

# Smokefree Outdoor Dining

A how to guide for cafes, restaurants and licenced venues.



A special thanks to the Auckland Cancer Society Division

## Benefits of Smokefree outdoor dining:

- **Customers prefer smokefree dining**

Canterbury residents want smokefree outdoor dining – 40% of people surveyed recently said that they would be more likely to visit outdoor dining areas if they were smokefree <sup>(1)</sup>.

- **Creates a healthy environment for staff and customers**

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 to smoke that drifts inside <sup>(2)</sup>. There is no safe level of exposure to tobacco smoke.

- **Protects our children**

Children copy what they see. The more children see smoking, the greater the likelihood they will start smoking themselves. Smokefree areas help to reduce exposure of young people to smoking, discouraging them from starting to smoke.

- **Helps those who want to quit**

Most smokers regret taking up smoking and want to quit. Reducing the places that people can smoke encourages people to smoke less or quit. Being around smokefree areas can help those who have quit smoking to successfully stay smokefree <sup>(3)</sup>.

- **Reduces litter**

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

## Our Goal

**Canterbury is changing, throughout our region there are opportunities to create new smokefree spaces within rebuild and re-development projects. We aim to lead the way to a smokefree New Zealand by encouraging new smokefree community spaces. The next step in achieving this goal is to support outdoor dining areas to become smokefree. Great progress is being made in throughout the whole region including South Canterbury, Ashburton, the West Coast and Christchurch.**



**Luciano's Espresso Bar** is one of the leaders in smokefree outdoor dining in Christchurch.

Manager, Nada Alsayyad has a message for others thinking about going Smokefree outdoors... *"Just do it, there is less mess, no smell and it creates a cleaner environment"* Nada also says there has been no negative impact on revenue, *"the impact has only been positive"*.

## Smokefree success in Ashburton!

**Columbus Café in Ashburton** now have 50 smokefree seats which are being enjoyed by everyone. The owner of Columbus Ashburton, Nigel Heney, says the café going completely smokefree (outdoor area included) means "our customers can enjoy good food and coffee in a much more pleasant and healthy environment, particularly for the children we have visit the café". Well organised communications brought about significant positive media and added to the success of the Columbus Ashburton going smokefree.

To learn more from Columbus Cafe, visit: [goo.gl/xPoGxJ](http://goo.gl/xPoGxJ)



## Are smokefree outdoor areas business friendly?

**Yes!** International research shows that businesses can actually benefit from going smokefree. After all, 15% of New Zealanders still smoke, meaning your venue will appeal to the 85% of New Zealand residents that don't! <sup>(5)</sup>

## Can we have a designated smoking area instead?

The short answer is no. A designated smoking area will still:

- Expose patrons to the harmful effects of cigarette smoke.
- Means that staff will have to clean up ashtrays and cigarette butts. <sup>(6)</sup>

A 100% smokefree policy is actually less complicated, easier to manage and easier to promote.

## My staff smoke, will they be forced to quit?

No, but it is important for staff to know about the new smokefree outdoor area and be clear where staff can smoke i.e off the premises or at a point well out of sight. We can help you access stop smoking support for staff if desired. Remember that a smokefree environment helps support those trying to quit to successfully stay smokefree <sup>(3)</sup>.

## What happens if a customer wants to smoke?

No one wants to confront their own customers, so we recommend that you have:

- Good smokefree signage.
- Simple clear messages about why you are going smokefree.
- Staff support for the smokefree dining area.

Experience has taught us that smokers will support smokefree areas, if they are adequately signed and communicated.

## What is the Smokefree New Zealand 2025 goal?

The current rate of smoking in N.Z is about 15%. Our Government has set a goal so that by 2025 fewer than 5% of NZ's will be smokers. Providing smokefree environments such as outdoor dining all play a part in the strategy to achieve this goal.

## What about E-cigarettes?

E-cigarettes when used give the impression of smoking and for that reason they are treated the same as tobacco in the pilot and also are excluded.

