

# Smokefree Whangarei

## The FRESH AIR Project Whangarei

### Evaluation



A TASTE OF  
SMOKEFREE  
OUTDOOR  
DINING

## Introduction

Smoking has not been permitted indoors in New Zealand hospitality venues since 2003<sup>i</sup>, many still allow smoking in outdoor dining areas. In Australia, smokefree outdoor environments have been achieved by regulation.

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<sup>ii iii iv</sup> 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.

Findings of a recent survey of Whangarei public showed strong support (82%) for smokefree outdoor dining (see Appendices).<sup>v</sup>

In 2018, Cancer Society Northland (CSN) and Northland District Health Board (NDHB) supported by Whangarei District Council (WDC) implemented 'The Fresh Air Project Whangarei' a voluntary 3-month Smokefree outdoor dining pilot. The CSN and NDHB staff worked alongside cafes in Whangarei's CBD and Quayside and encouraged them to promote their outdoor dining areas as smokefree, providing support, resources, and promotion.

## Aim / Vision

To encourage Whangarei cafes to participate in a 3-month pilot to voluntarily make their outdoor dining facilities smokefree (January – April 2018).

## Purpose of Evaluation

The Fresh Air Project Whangarei 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 in Northland, and;
3. Assist health promoters with future smokefree advocacy

## Key Stakeholders

The key stakeholders include:

- Cancer Society Northland (CSN)
- Northland District Health Board (NDHB)
- Whangarei District Council (WDC)
- Participating cafe owners/managers and staff

- Customers of participating cafes

## Methods

Participating cafe 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 cafes by completing a paper feedback form (see Appendices), and placing it in a *Fresh Air Project* branded box, which were placed in visible locations at each cafe. As an incentive to provide feedback, customers who provided their contact details were entered into a monthly prize draw to receive a \$50 voucher from the cafe.

## Project Objectives & Outcomes

To encourage cafés with Whangarei CBD and Quayside to participate in The Fresh Air Project Whangarei pilot for smokefree outdoor dining. Creating more smokefree outdoor public spaces reduces the impact of second-hand smoke and visibility of smoking. <sup>vi vii viii</sup>

### 1. Identify the number of cafes within the inner CBD and Quayside

15 cafes located in and around Whangarei CBD and Quayside were invited to participate in *The Fresh Air Project Whangarei* (see Appendices).

### 2. Identify any cafes that have already implemented 100% Smokefree outdoor dining areas.

14 cafes within Whangarei already offer smokefree outdoor dining; five of those are within CBD and Quayside (see Appendices).

### 3. Approach cafes within Inner CBD and Quayside and ask them to participate in the pilot

12 cafes chose to participate.

### 4. Develop useful and appropriate smokefree resources for cafes

A range of resources (e.g. posters, stickers for windows/doors, table top smokefree signs, take-away coffee cup sticker, a 'How-to' Guide for smokefree cafes) were developed using *The Fresh Air Project* branding, for cafes to use at their discretion (see Appendices).

Of the respondents who had used *The Fresh Air Project* resources, all indicated that they found them useful.

### 5. Support cafes to introduce and implement smokefree outdoor dining areas

CSN and NDHB worked alongside cafes providing advice and support to introduce smokefree outdoor dining throughout the duration of the pilot.

### 6. Promote cafes with smokefree outdoor dining areas

Promotional tools included profiling *The Fresh Air Project* in community papers, on *The Fresh Air Project* Facebook page, Venue of the Week and giveaways (e.g. vouchers for use in participating *The Fresh Air Project* cafes), a website ([www.freshair.org.nz](http://www.freshair.org.nz)) which included profiles of participating cafes, and a short video (e.g. featuring participating cafes, and cafes that have successfully introduced smokefree outdoor dining, and project champions) (see Appendices).

### 7. Provide evidence to Whangarei District Council on the merits of smokefree outdoor dining policy.

*The Fresh Air Project Whangarei* provides an important source of local evidence, from the

business sector and specifically provides information of support in three areas in advocacy: ease of introduction, impact, and customer feedback. It will also provide the foundation for wider advocacy in Whangarei, where a partnership between CSN, NDHB and WDC has been forged on the agreed vision for a smokefree Whangarei.

*The Fresh Air Project* offers a stepping stone toward a smokefree future, consideration of smokefree policy, and smokefree advocacy for Whangarei and a model for the wider Northland region.

## Data Collection

Census 2013 data shows 85% of Whangarei residents do not smoke, and research shows that they want to be able to enjoy outdoor dining without exposure to second-hand smoke.

As part of the WDC Long Term Plan 2018–2028 pre-engagement a public consultation survey on Smokefree Outdoor Public Spaces was undertaken with Whangarei residents showed strong support (82%) for smokefree outdoor dining.<sup>v</sup>

As part of *The Fresh Air Project* pre-implementation, an observational survey of smoking behaviour in Whangarei cafes outdoor dining areas was conducted. The survey showed that a very small number of people smoke in outdoor dining areas and a number actually move away from the area to have their smoke.<sup>ix</sup>

Formal data was collected from structured interviews with café owners/managers through-out the 3-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.

Customers were asked to record their level of support for smokefree outdoor dining in the cafes by completing a paper feedback form.

## Challenges

- Not all cafes chose to participate – small sample size.
- 2 cafes changed ownership during the time of the pilot.

## Findings

### Pre-pilot survey

All 10 owners/managers of the 12 participating venues completed a questionnaire prior to the start of the pilot (two respondents were the owners of four venues, so completed the questionnaire only once). Face-to-face interviews were conducted with all.

Owners/managers were asked their main reasons for introducing smokefree outdoor dining at their cafe.

The most common reasons for introducing smokefree outdoor dining areas were to create a more pleasant environment for customers and staff (67%), create a healthier environment for customers and staff (58%) and to reduce SHS drift (58%).

Other common reasons were to support people who have stopped smoking, to promote a family-friendly business, and that they “didn’t like the smell”.

Anecdotally a significant number of café owners thought that the resources provided (e.g. smokefree signs), and being part of a group of venues who are all going smokefree at the same time, were the most useful aspects.

Only one venue had concerns about introducing smokefree outdoor dining but felt that “it will be for the greater good.”

To prepare for the introduction of smokefree outdoor dining all owners/managers were going to talk to staff and customers. 67% were going to put up signage, 50% were going to post on social media and 58% would use the ‘Smokefree Outdoor Dining – A how to guide’

### Mid-pilot survey

9 owner/managers of 12 participating venues completed the Mid-pilot Survey (two respondents were the owners of four venues, so completed the questionnaire only once). By this time point, the owner of one venue had decided to no longer participate in the pilot (see Early-exit survey section).

When asked how the 11 remaining cafes found introducing smokefree outdoor dining, the majority of respondents felt that it was either easy (64%) or relatively easy (9%). No response from one cafe. No respondents spoken to felt that the introduction of smokefree outdoor dining to their cafe was challenging.

Comments from respondents explained that the experience was mostly positive and they had not experienced any real problems. 82% of respondents commented that a positive aspect of smokefree outdoor dining was that there were no ashtrays or smoking-related litter to clean-up.

In instances where customers have tried to smoke, or complained, the issue was easily resolved and customers were ‘OK’ about it.

