

Toi Te Ora  
**Public Health Service**  
BAY OF PLENTY DISTRICT HEALTH BOARD  
*Servicing Bay of Plenty and Lakes districts*

*Rotorua Smokefree Outdoor Public Spaces Policy  
Evaluation Report*

***May 2009***

## **Acknowledgements**

Toi Te Ora – Public Health Service (Toi Te Ora) would like to acknowledge and commend Rotorua District Council (RDC) and the Rotorua public for their commitment to adopt the Smokefree Outdoor Public Spaces policy in Rotorua. Collectively, they have ensured the policy's success and must be commended for their support and efforts in establishing a policy that has the health and welfare of future generations as its primary focus.



## Table of contents

Executive Summary .....	4
Introduction .....	5
Background.....	5
Method.....	5
Round one – Pre-implementation study .....	5
Public Surveys .....	5
Observational Data .....	6
Cigarette Butt Collections .....	6
Round two – Post-implementation study .....	6
Results.....	7
Quantitative Data .....	7
Qualitative Feedback .....	11
Discussion .....	11
Limitations.....	13
Conclusion.....	14
Recommendations .....	15
References .....	16
Apendicies	
Appendix 1: Evaluation Toolkit.....	1
Appendix 2: Verbatim Comments.....	13
Appendix 3: Relevant Regional and National Data.....	22

## EXECUTIVE SUMMARY

In December 2008, the Rotorua District Council adopted an educational Smokefree Outdoor Public Spaces policy for all children's playgrounds in the district and for the Redwoods Forest Park. The goal of the policy is to normalise non-smoking around children and young people.

As well as effectively campaigning for Rotorua District Council to adopt the policy, Toi Te Ora – Public Health (Toi Te Ora) conducted research designed to evaluate the effectiveness of the policy. Specifically, evaluations were designed to measure:

- public awareness of the policy
- public support for the policy
- changes in attitudes and behaviour towards smoking around children since policy implementation
- compliance with the policy
- impact on smoking behaviour since policy implementation
- protection of the natural environment

To date, two rounds of research have been conducted, which consisted of face to face interviews (public surveys) with the public, cigarette butt collections from a sample of areas covered by the policy and observational studies. Results from the public surveys show overwhelming support for the policy both pre and post policy implementation (85% and 93% respectively); that public awareness of the policy increased following its implementation; and that respondents attitudes and behaviour support the goal of the policy. Results from the cigarette butt studies show a 29% drop in cigarette butts found on the ground in areas covered by the policy after two months of policy implementation. When compared with similar studies conducted in Opotiki, it is expected that a 60 – 70% drop in cigarette butts found on the ground will be observed after one year of policy implementation. The results from the cigarette butt studies substantiate the findings of the public surveys, particularly in terms of behaviour change and show that people are complying with the policy.

## **INTRODUCTION**

According to the Ministry of Health (2008) about 5000 New Zealanders die each year either from smoking directly or from exposure to second hand smoke. Smoking is responsible for 80% of all lung cancer cases and is linked to many other forms of cancer. Smoking is also a major cause of myocardial infarction (heart attack), heart disease, stroke and numerous respiratory illnesses. The Ministry of Health (2008) also recognises that smoking has significant impacts on the health of children – both directly (during pregnancy) and indirectly (during childhood). In addition, evidence shows that children and young people learn from observing others and tend to follow the behaviour of role models (Ministry of Health, 2005).

Toi Te Ora has a responsibility to promote and improve public health as outlined by the Public Health Handbook, and the service provision to the Ministry of Health. Part of this work involves promoting initiatives designed to reduce the incidence of tobacco related harm. Because Toi Te Ora is concerned with population health and preventative measures, it makes sense to target the social environments where people spend a significant proportion of their time. Targeting such settings can positively change the environment to help make the healthy choice the easy choice.

By targeting outdoor public spaces with the intention of making these areas Smokefree, Toi Te Ora is helping to reduce the incidence of tobacco related harm and is also helping to provide Smokefree areas where children are likely to go.

## **BACKGROUND**

In 2007, Toi Te Ora presented the Social Environments approach to all seven councils in the Bay of Plenty and Lakes districts and used this opportunity to launch the idea of an educational Smokefree Outdoor Public Spaces policy. The presentation was based on the latest national data conducted by the Cancer Society, which showed that two-thirds of all New Zealanders support the expansion of Smokefree spaces to outdoor areas that children use (Cancer Society, 2005).

Following from the successful initiation of Smokefree parks, playgrounds, sports fields and reserves in Opotiki, Toi Te Ora has supported Rotorua District Council in establishing a Smokefree Outdoor Public Spaces policy for all the children's playgrounds in the Rotorua district as well as the Redwoods Forest. As part of the implementation of the policy, Toi Te Ora gathered data, which included an evaluation of public opinions towards the policy, observational studies of smokers related to non-smokers, and physical cigarette butt collections designed to ascertain the effectiveness of the policy. Initial research was conducted at the implementation of the policy and follow-up research was conducted two months later. This report will discuss and analyse the data collected and evaluate the effectiveness of the Smokefree outdoor spaces policy in Rotorua to date.

## **METHOD**

Two rounds of research have been conducted to date and are detailed below.

### **Round one – Pre-implementation study**

#### **Public Surveys**

Survey data designed to measure people's knowledge, attitudes and behaviour (KAB) towards Smokefree environments was collected over a four day period through face to face interviews. The surveying was conducted by approximately four researchers on each day. Each researcher stood at an allocated point in one of Rotorua's main shopping areas, where they approached passers by and

requested that they spare some time to participate in the survey. The researcher introduced him/herself, informed the participant which organisation (Toi Te Ora – Public Health) they were conducting the survey on behalf of, and gave a brief overview of what the survey was about. Each survey took approximately five to seven minutes to complete and respondents were made aware of this approximate time before commencement of the survey.

### **Observational Data**

In conjunction with the surveying, observational data was also collected. Periodically, the researchers would pause between surveying, locate an area in the general vicinity (e.g. the area between two identifiable landmarks, such as particular shops on a given street) and would record:

- the total number of people in the vicinity
- the proportion of those people smoking or not smoking

The date and time of each observation was also recorded.

### **Cigarette Butt Collections**

Cigarette butts were collected from identified children's playgrounds in the Rotorua area and from the Redwoods Forest Park. In total, 13 collections took place including 10 from neighbourhood playgrounds in addition to the two playgrounds in the larger parks and one collection from the Redwoods Forest Park visitor's entrance.

At each location, specific areas large enough to be representative of that location were identified. The cigarette butts were then collected from these areas. These areas included the barked area underneath playground equipment as well as one metre around the edge of the barked area. Other areas at each location where smokers were likely to go (e.g. seated areas) were also targeted. At the entrance to the Redwoods, the targeted areas were underneath, and two metres around, the seated areas, as well as the areas where tour buses most commonly parked. (Refer to appendix one)

### **Round two – Post-implementation study**

Round two research was conducted four months after the implementation of the policy and was designed to measure changes in knowledge, attitudes and behaviour following policy implementation. The method for data collection was replicated from round one, with the only change being the questionnaire content for public surveying (Refer to appendix one).

