

“Unless liquor licence dictates otherwise” –Dunedin café

“I believe in the idea of providing a smokefree environment for all” – Queenstown café

8. Which 3 words best describe your experience of taking part in The Fresh Air Project?

A breath of fresh air –Dunedin café

Rewarding, challenging, positive. –Dunedin café

Inspirational, frustrating, dedicated –Dunedin café

Positive, supportive, motivating –Dunedin café

Positive, supported and better – Queenstown café

Care, leadership, ownership – Queenstown café

It's just encouraging. A nicer environment – Queenstown café

Easy, Pleasant, Supportive, Customer happiness – Queenstown café

Interesting, helpful, informative – Queenstown café

Great, Vindicating (as in vindicated what we were already doing) – Invercargill café

It's been good – Invercargill café

Easy, Supportive, Community-oriented – Invercargill café

Good, a relief, positive – Invercargill café

Makes good sense – Invercargill café

Refreshing, Environmentally conscious, Increased community focus! – Invercargill café

9. Other comments

“Keep up the pace!” – Queenstown café

“Nil improvements needed. I now notice if there is a sniff of cigarette smoke outside and on investigating it's always someone on the foot” – Queenstown café

“Intend to put smokefree signs up in new venue” – Invercargill café

Appendix 4: Non-participant interview

Venue Name: _____

Date: ___ / ___ / _____

1. What is your role here?

<input type="checkbox"/>	Owner
<input type="checkbox"/>	Manager
<input type="checkbox"/>	Owner & Manager
<input type="checkbox"/>	Other:

2. Why have you decided to introduce smoke-free outdoor dining at your venue?

<input type="checkbox"/>	To reduce smoking related litter
<input type="checkbox"/>	To reduce second-hand smoke drift
<input type="checkbox"/>	To create a more pleasant environment for customer and staff
<input type="checkbox"/>	To create a healthier environment for customers and staff
<input type="checkbox"/>	Being smokefree fit with our business values
<input type="checkbox"/>	To support people who have quit smoking
<input type="checkbox"/>	To promote a family-friendly environment
<input type="checkbox"/>	Due to requests from customers
<input type="checkbox"/>	Belief that smokefree outdoor dining will need to be introduced at some point anyway
<input type="checkbox"/>	Personal experience with people having smoking related health problems
<input type="checkbox"/>	To make a stand on an issue that I feel strongly about
<input type="checkbox"/>	Other:

3. What level of support for smokefree outdoor dining do you have from your staff members?

<input type="checkbox"/>	A lot of support
<input type="checkbox"/>	Some support
<input type="checkbox"/>	Little support
<input type="checkbox"/>	No support
<input type="checkbox"/>	Don't know

4. Do you have any concerns about introducing smokefree outdoor dining to your venue?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

5. If yes to question 4, what are you concerned about in particular?

	How customers will react
	Change in customer numbers
	Change in revenue
	Demands on staff
	What customers will think of our business
	How we will implement the new smokefree outdoor dining area
	Other:

6. How did you hear about Fresh Air?

	Newspaper
	Radio
	Social media
	Word of mouth
	Other:

7. Do you have any other comments about becoming a smokefree venue?

Appendix 5a: Customer Feedback Form

FEEDBACK

the **FRESH** **AIR** project
A TASTE OF SMOKEFREE OUTDOOR DINING

to go into the draw to win a \$30 voucher

1. Do you support this venue having smokefree outdoor dining areas?

- Yes
 - No
 - Comment (why/why not?)
-

2. Will you be more or less likely to visit this venue again because of the smokefree outdoor dining areas?

- Less likely
- No difference
- More likely

3. Male Female

Age group under 20 20-29 30-39 40-49
 50-59 60-69 70 and over

We would welcome any additional comments you may wish to share:

To go in the draw please put your details here

NAME: _____ PHONE: _____

EMAIL: _____

freshairproject.org.nz

Appendix 5b: Customer Feedback – Summary

Do you support this venue having SF outdoor dining?		Will you be more of less likely to visit this venue again because of the SF outdoor dining areas?			Gender		Age Group							Café & location		
Yes	No	More	No	Less	Male	Female	> 20	20-29	30-39	40-49	50-59	60-69	70 & over	City	Café	#
124	30	86	52	17	49	99	16	57	26	22	20	12	2	Dn	Modaks	156
100	6	67	39	0	23	83	14	45	10	13	19	5	0	Dn	Liquid Assets	106
16	0	13	3	0	5	10	2	6	1	2	3	2	1	Dn	Vanguard	16
20	0	11	9	0	2	15	0	0	5	4	7	4	0	Dn	Perc	20
146	4	101	48	1	33	111	6	18	15	24	41	33	13	Dn	AllPress	150
57	2	43	17	0	13	45	2	17	11	7	13	8	2	Dn	Gaslight	60
109	2	88	18	4	21	84	11	21	31	16	13	7	7	Qtn	Café Society	111
178	8	142	38	11	33	140	10	18	38	40	47	20	11	Qtn	Franks Pantry	193
201	8	140	62	5	36	164	13	24	38	48	39	24	20	Qtn	Odelay	213
6	0	5	1	0	1	4	1	0	1	1	2	1	0	Qtn	Provisions	6
59	4	46	13	4	13	45	6	19	13	8	7	7	2	Qtn	Boatshed	65
75	1	64	12	0	19	54	10	20	15	9	10	9	2	Qtn	Exchange	76
7	1	7	0	1	0	6	1	0	4	1	1	0	0	Qtn	Franks Eatery	8
6	0	5	1	0	0	6	0	0	0	4	1	1	0	Inv	Make N Bake	6
167	9	102	70	5	18	148	5	18	29	19	27	28	47	Inv	Cheeky Llama	177
47	1	26	21	1	7	40	1	9	9	8	16	5	0	Inv	Good Fix	49
107	3	71	39	1	18	90	5	13	14	17	20	24	14	Inv	Pantry	111
15	2	11	4	1	3	12	1	4	3	3	1	3	1	Inv	Seriously Good	17
2	0	1	1	0	1	1	0	0	0	1	1	0	0	Inv	Charlie's Kitchen	2
1442	81	1029	448	51	295	1157	104	289	263	247	288	193	122	Regional Totals		1542
94%	5%	67%	29%	3%	19%	75%	7%	19%	17%	16%	19%	13%	8%			
463	42	321	168	18	125	363	40	143	68	72	103	64	18	Dunedin Totals		509
91%	8%	63%	33%	4%	25%	71%	8%	28%	13%	14%	20%	13%	4%			
344	15	216	136	8	47	297	12	44	55	52	66	61	62	Invercargill Totals		362
95%	4%	60%	38%	2%	13%	82%	3%	12%	15%	14%	18%	17%	17%			
635	24	492	144	25	123	497	52	102	140	123	119	68	42	Queenstown Totals		671
95%	4%	73%	21%	4%	18%	74%	8%	15%	21%	18%	18%	10%	6%			

*Note not all %s add to 100% as some spaces were left blank on feedback forms

Appendix 6: Participating Cafés & Restaurants

Dunedin

1. Modaks Espresso
2. Allpress Espresso Roastery Café
3. Liquid Assets Juice Bar
4. The Perc Central
5. Gaslight Restaurant and Wine Bar
6. Madam Woo (Closed down)
7. Vanguard Specialty Coffee Co.