No negative feedback from staff about introducing smokefree outdoor dining to cafés. Further comments from staff show support – “My smokers think it is a great initiative they love it,” and “staff member who smokes agrees with smokefree outdoor dining.”

### **Post-pilot survey**

9 owner/managers of 11 participating venues completed the Post-pilot Survey (two respondents were the owners of four venues, so completed the questionnaire only once).

Of the respondents that used *The Fresh Air Project* resources, almost all found them either useful (64%) or somewhat useful (18%). All respondents found the table-top signs useful. Around half found the posters and window/door stickers useful. Several respondents did not use the window/door stickers. 58% of respondents found the 'How-to Guide' useful.

Anecdotal comments from respondents mentioned that the signage was a good way to remind customers that the venue was smokefree, and that the messaging on signs was most effective.

Café owners felt that the promotional activities for *The Fresh Air Project Whangarei* had 'a lot of impact' (46%) or 'some impact' (27%) on smokefree outdoor dining.

The activities that cafe owners thought had the most impact on raising customers' awareness of smokefree outdoor dining were at the venue were Facebook posts, news articles, and 'Venue of the week' giveaways (e.g. vouchers). A number of cafe owners thought that the 'Venue of the week' giveaways had 'some' or 'a lot' of impact on raising customers' awareness of smokefree outdoor dining areas at the venue.

All respondents thought that the level of support from members of The Fresh Air Project team was 'just right'. Respondents described the team members positively.

Respondents were asked what impact, if any, on several aspects of business they had noticed since introducing smokefree outdoor dining areas to their cafes. Many respondents felt that the pleasantness of the outdoor dining area increased after introducing smokefree outdoor dining areas "happier customers."

All respondents did not notice any change in business revenue. Most respondents noticed a decrease in the number of complaints they received about others' smoking, SHS drifting inside, and smoking-related litter and clean-up at their cafe.

Respondents were asked whether they had received any feedback about introducing smokefree outdoor dining since the mid-pilot survey. 64% of owners said that they had received positive feedback. 2 cafes said that they had received negative feedback, although rarely (see Appendices).

10 of the 11 cafes would recommend smokefree outdoor dining areas to other hospitality venues. 1 cafe did not respond. One café commented further "Not going to lose any customers, just do it. It is a more enjoyable environment".

10 of the 11 remaining pilot venues stated that they would continue to have 100 percent smokefree outdoor dining areas at their cafe after The Fresh Air Project pilot had ended.

### **Early-exit survey**

In total, one owner did not complete the pilot and withdrew the cafe at the mid-pilot point due to customer resistance to the smokefree outdoor dining and a perceived decline in turnover.

They thought the resources and branding were good, and used the signs, posters, take-away coffee cup stickers and the customer feedback box. Positive feedback was received however negative feedback from a small number of regular customers made staff feel 'under pressure' however the cafe has chosen to offer smokefree outdoor dining after 8am and on weekends.

They would recommend other businesses adopt smokefree outdoor dining, and felt that smokefree outdoor dining should be progressed, "be good if everyone had to do because then there would be no choice".

## Customer feedback

Although *The Fresh Air Project* has been designed to engage with Whangarei cafes, customer feedback was sought throughout the pilot using a feedback form and box located in each cafe. A substantial number of responses, almost 450, were received revealing 94% of those who replied supported smokefree outdoor dining. This confirms the high levels of support previously reported<sup>v</sup>

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

## Discussion

Local evidence indicates that smokefree outdoor dining is becoming more acceptable to the public 94% of *The Fresh Air Project Whangarei* customers feedback supported smokefree outdoor dining. There was an element of caution from cafe owners and managers, as smokefree outdoor dining could be perceived as a risk to business.

*The Fresh Air Project Whangarei* evaluation provides businesses with practical local evidence that becoming smokefree in outdoor dining areas can work.

The evidence from this Whangarei project that is voluntary and fully evaluated provides a useful way to build relationships with the wider Northland cafe sector to encourage smokefree outdoor dining.

It appears that there is already a social consciousness of business around second-hand-smoke and the risks of smoking. Almost two thirds of the participants in *The Fresh Air Project Whangarei* felt creating a healthier environment for both patrons and staff was a main reason for going totally smokefree. In addition, more than half placed value on smokefree environments being more pleasant for patrons and staff. Furthermore, 92% of participants had no concerns about making their outdoor dining areas totally smokefree.

*The Fresh Air Project Whangarei* shows the importance of face-to-face contact. All participating cafes reported that direct contact with the project team had been a valuable aspect of introducing smokefree outdoor dining. All participants felt that the level of contact from the team was 'just right'.

Communication by the venue owner/manager to staff and customers about the introduction of a totally smokefree policy was seen to be important. This suggests future work would benefit from relationship-building in the first instance, then working with businesses to develop messaging appropriate for them.

It is important not to underestimate the level of 'readiness' of businesses to introduce something new. All but one of the pilot cafes felt ready to introduce smokefree outdoor dining.

Feedback from participating cafes suggested that using Facebook and other forms of digital media was worthwhile and the most commonly recalled promotions were *The Fresh Air Project* Facebook posts and printed news articles.

*The Fresh Air Project Whangarei* provides evidence from local business providing information on the ease of introduction, impact, and customer feedback. Although the team thought implementing *The Fresh Air Project Whangarei* pilot could have been challenging, it was in fact quite straightforward.

Most of participants reported that making the move to introduce smokefree outdoor dining was easy. Some participating cafes received a small number of negative reactions from customers, but mid- and post-pilot findings showed that this was rare, and did not influence cafe support.

Businesses are mindful of any changes that might impact on their reputation, popularity, and profitability. With many participants reporting a more pleasant environment with fresher air and less litter, and positive comments from customers (see Appendices).

## Results

As of October 2017, there were 14 cafes in Whangarei with Smokefree Outdoor Dining policies (see Appendices).

Of the 12 cafes that participated in *The Fresh Air Project Whangarei* 10 cafés have chosen to remain smokefree outdoors after the 3-month pilot.

- 1 cafe withdrew from the pilot mid-way, but has chosen to offer smokefree outdoor dining after 8am and on weekends.
- 1 café has chosen to return to allow smoking in some outdoor area, but a smaller area than previously designated for smoking.

Whangarei now has 24 cafes that offer smokefree outdoor dining.

## Conclusion & Recommendations

After a 3-month pilot, all bar one of the participants who remained in the pilot stated that they would continue to offer 100 percent smokefree outdoor dining. They reported smokefree outdoor dining rapidly became the norm and there is no desire to go back.

This evaluation provides local evidence of support for smokefree outdoor dining from both Whangarei businesses and public and that it was easy to implement and was cost neutral. All cafes spoken to, including those that did not participate in the pilot, supported a “level playing field”. Therefore it is **recommended that WDC implement a 100 percent smokefree outdoor dining as part of council’s alfresco dining policy.**

## Appendices

1. Rowse B., Callaghan J. **WDC Long Term Plan 2018–2028 Public Consultation Smokefree Outdoor Public Spaces**: Cancer Society Northland, Northland District Health Board; July 2017
2. Pre-Pilot Questionnaire
3. Mid-Pilot Questionnaire
4. Post-Pilot Questionnaire
5. Early Exit Interview
6. Customer Feedback Form
7. Participating Cafes
8. Cafes in Whangarei that already offer smokefree outdoor dining
9. Frequently Asked Questions
10. Smokefree Outdoor Dining a how to guide
11. Poster and Stickers for doors, windows and use on feedback box
12. Takeaway Coffee Cup sticker
13. Media releases and clippings
14. Customer Feedback

# WDC Long Term Plan 2018–2028

## Public Consultation

### Smokefree Outdoor Public Spaces

Whangarei District Council could use Smokefree to develop a point of difference to grow our district by being responsive to community needs/wants with regard to smoking.