The main objectives for these evaluations were to measure:

- public awareness of the policy
- public support for the policy
- changes in attitudes and behaviour towards smoking around children since policy implementation
- compliance with the policy
- impact on smoking behaviour since policy implementation
- protection of the natural environment

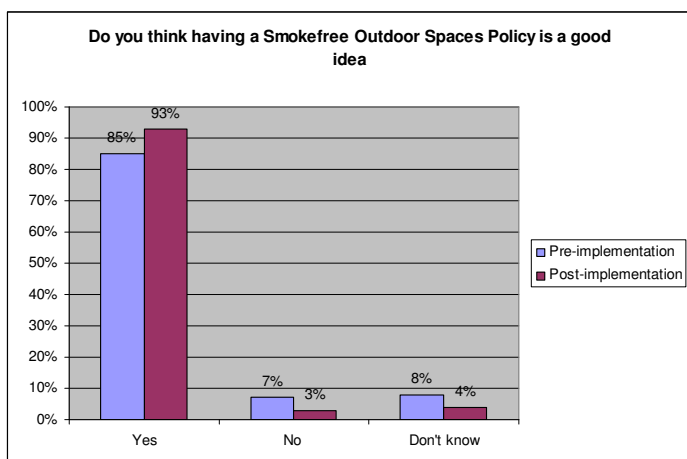
A third round of research is planned for the one year anniversary of the policy in Rotorua. This 'one year follow-up study' will consist of another cigarette butt study as well as a qualitative interview with a representative from Rotorua District Council (providing consent is given at the time).

## RESULTS

In total, 522 respondents were surveyed during the pre-implementation (formative) round of research and 421 during the post-implementation (outcome) round of research.

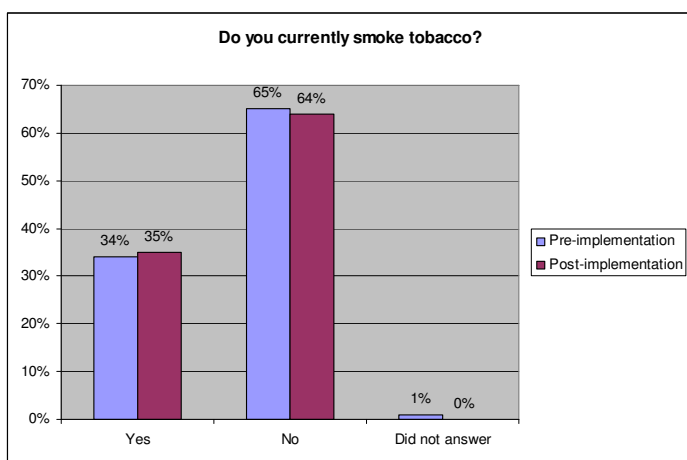
### Quantitative Data

The graphs below highlight some of the important quantitative findings from the participant questionnaires, as well as the results from the cigarette butt studies.



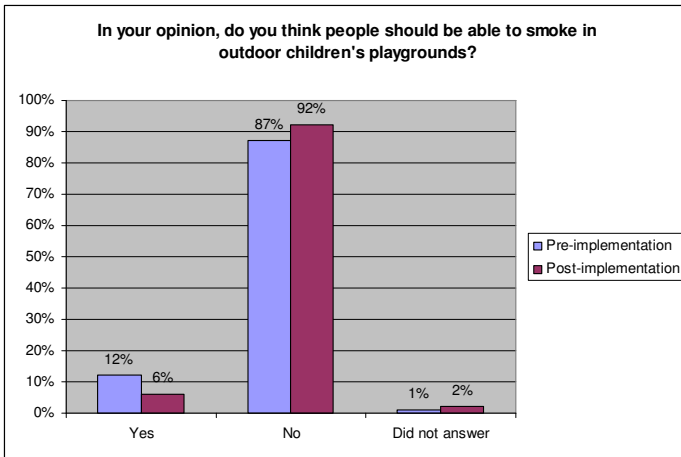
**Figure 1:** Level of support for the Smokefree Outdoor Public Spaces policy

Figure 1 shows that 85% of respondents supported the policy in the pre-implementation round of research and 93% in the post-implementation round of research. Of the respondents interviewed, it is important to note that the amount of non-support for the policy was only 7% and 3% respectively (pre and post-implementation).



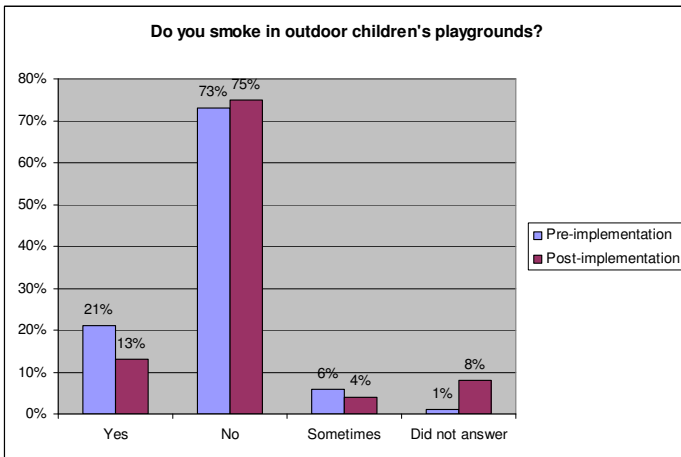
**Figure 2:** Proportion of smoking versus non-smoking respondents surveyed.

Figure 2 highlights the proportion of smokers versus non-smokers surveyed in each round of research, and shows a good representation of smokers surveyed during each round (34% pre-implementation and 35% post-implementation).



**Figure 3:** Attitude towards smoking in outdoor children's playgrounds pre and post-implementation.

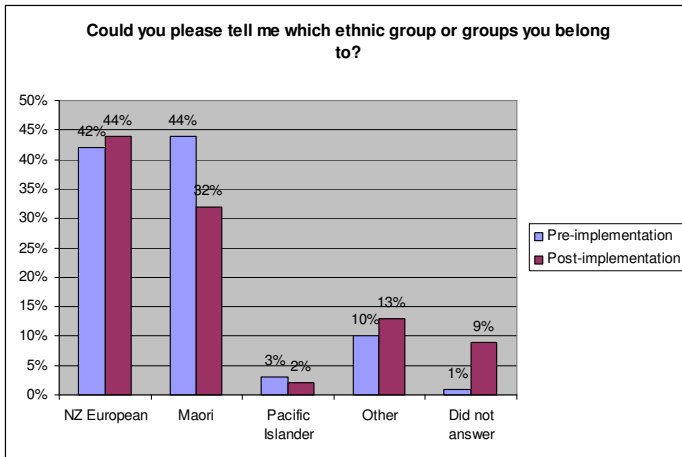
Figure 3 shows a slight increase in the amount of people who thought that smoking in children's playgrounds was unacceptable behaviour following policy implementation.



