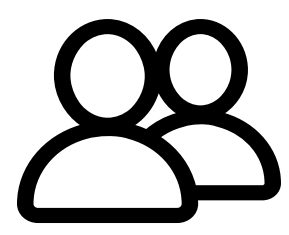


KEY FINDINGS

Respondent overview



Over 950 people surveyed

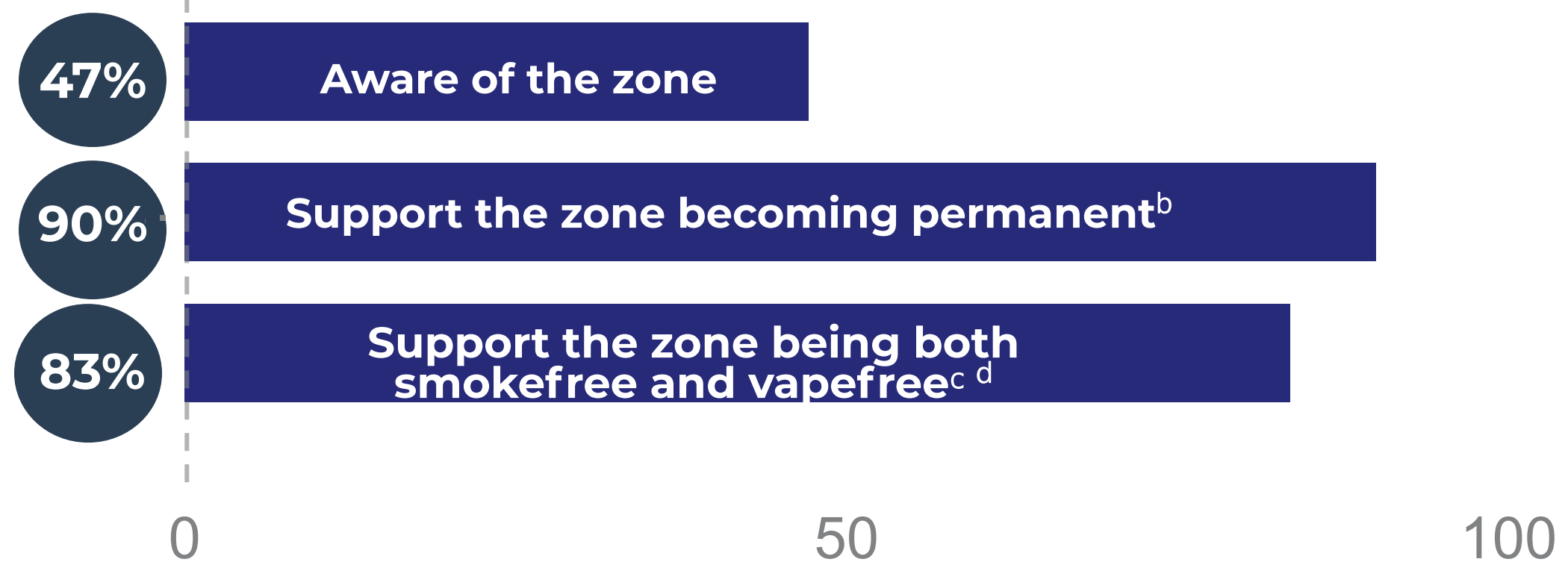
This summary infographic presents key findings from 681 visitors to Hanmer Springs, 222 residents/property owners in Hanmer Springs, and 54 local business owners/managers.



Visitors - 681 respondents

- The majority of visitor responses were collected via feedback cards (n=548) in accommodation providers and via face-to-face interviews on the street (n=133)
- Less than 5 percent of responding visitors reported being smokers and 4 percent reported being vapers

