

# Smokefree Events

## -tips for implementation

Planning Smokefree events is an important step towards reducing the negative impact of smoking on our community. Smokefree events demonstrate to children that smoking is 'not the norm', support people going through the quitting process and are preferred by people in our Auckland communities.



These guidelines have been designed to support event organisers to make their events Smokefree. They are based on the World Health Organisation's *A Guide to Tobacco-free Mega Events*.<sup>1</sup>

In addition, the guidelines draw from international best practice and lessons learned through global experiences in tobacco control and Smokefree events.



## Why make your event Smokefree?

Smoking is the leading cause of preventable death in New Zealand with over 5000 people dying every year<sup>2</sup> and over 4000 NZ children starting each year at an average age of 14 years.<sup>3</sup> Evidence shows that the more children see smoking the more likely they are to start.<sup>4</sup> Smokefree events provide an opportunity for good role-modelling for youth, de-normalise smoking behaviour so children are less likely to start. In addition Smokefree events also support those who have quit smoking or are trying to quit.

**85% of New Zealanders do not smoke,<sup>5</sup> and of the 15% that do, most want to quit.**

There is a growing demand for public places to be Smokefree in New Zealand from both smokers and non-smokers. Public support research shows that not only do New Zealanders want events to be Smokefree, they expect them to be Smokefree. Research conducted in Auckland in 2013 showed that people are more likely to attend music/sporting events if they are Smokefree.<sup>6</sup> In this way Smokefree events are a good business decision, creating a healthy community connection. Smokefree events are common overseas including many high profile events such as Oktoberfest in Germany and the 2014 FIFA World Cup in Brazil.

There are many benefits to making your event Smokefree: they encourage people to limit their smoking, prevent children from starting and are more enjoyable for the majority of attendees. In addition, Smokefree events significantly reduce litter from tobacco products<sup>7</sup> reducing clean up costs and are better for the environment.

### Events on Council land

Many public places in Auckland are already Smokefree including parks and reserves, outdoor facilities and outdoor areas associated with Auckland Council such as community facilities and museums. To find out if your event site is Smokefree refer to the Auckland Council Smokefree policy.<sup>8</sup>



## What is a Smokefree event?

### 100% Smokefree

A Smokefree event is defined as an event (e.g. community, sporting, cultural) that is operated within a 100% Smokefree environment. No smoking is allowed anywhere on the site at which the event is operated including :

- In all areas where food/drink is being served
- In all areas where staff/volunteers are working
- In all main thoroughfares

A Smokefree event does not include designated smoking areas. Designated areas are visible to children and in this way normalise smoking. Designated areas can also be difficult to enforce and manage as they are confusing to visitors. An example of this was seen when Mt Smart Stadium implemented their Smokefree policy. Experience from Mt Smart showed that the 100% Smokefree policy was much easier to communicate to patrons and enforce than designated areas. To read more about this please read our Mt Smart Stadium case study.<sup>9</sup>

### No tobacco sales or promotion

- A Smokefree event should have no linkage with the tobacco industry in any form.
- No tobacco products should be sold, or promoted within the event site.
- No tobacco industry sponsorship should be permitted (charitable sponsorship, giving free event tickets, promotional games etc.)
- Smoking related products such as lighters, matches and ashtrays should not be sold or given away.
- No ashtrays or other smoking prompts should be at the event.

### Smokefree at all times

A Smokefree event should be enforced during test runs and rehearsals of events.

Research conducted across Auckland in 2013 showed that 43% of people were more likely to go to music and sporting events if it was Smokefree and 49% were as likely to visit.<sup>6</sup>





## Smokefree event policy development – tips to make it work

**Write down a formal policy** and ensure it is accessible to all involved in the event including attendees, staff, volunteers and other stakeholders. The policy should be made clear in all the event's advertising and publicity, including website, social media and hand-outs.

**Ensure the policy is signed off** by the appropriate management team/board of your organisation to give it the mandate to be implemented.

**Make one or two key staff members responsible for the Smokefree event policy.** It will be their responsibility to make sure all aspects of the policy are upheld.

**Tell staff about the policy.** It is important that all event staff and volunteers are made aware of the policy, the rationale behind it, when the policy will be effective, who the policy applies to, how this policy will be communicated to the public, and how the policy is to be enforced.