**Figure 4:** Smoking behaviour in children's playgrounds pre and post-implementation.

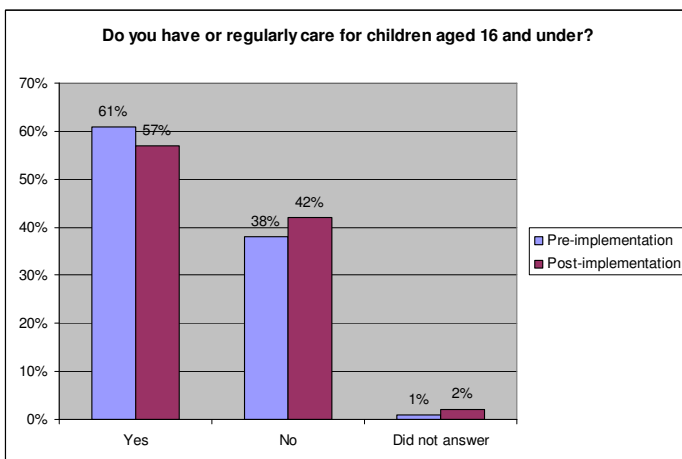
Figure 4 shows a slight decrease in people willing to smoke in children's playgrounds following policy implementation.





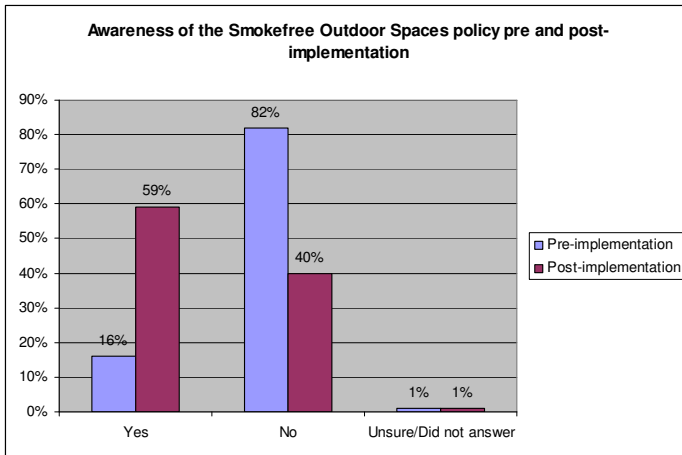
**Figure 5:** Ethnicity of respondents.

Figure 5 categorises respondents according to ethnicity and shows a good representation of both Maori and NZ European.

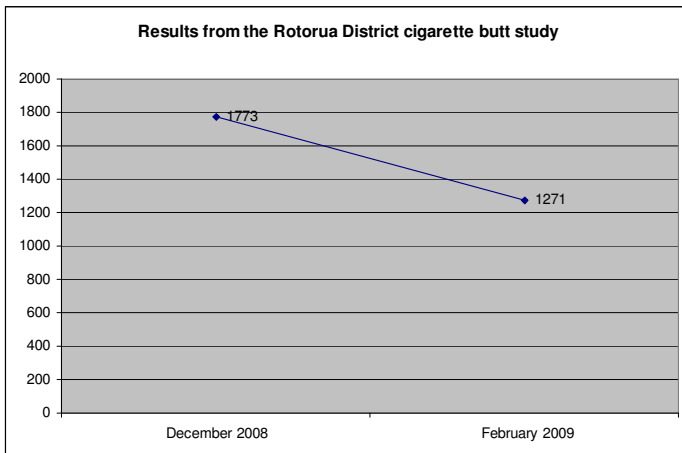


**Figure 6:** Percentage of respondents with/without children

Figure 6 shows the proportion of respondents that have or regularly care for children aged 16 and under (61% pre and 57% post). Figure 7 highlights respondent's awareness of the Smokefree Outdoor Public Spaces policy (16% pre and 59% post-implementation were aware of the policy).



**Figure 7:** Change in respondent's level of awareness about the policy pre and post-implementation.



**Figure 8:** Results of the cigarette butt study showing a 29% drop in cigarette butts found on the ground after two months of policy implementation.

Figure 8 highlights the drop in cigarette butts found on the ground from a sample of parks covered by the policy in the Rotorua district. The period between pre and post implementation studies (December 2008 to February 2009) shows a 29% drop in cigarette butts.

## **Qualitative Feedback**

As part of the participant questionnaires, respondents were asked to provide general comments and feedback about the policy. In total, 220 respondents provided comments during round one research and 156 during round two. Comments received were very similar in both rounds of research. The common themes that emerged have been grouped together in the list below. (Refer to appendix two).

### Positive feedback:

- a large number of respondents commented that they thought the policy is a good idea
- some respondents were happy that the policy included protecting the natural environment at the Redwoods
- some respondents supported the policy on the basis that they did not like cigarette butts on the ground

### Negative feedback:

- only a small number of comments could be considered as strongly opposed to the policy and mostly concerned issues of too much political correctness and the rights of smokers to be free to smoke
- some respondents thought that the policy would not work

### General feedback:

- a large number of respondents felt that smoking should be banned altogether
- some respondents commented that either instead of, or in addition to a Smokefree Outdoor Public Spaces policy, tobacco should stop being imported or shops should stop selling tobacco
- a number of respondents suggested a designated area for smokers in outdoor public spaces
- a number of people suggested increasing the number of bins in outdoor spaces for cigarette butts

## **DISCUSSION**

The goal of the Smokefree Outdoor Public Spaces policy is to normalise non-smoking around children and young people. With this goal in mind, Toi Te Ora Health Promoters aimed to interview a sample of people representative of the Rotorua community, including a good representation of smokers and people who regularly care for children aged 16 and under.

In addition, the researchers wanted to interview a relatively high proportion of Māori, as Māori are highly represented in Rotorua (when compared with the national average), and are disproportionately represented in lung cancer rates (Ministry of Health, 2003a cited in Cancer society, 2004) and tend to smoke more heavily than people who identify as NZ European (Ministry of Health 2005, cited in Cancer Society, 2004).

The target audience was highly represented when compared with national data (Refer to appendix three). Successfully capturing this audience adds to the robustness of the findings.

As outlined above, the main themes being evaluated were:

- public awareness of the policy
- public support for the policy
- changes in attitudes and behaviour towards smoking around children since policy implementation
- impact on smoking behaviour since policy implementation
- compliance with the policy
- protection of the natural environment

The two measures used to raise public awareness of the policy were a media campaign and the erecting of signage. The initial media campaign was launched at the same time as the signage was erected and surveys were timed accordingly around this date. In both surveys respondents were asked about their awareness of the policy. In the pre-implementation survey respondents were asked if they were aware that their council was about to implement Smokefree Outdoor Public Spaces policy and in the post-implementation survey they were asked if they were aware that the policy had been implemented. Results show a substantial increase in public awareness of the policy following its implementation, which indicates that the media campaign and the erecting of signage achieved the desired effect.

Figure 1 showed that the amount of public support for the policy pre-implementation was already very high, and it is extremely pleasing for the researchers to see that such public support increased again during the post-implementation survey. In fact, it is worth noting that only 3% of respondents interviewed during the post-implementation round of research actually disagreed that the policy was a good idea. These findings show clear and overwhelming support for the policy among Rotorua residents.