Alto, Everyday Gourmet, Governor's Café, Heritage Coffee/Vogel Street Kitchen, Insomnia by Strictly Coffee, Joe's Garage, Morning Magpie, Ocho, Nova Café, Plaza Café, Starfish Café & Bar, Steep Café, The Corner Store, The Fix, The Good Earth Café were invited to participate in the pilot but chose not to participate.

Queenstown:

1. Franks Pantry
2. Franks Eatery
3. Café Society
4. Odelay Café
5. The Boat Shed
6. Provisions of Arrowtown
7. The Exchange

Yonder, The Hayes, The Bathhouse, Halo, Toro, The Stables, Joe's Garage and Columbus Coffee were invited to participate in the pilot but chose not to participate.

Invercargill

1. Charlie's Kitchen
2. Good Fix café – Kelvin Street
3. Make'n'Bake
4. Seriously Good Chocolate Company
5. The Cheeky Llama
6. The Pantry

Jagz of Villiage Green, Marco's by Southern Fare café, Eat, Zookeepers, Tuatara Backpackers & Café, Nichols Garden Café, Global Byte Café were invited to participate but chose not to take part.

Appendix 7: Cafés & restaurants that already offer smokefree outdoor dining

There were 21 cafés and restaurants in Otago & Southland with Smokefree Outdoor Dining.

Dunedin

1. Prohibition Smokehouse
2. Oaken
3. Market Kitchen
4. Copper
5. Ironic Café & Bar
6. Coffee Culture
7. The Wobbly Goat Café
8. Topiary
9. The Good Oil Café
10. Project Wellness
11. Blueskin Nurseries & Café

Queenstown

1. Bonjour Café & Restaurant Arrowtown
2. Taste & Savour
3. Bespoke Kitchen
4. Vudu Café & Larder
5. Patagonia Beech Street
6. Patagonia Rees Street
7. Patagonia Arrowtown

Invercargill

1. The Batch
2. Industry
3. Auction House

Appendix 8: Cafés & restaurants who became Smokefree as a result of the Fresh Air Pilot Project

Dunedin

1. Paasha Turkish Café & Takeaway
2. Precinct Food
3. Innocent Bystanders
4. Potpourri Vegetarian Café

Queenstown

1. Arrow Thai
2. Millbrook restaurants
 - a. Millbrook Resort Dining
 - b. Kobe Cuisine
 - c. The Clubhouse
 - d. Hole in One Café

Appendix 9: Resources

The following resources were developed for Fresh Air Project Otago & Southland participating venues and staff:

Tobacco Truths

How to deal with customers who want to 'light up'

How to deal with smoking in a Smokefree workplace

Smokefree Outdoor Areas: A Guide for Cafés, Restaurants and Bars

Media FAQs

Signage

Posters

Customer feedback boxes and forms, linked to chance to win a \$30 Café vouchers.

Takeaway coffee cup lid stickers



TOBACCO TRUTHS

DID YOU KNOW...

1

... in 2011, the New Zealand Government committed to the goal of Smokefree Aotearoa by 2025. This means:

- Children will be free from tobacco and enjoy tobacco free lives
- Almost no one will smoke (less than 5%)

2

... tobacco is the only legal product that kills when used as intended

3

... 13.8% of New Zealanders currently smoke. In the southern region, 15.5% of the population smoke and of the southern Maori population, 30% smoke

4

... 5000 people die every year from a smoking related illness. This equates to 13 people dying per day!

5

... of the people who currently smoke, 7 out of 10 actually want to stop

6

... it takes the average person 20 serious quit attempts before successfully stopping smoking

7

... there is no 'safe level' of second hand smoke even when you are outdoors



HOW TO DEAL WITH CUSTOMERS WHO WANT TO 'LIGHT UP'

In these situations, it is important to be clear when explaining why your venue is introducing a smokefree outdoor area. Here are some ways you could respond when this happens:

WE ARE DOING THIS BECAUSE WE...

... want to support people who have quit smoking or are trying to stop. A smokefree environment helps avoid relapse. We know it's really hard and we are trying to support those who are giving it a go!

... are really committed to providing a healthier, cleaner and greener environment for more customers

... want to protect customers and staff from second hand smoke

... want to support New Zealand's smokefree 2025 goal. Fewer young people will start smoking if there are more smokefree spaces

... want to make a positive difference by providing an environment where children and young people are not around smoke and seeing people smoking. Children copy what they see and we want to protect the future generation!

ADDITIONAL TIPS

- Point out the smokefree signs and explain that you are part of the Fresh Air smokefree outdoor dining pilot
- Listen to the customer and ensure they feel valued
- If you are unsure of how to respond, let them know that you will get someone else to speak to them about their concerns - e.g. manager
- Acknowledge the customer's feelings. If they are upset, you could say: "I'm sorry you are upset, that is not our intention. We simply..." and continue with one of the prompts above



HOW TO DEAL WITH SMOKING IN A SMOKEFREE WORKPLACE

As part of the Otago-Southland Fresh Air Project pilot, your role is to encourage people not to smoke in your outdoor area. With clear smokefree signage, the likelihood of someone 'lighting up' is low, but you and your staff need to be prepared to respond if this does happen.