**Clearly define the role of staff and volunteers** in upholding the policy. This includes role modelling and their role in enforcing the policy.

**Include clear procedures** for the course of action that should be taken if people do not comply with the policy.

**Work with stakeholders.** To ensure the Smokefree policy is upheld, it is important the event organiser, the venue manager and Council (if on Council land or the event has Council involvement) work together to achieve this. Businesses and other stakeholders operating at the event should be informed of, and be complicit with the policy. It is important that this is seen as a condition of involvement with the event and that businesses/stakeholders comply with, and support the policy.

## Communicating the Smokefree message

Smokefree public events are self-enforcing which is why awareness of the policy is crucial to its success. Effective communication will make monitoring and enforcement easier for all involved with the event. A communication plan should be developed prior to the event.

### Pre-event

The event organiser should make it clear in all pre-event publicity that the event is to be Smokefree.

This could include but is not limited to messaging via:

- Ticketing/programmes/maps
- Event promotional material e.g. posters
- Electronic boards in public transport
- Unpaid media
- Community media
- Websites/social media
- Advertising

The use of Smokefree branding throughout communications will communicate the Smokefree message to attendants.

### At the event

- Public address announcements should be used if possible to remind patrons that they cannot smoke at the event (see Appendix for example)
- Signage should be used to make it clear that the event is Smokefree

## Signage

Signage is fundamental in communicating to patrons that the event is Smokefree. Clear effective signs will help with compliance and will reduce the number of times that staff/volunteers/members of the public will have to intervene. Smokefree signage also empowers attendees of the event to monitor compliance by giving them something to point out when asking others to stop smoking.

It is recommended that the event organisers map where signage is to go prior to the event including details of the type, size, location and number of signs. Signage must be numerous, easy-to-read and understand, and in positions where it will be clearly seen by patrons.

*Examples of suitable areas where signage should be located include:*

- Event entry and exit points
- Entrances to buildings
- Toilets
- Break out areas for staff
- Eating/dining areas
- Areas where smokers are likely to gather

## Signage can be displayed on its own or Smokefree messaging can be added to existing signage. Possible signage options include:

1) **Green Smokefree signage.** This is based on the New Zealand Smokefree branding and is commonly used throughout the country. It is available in various languages. You can order this from [www.Smokefree.org.nz/merchandise](http://www.Smokefree.org.nz/merchandise).

2) **Internationally recognised 'no smoking' signage.** This may be more easily interpreted by those for whom English is a second language (the green Smokefree signage can be misinterpreted as meaning people are free to smoke).

3) **Design your own signage.** This may allow for organisations to make the Smokefree message a part of their already existing design schemes.



## Enforcement

In the majority of cases smoking bans are not difficult to enforce as long as patrons are well informed both prior to, and at the event. Good communication is generally the most effective and sustainable approach, and event attendees are generally compliant if they are exposed to clear signage and information. People who smoke at Smokefree events may find themselves informed by other attendees and in most cases this is sufficient to persuade smokers to stop.

Breaches of Smokefree policies most often occur because people are simply not aware of them. It is important to develop an enforcement plan so that dealing with such incidences, should they occur, is straight forward.

*The enforcement strategy should include:*

- A clear process on how staff/volunteers are to handle breaches.

- A graduated approach to enforcement starting with verbal warnings and increasing to penalties if warnings and signs are ignored. This is often incorporated into guidelines for dealing with other inappropriate behaviour.
- A clear complaints process to manage any potential conflict.

### *Example procedure:*

Staff/volunteers should monitor the event for compliance to the Smokefree policy. In the case of people smoking at the event, staff/volunteers are expected to remind the offending person of the Smokefree policy and politely ask them to stop smoking and that if they wish to continue smoking they can do so outside of the event. If an individual does not stop smoking, staff are to advise security or the person in charge of the policy.

Some organisations have developed information sheets outlining the policy to hand out to people smoking in the area as a first step to enforcement.

### Staff/volunteer training

All staff need to be aware of their role in upholding the policy and trained on how to implement the policy in an effective and polite way. A face-to-face training programme should be scheduled for all staff including venue managers. Role playing to help staff prepare for handling breaches and complaints can be useful. It is important to explain to staff that this policy is in place regardless of their personal views and that they are expected to act within organisational guidelines.

In addition to upholding the policy at the event, all staff members in uniform should not smoke in any public area.