WDC could take a leadership role in Whangarei District being Smokefree by 2025. In application, this will mean:

- Less than five percent of Whangarei District’s population will be current smokers.
- Public spaces in Whangarei District will be Smoke-free for communities to better enjoy
- Our District’s children will be free from exposure to tobacco and tobacco use.
- Tobacco will be difficult to sell and supply.

## Background

Central Government has committed to a goal of New Zealand becoming smokefree by 2025; this means a smoking population of less than 5%. Whangarei District Council (WDC) along with a number of other councils have already committed to the Smokefree 2025 Vision.

Tobacco use is the leading cause of **preventable** death and disease in New Zealand, accounting for around 4,300 to 4,700 deaths per year.<sup>1 2 3</sup> When the deaths caused from exposure to second-hand smoke are included, this estimate increases to around 5,000 deaths per year.<sup>4 5</sup>

Second-hand smoke is also a serious, and often under-estimated, public health issue, especially for children.<sup>6</sup>

Expanding smokefree areas is a vitally important way of de-normalising smoking, protecting our children and promoting healthy lifestyles.

Northland experiences a higher burden from smoking than the rest of New Zealand. The prevalence of smokers in Northland is 19.1% (compared with 15.1% for NZ). 33.93% of Northland Māori smoke regularly and 15.6% of non-Māori<sup>7</sup>. Northland has a higher prevalence of ex-smokers and a lower proportion of never smokers than the rest of NZ.

Smoking in Northland is related to 25% of all deaths (47% of all Māori deaths, and 18% of non-Māori deaths). Smoking related hospitalisations in Northland (1,161 per 100,000 hospitalisations) are 1.5 times higher than the national rate.

Whangarei District Council successfully introduced an educative Smokefree policy for its playgrounds and sports grounds in 2010 followed by its parks in 2011. All Whangarei Bus Shelters and the Rose Street transport hub became smokefree in February 2014. Other key city spaces such as the Aquatic Centre, Te Manawa The Hub Information Centre, the I-site at Tarewa Park, Central City Car Park, Clapham’s Clocks, Quarry Gardens and Kiwi North are also smokefree. For a number of year’s council’s 165 pensioners flats have informally been made Smokefree as new tenants move in.

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1 Peto R, Lopez AD, Boreham J, et al. 2006. *Mortality from smoking in developed countries 1950-2000*. Second edition. [www.ctsu.ox.ac.uk/~tobacco/](http://www.ctsu.ox.ac.uk/~tobacco/), retrieved 24 June 2009.

2 Public Health Intelligence. 2002. *Tobacco Facts May 2002 (Public Health Intelligence Occasional Report no 2)*. Wellington: Ministry of Health

3 Ibid, 2

4 Ministry of Health. 2004. Looking upstream: Causes of death cross-classified by risk and condition, New Zealand 1997. Wellington: Ministry of Health.

5 Tobias M, Turley M. 2005. Causes of death classified by risk and condition, New Zealand 1997. *Australian and New Zealand Journal of Public Health*, 29, 5-12.

6 Ministry of Health (2004). Looking Upstream: Causes of death cross-classified by risk and condition New Zealand 1997, *Public Health Intelligence Occasional Bulletin* Number 20, November 2004 (revised). See [http://www.moh.govt.nz/moh.nsf/wpg\\_Index/Publications-Looking+Upstream](http://www.moh.govt.nz/moh.nsf/wpg_Index/Publications-Looking+Upstream).

7 <http://www.stats.govt.nz/Census/2013-census.aspx>

Council considered a report on 'Smokefree 2025' in August 2014. This report looked at the levels of involvement this Council and other councils have had in this initiative. The report found that while slightly fragmented, WDC's approach to Smokefree 2025 was consistent with many other councils across NZ.

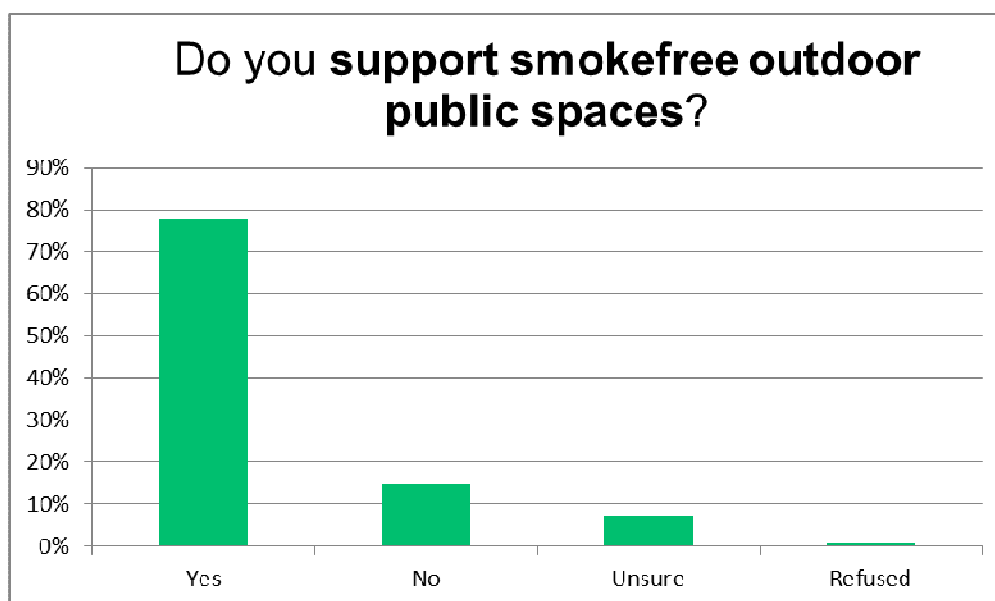
In October 2015, an updated 'Smokefree 2025' report was presented to Council. At this meeting, Council resolved, "staff draft a district-wide Smokefree policy that will include existing Smokefree policies and further reinforce Council's contribution toward a smoke-free Whangarei by 2025".<sup>8</sup>

At a council briefing on February 2016<sup>9,10</sup>, it was decided to engage with the community on the proposed smokefree policy options – Option 1 being the status quo, Option 2 the next step on the journey and Option 3 the 'aspirational' goal. Staff would bring a further report back to a briefing before putting taking to Council for consideration.<sup>11</sup>

Northland District Health Board and Cancer Society Northland undertook consultation with Whangarei community was undertaken by way of a survey online and in-person in June 2016, the survey was again carried out with the Whangarei community as part of the WDC LTP pre-engagement process. Below are the combined results.

## Results

Over 1500 Whangarei residents responded showing wide support for increased smokefree outdoor public spaces. The 2016 results was reflected the 2017.