Change in attitude was measured by responses to the question of whether or not people should be allowed to smoke in outdoor children's playgrounds. The results show a slight positive change in attitude following policy implementation. It is important to note that most respondents during the pre-implementation survey already felt that smoking in children's playgrounds was unacceptable behaviour. Thus, while the positive results of the post-implementation survey reinforce the findings of the initial survey, they also suggest that any change in attitude resulting directly from policy implementation was slight.

A similar pattern is observed for behaviour change. The majority of smokers interviewed during the pre-implementation survey indicated that they already did not smoke in children's playgrounds. Thus, the survey findings once again suggest that any positive change as a result of policy implementation was slight. However, results from the cigarette butt studies, as discussed below, indicate that positive behaviour change is taking place in a way that is perhaps more significant than what the survey findings show.

The 29% drop in cigarette butts observed between the first two cigarette butt studies indicates initial compliance with the policy. Although this does not sound like a substantial drop, comparing these results with what was found in Opotiki provides some perspective. Results from studies in Opotiki show a 60% drop in cigarette butts found on the ground after one year of policy implementation. However, between the first two studies there, only a 25% drop in cigarette butts was observed. Furthermore, the period between the first two cigarette butt studies in Opotiki spanned four months compared with only two months in Rotorua. Based on this comparison it is estimated that a 60-70% drop in cigarette butts found in Rotorua will be observed after one year of policy implementation.

It is worth noting here that some of the comments made by survey respondents alluded to a common view that more bins are needed for cigarette butts and that designated areas should be allocated for smokers. Of course following through on such suggestions would be counter-productive to the wider intentions of the policy, which are to normalise non-smoking in New Zealand society. Comments like these highlight the need for further health promotion work aimed at widening the policy to other areas, which will help to reinforce the message of normalising non-smoking.

Cigarette butts contain a number of toxic chemicals that can leach into soil and groundwater (Cancer Society, 2007). Thus, any decrease in the number of cigarette butts on the ground is good for the natural environment. Potentially, Council could use data from ongoing cigarette butt collections to monitor environment focused community outcomes. In particular, this data may be useful at the Redwoods Park where the Smokefree Outdoor Public Spaces policy was implemented with a strong

environmental focus. By continuing to monitor the amount of cigarette butts dropped on the ground there, Rotorua District Council will also have opportunities to continue to raise awareness among tour groups and show tourists that New Zealand's clean green image is taken seriously by the Rotorua community.

In terms of monitoring health related outcomes, the Rotorua District has identified “*A healthy community - health is holistic; people are supported to enjoy and experience physical, mental, emotional, and spiritual well-being*” (communityoutcomes.govt.nz, 2009) as one of its key community outcomes. Normally the indicators used for monitoring such community outcomes involve data from hospital admissions. As effective as this way of monitoring might be, the focus is on illness rather than well-being. In contrast, using data from ongoing cigarette butt collections – perhaps combined with hospital admission data – can show the wider community that Council is dedicated to increasing well-being (particularly of future generations) rather than simply cutting the number of hospital admissions from tobacco related illness.

## **LIMITATIONS**

In addition to the findings discussed so far and as outlined in the method section above, part of the evaluation work also involved conducting observational studies. Although good in certain contexts, these studies have limitations. For instance, just because a person is not observed to be smoking, that does not mean that they don't smoke at all, but just that they may not be smoking at that particular time or in that particular space. In areas where there are a large proportion of people to observe, this may not be such an issue as a snapshot of smoking behaviour can still be recorded. However, the data collected in this study was insufficient for a variety of reasons. As such, it has not been analysed or used to substantiate any claims made in this report.

Aside from the effects of social desirability, which occurs when respondents provide answers that they believe are the most socially acceptable response, or that they believe the interviewer wants to hear, and which are difficult to control for, the main limitations of this study came from the cigarette butt collections.

First, cigarette butts take some time to break down completely, meaning that the initial cigarette butt count would have included some butts that had accumulated over a long period. However, this limitation can be controlled for by conducting ongoing cigarette butt counts. As mentioned above, Toi Te Ora plans to conduct a third cigarette butt count at the time of the first year anniversary of the policy in Rotorua. It is hoped that results from this and subsequent studies will further substantiate the current findings by continuing to show a downward trend in cigarette butts found on the ground in areas covered by the policy.

Second, there is the risk that Council staff charged with the task of keeping Rotorua's outdoor spaces clean and free from litter, may have inadvertently removed some cigarette butts from the research areas during general tidying of children's playgrounds. However, given the large number of cigarette butts found during the first study, it is estimated that such tidying efforts by Council staff would have had a negligible impact on the research findings.

Finally, there is always the possibility of human error when conducting such studies. For instance, it is possible that not all cigarette butts in the research areas were counted as some may have not been found, and that those that were counted may have at times been miscounted. However, because this limitation was an equal risk across both studies, the results are unlikely to have been skewed in any significant way.

## CONCLUSION

It is clear from the findings of this report that the Rotorua public not only supports the Smokefree Outdoor Public Spaces policy, but that they are also complying with it. These findings are positive and show a commitment from the Rotorua public to the overall goal of the policy to normalise non-smoking around children and young people.

The Rotorua District Council too, must be commended for their support and efforts in establishing a policy that has the health and welfare of future generations as its primary focus. As has been mentioned the Council can benefit from the policy in other ways also, by potentially using ongoing evaluation data to monitor appropriate community outcomes.

Given the overall results discussed in this report, the Smokefree Outdoor Public Spaces policy in Rotorua has so far been successful. Such success is due not only to the collaborative efforts of Rotorua District Council and its supporting partners, but more importantly, to the commitment of the Rotorua public.

It is important to acknowledge that the continued success of the policy is reliant on the continued commitment of the Rotorua District Council and the wider Rotorua public. Such commitment will lead to greater sustainability of a policy that empowers the Rotorua community to be positive role models for future generations.

## RECOMMENDATIONS

Based on the findings above and the many comments received, key recommendations include:

- Rotorua District Council or Toi Te Ora conducts ongoing evaluations to determine the long term effectiveness of the policy
- Council conduct ongoing cigarette butt collections for monitoring community outcomes
- replication of the evaluation methods discussed in this report to add to the robustness of the current findings
- public dissemination of key results through media releases so that public awareness of the policy is increased and maintained
- Rotorua District Council extend the policy to all council owned outdoor spaces to ensure that key messages are reinforced throughout the entire district
- adoption of Smokefree Outdoor Public Spaces policy by all district and regional councils in New Zealand (this recommendation is based on the level of public support seen in this study)

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**APPENDIX 1: EVALUATION TOOLKIT**

**ROUND ONE – Pre-implementation survey:**

## ROTORUA DISTRICT COUNCIL OUTDOOR SPACES

*Toi Te Ora – Public Health Services, part of Lakes District Health Board, is collecting information from the general public here in Rotorua as part of an evaluation of Rotorua District Council’s outdoor spaces.*

*This survey will take approximately 10 minutes of your time, should you agree to participate. Please answer each question to the best of your ability. The questions are about your opinions, knowledge, and experience.*

- 1. Thinking about parks, playgrounds, sports fields, gardens, reserves, and lakefronts in Rotorua, how often do you go to council public areas?**

Daily	Weekly	Monthly	Less than once a month	Don't Know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 2. Do you normally bring children with you when you go to these places?**