It can be a good idea to offer cessation support to staff who would like to quit smoking. For an example of this see the Auckland Zoo Smokefree case study.<sup>10</sup>

### Security training

Enforcement needs will vary according to the type of event and numbers of people that attend. In the case of major events with large crowds, it is important that security staff are well briefed on dealing with breaches of the policy. This includes politely asking smokers to stop, and giving warnings that they may be removed from the venue if they refuse.





## Risk management

A common concern for event organisers is that a Smokefree event can lead to a high density of smokers at entrances/exit-ways of the event site or on busy thoroughfares used by those who are entering or leaving the event. If this is likely, the Smokefree policy should be extended to areas such as entrances, thoroughfares and enclosed car parks as appropriate. For these reasons, some event organisers have extended the Smokefree status of their event to within a 10m boundary of the event site.

In the case of events that have re-admission, a plan should be made as to where people wishing to smoke should be directed to a location off the event site that takes into consideration neighbouring businesses and residents.

### Special events with no re-admission

In most circumstances, smokers will have the option to leave an event or venue temporarily if they wish to smoke. This may not be permitted at some events due to alcohol policies for example. If this is the case, it is important to let people know in all pre-event material both that the event is Smokefree and that re-admissions are not permitted.

Event organisers may wish to consider providing cessation support such as nicotine patches or gum at events with no readmission that are long in duration. A list of cessation providers in the Auckland region can be found at <http://www.workplacehealth.co.nz/index.cfm?PageID=78>

This is encouraged by Auckland Council's Smokefree policy which states that Auckland Council supports cessation advice at Smokefree events.

## Monitoring and Evaluation

It is important to monitor the effectiveness of the Smokefree policy to inform future events. This includes tracking, documenting, and summarising how the policy is implemented. The evaluation can help assess public support and compliance and improve future Smokefree events.

Monitoring could be conducted through the use of:

**Visitor evaluation forms** (See Appendix)

- Were visitors aware that the event was Smokefree?
- Do visitors support the Smokefree policy?

These results can help track levels of support and changes in these levels over time (before and after the Smokefree policy).

**Staff/volunteer evaluation forms** - including information regarding compliance and other feedback including complaints or positive feedback.

**Counting tobacco litter post-event** - this may identify areas where smokers gather that are not well signposted and help future signage placement.

**Feedback from key stakeholders** - on how the policy is working and how to make it more effective if necessary.

## Policy Review

The policy should be enforced during test runs and rehearsals of events and be reviewed to address potential problems.

If the event is longer than one day, soon after the start of the event, an initial compliance brief review should be carried out to quickly address unanticipated problems and make necessary alterations.

A date should be set after the event to evaluate the effectiveness of the policy and obtain feedback on how the policy might be reviewed. If the event is repeated, it is important to set aside an annual date to review the event policy.

For more information on creating a Smokefree events policy please email the Cancer Society Auckland Health Promotion team at: [Smokefree@akcansoc.org.nz](mailto:Smokefree@akcansoc.org.nz) or find us online at: [www.cancersocietyauckland.org.nz/Smokefreeauckland](http://www.cancersocietyauckland.org.nz/Smokefreeauckland)

# Appendix: Smokefree Events Resources

## 1. FAQs

### Why should we be Smokefree?

Smoking is the leading cause of preventable death in New Zealand with over 5000 people dying every year<sup>2</sup> and over 4000 NZ children starting each year at an average age of 14 years.<sup>3</sup> Evidence shows that the more children see smoking the more likely they are to start.<sup>4</sup> Smokefree events provide an opportunity for good role-modelling for youth and de-normalise smoking behaviour so children are less likely to start. In addition Smokefree events also support those who have quit smoking or are trying to quit.

There is a growing demand for events to be Smokefree in New Zealand. Public support research shows that not only do the public want events to be Smokefree, they expect events to be Smokefree. In addition, a comprehensive Smokefree policy will reduce litter from cigarette butts reducing costs.

### Will our event suffer financially if tobacco use is banned?

The majority of people prefer Smokefree venues- they are more appealing for visitors and thus good for business. Research conducted in Auckland in 2013 showed that people are more likely to attend music/sporting events if they are Smokefree.<sup>6</sup> Smokefree events are increasingly popular overseas especially in Australia with no negative financial impacts being reported because of this.