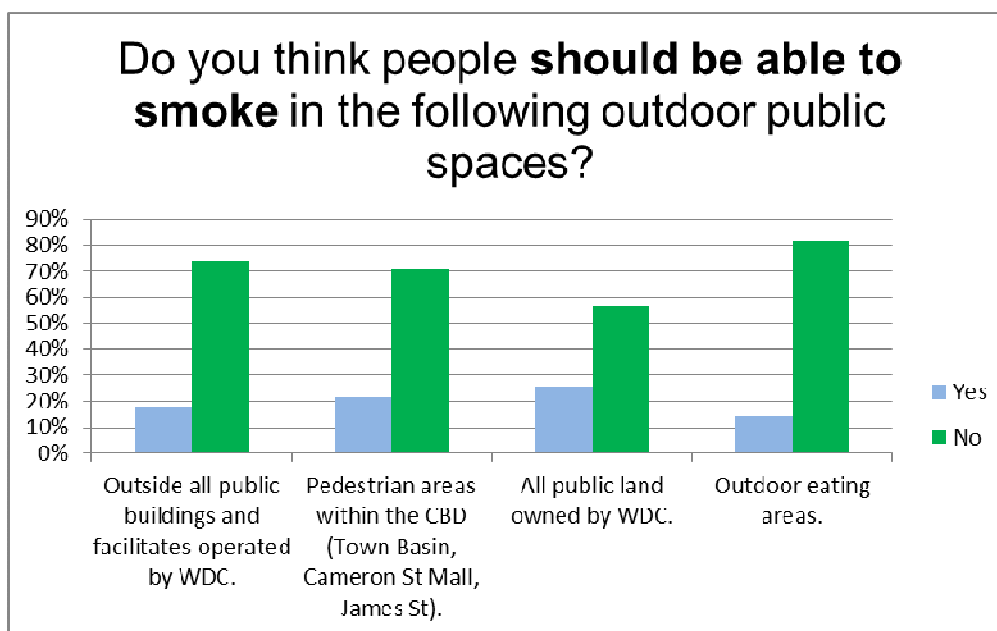


8 <http://www.wdc.govt.nz/YourCouncil/CouncilMeetings/Documents/2016/Whangarei-District-Council-Briefing-Programme-2016-02-25.pdf>

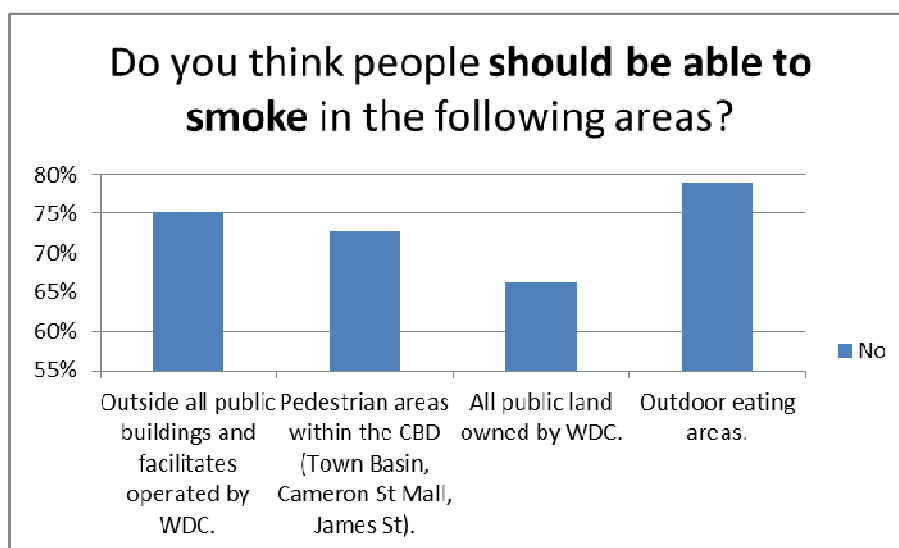
9 <http://www.wdc.govt.nz/YourCouncil/CouncilMeetings/Documents/2016/Whangarei-District-Council-Briefing-Programme-2016-02-25.pdf>

10 <http://www.wdc.govt.nz/YourCouncil/CouncilMeetings/Documents/2016/Whangarei-District-Council-Briefing-Minutes-2016-02-25.pdf>

11 <http://www.wdc.govt.nz/YourCouncil/CouncilMeetings/Documents/2016/Whangarei-District-Council-Briefing-Minutes-2016-02-25.pdf>



Whangarei community was also given the option of providing feedback via postcards that were placed alongside drop boxes at a number of Whangarei venues. Whangarei residents had the option of ticking the option(s) they supported and could return the postcard to the drop box or mail it directly to WDC, see results below.



## Summary

In summary consultation with the Whangarei community has shown wide spread support for increased smokefree outdoor public spaces to be included in the Whangarei District Council Long Term Plan 2018-2028.

# The FRESH AIR Project Whangarei

## Pre-Pilot Questionnaire

**1. What are your main reasons for wanting to participate in the Fresh Air Project Whangarei?**

- ☐ 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
- ☐ Other (*describe*)

Comment:

**2. What do you most hope to gain from participating in The Fresh Air Project Whangarei?**

- ☐ To create a healthier environment for customers and staff
- ☐ Promotion and media attention
- ☐ Other (*describe*)

Comment:

**3. Do you have any concerns about introducing smokefree outdoor dining?**

- ☐ No
- ☐ Yes (*what are you concerned about in particular?*)
  - Difficult interactions with customers
  - Loss of customers
  - Loss of revenue
- ☐ Other (*describe*)

Comment:

**4. How do you plan to prepare for the introduction of smokefree outdoor dining in January?**

- ☐ 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 “Smokefree Outdoor Dining - A how to guide”
- ☐ Other (*describe*)

Comment:

**5. Any other comments?**

Comment:

# The FRESH AIR Project Whangarei

## 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 *positive* aspects, if any, have you noticed since introducing smokefree outdoor dining?**

- ☐ No ashtrays or smoking-related litter to clean up
- ☐ Clearer air in the outdoor dining area
- ☐ More people using the outdoor dining area
- ☐ Fewer comments or complaints from customers about others' smoking
- ☐ No positive aspects
- ☐ Other (*describe*)

Comment:

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

- ☐ Negative comments or reactions from customers who wish to smoke
- ☐ Customers continuing to smoke in the outdoor dining area
- ☐ No negative aspects
- ☐ 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?**

- ☐ In the newspaper
- ☐ Facebook posts
- ☐ None

**7. Other comments?**

Comment:

# The FRESH AIR Project Whangarei

## Post-Pilot Questionnaire

1. How useful have you found each of the following Fresh Air Project resources in informing customers about your smokefree outdoor dining area:

Table-top signs, posters, coffee cup stickers, Smokefree Outdoor Dining a how to guide, other?

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

Comment:

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

- ☐ 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 contact with members of The Fresh Air Project team since the launch?

