
CREATING A SMOKEFREE HUTT VALLEY



smokefree
At all times

OUR VISION- NEW ZEALAND'S HEALTHIEST PEOPLE

Healthy Families NZ is a Ministry of Health funded prevention initiative operating in ten localities across Aotearoa, which supports change for better health and wellbeing outcomes. Healthy Families Hutt Valley is led by Hutt City Council.

We work alongside local leaders and our communities to identify change that supports people to make healthier choices in places where we spend our time.

Ngā mihi nui

To whānau and communities across Te Awa Kairangi, key stakeholders and dedicated people working across the tobacco control system, and to all our networks, leaders and partners who have contributed to this mahi, thank you for your support and commitment to raising a smokefree generation.

CREATING A SMOKEFREE HUTT VALLEY

THE JOURNEY

We're working towards creating a smokefree and vape-free Hutt Valley to reduce smoking and the impact of second-hand smoke. We know that children do what they see; we want to make smoking less normal by making it less visible for our children, and raise a smokefree generation.

Many of our whānau are affected by the rise of preventable chronic disease. Healthy Families Hutt Valley looks to address the underlying causes. We look at how the systems that influence our everyday lives and the environments we live in play a role in our health and wellbeing. Our role is to drive local change by connecting people and organisations that can create healthy change. We support their leadership, enable them to take action and implement initiatives to demonstrate that together we can make the Hutt a healthier place to live, learn, work and play.

Smokefree public places enable our communities to be healthy, liveable, family-friendly spaces and bring benefits for the whole community. By reducing exposure to harmful second-hand smoke, supporting smokers to quit, reducing the environmental impacts of cigarette litter and providing an opportunity for healthy role modelling to our tamariki, we can support people to lead smokefree lives.

One way we are achieving a smokefree and vape-free Hutt Valley is through Hutt City Council's Smokefree Outdoor Public Places Policy and Upper Hutt City Council's Smokefree Upper Hutt Policy.

Already, many local councils throughout New Zealand have adopted smokefree policies and more recently, some of these policies include vaping. This demonstrates that local government recognises their leadership is important in contributing to the health and wellbeing of their communities.

This case study provides insights into the journey to create a smokefree and vape-free Hutt Valley. We have shared our insights and lessons learned on how collective effort supports systems change.



IMAGINE IF OUR PUBLIC PLACES WERE SMOKEFREE AND SMOKING ISN'T VISIBLE TO OUR TAMARIKI

IN THE BEGINNING

In 2009, following a recommendation by Regional Public Health and the Cancer Society Wellington Division, Hutt City Council took the first step towards creating a smokefree Lower Hutt and designated all playgrounds and outdoor public swimming pools as smokefree areas.

In 2015, Healthy Families Hutt Valley initiated a review of Hutt City Council's Smokefree Policy (2009) following a conversation with Council's Strategy and Planning team. It was discovered that the current policy had passed its review date. Therefore, we offered to support council officers to explore options for a future approach to smokefree outdoor areas across Lower Hutt.

Working collectively | Stakeholder voice

In early 2016, we held workshops with key stakeholders to gauge levels of support for different types of areas being smokefree and perceived barriers and ideas of how to raise awareness within the community.

Stakeholders identified the following areas as priorities: events, areas popular with children and families, all green spaces and reserves, beaches, transport hubs and the central business district. All system partners supported working collectively to achieve a smokefree Lower Hutt and contributing to the Smokefree Lower Hutt Action Plan, led by Healthy Families Hutt Valley.

Engagement with community boards

Another avenue we pursued to gauge support for Lower Hutt becoming increasingly smokefree was via our local community boards. There are three community boards across Lower Hutt: Eastbourne, Petone and Wainuiōmata.

We approached each of the boards and attended a meeting to present on the collective approach with partners to creating more smokefree spaces and places across Lower Hutt.

There was a high level of support from each of the community boards for action to make Lower Hutt increasingly smokefree. Each of the boards endorsed our approach and committed to support ongoing work on community engagement.