CUSTOMER	STAFF
<p>1 Point out smokefree signs and explain that you are part of a pilot to introduce smokefree outdoor dining to reduce exposure to second hand smoke</p>	<p>1 Remind them that as a team you are taking part in the smokefree outdoor dining pilot to lessen the effects of second hand smoke</p>
<p>2 If the customer seems upset, assure them that they are a valued customer and the pilot is about improving the dining experience, providing a healthier environment</p>	<p>2 If they feel they need to smoke at work, they can, just not on your premises. This may be a good point to offer information about quitting smoking and support available</p>
<p>3 If they refuse to stop smoking, explain that majority of people don't want smoking while dining and you are trying to improve the experience for all</p>	<p>3 If necessary, talk about how it does not look good if customers see this. Also ask that they don't smoke with their uniform on if they choose to smoke off premises</p>

IF POSSIBLE, KEEP A NOTE OF HOW SITUATIONS WERE DEALT WITH FOR FUTURE REFERENCE

RESEARCH SHOWS THAT PEOPLE WHO SMOKE DO ACCEPT SMOKEFREE AREAS ONCE THEY HAVE HAD TIME TO ACCEPT THE CHANGE

Appendix 9d: Smokefree Outdoor Areas: A Guide for Cafes, Restaurants and Bars

The benefits of smokefree outdoor areas

- Customers want smokefree outdoor dining. In Christchurch the Fresh Air Project 6 month pilot found that 95% of almost 2000 customers were in support of smokefree outdoor dining and 72% were more likely to visit the venue again because they were smokefree outdoors
- It protects customers and staff from the harms of second-hand smoke and prevents smoke drifting inside. There is no safe level of exposure to second-hand smoke, even outdoors
- It protects our children. Kids copy what they see, so reducing exposure to smoking reduces the likelihood that children will start to smoke
- It helps people quit, and helps those who have quit to stay smokefree. Most people who smoke want to quit. Exposure to smoking can trigger cravings and make it harder for those trying to quit
- It reduces litter and means your staff don't have to deal with ashtrays or cigarette butts



"When we started (the 6 month smokefree outdoor dining trial) it was always about providing the best coffee experience and providing a healthier and more pleasant dining space for our guests and staff. Other store owners have seen how positive it's been for us, and the enthusiasm across all Coffee Culture stores to make the change has been huge. Like any business, any change has also got to be good for the bottom line. It's been good for us, so there's confidence that making their outdoor spaces completely smokefree will be great for their business too."

Glenn Rewi : Owner of Merivale and Sumner Coffee Culture

***ALL COFFEE CULTURE STORES ARE NOW PART OF THE FRESH AIR PROJECT**

5 easy steps to making your outdoor areas smokefree

Here is a checklist to help you make your outdoor areas smokefree & vape-free:

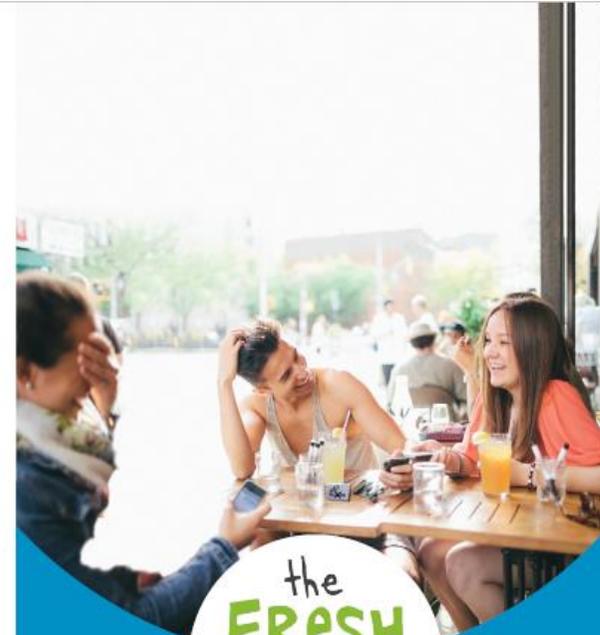
- Brief your staff on the change to smoke free outdoor areas
- Put smoke free signage in highly visible places in your outdoor eating areas
- Remove ashtrays, matches and lighters
- Coach your staff on how to approach customers who start smoking or vaping in your smoke free outdoor areas
- Tell your customers about going smoke free outdoors through social media, face-to-face communication and other advertising channels

Signage example and dimensions:



For more information visit:
freshairproject.org.nz

or contact the Cancer Society
Dunedin 03 477 7447
Invercargill 03 218 4108
Queenstown 027 448 7373



Smokefree Outdoor Areas

A guide for cafés, restaurants and bars



The Fresh Air project is an initiative supporting hospitality venues to have their outdoor dining areas 100% smokefree and vapefree. Venues will receive free wall signs, window stickers and table top signs, as well as being promoted on the Fresh Air Facebook page and website freshairproject.org.nz

The Fresh Air Project started out as a 6 month pilot launching in Christchurch in the summer of 2016. Since then many more Fresh Air Projects are up and running across New Zealand, supporting hundreds of venues to go totally smokefree. This guide provides some useful tips and advice for smooth implementation.

Tips for making your outdoor areas smokefree

Get your staff on-board

The transition to having smokefree outdoor areas will go more smoothly if your staff are involved in the process. Make sure your staff know:

- Why your outdoor areas are going smokefree and vapefree
- The benefits of having smokefree & vapefree areas
- How to communicate with customers about going smokefree outdoors
- How to approach a customer if they start smoking or vaping and politely inform them that the area is now smokefree and vapefree

This is also a good opportunity to support staff members who want to quit smoking. Resources and advice can be found at quit.org.nz.

Make sure your customers know

Communicating with your customers is the key to having successful smokefree outdoor areas.

- Signage is an effective way to inform your customers that your outdoor areas are smokefree & vapefree. Display signs in prominent places in your outdoor areas. Free wall signs and window stickers are available from the Fresh Air Project
- Face-to-face communication with regular customers will help spread the word about smokefree outdoor areas. It's also a good opportunity to let them know why your outdoor areas have gone smokefree and vapefree. Do this in advance of launching your smokefree outdoor space, most customers will be very supportive
- Remove any ashtrays, matches and lighters from your outdoor areas, as these can be interpreted as cues that it's OK to smoke
- Advertise your smokefree outdoor areas on social media and in any other regular communications you have. This is also a great way to discuss the reasons for going smokefree outdoors

Frequently Asked Questions (FAQs)

Won't making outdoor areas smokefree be bad for business?

National and international evidence indicates that there is a positive or neutral impact on business from making outdoor areas smokefree. Feedback from businesses in New Zealand and overseas is that smokefree outdoor areas provide a better environment for staff and are more enjoyable for customers.

Won't customers be upset?

Public support is high for smokefree outdoor dining. In Christchurch the Fresh Air Project 6 month pilot found that 95% of almost 2000 customers were in support of smokefree outdoor dining.

Can we have designated smoking areas?

The short answer is no. The Fresh Air Project recognises that separated dining areas still expose customers and staff to the harmful effects of second hand smoke. Smoke easily drifts to non smoking areas. Having a completely smokefree establishment is easier to manage and provides the best health benefits.

What about electronic cigarettes (vaping)?

To be part of the Fresh Air Project your smokefree outdoor areas need to be vapefree as well.



Appendix 9e: Media FAQs

BELOW ARE SOME EXAMPLES OF QUESTIONS THAT YOU COULD POTENTIALLY BE ASKED BY THE MEDIA:

Why is your café part of the trial?

