

**Briefing Paper to the Health and Wellbeing Board****Wards: ALL**

20 March 2018

**Smoke Free Playgrounds Update****Briefing Paper of the Head of Service on behalf of Corporate Director for Public Health and Adult Social Care.****1. Purpose of the Paper and Summary**

1.1 As agreed at the Health and Wellbeing Board 18 July 2017 this paper is to provide an update on smoke free playgrounds and the effectiveness of the voluntary code, in order to determine whether the Board wishes to pursue the implementation of a Public Space Protection Order.

**2. Background**

2.1 Smoking continues to be a significant health issue for Hull, killing 40 adults a month. Smoke free playgrounds supports Hull's ambition for a smoke free generation; helping to de-normalise smoking and make it 'invisible' to children and young people.

2.2 A paper was brought to the Board in March 2017 outlining the case for smoke free playgrounds while the Board backed the concept they asked for a further report to be submitted considering the potential introduction of a Public Spaces Protection Order (PSPO) to enforce the initiative.

2.3 The use of a PSPO for enforcing smoke free playgrounds paper was taken to the Board in July 2017. The Board endorsed the scheme via use of a voluntary code with a condition that a report be brought back as to the effectiveness to determine if a PSPO should be pursued.

2.4 Smoke free playgrounds was adopted as part of the Open Spaces Strategy which was approved by Cabinet in April 2017, this stated 'All children's playgrounds to be smoke free through the adoption of a city-wide voluntary code'.

2.5 The scheme launched in August 2017, receiving positive press coverage from both local and national media. The signs designed by local children were installed within the fenced off areas of all Hull's children's playgrounds.

### 3. Issues for Consideration

- 3.1 Research states 'that the success of outdoor bans depends of the size of the areas covered, the ways the policy is communicated (for example, signage), and the extent of public support' (G Thomson et al, 2008, 'Should smoking in outside public spaces be banned?' British Medical Journal, <http://www.bmj.com/content/337/bmj.a2806>). In Hull there is signage in all of the parks and the launch of the scheme received excellent media coverage and support from the public.
- 3.2 Discussions have taken place with senior managers and park staff from HCAL (Hull, Culture and Leisure Ltd) who manage the parks across the city as to their opinion of the effectiveness of a voluntary code for smoke free playgrounds. They reported back a general sense of compliance in the fact that:
- They have had no reports of non-compliance.
  - They have had no complaints from members of the public with regards to the voluntary smoking ban in playgrounds.
  - No signs have been reported as needing replacement due to issues such as vandalism.
- 3.3 The marketing and communication team have reported that the media response was positive securing coverage from: Hull Daily Mail, KCFM, ITV Calendar, Look North, Viking FM, Yorkshire Post and Radio Humberside. There was no negative press, although most media did stress there would be no enforcement of the ban. Across all media, the story was well- presented, received and understood, with media and public asking relevant and reasonable questions about the policy. In summary the exposure it received was extremely good, with the story picked up by all local media, across radio, TV and print.
- 3.4 Alongside this a tour of seven playgrounds during February 2018 half term took place to carry out spot checks of compliance of the voluntary smoking ban; Noddle Hill, East Park, Dorchester Road, Princess Elizabeth, Pickering Park, West Park and Marfleet. During these spot checks the compliance level was high and the parks were well attended.
- 3.5 Since the initial launch of Smoke free playgrounds there have been no further comments to Public Health from FOREST (Freedom Organisation for the Right to Enjoy Smoking Tobacco).

### 4. Next steps

- To continue with smoke free playgrounds via a voluntary code.
- Develop a joint approach with HCAL to monitor the level of compliance and behaviour in the parks through the busier periods of spring and summer.
- Continue to expand the de-normalisation of smoking areas as part of the work of Hull's Alliance for Tobacco Control (HALT) group, for example smokefree school gates.

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on behalf of Corporate Director**

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Officer Interests: None

Background Documents: - None