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

Comment:

4. What have been the main benefits of introducing smokefree outdoor dining to your venue?

- ☐ Less smoking-related litter and clean-up in the outdoor dining area
- ☐ More people using the outdoor dining area
- ☐ Fewer comments or complaints from customers about others' smoking
- ☐ Clearer air in the outdoor dining area
- ☐ No benefits
- ☐ Other

Comment:

5. What have been the main challenges associated with introducing smokefree outdoor dining?

- ☐ Dealing with customers who wish to smoke in the outdoor dining area
- ☐ No challenges
- ☐ Other

Comment:

6. Since we spoke last, what feedback, if any, have you received from *customers* about smokefree outdoor dining at your cafe?

☐ Positive feedback (*describe*)

Comment:

☐ Negative feedback (*describe*)

Comment:

☐ No feedback

7. Since we spoke last, what feedback, if any, have you received from *staff* about the smokefree outdoor dining area at your cafe?

☐ Positive feedback (*describe*)

Comment:

☐ Negative feedback (*describe*)

Comment:

☐ No feedback

8. What impact, if any, do you think smokefree outdoor dining has had on your customer numbers?

☐ Increase

☐ No change

☐ Decrease

☐ Comment

Comment:

9. What impact, if any, do you think smokefree outdoor dining has had on your business revenue?

☐ Increase

☐ No change

☐ Decrease

☐ Comment

Comment:

10. Would you recommend smokefree outdoor dining to other cafes?

☐ Yes

☐ No

☐ Maybe

☐ Comment (*Why/why not?*)

Comment:

11. What advice would you give to other cafes thinking of introducing smokefree outdoor dining?

Comment:

**12. Will you continue to implement 100% smokefree outdoor dining at your cafe?**

- No – we will allow smoking in the *same* outdoor area we had previously for smoking
- No – we will allow smoking in some outdoor area(s), but a smaller area than we had previously designated for smoking
- Yes – we will continue to have completely smokefree outdoor dining
- Comment (*Why/why not?*)

Comment:

**13. Do you have any suggested improvements for The Fresh Air Project, to help our work with other hospitality venues, in terms of...?**

- Resources (*describe*)

Comment:

- Promotion activities (*describe*)

Comment:

- Communication between The Fresh Air Project team members and cafe owner/managers (*describe*)

Comment:

**14. Other comments**

Comment:

# The FRESH AIR Project Whangarei

## Early Exit Interview

|                         |
|-------------------------|
| <b>Café Name</b>        |
| <b>Date</b>             |
| <b>Interviewee Name</b> |

1. For what period of time from the launch in January was your outdoor dining area smokefree?

Comment:

2. Do you think this period of time was sufficient to gauge the impact of the smokefree outdoor dining area?

- ☐ Yes
- ☐ No
- ☐ Don't know
- ☐ Comment

Comment:

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

- ☐ In the newspaper
- ☐ Facebook posts
- ☐ None

4. What were your main reasons for withdrawing early from the Fresh Air Project?

- ☐ Not enough support from the Fresh Air Project Team
- ☐ Fresh Air Project resources and information was inappropriate
- ☐ Venue was not ready for the launch in January
- ☐ Customer resistance/feedback to smokefree outdoor dining
- ☐ Staff resistance/feedback to smokefree outdoor dining
- ☐ Concern about negative publicity
- ☐ Financial impact on business (would you mind giving some idea of the scale)
- ☐ Comment

Comment:

5. Did you display the Fresh Air Project poster, table top signs, customer feedback box and coffee cup stickers?

- ☐ Yes - poster
- ☐ Yes - table top signs
- ☐ Yes - customer feedback box
- ☐ Yes - coffee cup stickers
- ☐ No
- ☐ Don't know
- ☐ Comment

Comment:

**6. What feedback if any did you received from customers about introducing smokefree outdoor dining?**

- ☐ Positive feedback

Comment:

- ☐ Negative feedback

Comment:

- ☐ How did you deal with the feedback?

Comment:

- ☐ No feedback

**7. What feedback if any did you received from staff about introducing smokefree outdoor dining?**

- ☐ Positive feedback

Comment:

- ☐ Negative feedback

Comment:

- ☐ How did you deal with the feedback?

Comment:

- ☐ No feedback

**8. Did feedback from customers and/or staff influence your decision to withdraw from the project?**

- ☐ Yes
- ☐ Customer views more influential than staff
- ☐ Staff views more influential than customers
- ☐ No
- ☐ Comments

Comment:

**9. The Fresh Air Project offered all cafes a chance to go smokefree all at the same time. Did this influence your decision to be part of the project?**

- ☐ Yes
- ☐ No
- ☐ Don't know
- ☐ Comments

Comment:

**10. Would you consider introducing smokefree outdoor dining again at some point in the future?**

- ☐ Yes
- ☐ No
- ☐ Possibly. Tell us more

Comment:

**11. To what extent do you agree with the following statement “I would recommend other premise with an outdoor dining are consider becoming smokefree”.**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**12. How do you think smokefree outdoor dining should be progressed?**

- Through voluntary means, business choice
- Regulation, such as bylaws/legislation
- Smokefree outdoor dining should not be progressed
- Comments

Comment:

**13. Other comments?**

Comment:

# FEEDBACK

the  
**FRESH**  
**Air**  
Project

A TASTE OF  
SMOKEFREE  
OUTDOOR  
DINING

## to go into the draw to win a \$50 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:

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## Participating Inner CBD and Quayside Cafes

1. Mokaba Café
2. Riverside Café
3. Serenity Café
4. Fudge Farm
5. Quay
6. No.8
7. Grind Café
8. Bob Café
9. Lit Cafe & Diner
10. Deluca Café
11. La Familiar Café now Le Bistro De Paris
12. No.7 Espresso Café

Cabbage Tree, The Precinct and Kahuvi Cafes were invited to participate in the pilot but chose not to participate.

## Cafes that already offer smokefree outdoor dining

As at October 2017, there are currently 14 cafes in Whangarei with Smokefree Outdoor Dining policies.

1. Fresh Café
2. Walton Street Café
3. Nectar Café
4. Salt Café
5. Palmers Café
6. Columbus Café Mitre 10
7. The Press at Tarewa Park
8. Jolt Café at Sciadopities
9. Cibo Cafe
10. Quail Café at Quarry Gardens
11. Refuel at Kensington Stadium
12. New Day Café Parua Bay
13. Café Helena Bay Hill
14. Smith & Local

## Resources

The following resources were developed for Fresh Air Project Whangarei participating cafes and staff

- FAQ's
- Pre/Mid/Post Pilot Surveys and Early Exit Interview
- SFODD A how to Guide
- Signage
- Posters
- Customer feedback boxes and forms, linked to chance to win a \$50 Café vouchers.
- Takeaway coffee cup lid stickers

# The FRESH AIR Project Whangarei

## Frequently Asked Questions

### **Won't making outdoor dining Smokefree be bad for business?**

No! Lots of places have implemented Smokefree outdoor dining in New Zealand and overseas. All the evidence shows that smokefree outdoor areas do not have a negative impact on business and often have a positive effect. Feedback from Cafes in Northland that already provide smokefree outdoor dining say that it provides a better environment for staff and makes outdoor dining more enjoyable for patrons.

There are currently 19 cafes in Northland that already offer smokefree outdoor dining 13 of them are within Whangarei.

### **Is there support for smokefree outdoor dining?**

Eighty-five per cent of Whangarei residents don't smoke, and research shows that they want to be able to enjoy outdoor dining without exposure to second-hand smoke. A recent survey (2017) of Whangarei residents shows strong support (82%) for smokefree outdoor dining.