- Do it for your team and make your workplace smokefree!
- Do it for people who smoke and make their quitting journey easier!
- Do it for the kids who copy what they see!
- Do it for your customers! - People who prefer a smokefree environment
- Do it for business! - In 2004, when indoors went smokefree, sales increased! Why? Because going smokefree can improve the dining experience

What is the rationale behind this project?

Smokefree outdoor dining has strong public support and is happening elsewhere in New Zealand - smokefree areas help reduce the visibility and impact of smoke. Separating smoking in outdoor dining areas does not stop second hand smoke drift. A totally smokefree outdoor dining area is the best way to protect staff and customers from second hand smoke, improving the dining experience. Ultimately the project aims to build upon strong public support from the business sector and show that smokefree dining is a great move forward to the Smokefree 2025 goal.

What is so unique about this pilot?

The Fresh Air Project is the first voluntary smokefree outdoor dining pilot to be developed in a supportive way. It is the first time in New Zealand that hospitality venues will be supported to go smokefree in the outdoor dining space and great success is being made in other regions of New Zealand. This project will be monitored and evaluated throughout the 5 month period and promotion and resources are provided.

What will the pilot involve?

- Smokefree outdoor dining promoted with signage from November for 5 months
- Support from Public Health South and the Cancer Society to promote the pilot
- Support for any staff wanting to stop smoking
- An evaluation of the pilot by Public Health South and the Cancer Society

What will happen if someone wants to smoke?

They will be politely and sensitively asked not to smoke on the premises - evidence indicates that most people who smoke will simply respect the request. Signage to thank people for not smoking will be evident at each participating venues. The pilot is encouraging people to make a positive choice not to smoke. Our venue respects our customers and we are just trying to provide a healthier environment and pleasant dining experience.

What about the rights of people who smoke?

Reiterate that this is a voluntary pilot and is not to be perceived as a punitive approach but a positive scheme that aims to create a fresh clean environment for staff and customers. The majority of the population do not smoke and public support is high for smokefree outdoor dining. All our customers are treated with respect, we are just supporting a healthier environment and celebrating Fresh Air.

Will it be good for business?

Smokefree outdoor dining has been very successful in other regions of the country and they have shown positive results. A number of venues are already smokefree in Christchurch, Whangarei and Nelson. Smokefree outdoor dining is a positive step forward and one that will help us achieve the goal for a Smokefree New Zealand by 2025.

Appendix 9f: Signage -Fresh Air branded Outdoor sign.



Appendix 9g: Posters -Fresh Air branded



Appendix 9h: Takeaway coffee cup lid stickers



Appendix 9i: Signage -generic



Appendix 9j: Table Top Smokefree signs



Appendix 9j: Customer feedback boxes and forms, linked to chance to win a \$30 Café vouchers



FEEDBACK the FRESH AIR Project A TASTE OF SMOKEFREE OUTDOOR DINING
 to go into the draw to win a \$30 voucher

1. Do you support this venue having smokefree outdoor dining areas?
 Yes
 No
 Comment (why/why not?)

2. Will you be more or less likely to visit this venue again because of the smokefree outdoor dining areas?
 Less likely
 No difference
 More likely
3. Male Female
 Age group under 20 20-29 30-39 40-49
 50-59 60-69 70 and over

We would welcome any additional comments you may wish to share:

To go in the draw please put your details here
 NAME: _____ PHONE: _____
 EMAIL: _____
freshairproject.org.nz

Also see Appendix 5a for close up

Appendix 10a: Media release

Southern air to get fresher!

Twenty cafes in Otago & Southland will be making their outdoor spaces smokefree this summer as part of a pioneering pilot.

Dr Rachael Hart, CEO of the Otago and Southland Cancer Society says this unique outdoor dining project has now come to Otago & Southland, and will let Southerners and visitors experience the benefits of smokefree outdoor dining.

“The vast majority of Southerners, around eighty-five per cent, don’t smoke, and research shows that they want to be able to enjoy outdoor dining without the smoke”, says Dr Hart.

Her comments are reinforced by Public Health South’s Health Promotion Advisor Emily Nelson. “Food tastes better, and being outside is nicer, when you don’t have smoke around you.”

“Furthermore, the benefits of smokefree outdoor dining don’t just extend to customers. When cafes and restaurants went smokefree indoors in 2004 sales increased and we’re confident that the same thing will happen this time. We believe the Fresh Air Project will attract more families, and improve the overall dining experience for the vast majority of people.”

“And with regards to those who smoke, we know that the more smokefree environments there are, the easier it is to stop smoking. Most people who smoke want to quit, and being in a smokefree environment has a positive impact on those trying to do so”

“We were initially concerned that cafes might be reluctant to get on board, but the opposite was true. The café owners we spoke to could see the benefits that being involved would provide to both their customers and their bottom line,” says Ms Nelson, of Public Health South.

Sarah Hussey, from The Perc Central in Dunedin, says she saw being involved in the pilot as an extension to what they were doing anyway “For The Perc Central, the benefit of going smokefree is greater comfort for a greater number of customers.”

Jane Shaw, owner of Provisions of Arrowtown and The Boatshed Café in Queenstown echoes Sarah’s. “Great food, great coffee and great settings don’t go well with a smoking environment. We are family-friendly and want to look after our whanau”.

Victoria Lethbridge owner of Franks Eatery and Frank’s Pantry in Queenstown says for her businesses, “With such an open eatery we want to make sure all our customers can enjoy their dining experience in clean air”.

Mayor Dave Cull, of Dunedin City Council says the pilot is a significant step towards the national goal of a smokefree New Zealand by 2025. “Having smokefree outdoor spaces will also help make Dunedin a more liveable healthy city”, says Mayor Cull.

Mayor Cull goes on to say, “It would also be great if our next generation didn’t smoke, and the Fresh Air Project takes us closer to that reality. Children copy what they see, so the less we expose our children to smoking, the less likely they will be to take up the habit,”

Echoing this, Mayor Jim Boulton, of Queenstown Lakes District Council, says “the Project will help to contribute to making the Queenstown community healthy and vibrant, and we applaud our hospitality venues’ leadership!”

Dougal McGowan, CEO of the Otago Chamber of Commerce, congratulated the twenty hospitality venues for getting involved as it will likely bring benefits to local business and support a positive smokefree message in the community.

These city and business leaders are encouraging the public to show their support for the hospitality venues who have made their outdoor spaces smokefree, and to visit www.freshairproject.org.nz, the [Facebook Page \(search The Fresh Air Project\)](#) or [@smokefreeoutdoorining](#) to find a participating café or restaurant. Additionally, if customers complete a feedback form they will go in the draw to win a \$30 voucher (one voucher to be won for each café).

