

IMAGINE IF OUR PUBLIC PLACES WERE SMOKEFREE AND SMOKING ISN'T VISIBLE TO OUR CHILDREN

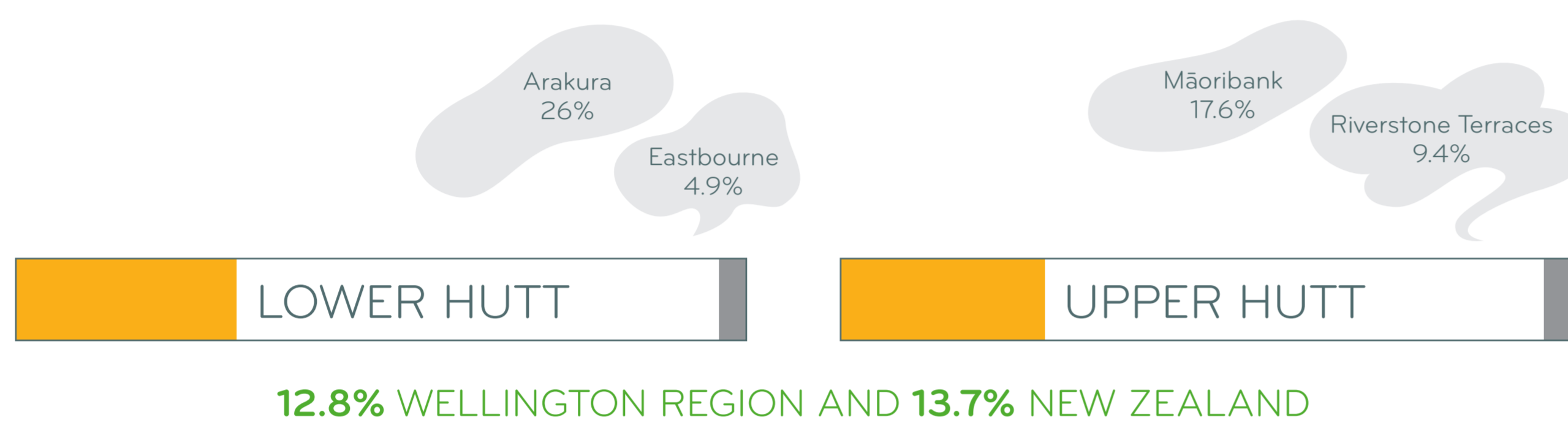


Lower Hutt proud to be smokefree

Healthy Families Lower Hutt has led implementation of Hutt City Council's Smokefree Outdoor Public Places Policy to demonstrate what can be achieved if we are bold and use the voices of our community to drive policy change. We're now supporting Upper Hutt City Council on their smokefree journey in partnership with Hutt Valley District Health Board.