### **What about designated areas?**

They seem like a good idea in theory, but designated areas don't usually solve the problem of second-hand smoke as smoke easily drifts to non-smoking areas. Those sitting with people who smoke are also still exposed and staff still have to serve these tables. Furthermore smoking is still usually visible to children who copy what they see. A completely Smokefree policy is less complicated, easier to enforce and provides the best health benefits for staff and customers.

### **What happens if someone lights up?**

Experience from cafes and other places that have gone Smokefree around New Zealand suggests that most people are very agreeable when told that an area is Smokefree. Usually all it takes is for a staff member to gently tell a customer that the establishment is 100% Smokefree. If a customer refuses to stop smoking, staff should know what to do next. A procedure should be developed for how staff will deal with this. It will likely be similar to that done with other disagreeable customers and usually will involve asking the customer to leave the premises.

### **What about e-cigarettes and vaping?**

E-cigarettes when used give the impression of smoking and for that reason should be treated the same as tobacco therefore may not be used in smokefree outdoor dining areas.

# Smokefree Outdoor Dining a how to guide

Making outdoor dining smokefree is a great way to improve customer experience at your establishment and protect customers and staff from exposure to second-hand smoke. Smokefree outdoor dining is commonplace in Australia and has been very successfully implemented there. Smokefree outdoor dining helps cater to the 85% of New Zealanders that don't smoke, supports people to quit, and helps those who have quit to stay smokefree. A recent survey of Whangarei residents should 82% supported smokefree outdoor dining



"Our customers have been very supportive of the move. They are absolutely delighted to know that the outdoor area is Smokefree"

Sue Gillingham, owner Jolt Café in the Sciadopitys Garden Centre

the  
**FRESH  
AIR**  
project

A TASTE OF  
**SMOKEFREE**  
OUTDOOR  
DINING

## Benefits of Smokefree Outdoor Dining

### Your customers prefer smokefree outdoor dining

Customers want Smokefree outdoor dining - in a recent Whangarei survey, 82% said that they want outdoor dining areas to be Smokefree.

### A healthy environment for staff and customers

There is no safe level of exposure to second-hand tobacco smoke. Evidence from NZ and overseas shows that patrons and staff are exposed to harmful levels of second-hand smoke in outdoor dining spaces. People indoors are also exposed as smoke drifts from outdoor areas.

### Protects our children

Children copy what they see. The more children see smoking the greater likelihood they will start. Having Smokefree places in our community helps prevent children from starting to smoke.

### Helps those that want to quit

Most people that smoke want to quit. Reducing the places that people can smoke encourages people to smoke less or quit and helps those who have quit to stay Smokefree.

### Reduces litter

Staff do not have to deal with ashtrays or cigarette butt litter.

## Jolt Café a Smokefree success

Jolt Café in the Sciadopitys Garden Centre has been totally Smokefree since it opened in May 2013.

Owners Sue and Ian Gillingham say, "We are looking forward to the day that they introduce a law when you can't smoke in outdoor dining areas, they are the most sort after spots, most of our customers don't enjoy being around smoke so why shouldn't it be enjoyed by majority of our customers."

"Even when the doors are open you can't stop the smoke from drifting inside so it's not a pleasant experience for other diners."

Most people who smoke are more conscious of those around them - if any customer starts to light up a staff member gently tells them that the café is entirely Smokefree.



"Our customers have been very supportive of the move. We're situated next to a medical centre so some people do sit down to have a smoke, but we tell them that we are smokefree and they are fine with it. Smoking just isn't the norm anymore."

L-R Kyle, Sue and Ian Gillingham—Cibo Café

## Tips to make it work

### Write down a formal policy

It's a good idea to have a formal policy so staff know what is expected. This will help guide your staff on how to go about implementing Smokefree.

### Get your staff on-board

It's important that your staff are all supportive of the policy. They will be instrumental in making the policy work. For the policy to be effective everyone needs to know about it, know why it is important, and know what their role is in implementing the policy.

### Make sure your customers know

Your customers will need to know about the policy to make it run smoothly.

Have a lead in time that is part of the promotion so customers know its coming.

Advertise your new smokefree outdoor area on any social media forums and any regular communications that you have.



## Your STAFF

The transition to Smokefree outdoor dining is likely to go more smoothly if your staff are involved. It is important that staff are clear about the policy, the reasons you are going Smokefree and their role in dealing with any situations which may arise.

### Details of the policy

- Where smoking is allowed and not allowed
- What to do if a customer is smoking (e.g. politely inform the customer that the outdoor dining area is Smokefree and ask them to stop)
- Your establishment's recommended approach if a customer continues smoking in a Smokefree area

### What else can you do?

- Provide support for staff who want to quit smoking
- Share positive feedback
- Encourage other establishments in the area to have Smokefree outdoor eating areas to provide a consistent approach.

## Your CUSTOMERS

### Customer by-in

It's good to alert your regular customers that the policy is coming. Most will be supportive. It's important for you to highlight why you are doing it and the benefits that results from going Smokefree. Evidence shows that a smoking ban does not have a negative impact on businesses, often they have a positive effect. Making your outdoor area smokefree is easy, spaces like this do work and don't require policing.

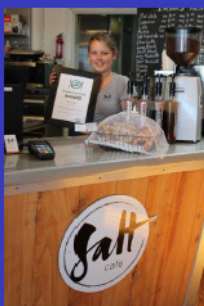
### Communication of the policy

There are a number of ways to let people know about your policy:

- Signage including wall signs and table talkers are a good way to inform your customers that your outdoor dining space is Smokefree, especially when the policy is first put in place
- Start to talk to your regular customers about the policy when they come in before it is put in place and during the first few weeks of the policy.
- Remove any ashtrays, matches and lighters.
- Include items in newsletters, social media feeds, on your website and on notice boards at the establishment.

### Smokefree café gets the thumbs up

"We have never encouraged smoking and don't provide ashtrays so our customers have a better dining experience, but when people smoke outside it comes wafting back into the café and everyone can smell it," says Nicole Grant, Salt Café owner.



## Frequently Asked Questions?

### Won't making outdoor dining Smokefree be bad for business?

No! Lots of places have implemented Smokefree outdoor dining in New Zealand and overseas. All the evidence shows that smoking bans don't have a negative impact on business and often have a positive effect. Feedback from Cafes in Northland that provide smokefree outdoor dining say that it provides a better environment for staff and makes outdoor dining more enjoyable for patrons.

### What about designated areas?

They seem like a good idea in theory, but designated areas don't usually solve the problem of second-hand smoke as smoke easily drifts to non-smoking areas. Those sitting with people who smoke are also still exposed and staff still have to serve these tables. Furthermore smoking is still usually visible to children who copy what they see. A completely Smokefree policy is less complicated, easier to enforce and provides the best health benefits.

### What happens if someone lights up?

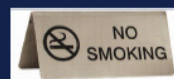
Experience from cafes and other places that have gone Smokefree around New Zealand suggests that most people are very agreeable when told that an area is Smokefree.