The twenty hospitality venues participating in the Fresh Air pilot are:

Queenstown	Dunedin	Invercargill
Odelay Café Café Society The Exchange Provisions The Boatshed Franks Eatery Franks Pantry	Allpress Espresso Vanguard Specialty Coffee Co. Modaks Espresso The Perc Central Gaslight Restaurant & Wine Bar Liquid Assets Juice Bar Madam Woo	The Seriously Good Chocolate Company Charlie’s Kitchen Good Fix Café Make’n’Bake The Cheeky Llama The Pantry

A big acknowledgement to all our cafes and restaurants who are already Smokefree and can be found on www.freshairproject.org.nz.

Ends.

Appendix 10b: Facebook Promotion



Otago Daily Times

2 November at 13:29 · 🌐

Smokefree outdoor dining is coming to the South. Twenty cafes in Otago and Southland will be making their outdoor spaces smokefree from this month as part of a pilot programme.



ODT.CO.NZ

Restaurants, cafes join pilot smoke-free initiative

Smokefree outdoor dining is coming to the South. Twenty cafes in Otago

👍❤️😄 You, Joanna Jones, Genna Oliver and 426 others 38 Comments 12 shares



Emma Tyler That's why I drink at home least I can have a drink and a smoke on my deck and not feel guilty or judged I have more money in my pocket coz I'm not paying cafe and bar prices! Cafe/Bar etc lose, the smokers areas are always so much more fun 🤔🤔 no comments or opinions needed! 😊

Like · Reply · 4d · Edited

👍❤️😄 25



Diane Brunt Emma Tyler yeah I agree non smokers are boring no fun going out anymore hope all the bars go bust and non smokers have no where to go

Like · Reply · 4d

👍❤️😄 5



Emma Tyler Diane Brunt yup agreed!

Like · Reply · 4d



Lance Corcoran Emma Tyler we can't be far away from the smoking police stopping you from smoking on your own deck.

Like · Reply · 4d



Emma Tyler Lance Corcoran that I believe soon we will have clockin and out of the loo

Like · Reply · 4d



Tanya Hyde You must live in a very sheltered world if you think that all non smokers aren't fun! So what happens to ppl

Appendix 10c: Mountain Scene and Wanaka Sun February 2019

the FRESH AIR Project

An open letter from Mayor Jim Boulton

As Mayor of the Queenstown Lakes District I'm very happy to support The Fresh Air Project. This is a nationwide initiative being piloted by DHBs and the Cancer Society to encourage businesses to offer a smokefree environment to customers.

We live in a place of unsurpassed beauty and have some of the best hospitality offerings in the world. Our grand mountain vistas are reflected in crisp clear lakes and our clean fresh air - although a little chilly at times, this clean air is something we treasure.

Smoking is a personal choice, but so is choosing not to. The Fresh Air Project supports venues who volunteer to make their outdoor dining area smokefree to help meet the goal of a Smokefree Aotearoa by 2025.

The benefits of this project are numerous. In addition to protecting our waterways and green spaces from cigarette butts which pollute and endanger marine life, we can help to promote a healthy lifestyle and protect from the dangers of second hand smoke. Smokefree environments are also better for those working towards a lifestyle free from the habit.

I'd like to offer my congratulations to the businesses leading the way and participating in the project. These cafes are listed below and I'd strongly encourage residents and visitors to support them when choosing a dining option. While the pilot is due to end in March 2019, staff at these businesses would love to hear your feedback and comments so be sure to mention the project by name.

Personally, I would love to see our streets, stormwater systems, waterways and lake shores free from cigarette butts and I would like to be able to sit and enjoy a meal without second hand smoke tainting the experience. I hope you'll join me in supporting this fantastic endeavour, encouraging other businesses throughout the district to get onboard, and in making our home an even better place to be.

Yours in good health,



**Jim Boulton ONZM
MAYOR**

THE SEVEN PARTICIPATING CAFES ARE:

The Exchange
Odelay Café –The Landing Frankton
Café Society (within the Five Mile smokefree retail centre)
Provisions of Arrowtown
The Boatshed
Frank's Pantry
Frank's Eatery

SUPPORTER CAFES – SMOKEFREE CHAMPIONS:

Vudu
Bespoke
Patagonia (Queenstown, Arrowtown, Wanaka)
Taste and Savour
Bonjour Arrowtown
Arrow Thai
Millbrook – Millbrook restaurant, Hole in One, Kobe, The Clubhouse
Soul Food Wanaka
Double Black – Albert Town



For further information please contact:

Emily Nelson at The Southern DHB emily.nelson@southerndhb.govt.nz | Diana Power at The Cancer Society diana.power@cansoc.org.nz

Appendix 8d: The Star Dunedin – Thursday 8th November 2018

Land of long white smoke cloud

New Zealand has long been a bastion of progress, a place where our sense of doing what is right and the ideals of communal good has allowed us to stand out in the ever-changing modern world. In years past, the social venues common to Kiwis, like the local pub, restaurant and sporting club, would be covered in a thick smoke cloud that acts to paint a picture in many of our memories.

With the change in our national sensibilities markedly punctuated by the 2004 ban of indoor smoking, came a change in our perception of smoking. While many of us will not begrudge somebody of their choice to smoke if they wish, we can all agree that a



clean, fresh atmosphere in our public spaces creates a more enjoyable and positive environment for our community and future generations to all enjoy.

On this point, indoor smoke-free venues are mandatory, but what about in the garden cafes and outdoor dining spots scattered across Aotearoa? In several towns and cities around New Zealand, most notably Christchurch,

Whangarei and Nelson, successful transitions have occurred towards smoke-free outdoor dining. The Fresh Air Project has mustered the support of 21 cafes throughout Otago and Southland who want to see a greater level of comfort for all customers and a positive benefit for families by becoming 100% smoke-free both indoor and outdoor on their premises.

Importantly, this initiative has not been formulated to eliminate the choice to smoke but rather to demonstrate the benefits for families for hospitality. The Otago Chamber of Commerce fully supports businesses who chose to support this pilot, and we know the unique and passionate spirit of Dunedin

can provide a great setting for this cause to prosper. We encourage those operating in the hospitality sector to opt into smoke-free outdoor dining and hospitality as we feel it would demonstrate the qualities of leading by example that Dunedin exemplifies.

The chamber will follow and monitor this project closely and we thank Public Health South and the Cancer Society for their efforts to put this initiative into motion. Smokers and non-smokers alike will likely find that the difference made provides a great outdoor dining experience for all to enjoy. With efforts such as these, we will see progress towards the goal of making Dunedin one of the world's most livable cities.



HONOURING THOSE WHO DIED FOR US



Wendy McArthur from Invercargill City Council, left, and Dannie Blair from the Awarua Communications Museum, preparing for the exhibition.

A special exhibition to mark Armistice Day 2018 opens today.