Building support | Community voice

There is strong evidence indicating that across Aotearoa, public support for smokefree public places is high. We set out to gauge the level of support locally for smokefree public places and used a range of approaches to gather community voice including an online and paper survey, utilising spaces to connect with people at Council facilities and talking with people face to face in the community.

Hutt City Council's citizens panel surveys carried out by Public Voice provided one avenue for gathering public perception. Three surveys were completed between 2016 and 2019. The panel composed of two samples, a random sample recruited by Public Voice and a self-selected sample which consists of people who have seen the survey promoted (via social media) and actively chosen to participate.

Questions ranged from asking the community which outdoor areas should be smokefree, level of support for Lower Hutt becoming increasingly smokefree and the effectiveness of smokefree signage.

Overall, key results from the public perception surveys were strongly in support of smokefree public places across Lower Hutt. The surveys indicated 90% public support for Lower Hutt becoming increasingly smokefree and 89% support for a ban on smoking in all public places where children are likely to go.

SMOKEFREE OUTDOOR PUBLIC PLACES POLICY 2016

Following community and stakeholder engagement to gauge support for more smokefree public places and spaces across Lower Hutt, in 2016 a paper was presented proposing an extended Smokefree Outdoor Public Places Policy to Hutt City Council's Policy and Regulatory Committee.

The paper outlined a recommendation extending the current policy to include: all parks and sports grounds, including skate parks, bus stops, train stations, beaches, outdoor public areas around council buildings and facilities, council run and funded events, outdoor pavement dining areas, and to explore designating areas in town centres as smokefree areas.

The recommendations were accepted and Hutt City Council adopted the extended Smokefree Outdoor Public Places Policy in May 2016.

Healthy Families Hutt Valley led the implementation of the Smokefree Lower Hutt Action Plan to ensure a focused and coordinated approach to the delivery of the policy, particularly across Council to ensure its success and longevity.

The end goal was to embed the smokefree policy across all of Council, and then transition out of the leadership role. This required ongoing engagement with relevant Council teams and officers including parks and gardens, transport, events, community facilities, CBD development, communications and marketing, human resources and environmental health. Effectiveness of implementation was dependent on these teams embedding aspects of the policy as business as usual.

Lower Hutt
↑ proud to be ↓
smokefree



THE BRAND: PROUD TO BE SMOKEFREE

We have led the communications and messaging throughout the journey and early on the messaging 'Lower Hutt proud to be smokefree' was created aligning to Council's 'proud to be part of it' tagline.

We wanted to ensure that the messaging was positive, strengths based and the community could 'see themselves in it'. A learning for us throughout the journey was that maximising the visibility of smokefree messaging through signage, promotion and marketing is crucial to communicating the policy. We also took every opportunity through our marketing and communications to promote stop smoking support services, such as Quitline and Takiri Mai Te Ata Regional Stop Smoking Service.



Experimenting and adapting the brand

While working towards creating a smokefree Hutt Valley we have experimented and adapted our messaging in response to insights and feedback from stakeholders, tamariki and community members. Some communities in Lower Hutt did not resonate with 'Lower Hutt proud to be smokefree', therefore, more localised 'proud to be signage' was developed. For example, 'Taitā proud to be smokefree' and 'Wainuiōmata proud to be smokefree'.



Thanks for not smoking here



Thanks for not smoking here



Engagement in Wainuiōmata led to insights around the use of smokefree messaging. For those where English is a second language, the term ‘smokefree’ could be understood as ‘free to smoke’. It also became apparent that the international ‘no smoking’ symbol was clear to people, more so than positive messaging with lots of words.

This insight was confirmed through engagement with tamariki at a local Wainuiōmata primary school. Tamariki preferred the more direct ‘no smoking’ symbol to communicate smokefree areas. The decision was made that when the next opportunity arose to adapt the signage, we would incorporate the no smoking symbol.

More recently, te reo Māori has been incorporated into our signage and communications. ‘E whakahī to tatou hapori ki te auahi kore’ translates to ‘proud to be smokefree’.

We have developed different iterations of the smokefree signage over this journey, and went with the approach of – adapt where necessary and do what works for local communities.



