

Toi Te Ora
Public Health Service
BAY OF PLENTY DISTRICT HEALTH BOARD
Serving Bay of Plenty and Lakes Districts

Smokefree Outdoor Spaces



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Toi Te Ora - Public Health Service



Today's presentation...

- SFOS policy objectives
- Looking Back
- Looking Forward

Smokefree Outdoor Spaces Policy

Project Objectives:

- Increase the number of smokefree outdoor public places
- Reduce the visibility of smoking which contributes to smoking initiation
- Create supportive environments for former smokers to remain smokefree
- Encourage people to quit smoking
- Protect the natural environment



Looking back...

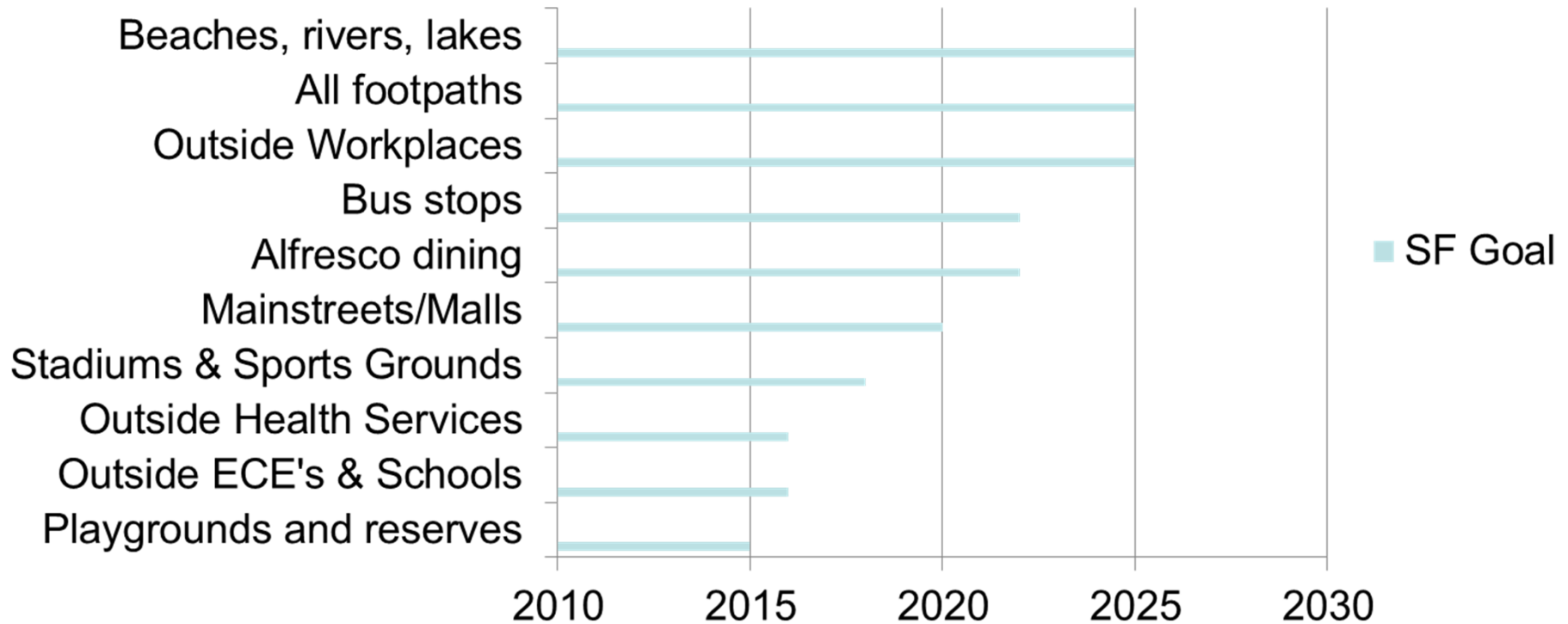
- Rotorua and Opotiki Councils Pilot SFOS in 2009
- Evaluation showed a significant reduction in cigarette butts (~60% 1 year later) and community surveys showed positive behavioural and attitudinal change
- 6 out of 7 councils in TTO region have adopted a policy, signage and marketing strategies



Looking forward...

Auahi Kore 2025: How are we going to get there?

Eg: Smoke Free 2025 Council Spaces Goal Setting



Other area's: Marae, Personal Spaces (cars, home), Movies and TV?

E Noho Ora Mai



Wairaka , Whakatane