THE Invercargill City Council, together with the Southland Museum and Art Gallery, Awarua Communications Museum, Invercargill City Libraries and Archives, and volunteers, have joined forces to honour those who fought, and died, in World War I, including at Leeu-Quassy.

His Worship the Mayor Tim Shadbolt will formally open the exhibition this morning (Thursday).

The exhibition will be held between November 1 and 10 at 63 Esk Street, the former ASB Bank Building, and will be open between 10am and 4pm daily.

Representing the Council's contribution to the exhibition will be the stories of Southland men killed in the liberation of Leeu-Quassy, on November 4, 1918, as well as the Invercargill Borough Council employees killed during WWI. Their stories have been

researched by local historian and Council Archives Assistant Wendy McArthur. More than 100 poppies knitted by Council staff, family and friends, will form part of the displays.

Meanwhile, Invercargill RSA and Awarua Communications Museum are planning displays, and the Invercargill City Libraries and Archives team will display their research efforts into the diaries and letters written by Southland servicemen as part of the Since Writing you Last Project.

They stay grow not old, as we that are left grow old.

Age shall not weary them, nor the years condemn.

At the going down of the sun and in the morning,

We will remember them.

CAFES ENCOURAGED TO GO SMOKEFREE

TAKING the lead from the Invercargill City Council's Smokefree CBD policy, the Cancer Society and Public Health South are launching a pilot programme to encourage cafes and restaurants to go smokefree.

Cancer Society Health Promotion Co-ordinator for Southland Bridget Forsyth said the Fresh Air Project was about celebrating cafes and restaurants with outdoor dining areas which were also smokefree.

They would be providing those cafes with smokefree signs, table toppers and posters, and would promote the establishment on the Fresh Air website and via social media.

The Fresh Air project is the first voluntary smokefree outdoor dining pilot to be developed where

hospitality venues are supported to go smokefree, and has been highly successful in other regions of New Zealand.

Bridget said pilots in Christchurch, Nelson and Whangarei had positive results with the majority of businesses reporting increased customer satisfaction.

"This project will be monitored and evaluated throughout the five-month period and promotion and resources are provided," she said.

"There will be feedback forms available for customers and people who provide feedback will go in the draw to win a \$30 gift voucher for the establishment, which we will buy from the venue."

For more information, contact Bridget Forsyth (03) 211 8835 or email bridget.forsyth@cansoc.org.nz



HERE at the Invercargill City Council, Christmas Festival and Market organiser Gemma Crawford has been a busy wee ell as she receives registrations for the inner-city event. The Christmas Festival and Market will be in Esk Street on December 8, between 10am and 2pm.

This year, we have a Kiwiana Christmas theme, and are encouraging people of all ages to come in their favourite Christmas outfit for the chance to receive a spot prize. There will be fantastic local craft stalls lining the street, with some

GET YOUR COSTUME READY FOR THE CHRISTMAS FESTIVAL AND MARKET

It's nearly time to dig out the Santa hats and tinsel, raid the costume box, and get crafty to make your very own Kiwiana Christmas costume for this year's inner city Christmas Festival and Market!

Look out for a summer Santa and his helpers, along with roving fairies from a remarkable land. Bring the wharua to town to join in the festive spirit that is Christmas in Invercargill.

Should you wish to volunteer or have a stall at this awesome event, please contact Gemma Crawford at the Invercargill City Council on (03) 211 1777 or email gemma.crawford@cc.govt.nz

More information about the Festival and Market will be updated on Council's website: www.cc.govt.nz

FOOD TRUCK FRIDAY TAKING A BREAK

FOOD Truck Friday won't be happening on Friday, November 16, as our contractors put up the Christmas Tree at Wadhwa Place.

It is hoped that Food Truck Friday will return on Friday, November 23, however if there are

delays for the Christmas Tree, this date might also be affected.

Make sure you follow the Invercargill City Council Facebook page, where we will keep you updated on when Food Truck Friday returns.



NZ'S BEST BARISTA RIGHT HERE IN INVERCARGILL

HUGE congratulations to Global Dye head barista Charanjot Singh Saini, who was named Barista of the Year at the NZ Hospitality Championships 2018.

Charanjot competed against about 30 other baristas from throughout the country, and received a gold medal for his Latte Art, and silver in the Live Barista and Barista Smackdown sections. Well done, Charanjot, and enjoy the trophy!



Text reads:

CAFES ENCOURAGED TO GO SMOKEFREE

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For more information, contact Bridget Forsyth (03) 211 8835 or email bridget.forsyth@cansoc.org.nz

Appendix 8f: Media Summary of Launch

Otago smokefree media Executive summary Mid October to 7 November media report



Vaping included in smoke-free trial

Otago Daily Times, Dunedin, General News, Chris Morris

17 Oct 2018

Page 5 • 172 words • ASR NZD 188 • Photo: No • Type: News Item • Size: 78.00 cm² • NZ • New Zealand • Press • ID: 1023348346

[Download print article](#) - Full text: 172 word(s), <1 min

Audience

32,696 CIRCULATION



Vaping included in smoke-free trial

Otago Daily Times by Chris Morris

17 Oct 2018 4:34 AM

175 words • ASR NZD 3 • Internet • ID: 1023342771

[Read on source site](#)

Audience

3,869 UNIQUE DAILY VISITORS, 53 UNIQUE DAILY VISITORS



Restaurants, cafes join pilot smoke-free initiative

Otago Daily Times, Dunedin, Business News, Sally Rae

01 Nov 2018

Page 18 • 326 words • ASR NZD 1,488 • Photo: Yes • Type: News Item • Size: 616.00 cm² • NZ • New Zealand • Press • ID: 1030260594

[Download print article](#) - Full text: 326 word(s), ~1 min

Audience

32,696 CIRCULATION



CAFES ENCOURAGED TO GO SMOKEFREE

Southland Express, Southland Invercargill, General News

01 Nov 2018

Page 2 • 206 words • ASR NZD 222 • Photo: No • Type: News Item • Size: 128.00 cm² • NZ • New Zealand • Press • ID: 1030357185

[Download print article](#) - Full text: 206 word(s), <1 min

Audience

35,186 CIRCULATION



Restaurants, cafes join pilot smoke-free initiative

Otago Daily Times by Sally Rae

01 Nov 2018 4:51 AM

322 words • ASR NZD 7 • Internet • ID: 1030256845

[Read on source site](#)

Audience

3,869 UNIQUE DAILY VISITORS, 53 UNIQUE DAILY VISITORS



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Appendix 11: Website Insights

Number of visits to Fresh Air website between 1st November, 2018 and 31st March, 2019