Innovation in how we communicate

While experimenting and adapting the smokefree messaging, we saw an opportunity to innovate with the development and implementation of pavement stickers.

With Hutt City Council’s Smokefree Outdoor Public Places Policy evolving over time, the international no smoking symbol was adapted to reflect no smoking and no vaping.

The pavement stickers were a fun way to communicate smokefree and vape-free spaces and places across Lower Hutt and were rolled out across town centres in Lower Hutt leading up to World Smokefree Day in 2021.



SMOKEFREE PUBLIC SPACES GIVEN A BOOST 2019 END GAME

In 2019, Hutt City Council's Smokefree Outdoor Public Places Policy was again due for review and Healthy Families Hutt Valley worked alongside Council's Strategy and Planning team with the policy review process.

Following an in-depth review of progress towards implementation of the current policy, a detailed report was presented to Council's Policy and Regulatory Committee and provided further recommendations for consideration including: that all smokefree public places currently designated smokefree under the policy would also be vape-free, updating the policy from 'bus stops' to include 'bus shelters' and finally to explore designating areas outside of education settings as smokefree.

The review included a workshop with council officers involved in the policy and engagement with a range of key stakeholders across the tobacco control sector.

A number of partners highlighted the positives of the Smokefree Outdoor Public Places Policy and the approach to focus on children's wellbeing.

Hutt City Council adopted the strengthened Smokefree Outdoor Public Places Policy in 2019.

THIS IS NOW ONE OF THE MOST **COMPREHENSIVE SMOKEFREE POLICIES** ACROSS **AOTEAROA**.



Our City's Smokefree Spaces



**Proud to be
smokefree**



Thanks for not smoking here



Quitline
0800 778 778
www.quit.org.nz

HUTT CITY

**QUEEN
STREET**



SMOKEFREE TOWN CENTRES

One part of the initial policy review was the ability to ‘explore designating areas in town centres’ as smokefree. It was important to define what was meant by a ‘town centre’ and agreed it could include suburban shopping centres. We prioritised areas which have the highest foot traffic and shopping centres in communities which have the highest rates of smoking.

Scott Court Stokes Valley

Hutt City Council designated Scott Court a smokefree town centre in October 2017, following an opportunity that arose during the development of the new Koraunui Stokes Valley Community Hub.

A member of the Healthy Families Hutt Valley Strategic Leadership Group and owner of New World Stokes Valley were keen to support a smokefree Scott Court. As well as this, there was support within Hutt City Council to designate Scott Court smokefree as part of the development of the new Koraunui Stokes Valley Community Hub.

The Hub includes multiple facilities under one roof including the Library, Toy Library, Plunket and multipurpose spaces available to the community. Designating the Scott Court shopping area was also viewed as complementary to the Council’s revitalisation efforts.

Initial engagement by a council officer to designate Scott Court as a smokefree town centre, focused on local retailers and businesses, with many being supportive of the move to smokefree.

Communications prompted interest from the media and generally the community was supportive of the policy. Stokes Valley specific signage included local icons and landmarks.

SCOTT COURT IN STOKES VALLEY WAS LOWER HUTT’S FIRST SMOKEFREE TOWN CENTRE.



Thanks for not smoking here

Queen Street Wainuiōmata

Wainuiōmata was the first community to explore designating their shopping area as smokefree.

The community has a proud history working towards the smokefree 2025 goal including: ground breaking work on smokefree cars, an active group of young smokefree ambassadors and a connected tobacco control workforce.

Our first step in our exploration was to present to the Wainuiōmata Community Board to gather their feedback and endorsement on a proposed engagement approach.

Following this, a group of stakeholders met to design the tools for community engagement which included: a community survey on designating Queen Street smokefree, engagement with businesses in the immediate area and communications in the local paper to raise awareness and create discussion in the community.

After a year's worth of community engagement and consultation in partnership with the Wainuiōmata Community Board and with support from the tobacco control workforce, Hutt City Council endorsed the recommendation from the Wainuiōmata Community Board to designate Queen Street as smokefree in October 2018.

