

The benefits of smokefree outdoor areas

- **Customers want smokefree outdoor dining.** In Christchurch the Fresh Air Project 6 month pilot found that 95% of almost 2000 customers were in support of smokefree outdoor dining and 72% were more likely to visit the venue again because they were smokefree outdoors
- **It protects customers and staff** from the harms of second-hand smoke and prevents smoke drifting inside. There is no safe level of exposure to second-hand smoke, even outdoors
- **It protects our children.** Kids copy what they see, so reducing exposure to smoking reduces the likelihood that children will start to smoke
- **It helps people quit,** and helps those who have quit to stay smokefree. Most people who smoke want to quit. Exposure to smoking can trigger cravings and make it harder for those trying to quit
- **It reduces litter** and means your staff don't have to deal with ashtrays or cigarette butts

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"When we started (the 6 month smokefree outdoor dining trial) it was always about providing the best coffee experience and providing a healthier and more pleasant dining space for our guests and staff. Other store owners have seen how positive it's been for us, and the enthusiasm across all Coffee Culture stores to make the change has been huge. Like any business, any change has also got to be good for the bottom line. It's been good for us, so there's confidence that making their outdoor spaces completely smokefree will be great for their business too."

**Glenn Rewi : Owner of Merivale and Sumner
Coffee Culture**

***ALL COFFEE CULTURE STORES ARE NOW PART OF THE
FRESH AIR PROJECT**

5 easy steps to making your outdoor areas smokefree

Here is a checklist to help you make your outdoor areas smokefree & vape-free:

- ☐ Brief your staff on the change to smoke free outdoor areas
- ☐ Put smoke free signage in highly visible places in your outdoor eating areas
- ☐ Remove ashtrays, matches and lighters
- ☐ Coach your staff on how to approach customers who start smoking or vaping in your smoke free outdoor areas
- ☐ Tell your customers about going smoke free outdoors through social media, face-to-face communication and other advertising channels

Signage example and dimensions:



OTAGO AND SOUTHLAND DIVISION INC.



For more information visit:

freshairproject.org.nz

or contact the Cancer Society
Dunedin 03 477 7447
Invercargill 03 218 4108
Queenstown 027 448 7373



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Smokefree Outdoor Areas

A guide for cafés, restaurants
and bars



The Fresh Air project is an initiative supporting hospitality venues to have their outdoor dining areas 100% smokefree and vape-free. Venues will receive free wall signs, window stickers and table top signs, as well as being promoted on the Fresh Air Facebook page and website freshairproject.org.nz

The Fresh Air Project started out as a 6 month pilot launching in Christchurch in the summer of 2016. Since then many more Fresh Air Projects are up and running across New Zealand, supporting hundreds of venues to go totally smokefree. This guide provides some useful tips and advice for smooth implementation.

Tips for making your outdoor areas smokefree

Get your staff on-board

The transition to having smokefree outdoor areas will go more smoothly if your staff are involved in the process. Make sure your staff know:

- Why your outdoor areas are going smokefree and vape-free
- The benefits of having smokefree & vape-free areas
- How to communicate with customers about going smokefree outdoors
- How to approach a customer if they start smoking or vaping and politely inform them that the area is now smokefree and vape-free

This is also a good opportunity to support staff members who want to quit smoking. Resources and advice can be found at quit.org.nz.

Make sure your customers know

Communicating with your customers is the key to having successful smokefree outdoor areas.

- Signage is an effective way to inform your customers that your outdoor areas are smokefree & vape-free. Display signs in prominent places in your outdoor areas. Free wall signs and window stickers are available from the Fresh Air Project
- Face-to-face communication with regular customers will help spread the word about smokefree outdoor areas. It's also a good opportunity to let them know why your outdoor areas have gone smokefree and vape-free. Do this in advance of launching your smokefree outdoor space, most customers will be very supportive
- Remove any ashtrays, matches and lighters from your outdoor areas, as these can be interpreted as cues that it's OK to smoke
- Advertise your smokefree outdoor areas on social media and in any other regular communications you have. This is also a great way to discuss the reasons for going smokefree outdoors

Frequently Asked Questions (FAQs)

Won't making outdoor areas smokefree be bad for business?

National and international evidence indicates that there is a positive or neutral impact on business from making outdoor areas smokefree. Feedback from businesses in New Zealand and overseas is that smokefree outdoor areas provide a better environment for staff and are more enjoyable for customers.

Won't customers be upset?

Public support is high for smokefree outdoor dining. In Christchurch the Fresh Air Project 6 month pilot found that 95% of almost 2000 customers were in support of smokefree outdoor dining.

Can we have designated smoking areas?

The short answer is no. The Fresh Air Project recognises that separated dining areas still expose customers and staff to the harmful effects of second hand smoke. Smoke easily drifts to non smoking areas. Having a completely smokefree establishment is easier to manage and provides the best health benefits.

What about electronic cigarettes (vaping)?

To be part of the Fresh Air Project your smokefree outdoor areas need to be vape-free as well.