1 November 2018
Thursday

>

31 March 2019
Sunday

Previous Period: 1st Oct, 2018 - to 28th Feb, 2019

1,455

TOTAL VISITORS

- 16.1%

from last period

1,414

UNIQUE VISITORS

- 16%

from last period

41

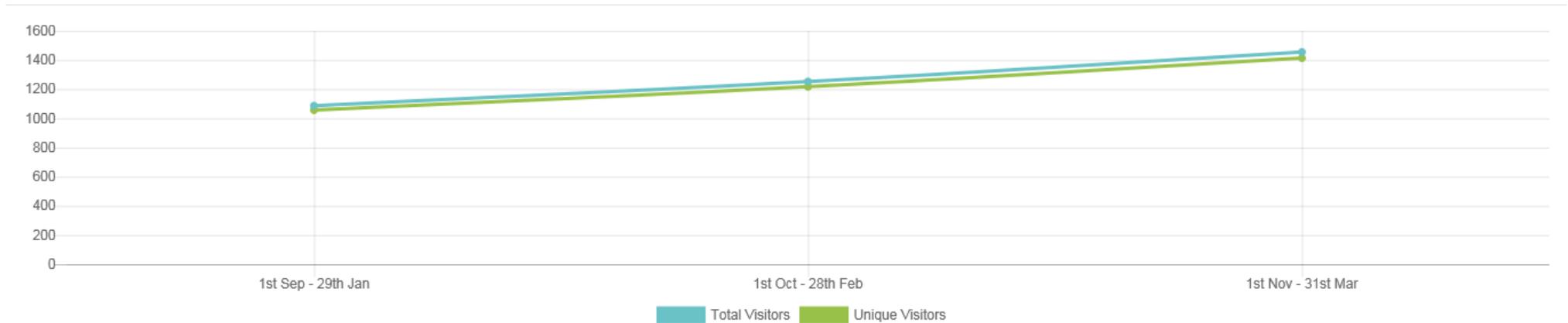
RETURNING VISITORS

- 17.1%

from last period

Graph showing increase of visits to Fresh Air website between 1st November, 2018 to 31st March, 2019