There was significant community support for a smokefree Queen Street, with 82% of respondents supporting the move to smokefree.

QUEEN STREET IN WAINUIŌMATA IS LOWER HUTT'S SECOND **SMOKEFREE TOWN CENTRE.**



Lethaby
Kaitiaki Take Kōwhiri
Kaitiaki Take Kōwhiri

lower hutt
proud to be smokefree

Thanks for not smoking

Smokefree
AOTEAROA
NEW ZEALAND
2025

REGIONAL STOP
SMOKING SERVICE
0800 926 257

Quitline
0800 778 778
www.quit.org.nz

HUTT CITY
TE ŌIAI KAIKŌRŌ



100% SMOKEFREE CAFES



Part of Hutt City Council's 2016 Smokefree Outdoor Public Places Policy designated outdoor pavement dining areas as smokefree. This initiative kicked off with a local café in Moera becoming one of the first cafes to be 100% smokefree, leading the way for hospitality and smokefree outdoor pavement dining.

Following this, an opportunity arose through a review of Hutt City Council's Encroachment Licences Policy to include a condition for outdoor pavement encroachments stating that these areas must be smokefree. Breaches of this condition could affect the ability for the business to encroach on the pavement with outdoor tables and chairs for the purposes of dining.



THE SHARED VISION SCALING IN TO UPPER HUTT

Early on the collective vision from partners was shared - a future where all our community spaces across the Hutt Valley are smokefree and vape-free, so people from our two cities can benefit.

As we continued to support Hutt City Council with embedding their Smokefree Outdoor Public Places Policy, we scaled into Upper Hutt in 2019. In partnership and with funding from Hutt Valley District Health Board, a new role was created to work with Upper Hutt City Council on their journey to create a smokefree Upper Hutt. We took our learnings and knowledge from the experience with Hutt City Council and applied these while working alongside Upper Hutt City Council.

Alongside Upper Hutt City Council we led engagement with Council staff and the community to gain a deep understanding of their views before drafting a policy paper for Upper Hutt City Council to consider, which built on their existing Smokefree Parks Policy.

From the engagement we learnt that there was a high level of community support for increasing smokefree and vape-free public spaces across Upper Hutt. There was overwhelming support for smokefree areas where children are likely to go.

Later in 2019, a united front of key partners presented to Upper Hutt City Council in support of a paper with recommendations to significantly increase smokefree and vape-free public places in Upper Hutt.

Upper Hutt City Council adopted a comprehensive Smokefree Upper Hutt Policy in August 2020, which was the result of strong community support and a collaborative effort by key partners.



UPPER HUTT CITY COUNCIL ADOPTED A COMPREHENSIVE **SMOKEFREE UPPER HUTT** POLICY IN 2020.

A SMOKEFREE HUTT VALLEY THE FUTURE

As we wrap up implementation of Hutt City Council's Smokefree Outdoor Public Places Policy with the roll out of signage and communication in suburban town centres, and continue to support Upper Hutt City Council with the implementation of their new smokefree policy, we reflect on the smokefree journey over the past five years and what has been achieved in this space to support the Government's goal of a Smokefree Aotearoa 2025.

Going forward we are continuing our exploration in to working with education settings on designating areas outside of school gates as smokefree spaces and supporting schools with their smokefree environments needs.

We look forward to the outcomes from the proposed Smokefree Aotearoa 2025 Action Plan and supporting partners and local government with their role in reducing the harm from tobacco in their communities.



"AS THE MAYOR OF LOWER HUTT I AM REALLY PROUD OF THE WORK WE HAVE DONE IN HELPING CREATE A SMOKEFREE HUTT VALLEY. WE TOOK UP THE CHALLENGE AND CREATED SMOKEFREE PLACES SO WE CAN SUPPORT OUR COMMUNITY TO LEAD HEALTHIER LIVES AND HELP RAISE A SMOKEFREE GENERATION".