# Tips to make smokefree outdoor dining work in your venue:

## Develop a workplace smokefree policy

It's a good idea to have a workplace policy so staff know what is expected of them. A policy will help guide staff on how to implement a smokefree outdoor dining area. This does not need to be a big task. Keep it simple and use clear messages. Visit:

<http://www.smokefreecanterbury.org.nz/smokefree-places/smokefree-workplaces/> to get some ideas on how to set up a policy. Call us if you would like some help.

## Get your staff on-board

It's important that your staff are all supportive of the policy. Staff should know what to do if someone lights up and where to direct people (off site) if they want to smoke.

## Make sure your customers know

Your customers will need to know about your new smokefree outdoor dining area to help your transition go smoothly. Here are some ideas:

- Have a lead-in time that is part of the promotion so customers know it is coming.
- Discuss the upcoming change face-to-face with customers.
- Advertise your new smokefree area on any social media forums and in any regular communications you have.

## Smokefree success in Melbourne!

Melbourne, best known for its cafe scene, introduced a six month smokefree trial in **The Causeway, Central city**. It was a huge success for patrons as well as businesses. The trial was so successful that it became a permanent policy.

## For more information visit:

[goo.gl/K9Q0wn](http://goo.gl/K9Q0wn)



## Support

We are here to help. Your business will not be alone in becoming a smokefree outdoor dining venue. A number of high profile cafes and restaurants throughout Canterbury are already smokefree.

### **The Cancer Society and Community and Public Health can support you with:**

- Information and advice to help you prepare.
- Help with a new smokefree policy.
- Regular check-ins to see how things are going for you and your staff.
- Smoking cessation services and support.
- All in all, helping you to go smokefree in your outdoor dining area is important to us. We want to you succeed.

## Signage

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

Examples of signage available:

- Table top signs
- Stickers
- Signs to be affixed to the outdoor walls

For an example of some positive smokefree signage please see below.



## Smokefree success!

**The Hip Group**, who run 14 establishments across **Auckland** (including award winning Takapuna Beach Café, Rosie Café, Café on Kohi and Ortolana), implemented smokefree outdoor dining over 10 years ago. The Group went smokefree because they wanted to give their customers 'the ultimate dining experience.'

Scott Brown, co-owner of the Hip Group says 'becoming smokefree has been an overwhelming success and that more customers are happy and coming back to their restaurants because of the policy.'

*See Scott talk more about smokefree outdoor dining on this youtube clip created by the Cancer Society Auckland Division.*

[goo.gl/8aL96Q](http://goo.gl/8aL96Q)



## Expectations of a smokefree venue

Now that you have agreed to make your outdoor dining area smokefree, here is what you need to do:

- Have clear communication with your staff and customers about your new smokefree outdoor dining area.
- Remove ashtrays
- Display smokefree signage in places where they will be most visible.
- Have a plan for staff who wish to continue to smoke, for example where they are able to smoke offsite.
- Support the new smokefree outdoor area as best you can.

## References

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2. **Van der Deen F S, Pearson A L, Petrovic D, et al.** *Exploring the potential for the drift of second hand smoke from outdoor to indoor dining areas and restaurants in New Zealand.* *NZ Med J* 2014; Vol. 127:43-52
3. **Chaiton M, Diemart L, Zhang B, et al.** *Exposure to smoking on patios and quitting: a population representative longitudinal cohort study.* *Tob Control* 2014: Online October 28.
4. **Walker, C.** *The Causeway non-smoking evaluation. In: Report to the Future Melbourne (People City) Committee. 2014, Melbourne City Council: Melbourne.* Accessed September 19, 2015. <http://www.melbourne.vic.gov.au/about-council/committees-meetings/meeting-archive/Lists/CouncilMeetingAgendaItems/Attachments/11474/MAY14%20FMC2%20AGENDA%20ITEM%206.2%20SMoke%20FREE%20PILOT%20%E2%80%93%20The%20Causeway.pdf>.
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Staff at Red Cafe, Luciano's Espresso Bar and Hello Sunday receiving their Fresh Air Certificates on World Smokefree Day for going smokefree in their outdoor dining areas.