Usually all it takes is for a staff member to gently tell a customer that the establishment is 100% Smokefree. If a customer refuses to stop smoking, staff should know what to do next. A procedure should be developed for how staff will deal with this. It will likely be similar to that done with other disagreeable customers and usually will involve asking the customer to leave the premises.

### What about e-cigarettes and vaping?

E-cigarettes when used give the impression of smoking and for that reason should be treated the same as tobacco may not be used in smokefree outdoor dining areas.

Please keep our outdoor areas  
**SMOKEFREE**



### Signage

Smokefree signage will help you to make it clear that your outdoor dining area is smokefree. All smokefree signage should be displayed in a prominent place within your outdoor area.

#### Signage available

Table top signs | Stickers | Wall signs | Posters

#### Design your own sign

There are many places that have developed their own signage to make the Smokefree message fit in with their brand.

For more information on smokefree outdoor dining:

Jim Callaghan—Health Promoter  
Cancer Society Northland  
M. 027 208 4413

Bridget Rowse—Smokefree Advisor  
Northland District Health Board  
M. 021 454 976



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WHANGAREI

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[freshairproject.org.nz](http://freshairproject.org.nz)

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WHANGAREI

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# Media Releases

## Whangarei air to get fresher

13 Whangarei CBD and Quayside cafes will be making their outdoor spaces smokefree this summer as part of The Fresh Air Project Whangarei, a smokefree outdoor dining pilot.

Bridget Rowse from the Northland District Health Board says this smokefree outdoor dining pilot will allow the public to experience the benefits of smokefree outdoor dining.

“Food tastes better, and being outside is nicer, when you don’t have smoke around you,” says Mrs Rowse. “Second hand smoke isn’t just unpleasant, it poses a real health risk which customers and cafe staff shouldn’t have to be exposed to.”

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

Mrs Rowse says the benefits of smokefree outdoor dining don’t just extend to customers and staff.

“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 will attract more families, and improve the overall dining experience.”

“As for smokers, we know that the more smokefree environments there are, the easier it is to stop smoking. Most smokers want to quit, and being in a smokefree environment reduces the triggers of those trying to do so.”

Mayor Sheryl Mai says, “How wonderful it is that local cafes want to participate in The Fresh Air Project and enable patrons to enjoy outdoor dining without a side of smoke.”

Jim Callaghan, Cancer Society Northland congratulated the 13 cafes for getting involved and supporting a smokefree future.

“We were initially concerned that cafes might be reluctant to get on board, but the opposite was true. The cafe owners we spoke to really ‘got it’. They could see the benefits that being involved would provide to both their customers and their bottom line,” says Mr Callaghan.

The Fresh Air Smokefree outdoor dining pilot is based on a similar successful pilot run in Christchurch in 2017. The Whangarei pilot will run for three months, commence Northland Anniversary Day Monday 29 January 2018. It will be evaluated by the Cancer Society and Northland District Health Board.

There are currently 14 cafes in Whangarei that already offer Smokefree Outdoor Dining.

- Ends -

## Smokefree Outdoor Dining - Have Your Say

The Fresh Air Project is underway in Whangarei trialling smokefree outdoor dining for 3-months. 13 CBD and Quayside cafes are participating in the pilot and join 14 other cafes that already offer Smokefree Outdoor Dining.

We want customers to have their say on smokefree outdoor dining to encourage them to do this there is a feedback box in each of the Fresh Air Project participating cafes. All customers who complete a feedback form and post it in the Fresh Air Feedback box at the venue will go into the monthly prize draw to win a \$50 voucher.

You can also have your say on The Fresh Air Facebook page, LIKE and SHARE to go into that month’s prize draw.

The Fresh Air Project is an initiative of Cancer Society Northland, Northland DHB and supported by Whangarei District Council.

- Ends -

## **Venue of The Week**

During the 3-months of the Fresh Air Project pilot each of the 13 participating CBD and Quayside cafes will be featured as 'Venue of the Week' on The Fresh Air Facebook page to raise awareness of these cafes and encourage people to enjoy smokefree outdoor dining.

All the evidence shows that smokefree outdoor areas do not have a negative impact on business and often have a positive effect. There are already 14 cafes in Whangarei that have successfully taken smoking off the menu for good.

A recent survey (2017) of Whangarei residents shows strong support (82%) for smokefree outdoor dining.

The Fresh Air Project is an initiative of Cancer Society Northland, Northland DHB and supported by Whangarei District Council.

- Ends -

## **Fresh Air and less Butt Litter**

The Fresh Air Project Whangarei promotes smokefree outdoor dining and with reduced smoking around these venues will mean less cigarette butt litter.

The health risks of smoking and second-hand smoke are well known, but few seem to realise that cigarettes are also bad for the environment. Cigarette butts may seem small, but with an estimated 4.5 trillion butts (worldwide) littered every year, the toxic chemicals add up.

Cigarette butts are the most commonly discarded piece of waste worldwide, discarded in parking lots and in street miles from the coast inevitably make their way through storm drains, creeks and rivers to the beach and the ocean. It isn't just a matter of unsightly litter. Contrary to popular belief, cigarette butts are **NOT** biodegradable! Toxins from cigarettes leach into our waterways and the ocean. Cigarette butts can take up to 12 months to break down in fresh water and up to 5 years to break down in seawater. Birds and sea mammals ingest the butts, thinking that it's food.

13 Whangarei CBD and Quayside cafes have made their outdoor dining spaces smokefree this summer as part of The Fresh Air Project Whangarei. These cafes join 14 other Whangarei cafes that already offer Smokefree Outdoor Dining.

- Ends -

# Cafes to trial smokefree dining

Thirteen Whangarei CBD and Quayside cafes are making their outdoor spaces smokefree this summer as part of The Fresh Air Project.

The Fresh Air outdoor dining pilot is based on a similar successful pilot scheme run in Christchurch last year.

The Whangarei trial will run for three months, starting on Monday. It will then be evaluated by the Cancer Society and Northland District Health Board.

NDHB smokefree adviser Bridget Rowse said the pilot will allow people to experience the benefits of smokefree outdoor dining.

"Food tastes better and being

outside is nicer when you don't have smoke around you," Mrs Rowse said.

"Secondhand smoke isn't just unpleasant, it poses a real health risk which customers and cafe staff shouldn't have to be exposed to. The vast majority of the public, around 85 per cent, don't smoke, and our research shows that they want to be able to enjoy outdoor dining without the smoke."

Cafes taking part are: Mokaba Café; Riverside Café; Serenity Café; Fudge Farm; The Quay; No.8; Grind Café; Bob Café; LIT; Deluca Café; La Familia Café; Precinct Café and No.7 Espresso Café. They join 14 cafes in the district that

already have smokefree outdoor areas.

Mrs Rowse said the benefits of smokefree outdoor dining don't just extend to customers and staff.

"When cafes and restaurants went smokefree indoors in 2004, sales increased and we're confident the same thing will happen this time."

"We believe the fresh air will attract more families, and improve the overall dining experience," she said.

"As for smokers, we know that the more smokefree environments there are, the easier it is to stop smoking. Most smokers want to quit, and being in a smokefree

environment reduces the triggers of those trying to do so."

Jim Callaghan of Cancer Society Northland congratulated the 13 cafes for getting involved.

