



# A GUIDE TO SMOKEFREE EVENTS

Planning smokefree events is an important step towards reducing the negative impact of smoking on our community and supporting smokefree environments. This guide has tips and tools on how to plan and deliver a smokefree event.



## Smokefree events

- encourage people to quit smoking, non-smokers to not start and ex-smokers to stay smokefree
- protect children and babies from harm by reducing exposure to second and third hand smoke.

## What is a smokefree event?

A smokefree event means that everyone at the event will refrain from smoking cigarettes, cigars and tobacco products during the event and on all event grounds. 100% Smokefree. No smoking will be allowed anywhere on the site where the event is operating.

- In all areas where staff, volunteers, stall holders and vendors are working.
- In all main thoroughfares.
- At the entrance and exit of the event.
- In all areas where food and drink are being served.
- During set up and pack down.
- No designated smoking areas.
- No tobacco sales or promotion.
- No ashtrays or other smoking prompts.
- No vaping (people using e-cigarettes).

## Did you know?

The public support smokefree events. In 2010 a Hawke's Bay survey found 71% said no to smoking at outdoor music or sporting events (including festivals).

The fewer smokers seen in public the easier it is for smokers to stop smoking.



## Start with a smokefree event policy

It's a good idea to write down what you will do to create a smokefree event. We have put together a **sample smokefree policy** to get you started.

Make sure you tell your staff and volunteers you are committed to smokefree events by providing a link to your policy on websites and registration forms.

### What do the people coming to your event think?

Understanding what the people coming to your event think about your smokefree event will influence what you do. We can work with you to survey your event and provide you with the feedback that really counts!

The logo for 'fresh air zone SMOKEFREE'. 'fresh air' is in blue lowercase letters with a bird icon above the 'i'. 'zone' is in large blue letters with a white bird icon above the 'o'. 'SMOKEFREE' is in green uppercase letters below 'zone'.

### Events on Council land

Napier City Council and Hastings District Council are making all public places and public events smokefree. This means that events held in council owned urban parks, sportsgrounds and reserves will be smokefree.

### Tips...

- Consider a 10 metre boundary as part of your smokefree events policy
- Remove ashtrays or other smoking prompts
- Do not provide designated smoking areas, these are difficult to enforce and manage and normalise smoking to children and young people



# Spread your smokefree message

Here are some great ways to spread your smokefree message. Make sure everyone knows about it.

- Display signs in visible locations including your event entrance and in locations where people congregate, near food vendors & toilets.
- Ask food vendors and stall holders to display smokefree signage and provide them with resources.
- Display digital smokefree messages and video clips on big electronic screens at the event.
- Make sure all tickets have the smokefree logo.
- Include smokefree messages at event briefings.
- Include smokefree messages in media articles and social media.
- Ask your convenor or **MC** to make regular smokefree announcements during the event.
- Provide smokefree resources to event staff, security, volunteers & Māori wardens.

## Use the Smokefree logo

The following logos are used throughout the country and can be added to existing events signs and ticketing .

Here are the [logo guidelines](#) You can order [free signs](#) for your event as well.



## Tips...

- It is important to explain to staff your smokefree event policy is in place regardless of personal views and that they are expected to support the policy as part of working at your event.
- Staff, security, volunteers and Māori wardens in event uniform should not smoke while working at the event or in any public area.



# Stop smoking support at your event

Provide stop smoking support and information at your smokefree event.

Stop smoking services' providers' understand how to start conversations with smokers considering stopping and ex smokers who need support to remain smokefree. This involves behaviour support and stop smoking medicine.

- Provide your staff with optional stop smoking support as part of the event staff briefings and education
- Offer stop smoking support to staff who would like to quit smoking

## Useful Resources and Websites

[Sample smokefree Policy](#)

[Smokefree Signs & Resources](#)

[Merchandise](#)

[Quitline](#)

[Cancer Society](#)

[Napier Health](#)

[HBDHB Smokefree Service](#)

## Hawkes Bay Stop Smoking Services

### Te Haa Matea

Choices, Kahungunu Health & Social Services. Te Kupenga Hauora – Ahuriri

Te Taiwhenua o Heretaunga, HBDHB  
Smokefree Service



**0800 300 377**

There is help and support available, together we can help your event be 100% smokefree.  
Contact us on 0800 300 377 HB Smokefree Service.