Smokefree Mid Canterbury Coalition
Submission to the Ashburton District Council
Draft Long Term Plan 2015-2025

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We would like to present our submission during the hearing process.
Smokefree Mid Canterbury welcomes the opportunity to submit to the Ashburton District Council Draft Long Term Plan.

Smokefree Mid Canterbury is a network of agencies committed to reduce the impact and harm that tobacco has on our communities. Smokefree Mid Canterbury has been in existence for many years and is represented by numerous key organisations and individuals who support smokefree initiatives throughout Canterbury.

Whilst considerable efforts have been made to reduce tobacco harm, tobacco products remain a significant threat to public health. Tobacco is not a normal consumer product. It is addictive, causes disease and is lethal to half of its long-term users. Tobacco has a devastating impact on our communities, killing approximately 5,000 New Zealanders per year. Although the national rate of smoking is slowly reducing, 13.4% of Cantabrians still smoke regularly according to the latest census figures. In the Ashburton District over 3800 residents were identified as being regular smokers in the 2013 Census, with some 5415 residents identifying as ex smokers.

Smokefree Mid Canterbury has enjoyed a strong working partnership with the Ashburton District Council (ADC) over a number of years. Adopting the smokefree green spaces policy for the region has been a wonderful step forward.
Smokefree community spaces are an important step to achieving Smokefree 2025. They contribute to lowering the smoking rate by reducing the visibility and normalcy of smoking in public places. This helps to reinforce health messages for children and young people and contributes to a wider denormalisation of smoking.iv

Smokefree Mid Canterbury commends the council in adopting this policy, and offers the following recommendations as ways to support council in the implementation and ongoing maintenance of the policy.

Smokefree Mid Canterbury Submission to ADC Draft Long Term Plan 2015-2025

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<thead>
<tr>
<th>LTP area</th>
<th>Smokefree Mid Canterbury feedback and recommendations</th>
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<tbody>
<tr>
<td>Key issues</td>
<td>The Government endorsed a goal of Smokefree 2025 in March 2011. This is a goal to reduce levels of smoking to under 5% within the population. The Smokefree goal aims to bring about change so that our ‘children and grandchildren will be fee from exposure to tobacco and tobacco use’.v This aligns well with the Council’s role under Governance “council provides...decisions for the overall benefit of community, for both current and future generations.</td>
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**Recommendation:** That council formally endorses Smokefree 2025. Endorsing this goal does not commit the Council to financial burdens, but provides an opportunity for council to provide leadership and ‘governance’ of Smokefree policy as a progressive and constructive way to achieve health outcomes for the Ashburton community.

Smokefree Mid Canterbury welcomes the opportunity to work in partnership with Ashburton District Council on developing a strategy to promote more smokefree community spaces in our district over the next few years.

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<thead>
<tr>
<th>Community services (p4-pg 3)</th>
<th><strong>Recommendation:</strong> Smokefree environments are a significant part of the strategy to help reach Smokefree 2025. The denormalisation of smoking behaviour can encourage people to stop smoking and remain Smokefree. It also encourages Smokefree role modelling to children and young people and relevance for plans and aspirations for community services, recreation, libraries and museums, community development and community protection.</th>
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<tbody>
<tr>
<td>Recreation</td>
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<td>Libraries and museums(p4-pg4)</td>
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<td>Community development</td>
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Smokefree Mid Canterbury feedback and recommendations

Smokefree Mid Canterbury commends council in adopting its Smokefree greenspace policy. A recent Canterbury/West Coast public survey informed us that the current smoke free policy is popular with the community with 94% and 65% of participants supporting Smokefree playgrounds and parks and sports fields respectively. The survey also indicated that 86% of participants supported a Smokefree designation for the entrance of buildings.

Recommendation:

That the council build on existing positive Smokefree policy initiatives to extend Smokefree policy to include other community spaces such as:

- entrances or building perimeters for Libraries and Museums
- EA Networks Centre and parking perimeter
- Art Gallery and Heritage Centre and parking perimeter
- any new development of land for parks and reserves
- Council supported events are always Smokefree events
- outdoor dining
- where a development opportunity, rebuild or refurbishment arise
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<td>Environment (p4-pg3)</td>
<td>We commend the council on the Environmental outcomes stated in this section, but bring to the attention of the council the environmental harm caused by leaching cigarette butts entering the storm water system. Cigarette butts have been shown to leach a variety of over 4,000 chemicals including heavy metals, especially lead cadmium and nicotine and ethylphenol. Recommendation: That the Council recognise the impact of cigarette butts on the environment and consider this aspect of environmental harm in discussions regarding the green spaces in Ashburton District.</td>
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</tbody>
</table>

Thank you for the opportunity to make this submission to the Long Term Plan.
References


iii Cigarette smoking behaviour, 'By age group, sex, and district health board area, 2013 Census data


v Cigarette smoking behaviour, 'By age group, sex, and district health board area, 2013 Census data