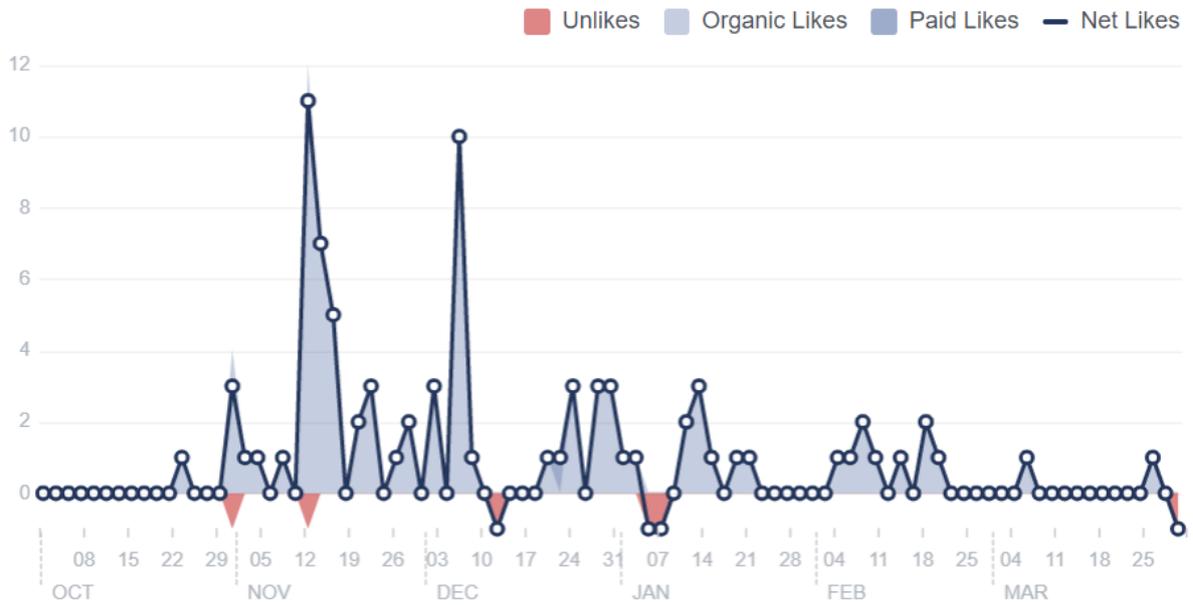
MONTHLY VISITORS



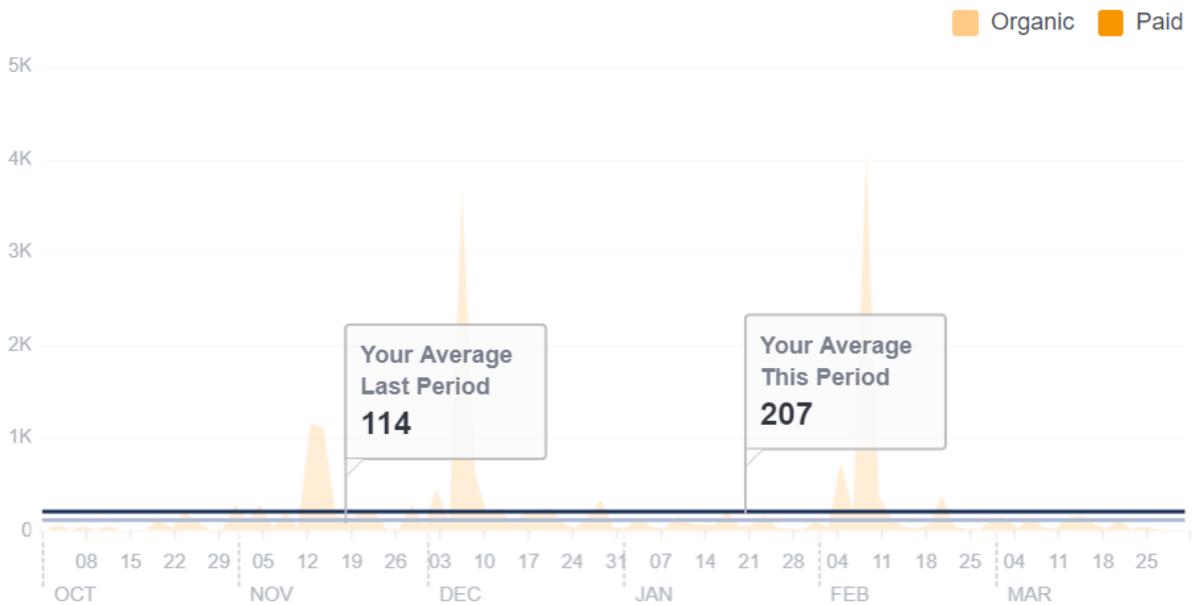
Appendix 12: Facebook Insights

Net Likes

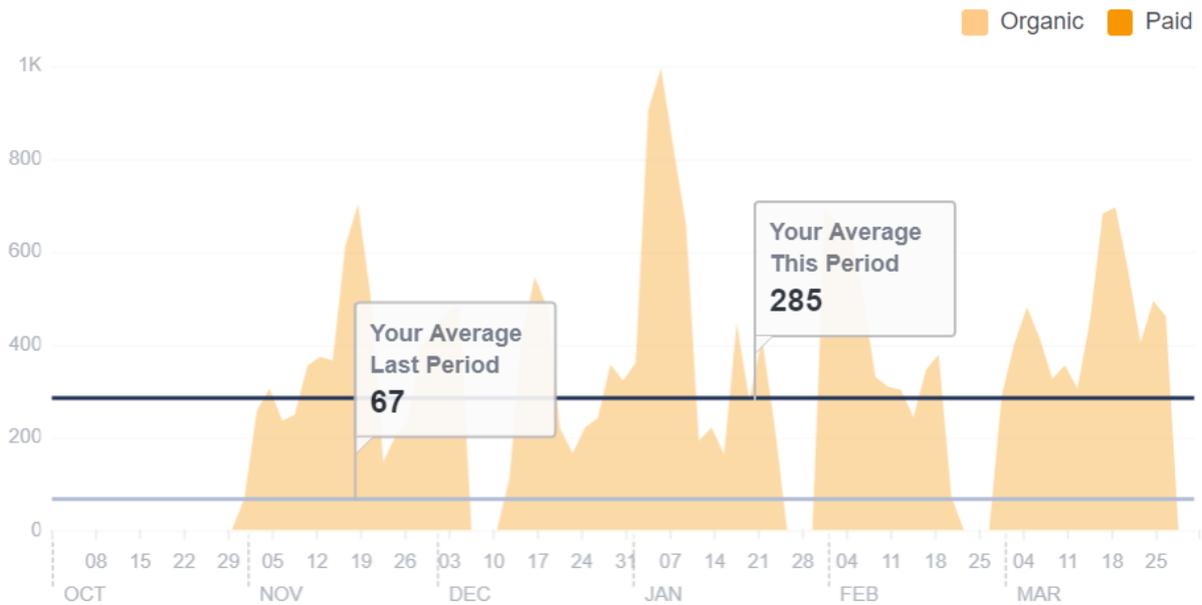
Net likes shows the number of new likes minus the number of unlikes.



Organic post reach:



Paid post reach:



Project supporter/participating venue Facebook post and shared post examples:

Otago Chamber of Commerce
30 October 2018 at 13:33 · 🌐

Are you involved in The [Fresh Air Project](#). A great project supporting hospitality businesses to make their outdoor dining areas Smokefree launching November 1st.



👍 3

Otago Chamber of Commerce
1 November 2018 at 15:12 · 🌐

The Otago Chamber of Commerce is very proud to support The [Fresh Air Project](#) which has launched today around the region!

The Fresh Air Project's post
The [Fresh Air Project](#) is now live in Queenstown, Dunedin and...



👍❤️ 5

THE PERC **The Perc Cafe**
12 November 2018 at 14:33 · 🌐

The Fresh Air Project's post
Our first Venue of the Week for the Southern [Fresh Air Project](#)...



👍❤️😮 Debby Newton and 84 others

6 comments



Phil Osborne Love the idea but there is something troubling about co opting public space for commercial purposes, then restricting the activity of the public in those spaces. This is not against any business many of whom I support and will continue to frequent. It's more about the larger implications of the practice overall

Like · Reply · 23w



Mark Meecham I have 2 agree with Phil.on this one... its not really your space to dictate what the public can and cant do there . Its a public foot path.
Love the Perc and go everyday often more than once .
Perhaps I will stay away from now on , I'm obviously not welcome .

Like · Reply · 23w



Some customers had the view that businesses were outside of their authority by making the outdoor area Smokefree. However, owner of The Perc Central noted that this customer was a regular and continued to frequent the café despite the negative comments online.



Invercargill City Council

12 November 2018 · 🌐

Did you know the Fresh Air Project is being rolled out here in Invercargill? To find restaurants and cafes which have pledged to be Smokefree as part of the pilot, visit <https://freshairproject.org.nz/.../otago-s.../invercargill-city/>



The Fresh Air Project

Published by Sophie Carty [?] · 1 November 2018 · 🌐



The Fresh Air Project is now live in Queenstown, Dunedin and Invercargill!

Twenty cafes and restaurants have made their outdoor dining areas completely smokefree and vape-free today. Have you been to any of them?

Visit: www.freshairproject.org.nz to find a venue near you.

If customers complete a feedback form they will go in the draw to win a \$30 voucher (one voucher to be won for each café).

👍❤️ 11



Queenstown Lakes District Council ✓

4 February at 11:08 · 🌐

Great to see local cafes supporting the The **Fresh Air Project**. This is a nationwide initiative being piloted in Queenstown Lakes by the Southern District... [See more](#)

The Fresh Air Project's post

Next Venue where you could WIN a \$30 voucher is Odelay Cafe...



👍 7

2 comments

FRANKS | Eatery **Frank's Eatery**
2 November 2018 at 16:17 · 🌐

EAT CLEAN, BREATH CLEAN | We've teamed up with @smokefreeoutdoorining (The Fresh Air Project) | supporting smoke free outside dining | From Nov 1st onwards our patios will now be a smoke free environment! 🚫 | Enter in our draw for a... 😊 See more



👍❤️ 22

1 comment

FRANKS | Eatery **Frank's Eatery**
2 November 2018 at 16:17 · 🌐

EAT CLEAN, BREATH CLEAN | We've teamed up with @smokefreeoutdoorining (The Fresh Air Project) | supporting smoke free outside dining | From Nov 1st onwards our patios will now be a smoke free environment! 🚫 | Enter in our draw for a... 😊 See more



👍 9

1 share

 **Liquid Assets Juice Bar**
29 January at 09:29 · 🌐

Peach boy has come home for the summer ... delicious, fresh, Central Otago peaches in one of our most popular smoothies ... come in and meet him for the first time, or get reacquainted ... he's awesome We've been part of The Fresh Air Project trial over the summer... See more



👍❤️ 17

1 comment



Good Fix Cafe - Kelvin Street — 😊 feeling fresh at Good Fi...

15 November 2018 at 16:46 · Invercargill · 🌐

Not only is the food fresh, so is the air! #thefreshairproject

The Fresh Air Project's post

Our first Venue of the Week in Invercargill is the Good Fix Cafe - Kelvin Street. Head...

👍❤️ 39

4 shares

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