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Sometimes	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

- 3. In your opinion, do you think people should be able to smoke in the following places?**

	Yes	No
a. Outdoor sports fields or courts	<input type="checkbox"/>	<input type="checkbox"/>
b. Outdoor children’s playgrounds	<input type="checkbox"/>	<input type="checkbox"/>
c. Local parks or reserves	<input type="checkbox"/>	<input type="checkbox"/>
d. Town or city squares	<input type="checkbox"/>	<input type="checkbox"/>
e. Lakes	<input type="checkbox"/>	<input type="checkbox"/>
f. Outdoor areas at maraes	<input type="checkbox"/>	<input type="checkbox"/>

- 4. For each statement, could you tick the appropriate response?**

	Strongly disagree	Slightly disagree	Neither agree/disagree	Slightly agree	Strongly agree	Don't know
a. Smoking should be banned in all outdoor public places where children are likely to go	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Children who see their parents smoke are more likely to become smokers themselves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Its OK to smoke around non-smokers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5. Have you ever smoked tobacco?**

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

*(If your answer is 'No', skip to Question 8)*

**6. Which of the following best describes how often you smoke tobacco now?**

At least once a day	<input type="checkbox"/>
At least once a week	<input type="checkbox"/>
At least once a month	<input type="checkbox"/>
Less often than once a month	<input type="checkbox"/>
I do not smoke now	<input type="checkbox"/>

**7. Please answer the following questions if you currently smoke tobacco. Do you smoke...?**

	Yes	No	Sometimes
g. Around children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. In cars with children as passengers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. In homes around children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Outdoor sports fields or courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Outdoor children's playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Local parks or reserves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Town or city squares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Lakes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Outdoor areas at maraes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**8. Are you aware that Rotorua's council owned outdoor public spaces are going to become smokefree on December 20, 2008?**

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Not sure	<input type="checkbox"/>

**9. Do you think having a smokefree outdoor spaces policy is a good idea?**

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Not sure	<input type="checkbox"/>

**10. Which of the following do you think is the main reason for the proposed smokefree policy here?**

To reduce the effects of smoking on people's health	<input type="checkbox"/>
To reduce the exposure of second hand smoke	<input type="checkbox"/>
To reduce the number of people who smoke around children	<input type="checkbox"/>
To encourage people who smoke to quit, or cut down	<input type="checkbox"/>
To protect the natural environment	<input type="checkbox"/>
Other (describe below)	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

**Other:**

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**Do you have any other comments or feedback that you would like to make about smoking?**

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**11. Which of the following age groups best describes you?**

15-24 years	<input type="checkbox"/>
25-34 years	<input type="checkbox"/>
35-54 years	<input type="checkbox"/>
55 years and older	<input type="checkbox"/>

**12. Could you please tell me which ethnic group or groups you belong to?**

New Zealand European	<input type="checkbox"/>
Maori	<input type="checkbox"/>
Pacific Islander	<input type="checkbox"/>
Other (Please specify) _____	<input type="checkbox"/>

**13. Do you have or regularly care for children aged 16 and under?**

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

**14. Gender**

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

*Thank you for completing the survey. End.*

**ROUND TWO – Post-implementation survey:**

**ROTORUA DISTRICT COUNCIL OUTDOOR SPACES**

*Toi Te Ora- Public Health, part of Bay of Plenty District Health Board, is collecting information from the general public here in Rotorua as part of an evaluation of Rotorua District Council's Smokefree outdoor spaces policy.*

*Please answer each question to the best of your ability. The questions are about your opinions, knowledge, and experience.*

**1. Are you aware that Rotorua's council owned outdoor public spaces are smokefree (Children's playgrounds and the Redwoods park only)?**

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Not sure	<input type="checkbox"/>

**2. How did you hear about the policy?**

Newspaper article	<input type="checkbox"/>
On the radio	<input type="checkbox"/>
On TV	<input type="checkbox"/>
Council Panui	<input type="checkbox"/>
Word of mouth	<input type="checkbox"/>
Other	<input type="checkbox"/>

**3. Do you think the smokefree outdoor spaces policy is a good idea?**

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Not sure	<input type="checkbox"/>

**4. What do you think is the main reason for the smokefree policy here?**

To reduce the number of people who smoke around children and young people	<input type="checkbox"/>
To protect the natural environment	<input type="checkbox"/>
To promote non-smoking	<input type="checkbox"/>
To provide a cleaner Rotorua	<input type="checkbox"/>
Other (describe below)	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

**Other:**

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**5. Have you seen the new smokefree signs in Rotorua's outdoor spaces?**

Yes	
No	
Not sure	

**6. Thinking about the signs, what do you think of them? Do you think they will remind people not to smoke in those areas?**


**7. In your opinion, do you think people should be able to smoke in the following places?**

	Yes	No
Outdoor children's playgrounds		
Outdoor sports fields or courts		
Local parks or reserves		
Lakes		

**8. Do you still see people smoking in the following places?**

	Yes	No
Outdoor sports fields or courts		
Outdoor children's playgrounds		
Local parks or reserves		
Lakes		

**9. If you saw someone smoking around children in these areas, would you say something to them?**

Yes	
No	

**10. For each statement, could you say whether you agree or disagree?**

	Disagree	Agree	Neither agree / disagree
Smoking should be banned in all outdoor public places where children are likely to go			
Its OK to smoke around non-smokers			
Its OK to smoke in cars			
Its OK to smoke in homes			
Its OK to smoke during pregnancy			
Its OK to smoke around pregnant women			

**11. Do you currently smoke tobacco?**

Yes	
No	

**12. Please answer the following questions if you currently smoke tobacco. Do you smoke...?**

		Yes	No	Sometimes
Outdoor children's playgrounds				
Outdoor sports fields or courts				
Local parks or reserves				
Lakes				
Around children				
In homes				
	Is your home smokefree?			
	Would you consider making your home smokefree?			
In cars				
	Is your car smokefree?			
	Would you consider making your car smokefree?			
During pregnancy				
Around pregnant women				

**13. Please answer the following...**

	Yes	No
Did you know that more than 200 poisons from cigarettes settle on surfaces and linger for weeks?		
Did you know that second hand smoke is dangerous for children causing chest infections, glue ear and asthma?		

**14. Do you have any other comments or feedback that you would like to make?**

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**15. Which of the following age groups best describes you?**

15-24 years	
25-34 years	
35-54 years	
55 years and older	

**16. Could you please tell me which ethnic group or groups you belong to?**

New Zealand European	
Maori	
Pacific Islander	
Other (Please specify)_____	



**17. Do you have or regularly care for children aged 16 and under?**

Yes	
No	
Don't know	

**18. Gender**

Male	
Female	

*Thank you for completing the survey. End*



## Cigarette Butt Counts

**When counting cover these areas in each park: along fences, the bark area of playground, around seating and playground equipment**

*Record the following*

<b>Geographic Location:</b> <i>(name of park)</i>	<b>Area Covered:</b> <i>(e.g. barked playground area and 1m around seating/picnic tables)</i>	<b>Number of Butts collected</b> (please include cigarette butts and filters from hand rolled cigarettes):

## **Smokefree Outdoor Public Spaces**

### Evaluation Field Research Checklist

#### **Dress Code:**

Each field researcher should be wearing their BOP DHB name badge and any Toi Te Ora branded clothing or accessories they have access to. Casual, but presentable, dress with comfortable walking shoes

#### **Dealing with Potential Difficulties:**

On rare occasions, members of the public may challenge the reasons for conducting such surveys. Although healthy questioning is good and staff should make every effort to answer questions honestly and professionally, some members of the public may push with an agenda that is inappropriate. As a representative of Toi Te Ora – Public Health, the field researcher should not involve themselves in any such agenda but instead should smile politely, thank the person for their time, and discontinue the survey.