"We were initially concerned that cafes might be reluctant to get on board, but the opposite was true. The cafe owners we spoke to really 'got it'."

"They could see the benefits that being involved would provide to both their customers and their bottom line," Mr Callaghan said.

**BREATHE EASY:** Anna Lechenant, from Whangarei's Riverside Café, which is among 13 in the Town Basin or CBD going smokefree for summer.



## Whangarei air to get fresher



At least 11 of Whangarei's city centre and Quayside cafes will be making their outdoor spaces smokefree this summer as part of a smokefree outdoor dining pilot.

Bridget Rowse from the Northland District Health Board says this smokefree outdoor dining pilot will allow the public to experience the benefits of smokefree outdoor dining.

"Food tastes better, and being outside is nicer, when you don't have smoke around you," says Mrs Rowse. "Second hand smoke isn't just unpleasant, it poses a real health risk which customers and cafe staff shouldn't have to be exposed to."

"The vast majority of the public, around eighty-five per cent, don't smoke, and our research

shows that they want to be able to enjoy outdoor dining without the smoke."

Mrs Rowse says the benefits of smokefree outdoor dining don't just extend to customers and staff.

"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 will attract more families, and improve the overall dining experience."

"As for smokers, we know that the more smokefree environments there are, the easier it is to stop smoking. Most smokers want to quit, and being in a smokefree environment reduces the triggers of those trying to do so."

Mayor Sheryl Mai says the pilot is a significant step towards the national goal of a smokefree New Zealand by 2025.

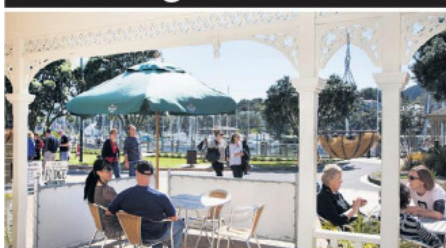
"It would be great if our next generation didn't smoke, and this pilot takes us closer to that reality. Children copy what they see, so the less we expose our children to smoking, the less likely they will be to take up the habit," says Mayor Mai.

Jim Callaghan, Cancer Society Northland congratulated the cafes for getting involved and supporting a smokefree future.

"We were initially concerned that cafes might be reluctant to get on board, but the opposite was true. The cafe owners we spoke to really 'got it'. They could see the benefits that being involved would provide to both their customers and their bottom line," says Mr Callaghan.

The Fresh Air Smokefree outdoor dining pilot is based on a similar successful pilot run in Christchurch in 2017. The Whangarei pilot will run for three months, commencing on January 2018. It will be evaluated by the Cancer Society and Northland District Health Board.

## 26 Whangarei eateries are smoke free



At least 26 Whangarei eateries offer smoke-free dining, with 12 coming on board especially for the Fresh Air Project - a Cancer Society Northland and Northland DHB project supported by Council.

A recent survey (2017) of Whangarei residents shows strong support (82 per cent) for smokefree outdoor dining, according to Smokefree Advisor, Bridget Rowse.

"All the evidence shows that smokefree outdoor areas do not have a negative impact on business and often have a positive effect. There are already 14 cafes in Whangarei that have successfully taken smoking off the menu for good."

During the three months of the Fresh Air Project pilot each of the 12 participating CBD and Quayside cafes will be featured as 'Venue of the Week' on The Fresh Air Facebook page to raise awareness of these cafes and encourage people to enjoy

smokefree outdoor dining.

"Reduced smoking around these venues will reduce the risks of smoking and second-hand smoke, but it will also bring significant environmental benefits as well," said Bridget.

"Cigarette butts may seem small, but with an estimated 4.5 trillion butts (worldwide) littered every year, the toxic chemicals add up. They are the most commonly discarded piece of waste worldwide. Discarded in parking lots and in streets miles from the coast, they inevitably make their way through storm drains, creeks and rivers to the beach and the ocean."

"They don't just cause unsightly litter, they can take up to 12 months to break down in fresh water and up to five years to break down in seawater. Toxins from cigarettes then leach into our waterways and the ocean, and birds and sea mammals ingest the butts, thinking that it's food."

The 12 cafes participating in the Fresh Air Project Whangarei are:

Mokaba Café  
Riverside Café  
Serenity Café  
Fudge Farm  
The Quay  
No.8  
Grind Café  
Bob Café  
LIT  
Deluca Café  
La Familia Café  
No.7 Espresso Café

The 14 cafes in Whangarei that already offer smokefree Outdoor Dining are:

Walton Street Café  
Nectar Café  
Salt Café  
Palmer's Café  
Columbus Café Mitre 10  
The Press at Tarewa Park  
Jolt Café at Sciadopitys  
Cibo Café  
Quail Café at Quarry Gardens  
Refuel at Kensington Stadium  
New Day Café Parua Bay  
Helena Bay Café  
Smith & Local  
Fresh Café

## Customer Feedback - Summary

| Venue Name     | Q1. Do you support this venue having smokefree outdoor dining areas? |           | Q2 Will you be more or less likely to visit this venue again because of the smokefree outdoor dining |               |             | Q.3 Gender |            | Q.4 Age Group |           |           |           |           |           |           |
|----------------|--|-----------|--|---------------|-------------|------------|------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|
|                | Yes  | No        | Less likely  | No difference | More likely | Male       | Female     | Under 20      | 20-29     | 30-39     | 40-49     | 50-59     | 60-69     | 70 & over |
| Mokaba         | 21   | 1         | 1  | 1             | 20          | 5          | 16         | 2             | 3         | 3         | 1         | 4         | 5         | 4         |
| Riverside      | 66   | 2         | 3  | 9             | 56          | 15         | 47         | 0             | 3         | 8         | 7         | 13        | 16        | 21        |
| No.7 Espresso  | 113  | 6         | 4  | 40            | 75          | 19         | 93         | 1             | 15        | 17        | 21        | 25        | 20        | 18        |
| Deluca         | 24   | 0         | 0  | 9             | 14          | 17         | 5          | 1             | 17        | 2         | 0         | 1         | 2         | 0         |
| BOB            | 5  | 3         | 1  | 2             | 4           | 1          | 5          | 0             | 1         | 1         | 1         | 3         | 1         | 0         |
| Serenity       | 117  | 10        | 10   | 27            | 93          | 31         | 95         | 6             | 20        | 18        | 27        | 23        | 25        | 9         |
| Grind          | 71   | 3         | 2  | 16            | 56          | 15         | 56         | 2             | 6         | 10        | 18        | 13        | 15        | 6         |
| <b>TOTAL</b>   | <b>417</b>   | <b>25</b> | <b>21</b>  | <b>104</b>    | <b>318</b>  | <b>103</b> | <b>317</b> | <b>12</b>     | <b>65</b> | <b>59</b> | <b>75</b> | <b>82</b> | <b>84</b> | <b>58</b> |
|                | 94%  | 6%        | 5%   | 24%           | 72%         | 23%        | 72%        | 3%            | 15%       | 13%       | 17%       | 19%       | 19%       | 13%       |
| Total Feedback | 442  |           |  |               |             |            |            |               |           |           |           |           |           |           |

94% of participating Fresh Air Project cafes customers support Smokefree Outdoor Dining. 72% are more likely to visit the café again because of the smokefree outdoor dining

## References

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