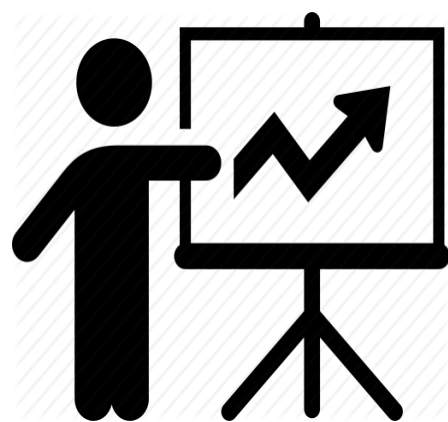
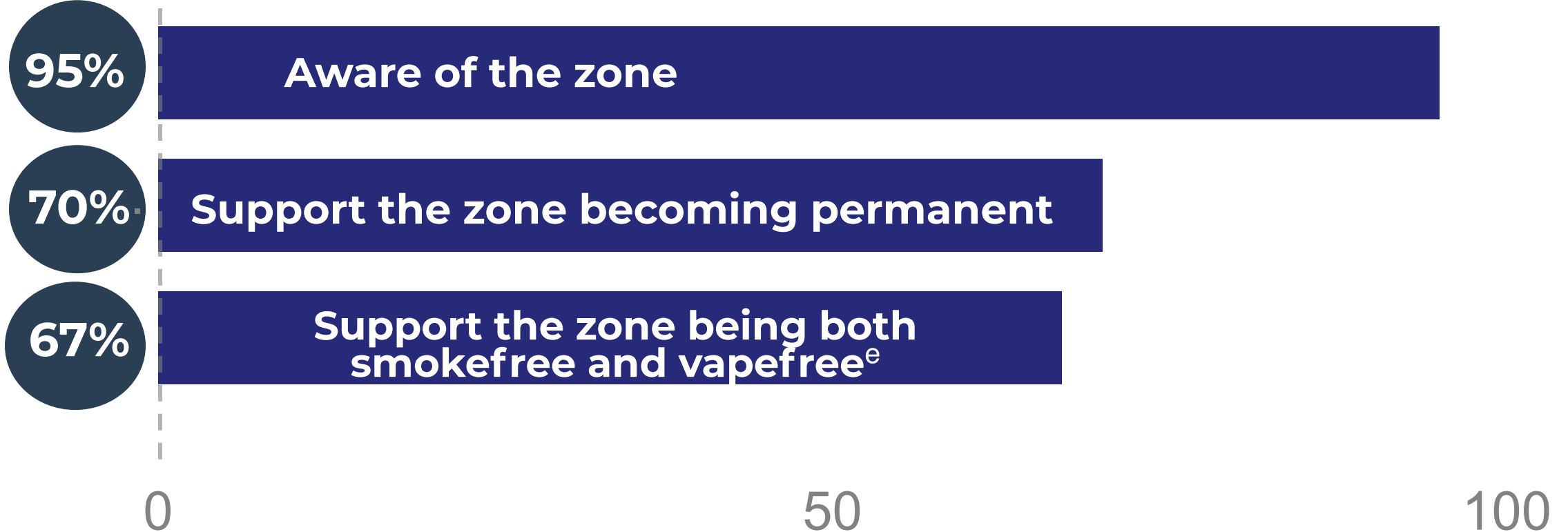
What responding visitors said about the Hanmer Springs smokefree and vapefree zone



Residents - 222 respondents

- Resident responses were collected via face-to-face interviews on the street (n=56) and an online survey (n=166) shared through Facebook and community networks
- 11 percent of responding residents reported being smokers and 5 percent reported being vapers

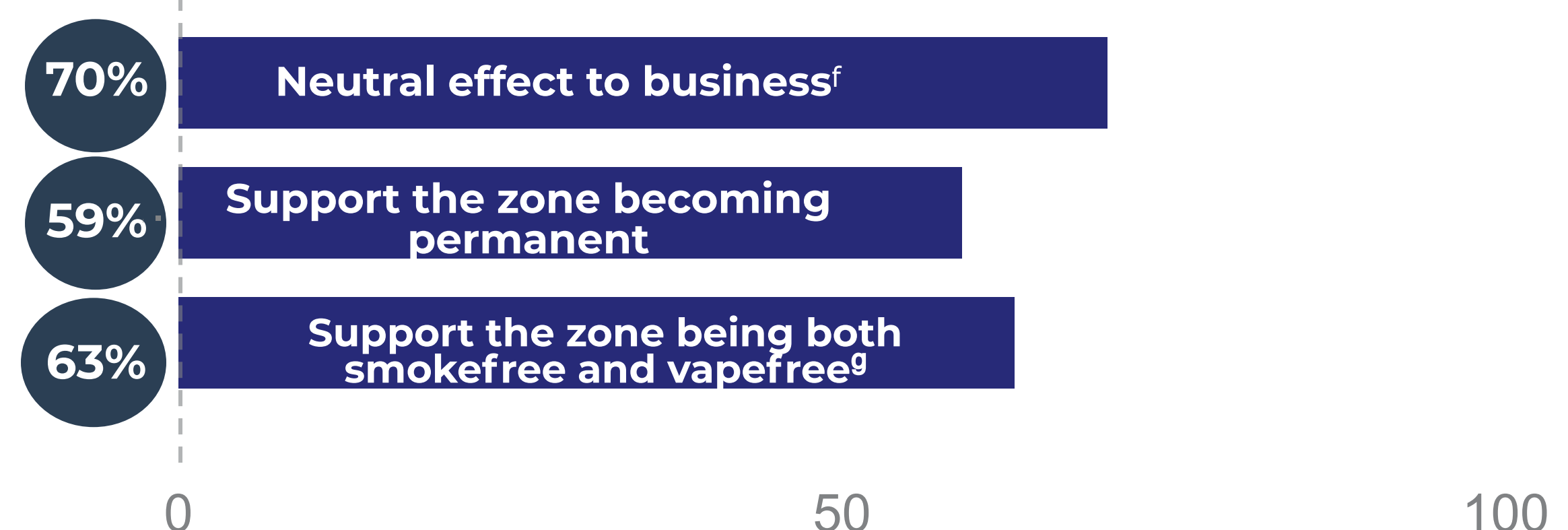
What responding residents said about the Hanmer Springs smokefree and vapefree zone