- CAMPBELL BARRY, MAYOR OF LOWER HUTT

OUR LEARNINGS

- Smokefree outdoor public places policies contribute to normalising smokefree environments however, for educational and self-enforcing policies to be effective they require ownership and adequate implementation as well as an ongoing commitment to raising awareness of the policy.
- Ongoing leadership and continued support by local Mayors and Councillors meant we were able to work with both Hutt City Council and Upper Hutt City Council to review, change and implement smokefree policy across Council and in the community with ease. This local leadership is recognised as one way Local Government can make a positive difference to our community's health and wellbeing.
- The success of where Hutt City Council and Upper Hutt City Council have landed with two of the most comprehensive smokefree policies across Aotearoa is the result of a true collective effort. The Hutt Valley Tobacco Control Group has been integral to the success of smokefree policy across Lower Hutt and Upper Hutt and demonstrates the impact of collective action and influence.
- Effective implementation also requires a significant amount of resource (budget, time and people). Not only is budget required for branding and collateral to communicate smokefree messages, but there is a significant personnel resource in leading effective smokefree policy through Local Government processes as well as implementation across cities and regions and across the different areas within Councils.
- There is a need for Councils to embed smokefree policy as business as usual across the various functions of Council, in order to make the policy sustainable.
- Some settings for example regional parks and reserves and transport hubs are managed by a regional body. This requires a region-wide approach to smokefree policy development and implementation. Early on we built a relationship with Greater Wellington Regional Council, who manage regional parks and reserves, and Metlink, who manages the regional transport network. Bringing these partners on the journey at the beginning meant we were able to take a collective approach to public spaces at a regional level. The region-wide success of both Hutt City Council's and Upper Hutt City Council's respective smokefree policies is due to the collaborative approach and collective leadership from different agencies.
- While there are several smokefree CBD's across Aotearoa, it is relatively new to designate a number of smaller suburban shopping centres simultaneously. We were interested in learning as we went and trying different approaches to gain insights into the most engaging and efficient way to designate and implement a relatively large number of smokefree shopping areas. We learnt the significance of community buy-in to designating suburban shopping areas as smokefree. As smokefree policies are educational and self-enforcing, they rely heavily on community taking ownership of their smokefree spaces and encouraging people not to smoke in areas that are smokefree and vape-free.
- Throughout the journey we encountered a number of issues that we needed to address including the provision of designated smoking areas within smokefree areas, and the inclusion of vaping in the policy. We maintained our evidence-based position and strengths-based messages aligning to the aims of the Policy which was to denormalise smoking and raise a smokefree generation while supporting smokers to quit at every opportunity.

A green pennant with a white swoosh graphic. The text "auahi kore" is written in white, lowercase letters, and "I ngā wā katoa" is written in white, uppercase letters below it. The pennant is set against a dark background with a blurred green field and people in the distance.

auahi kore
I ngā wā katoa

OPPORTUNITIES FOR LOCAL GOVERNMENT

By introducing smokefree and vape-free outdoor public places policies, Local Government has an opportunity to make a big difference with a systems level approach to increasing the number of health promoting environments. These policies positively impact the health and wellbeing of a large number of the population by targeting where people spend their time.

Local Government has unique levers to reshape the tobacco system. Smokefree environments policies provide the avenue for bold leadership in reducing the visibility of smoking and vaping in our communities, supporting our people to be healthy.

Hutt City Council and Upper Hutt City Council's commitment to the Government's Goal of a Smokefree Aotearoa 2025 is clear. With the adoption of bold and comprehensive smokefree policies, both Councils are seen across Aotearoa as leaders in tobacco control for their communities.



WHAT ROLE ARE YOU PLAYING TO
CREATE THE FUTURE WE ALL WANT?

If you would like to find out more about Healthy Families Hutt Valley and our work alongside local leaders and communities get in touch with us at healthyfamilieshuttvalley@huttcity.govt.nz

For information on Hutt City Council's Smokefree Outdoor Public Places Policy visit www.huttcity.govt.nz/smokefree

For information on Upper Hutt City Council's Smokefree Policy visit <https://bit.ly/3D5R1VI> (www.upperhuttcity.com)