Each field researcher should have the following:

#### **Survey**

- Clipboard [can be made out of a heavy piece of card]
- Pens
- Supply of scripted questionnaires
- Supply of info sheets for participants

#### **Observations**

- Clipboard
- Pens
- Supply of observation tally sheets

#### **Cigarette Butt Collection**

- Latex gloves
- Re-sealable zip lock bags prepped with location, date, time labels
- Permanent marker for labelling
- Pieces of string (measured in metre increments)
- Scissors

#### **Miscellaneous items:**

- Sunblock/ hat/ sunglasses
- Water bottles
- Snacks and/or lunch
- Backpack for supplies
- Toi Te Ora- issued work phone
- Camera

## APPENDIX 2: VERBATIM COMMENTS

### Pre-implementation survey:

A designated outdoor area for smokers  
A lot of Maori girls seem to be smokers  
Any fucking idiot who goes to the doctor for smoking related illness should pay more because their illness is self-inflicted  
Any outdoor smoke free bylaw/policy will be very hard to enforce  
Anyone who smokes and gets ill as a result shouldn't get subsidy from Government for health care  
As a former smoker I know that non-smokers are better off financially, health wise etc  
As a smoker I am happy to abstain from smoking when non-smokers are around  
As an ex smoker I can't complain about people smoking around me. Totally banning smoking outdoors violates peoples individual rights  
As an ex smoker I know how hard it is to quit so go easy  
As an ex-smoker, when you don't smoke you can taste better; you feel better; your health is improved  
as ex smoker I think that smoking is disgusting now but don't give up alcohol  
ban smoky factories  
Ban smoking completely  
Ban the sale of smokes in all towns of NZ  
Banned in cars  
Banning inside is good but should be able to smoke outside  
Be gentle on smokers - it's hard to quit.  
Better to smoke at playgrounds than in cars or leave children alone  
Cant stop people from doing but supports limiting places where people can and encouraging courtesy a lot of people smoke to help with stress - will turn to alcohol  
Could be deleted from our future  
Council bloody wankers. Should notify public what they are going to do  
Denormalise smoking  
Designated outdoor area for smokers to make it fair  
Difficult to stop  
Disturbing to see number of young people smoking thinks a lot to do with TV role modelling /marketing  
Don't do it at all  
Don't like butts on the ground - need to have special bins for them  
Don't start  
Don't start  
Everybody should have the choice to smoke outside  
Extend the smoke free areas. Have some enforce  
Feel like too much control people should have choice to do what they want with respect People all have different values  
Freedom of choice is important in NZ but the safety of children is paramount  
Going to be difficult to stop  
Good idea  
Good idea to implement the policy  
Good idea to not smoke in beautiful places - both for health and environmental reasons  
Good ides the policy  
Good to know about children's playgrounds being smoke free  
Great that it is being introduced  
Having a survey like this is a great idea, it highlights new ideas that we weren't aware of

How are they going to make these places smoke free. I think it is going to be impossible  
I agree with not smoking inside any buildings, including homes  
I am a considerate smoker. So if you have a smoke free policy I think you should have a designated area for smokers. It is taking the rights away from smokers. They don't deal with alcohol in the same way. So one lot of people are targeted, but alcohol is  
I am a re-formed smoker and am now anti-smoking. I would like to see smoking completely banned.  
I don't agree with people smoking especially when they can't afford to  
I don't think its fair for non smokers to be subjected to others smoking  
I don't think the policy will make any difference  
I hate the city shops (area by the warehouse) because a lot of smokers come here  
I hope that people are able to quit. I feel sad when I see teenagers smoking  
I just hope they ban smoking fast  
I object strongly to this policy. I think it is politically correct bullshit  
I think it is disgusting  
I think it is good to discourage smoking. TV Advertisement of the effects of smoking is good  
I think it is undemocratic to make people stop smoking  
I think public health is doing a good job  
I think smokers will continue to smoke if they need to there are things available to them if they want to quit  
But its not good to smoke around children and sports grounds when you are trying to encourage them to be healthy  
I think smoking is a personal choice so long as people are outside and away from children.  
I think smoking should be legislated out of existence  
I walk past smokers and they blow their smoke in your face. And, I am a smoker  
I wish people would not take it up  
I wish that people wouldn't smoke  
I would like to know how people can afford to smoke  
I would like to see people who smoke heavily run a marathon  
If areas have ash trays & specific areas to smoke then I will smoke outside around people  
If keep making places smoke free, then should stop selling cigarettes. Then Maori people would last longer  
If people smoke around non-smokers, always ask if its ok  
If smoking is banned on the streets it will have no effect because smokers will just go elsewhere (e.g. they may smoke in cars and pollute them for when children get into the car)  
If you have a dream job you won't need to smoke, stress, happy in work  
If you're a smoker please be respectful of others and especially of children  
I'm not going give up smoking  
I'm quitting  
Indian owners of dairy's should be more strict on who they sell cigarettes too.  
Is an individuals choice. Shouldn't be mandatory  
It [smoking] is foul and disgusting  
It is a despicable act  
It is a drug. Got to stamp out drugs of any kind, smoking included  
It is a good idea to have no smoking in recreation areas Thought they already were  
It is absolutely possible to give up completely. I'm living proof of that. Nicorette chewing gum is very helpful  
It is difficult to enforce smoke free outdoor places. It is hard for people who smoke to give up  
It is gross  
It is peoples choice  
It is peoples choice to smoke outside  
It should be banned altogether If they bought tobacco out now it would never be made legal  
It would be good for the natural environment. Even as a smoker, I don't like smoking around non-smokers