Business owners - 54 respondents

- Business responses were collected via a face-to-face interview (n=23) and an online survey (n=31) shared via email
- 37 percent of responding business owners/managers reported that at least one of their staff members smoke or vape

What responding business owners and managers said about the Hanmer Springs smokefree and vapefree zone



Breathe Easy in Hanmer Springs

Evaluation of the smokefree and vapefree trial 2019

Hanmer Springs, an alpine tourist centre in the South Island, recently trialed a voluntary smokefree and vapefree zone across designated retail/business streets and adjacent public spaces (over a six-month period). The smokefree and vapefree zone was the result of a collaborative partnership with the Cancer Society, the Canterbury DHB, local council, businesses, and the community.

The evaluation^a of the Hanmer Springs smokefree and vapefree zone was undertaken following a request from the Cancer Society. The evaluation used a mixed-methods design which involved the collection and analysis of information from nearly 1,000 respondents. The overall aim of the evaluation was to assess and report on the general levels of awareness of the zone, the attitudes of stakeholders, the overall level of support for the continuation of the zone, smoking/vaping prevalence, and any unintended consequences of the zone.

^b Only asked of visitors interviewed on the street (total respondents = 128).

^c Respondents were asked to differentiate between: smokefree and vapefree, just smokefree, or no restrictions.

^d A further 8% of responding visitors indicated vaping should be allowed in the zone (but supported smokefree) and 9% indicated both vaping and smoking should be allowed in the zone.

^e A further 6% of responding residents indicated vaping should be allowed in the zone (but supported smokefree) and 27% indicated both vaping and smoking should be allowed in the zone.

^f A further 13% of responding businesses indicated the zone had a positive effect on their business and 17% indicated it had a negative effect.

^g A further 4% of responding businesses indicated vaping should be allowed in the zone (but supported smokefree) and 32% indicated both vaping and smoking should be allowed in the zone.

^a The evaluation was conducted by the Information Team from Community and Public Health (a division of the Canterbury District Health Board). The evaluators had no role in the development of the smokefree and vapefree zone programme plan or implementation.

Additional evaluation findings

Would visitors* be more or less likely to visit other places in NZ that have smokefree and vape-free zones?



*Only includes visitors who responded via feedback cards (total respondents = 547).

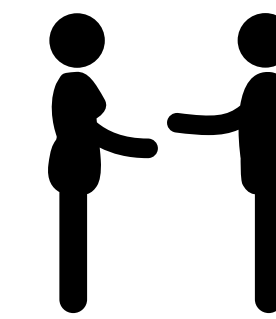
EVALUATION METHODS



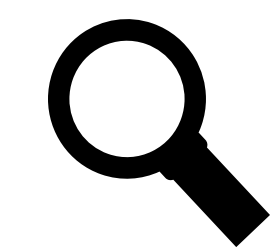
197 responded online



548 completed feedback cards



212 were interviewed face-to-face



10 hours and 46 minutes of field observations

Example comments

"I think it's fantastic. We should be able to enjoy our outdoor spaces with fresh air" (Business owner)

"Someone (some town) has got to lead the way for other towns/cities to follow. It's a good fit for the community too - one that promotes an active lifestyle" (Resident)

"If it's not illegal it shouldn't be banned. Freedom of choice" (Resident)

"Good concept. Need to be realistic about timeframes to become 'normal' Stick with it! Long-term" (Business owner)

One policy [smokefree and vape-free] is a good one..." (Visitor)

"It is what is best for the community not the smokers" (Resident)

"I think both habits are intrusive to others..." (Visitor)

"We are a tourist town, and need as many people as possible to visit our beautiful area. We now have serious competition from other areas in the South Island, and cannot afford to be picky on who comes here" (Business owner)

Field observations: smoking/ vaping prevalence

Field observations were conducted over five weekend days (in two periods) and all coincided with school holidays. A total of 7,034 adults were counted. During the first observation period (prior to the trial), 2% of adults were observed smoking and vaping in the zone and, for the second period (during the trial), this proportion was approximately 0.5%**. Walking loops were also conducted in the zone, and clusters of smoking behaviours were observed in green spaces within the village, including playgrounds. Substantial cigarette litter was visible outside the cafés and bars along Jack's Pass Road and Conical Hill Road.

*Observed outdoors, in specified public spaces (not necessarily a measure of the proportion of people who smoke and/or vape in Hanmer Springs on any given day).

**Overall, 110 smokers/vapers were observed 'in-zone' during the field observation scans and walking loops.