



**Auckland  
Council**

Te Kaunihera o Tāmaki Makaurau



5 YEAR FUTURE STATE

12 MONTH PLAN

## Post Covid-19 planning

Smoke free Implementation Plan 2020-2025,  
including Auahi Kore Hapori Whānui

# CURRENT STATE

## *What are the overall Covid-19 impacts on the issue?*

Health Promotion Agency (HPA) national data shows that during Level 4 lockdown a quarter of survey participants smoking more than usual, while a third of smokers reported smoking less:

- Smokers smoking more during lockdown say its due to how they are feeling bored, stressed out or wanting to switch off, rather than because of their living or social situations (25% Maori, 22% Pacific and 25% non-Maori/Pacific – with the highest occurring in adults aged 18-24, 29%, followed by those aged 25-49%).
- Smokers smoking less are influenced by cost, but many are also influenced by social/living situation (haven't been able to go out, don't smoke around family, live in a smoke-free household) (31% Maori, 38% pacific, 31% non-Maori/Pacific)

*\*Note: this data is at the national level and may not represent the specific target communities of Auckland.*

## *What is uncertain?*

- *Increased programme delay* - length of time the smokefree programme will be delayed
- *Resources available* - stakeholders to assist in implementing aspects of the smokefree policy and council resource allocated to the project
- *Financial impacts of covid19 on individuals* (until 2021) -job losses, mental health stress, financial burden, access to smoking cessation services
- *The use of public spaces in level 1 and 2* – will people socialise, attend events, as they did pre-covid19?

# WHO

## Council's role

### **Smokefree (SF) plan:**

- To contribute to the overall sector goal of de-normalising smoking and leverage its ability to engage and inform the public about smokefree 2025.

### **Under AKHW:**

- To support and empower high smoking prevalence communities in Tāmaki Makaurau to become smokefree by 2025.

## Priorities

### **2020/2021 Activities under SF Policy:**

- Deliver a public awareness campaign (RFP)
- Establish SF town centres
- SF Beaches
- Install SF signage

### **2020/2021 Activities under AKHW:**

- Smoke free grants policy - community-led projects, events and localised campaign
- Community mobilization
- Activation activities in 4 of the identified communities for 2020-2021
- RFP Evaluation

## Lead agencies:

Under SF Policy: Auckland Council

Under AKHW: Auckland Council and Hāpai te Hauora

# FUTURE STATE

Overall goal of the Smokefree Policy 2017-2025

**Improved health and wellbeing:**

- Exposure to second-hand smoke is reduced for Aucklanders in public spaces.

**Reduced smoking behaviour in public:**

- The visibility of smoking behaviour, particularly in the presence of children, is reduced.

**Increased public awareness:**

- Awareness of and public support for smoke free increases across Auckland.

**Smoker management:**

- Smokers are clear about where they can smoke and where they cannot smoke

**Fresh and clean environment:**

- Public spaces are free from people smoking and are clean of cigarette litter.

