



Smokefree Outdoor Spaces

Key Messages

It's important to define key messages early in the planning process and to make sure that these are repeated often in written material and spoken comments. Key messages include:

- this is all about the kids – being Smokefree role models for them, and showing them that smoking is not a 'normal' activity. This will reduce the chance they will start to smoke
- this is for a Smokefree future generation. Even smokers don't want their kids to smoke
- there is good evidence that kids are more likely to smoke if they see lots of adults smoking and therefore think it is more normal than it is
- it's not about punishing smokers or telling them they can't smoke. It's about where they smoke, and the opportunity they have to be good role models
- Smokefree public places will make our town or city an even better place to live through discouraging unhealthy activities in public
- Smokefree public places further many of the councils desired outcomes for community health, equality and the environment
- Smokefree public places have wide support in the community including the district health boards, sporting groups, parenting groups, and Māori
- many places around New Zealand and the world have implemented successful Smokefree public places policies
- this is not about enforcement, and there will be no "smoking police" patrolling public places. People can be relied upon to act responsibly when it comes to smoking in public.