### What about the rights of smokers?

Smokefree events are not intended to negatively target those that smoke but intended to stop children being exposed to smoking. Furthermore, the majority of smokers support Smokefree event policies.<sup>6</sup>

### How will this policy work when so many people smoke and don't want to stop smoking?

85% of New Zealanders do not smoke,<sup>5</sup> of the 15% that do, most want to quit. In addition, most smokers support and comply with Smokefree measures. Many places in Auckland are already Smokefree including Mt Smart Stadium and the Auckland Zoo. Smokefree policies work well in these places and compliance is high.

### Is it legal to make your event Smokefree?

Not only is it completely legal to host a Smokefree event but it is expected by the public. Smoking is an addictive behaviour and the right to smoke is not protected by any law or policy.

### Where can people smoke?

People can smoke off event grounds as long as it doesn't violate existing laws or the venue's Smokefree policy.

## 2. Checklist for Smokefree policy

We recommend using this checklist to help you create a Smokefree event policy:

- Rationale - why it is important to make your event Smokefree
- Communications plan - how the policy is going to be communicated to:
  - 1) attendees (e.g. signage, PA announcements, tickets, media)
  - 2) staff, volunteers and stakeholders (e.g. staff meetings)
- Signage strategy- where signage is to be placed and what type of signage is to be used including a map if appropriate
- Enforcement strategy - Staff, volunteer, and/or security responsibilities for enforcing the policy if breaches should occur. Should include clear procedures for a course of action and how staff/volunteers are to be trained in this.
- Risk management strategy- to avoid smokers congregating at entrances etc.
- Cessation support (optional)
- Monitoring and evaluation strategy - to assess the effectiveness of the policy after the event to inform future events and a periodic review thereafter
- Policy review- when this is to be done and by whom



### 3. PA announcement (example)

"For the safety of our children, (event name) is proud to be Smokefree. At this time we would like to remind you that smoking anywhere at the event is strictly prohibited. We appreciate your support and would like to thank you for keeping (event name) Smokefree".

### 4. Mt Smart survey form (example)

In 2011 Mt Smart stadium became 100% Smokefree. To assess public awareness and support of this new policy Cancer Society Auckland conducted a survey amongst attendees of a Warriors game. Below is a copy of the survey form.



1	2	3	4	5	6
Do you know Mt Smart Stadium is now completely Smokefree? <i>(prompt - what this means is that there is no smoking inside the stadium grounds)</i>	And how did you find out about Mt Smart being Smokefree? <i>(they can have more than one answer)</i>	In your opinion, do you think Mt Smart being Smokefree is <i>(tick one only)</i>	How has Mt Smart being Smokefree affected your experience at the stadium? <i>(write in their response legibly)</i>  <i>(prompt - has it improved your visit? Made it worse? No difference?)</i>	Would you support other places going Smokefree such as: <i>(they can have more than one answer)</i>  <i>Read out list randomly for each respondent</i>	Finally, are you a smoker?
<input type="checkbox"/> Yes <input type="checkbox"/> No (go to q3)	<input type="checkbox"/> Friends /family told me <input type="checkbox"/> Stadium staff told me <input type="checkbox"/> Noticed signage <input type="checkbox"/> On tickets <input type="checkbox"/> Loudspeaker at this game <input type="checkbox"/> Big screen at this game <input type="checkbox"/> Don't recall <input type="checkbox"/> Other	<input type="checkbox"/> A good idea <input type="checkbox"/> A bad idea <input type="checkbox"/> Don't really have an opinion	<input type="checkbox"/> Improved visit <input type="checkbox"/> Made visit worse <input type="checkbox"/> No difference  How?	<input type="checkbox"/> parks / beaches <input type="checkbox"/> town centres <input type="checkbox"/> bus or train stations <input type="checkbox"/> big public events <input type="checkbox"/> playgrounds <input type="checkbox"/> sports fields <input type="checkbox"/> high pedestrian areas - such as Queen street, viaduct <input type="checkbox"/> all of the above	<input type="checkbox"/> Yes <input type="checkbox"/> No

### 5. Additional questions (adapted from questionnaire used at the 2002 FIFA World Cup)

1. Did you notice people smoking at the event?
2. Did you receive any information prior to the event that informed you of the Smokefree policy? If yes, what?
3. Do you have any additional comments about the Smokefree policy?

### References

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