It's a bad habit but why stop? Because you're more likely to take up some other habit  
It's a good idea to have an outdoor smoke free policy  
It's a personal choice  
its bad for you  
Its been going for years and its never affected anybody, so leave them alone  
Its disgusting You'll all dies of cancer  
Its good that the smoking in all areas are getting less. It's a pity that people can't do it for alcohol  
Its great that smoke free is becoming more acceptable  
Its ridiculous that you can't smoke in park /public space because its way to stress Its good and its bad  
Its sad to see young people take up smoking and they don't realise how they smell  
Keeping in mind that some parents are smokers wouldn't want non-smoking policy to prevent parents from taking children to park etc. Should have some private separate area maybe to smoke  
Make it illegal finish it all together  
Make smoking illegal  
Making people stop smoking outdoors may create a culture of people smoking indoors around children.  
Making these areas smoke free is a good thing  
Many hospitalisations relate to smoking  
More advertising against smoking and aimed at young people is needed  
More smoke free areas  
No selling smokes in shops  
No single benefit - cost too much  
No smoking around children  
No smoking inside but use common sense  
Nobody should be able to smoke in public places  
Ok with smoking and just as long as they smoke away from non-smokers  
Only vice I've got  
Peer pressure is a big factor in young people choosing to smoke. Numbers of women who smoke are high - it is very common  
people are blaze' about smoking. Its not black and white and people have choices whether it is right or wrong, but they don't consider the long term consequences  
People get sick, addicted can course financial and domestic problems  
People have to be able to smoke somewhere  
People should be able to smoke outside as long as they're away from non-smokers or children  
People should be aware of non-smokers and children when they smoke.  
People should be more cautious and think about others - smoke out of the way of other people's harm  
People should be given the option to smoke or not to smoke in outdoor areas  
People should not smoke  
People who smoke should ask if it is OK to smoke around non-smokers because they are choosing to smoke  
Policy is a good idea  
Policy is a good idea in a public space  
Policy is fucked up  
Public Health should not take care of smoking disability - they should be left to die.  
Raise taxes on smoking, advertise benefits of not smoking, educate more re smoking and effects, put legislation through that people who smoke = no access / limited access to health care (and advertise)  
Ridiculous might as well close all the pubs etc  
Seeing people smoking in town squares I disagree with what they are doing but that is their choice  
Should also be focussing on alcohol and marijuana as well as just tobacco, they do just as much damage  
Should ask the public's opinion first. People will still smoke there anyway, even if it is smoke free and

signage is up  
Should ban it altogether  
Should be made illegal  
Should do the same with drinking  
Should have designated smoking areas  
Should have more ash trays around to reduce the number of butts on the ground  
Should have set outside smoking areas because I feel bad around kids  
Should just stop selling them  
Should make all public places smoke free  
Should make cigarettes illegal. They kill more people a year than anything else.  
Should stop selling cigarettes altogether  
Shouldn't be promoted at all  
Shouldn't be victimised through extra tax. We are more considerate now than we used to be  
Shouldn't be victimised. We are considerate around non-smokers  
Smoke free places area good idea e.g.: bars are much nicer place to go to now  
Smoke free policy is a good idea  
Smokers do have rights and their rights are being encroached upon. But I still don't like people smoking right next to me  
Smokers should have some rights although I'm not a smoker myself  
smokers shouldn't smoke around non-smokers and kids  
Smoking has a negative impact on health and on people's financial positions. It also creates a lot of rubbish.  
Smoking in public is not a good thing  
Smoking in public spaces violates the rights of non-smokers  
Smoking indoors is not ok, outdoors is ok  
Smoking is a bad habit  
Smoking is a stupid activity  
Smoking is a turn off  
Smoking is absolutely disgusting  
Smoking is addictive and is not as black white. Some people find it hard to quit and we should support them in doing so.  
Smoking is bad for you  
Smoking is bad for you. I don't like it  
Smoking is hideous  
Smoking is horrid  
Smoking is not good for your health  
Smoking is slow suicide. It would be the biggest single factor for health that we could change  
Smoking is unhealthy and cuts your life short  
Smoking is very addictive and hard to let go of  
Smoking kills and destroys your health  
Smoking leads to drug taking, which it has done in my family  
Smoking should be banned altogether  
Smoking should be banned completely  
Smoking should be banned completely. It is unnecessary  
Smoking should be banned completely. Stop sale of smokes also  
Smoking should be banned in all public places  
Smoking should be banned throughout the country  
Smoking should be made illegal. Why should the government be the only ones able to sell drugs? I am anti-smoking because our elderly die of lung cancer weekly  
Smoking should only be allowed in designated areas



Smoking shouldn't be allowed in buses either  
Smoking sucks  
Smoking sucks  
Smoking tobacco is not the key to making a healthy environment. We should be targeting alcohol and drugs.  
Smoking would be OK in outdoor areas provided there were satisfactory facilities to dispose of butts.  
Some mothers who go to parks are stressed and may need to have a smoke so there should be an area where they can do that  
Stop smoking!  
Support not smoking around children  
The country is losing its democracy. It is over lawed and just changing for the sake of it  
The more non-smoking areas the better  
The nanny state controlling people has gone too far. Local councils should not have the say of whether people smoke or not  
The policy is a good example for children  
The policy is a good idea  
The policy is a good idea and is about time  
The policy is cool  
The reduction of smoking inside public places has made a huge difference & I think the restricted outdoor places will reduce it further  
There is a need for designated smoking area for workers because they can't smoke in their workplace.  
There is a need for designated smoking areas for workers going outside in your uniforms gives a bad image for the organisation  
There is too much smoking /rates have come down but we still need to encourage a smoke free environment  
There needs to be designated areas so smokers have somewhere to go. It is really hard to give up. Its becoming less normal to smoke now  
There should be designated smoking areas in parks and reserves and sports fields. I am a smoker, but we have a smoke free house  
There should be more ashtrays provided. I don't like cigarette butts on the ground.  
There should be some smoking areas in the large parks. We could work on peoples manners and consideration rather than laws to govern them  
Think it's a good idea  
This policy is a really great idea  
This policy makes the country a communist dictatorship country  
Thought they were already smoke free  
To not promote smoking  
Was a good idea to ban smoking in clubs, pubs etc  
We can have many smoke free areas, but where are the smokers going to smoke  
We need more bins for butts and more advertising for the bins  
We need to encourage youth to be more involved with sports so that they are discouraged from smoking.  
We'd be a far healthier society if smoking was banned. Huge cost to the health system  
Why can't we have a smokers pub? Having all pubs smoke free is a drain on local economies.  
Why don't they have designated outdoor areas for smokers  
Would like to ban cigarettes completely. The Government should've banned it years ago but they're making revenue from it so they don't  
You could put up the price and less people would buy smokes

### **Post-implementation survey:**

A lot of what they say about smoking is bull shit  
Agree with it  
Ban cigarettes  
Ban smoking altogether  
Ban them entirely - no cigarette butts in our gardens. People should be prosecuted for littering if they are cigarette butts  
Be free, unless you become a problem for others  
Be good to ban it altogether but can't really do that  
Becoming more aware that smoking isn't acceptable and this is a good thing  
Bins  
Bring back smoking in pubs  
Burn all tobacco companies  
Carry it out. Follow it through  
Cars also have many poisons and bad effects. I don't know why we're trying to stop smoking when there's a massive amount of pollution from urban living in general  
Cigarettes are a no no. Do nothing for your body. Dangerous to your health  
Cigarettes are taxed heavily to outweigh the health costs so its good that they're taxed  
Cigarettes should be made illegal because it kills and is unhealthy  
Cigarette smoking is dangerous, expensive and a dirty habit  
Close down the tobacco companies  
Cool but don't go any further  
Cool on you for doing the survey and promoting smokefree  
Could provide a designated area for smokers in parks and reserves  
Definitely improving  
Designated area for smokers  
Designated areas - not many will listen if its too strict  
Designated areas for smokers as a compromise  
Don't change smoking in car law. Should be able to smoke in own car.  
Don't sell cigarettes and then can't buy it  
Don't smoke around children & pregnant women  
Drinking an issue too. Smashed bottles at playgrounds a big issue  
Everyone should give up smoking its bad for you  
Excellent idea for smokefree policies  
Good and bad thing  
Good idea X4  
Good job keep it up  
Good on you  
Good on you for this work  
Good thing  
Government should ban smoking and alcohol altogether if they are serious  
Graphic pictures don't seem to be deterring people  
Great  
Great - making Redwoods smokefree. Protecting it for future generations  
Great initiative  
Great work. We need more local authorities nationally to jump on board  
Great. It's a step in the right direction  
Hospital thing  
I am grateful that there is a move to protect peoples health and life in general