**Increased participation and pride in place:**

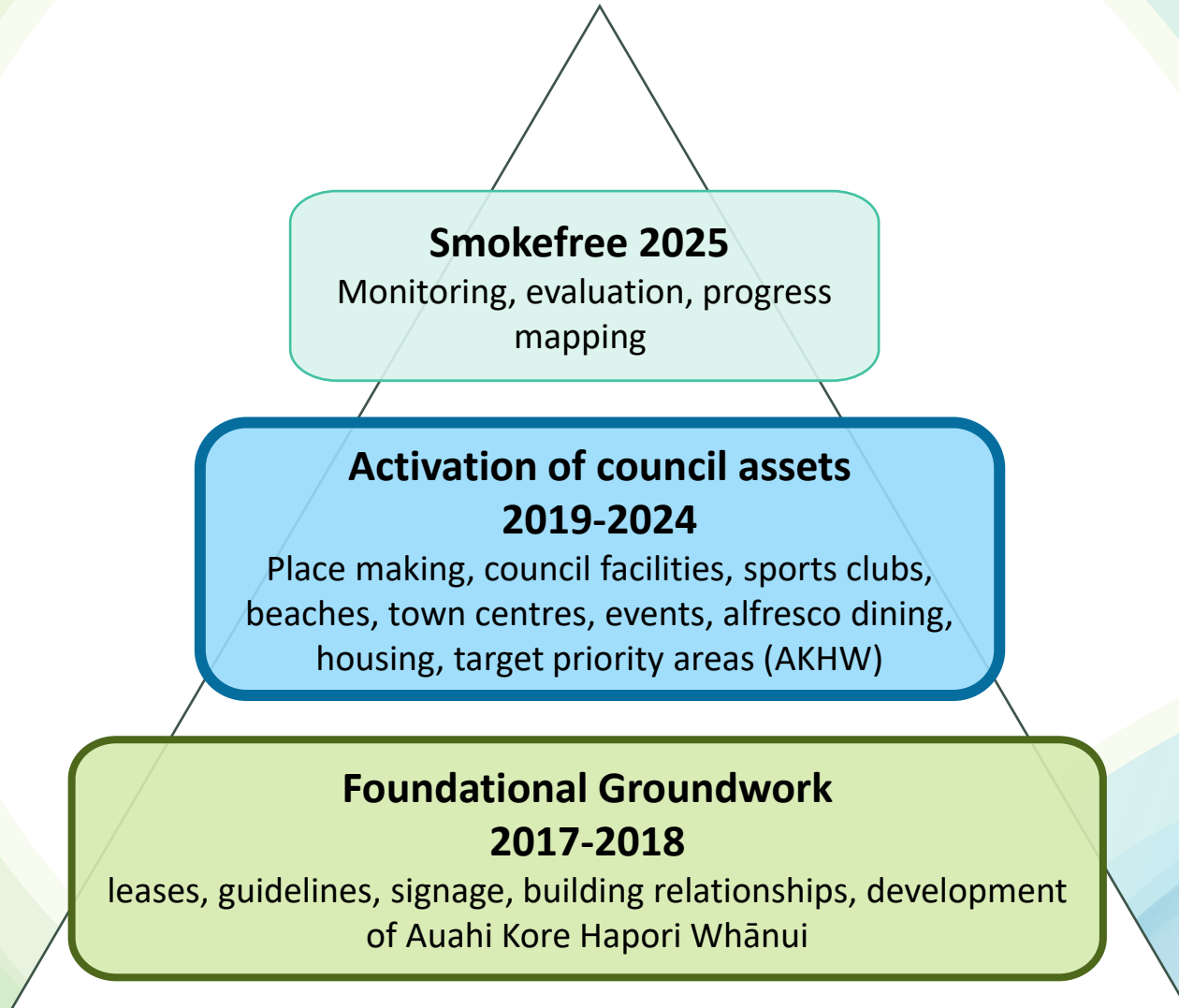
- Locals feel connected to and the recreational use of a space is increased (especially by children) through it being smoke free.

**Public empowerment / shift:**

- Smokers feel supported by their community to stop smoking.

# FUTURE STATE

Achieve the national smokefree 2025 goal



# Auahi Kore Hāpori Whānui

## Community Smokefree Action

### Target locations

- Henderson/Massey – 2020 to 2021
- Glen Innes /Pt England- 2020 to 2021
- Otahuhu – 2021 to 2022
- Otara – 2021 to 2022
- Papatoetoe – 2021 to 2022
- Mangere - 2022 to 2023
- Manurewa - 2022 to 2023
- Papakura - 2022 to 2023

### Target populations

- 22 – 45 year old wāhine Maori, Pacific males and Maori/Pacific rangatahi/talavou

### Activity streams

“By the people, for the people”

Enable community-led projects that help build smokefree movements in priority communities

“Activate smokefree public places”

Activate smokefree public places and smokefree movements in priority communities

“Switch to Quit”

Create more supportive environments for smokers who want to quit.

# KEEP

## AKHW

AKHW activities and community led actions to reduce smoking prevalence and decrease uptake

### Inform the Public

RFP: mass public awareness campaign “Quit Strong”

### Town Centres – Business Improvement Districts (BIDs)

### Smokefree Signage

parks, playgrounds, sports fields, community centres, and beaches

# STOP

### Reduced target areas for year one from 4 locations to 2:

Henderson – Massey  
Glen Innes – Pt England  
Shifting Manurewa and Otara to 2021

### Smokefree Beaches

To commence in 2021

# CONTINUE

(assuming there is some funding)

### Recommence instalment of signs

### Planned activities under AKHW

### Planned activities under SF Plan