I can't stand smoking and feel that we let ourselves and others down when we don't take a stand on non-smoking issues  
I do want playgrounds to be smokefree, but don't want choices being taken away from smokers  
I don't like being dictated to. Smoking is a choice  
I don't think there's a problem with people smoking outside in the clean air  
I have nothing against people who smoke but they should have designated areas to smoke in away from those who don't  
I just hope it doesn't create an attitude of stubbornness etc. Provide a designated  
I like non-smoking pubs  
I like that the Redwoods is now smokefree  
I sit on the fence with these issues  
I think it's cool that there is so much information for people to make informed choices  
I think that everybody has their own choice and should be allowed to smoke outside  
I think the advertising is great and made me cut down a lot  
I think the non-smoking policies are good  
I think the policy is a good idea and should make streets especially outside the Warehouse smokefree.  
I was a smoker but have now quit due to pregnancy  
I was a smoker but have now quit to support my pregnant partner  
I wish people didn't smoke around kids it made them think it's cool. They should phase out selling them  
I wished no-one smoked  
I would like to see the government ban cigarttes  
I'd like to see cigarettes not sold at all  
I'd like to see smoking banned altogether  
I'd like to see the policy extended to all parks and reserves. The only place people should be allowed to smoke is outside their own homes and outside pubs  
If I could quit I would  
If the signs are very clear then yes I would say something to smokers. The sale of tobacco should be banned - that will solve a lot of the problems  
If there are smokers, ash trays should be provided where necessary  
If you are a smoker you seem to have a blind spot. A lot of smokers are inconsiderate  
If you want to give up smoking, glue the cigarette packets together and see how much it costs  
I'm a hypocrit  
I'm courteous to other people, so others should be courteous to me  
I'm currently wanting to give up but now I'm aware of it, it has become a major problem and smoking twice as much  
It can be dangerous to ask others not to smoke. Can cause conflict  
It would be nice if smoking was banned altogether  
It's really a catch 22 sometimes because its an individuals choice we cant tell people what to do- just educate them so they can make good choices  
It's the non-smokers choice to be there or not  
It's a good idea to ban smoking but people still have rights especially when non-smokers or children are not around  
It's good that they are doing a survey to find out what people think  
It's very hard to give up smoking , but I'm trying  
Just don't smoke!  
Legalise dope  
Like to see more concentrated programme/effort to parents smoking in cars etc  
Main thing is to keep us healthy from young to old  
Make Rotorua smokefree, with designated places for smokers to go  
Making all areas smokefree would make me very angry as I wouldn't have anywhere to smoke on my lunch

break. However, I do respect the changes so long as they don't take away all my rights as a smoker  
eg. breaks in work time  
Maybe its time I gave up smoking!  
More education on smoking - doctors surgeries and hospitals  
My surveyor was very good  
My views are strong on this. There are health issues for themselves and for others  
Need to promote it better - people are still smoking in these places  
No  
No smoking - Ban it all together  
One of the most difficult things is to condemn the smoking and not the smokers because smokers often  
feel like second class citizens. It is also a very serious addiction which I don't think is taken as seriously  
Our house is smokefree and it's good for our young kids not to see us smoking  
Overboard  
People have the right to smoke - the approach should be to encourage them not too  
People should be allowed to smoke as long as they take personal responsibility for it  
People should be aware of the smokefree areas  
People shouldn't smoke around children  
People shouldn't smoke around children  
Pretty good  
Really good idea. Hopefully it works  
Rotorua should publicise it more in towns so we can tell people off!  
Seeing someone die would be a huge deterrent  
Seems to be doing good  
Should also look at alcohol  
Should be a smokefree world, but it is an addiction  
Should focus on pregnant women more as a lot still smoke  
Should have designated smoking areas. Should stop saying smoking is antisocial  
Should make cigarettes more expensive and have more government support for reducing  
Should stop selling cigarettes  
Should stop selling cigarettes. Increase fines  
Shouldn't get too staunch  
Smokers are human to  
Smokers are very selfish and should only smoke in their own areas  
Smoking - People don't realise that it can cause disease etc. Media campaigns not really working - it's  
going in one ear and out the other  
Smoking does not cause cancer, it can just trigger it  
Smoking is a disgusting, filthy, dirty habit  
Smoking is a filthy habit  
Smoking is a killer  
Smoking is bad for everyone  
Smoking is bad full stop.  
Smoking is disgusting  
Smoking is disgusting and should be banned from the planet  
Smoking is gross  
Smoking kills so why do it?  
Smoking should be illegal  
Smoking should be illegal  
Smoking sucks  
Stop selling smokes

Stop smoking. It's a filthy habit. It killed my first wife  
Survey is a good idea  
Tastes and smells gross and I don't think it's addictive.  
Taxes should be taken off cigarettes and put into the health system.  
The bus shelters are cool and the TV ads  
The policy should be in town also. Walking behind people who are smoking is quite disgusting  
The price of cigarettes should go up  
The sooner we become a smokefree world the better  
The world's getting too PC  
The world's getting too PC  
There could be more signs  
They should stop making cigarettes - give the world three years notice and then do it  
Think it's a very positive move trying to stop or reduce smoking - both for the environment and the health of our people  
Think it's good but stop ramming it down our throats  
Think that times have changed and society just needs to roll with the punches- if you choose to smoke you just have to comply.  
This is really annoying following people up the street who are smoking. It's bad for my children  
To live long, quit smoking  
We are ment to be a democratic society and too many restraints could be counter productive  
Whatever people can do to support others to quit is a great thing  
Where is our freedom of choice? We are being dictated to by others - particularly the Greens  
Why do something that is going to make you sick  
Why doesn't the government ban the sale of cigarettes and alcohol?  
Why go through all this? They should just stop bringing in tobacco altogether

### APPENDIX 3: RELEVANT REGIONAL AND NATIONAL DATA

#### Ethnicity (NZ Census, 2006)

36.4% of people in Rotorua District identify as Maori compared with 60.9% of people who identify as NZ European.

#### Proportion of smokers in Rotorua (NZ Census, 2006)

24.8% of people in Rotorua currently smoke tobacco compared with 20.7% nationally.

#### Prevalence of smoking according to ethnicity (nationally)

Ethnic group	Prevalence (95% CI)	Number of adults
European/ Other	18.6 (17.5–19.7)	475100
Maori	42.2 (40.0–44.4)	150000
Pacific	26.9 (23.6–30.2)	44300
Asian	11.2 (8.9–13.4)	31200

Source: 2006/07 New Zealand Health Survey