OUR CHALLENGE

16.6% OF HUTT VALLEY RESIDENTS SMOKE | 32.5% MĀORI | 27.2% PASIFIKA | 10.1% ASIAN



SMOKERS AT TIME OF GIVING BIRTH AT HUTT HOSPITAL

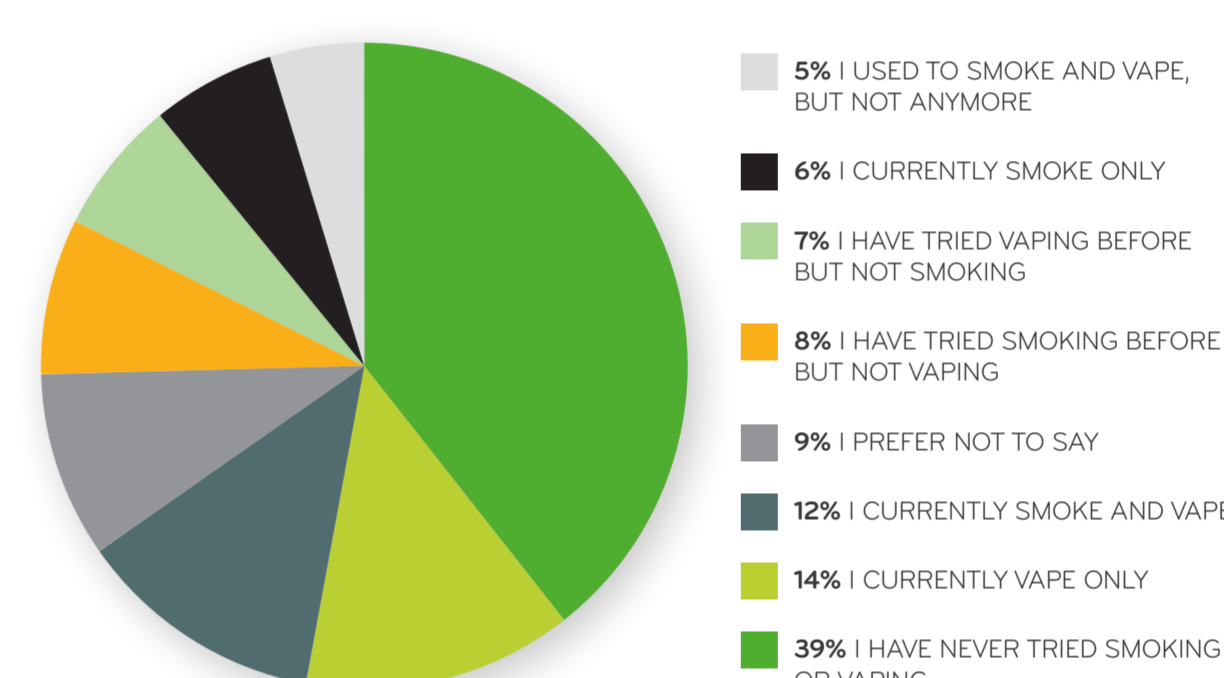
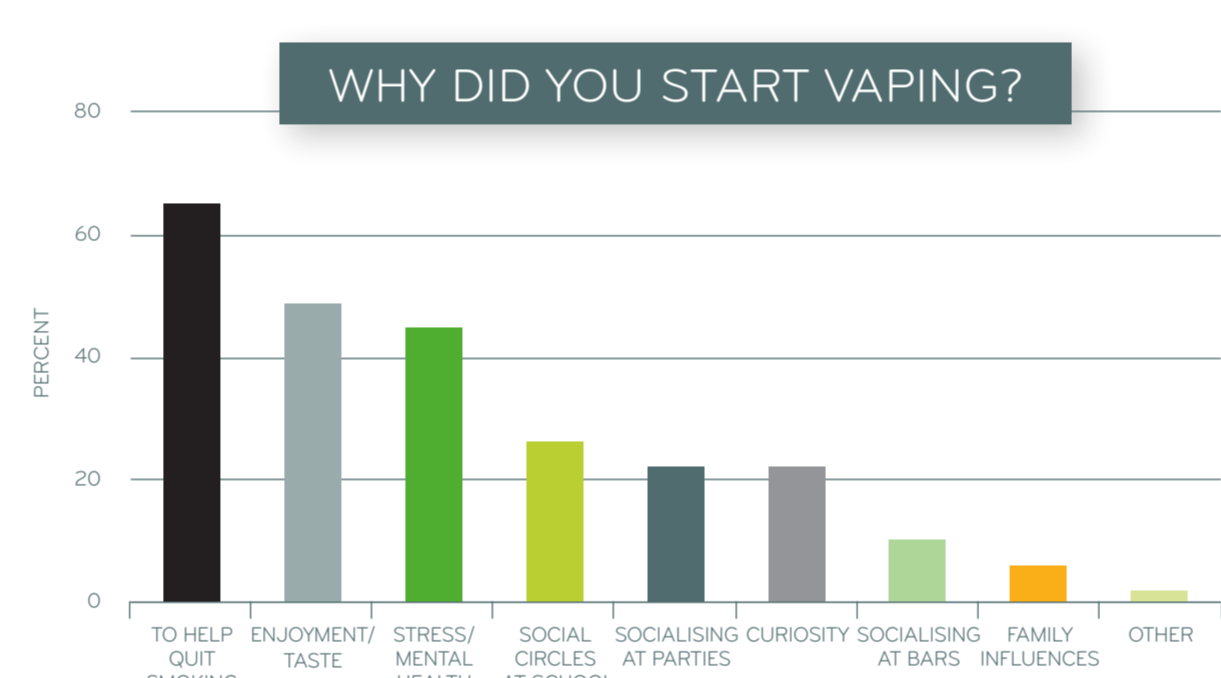
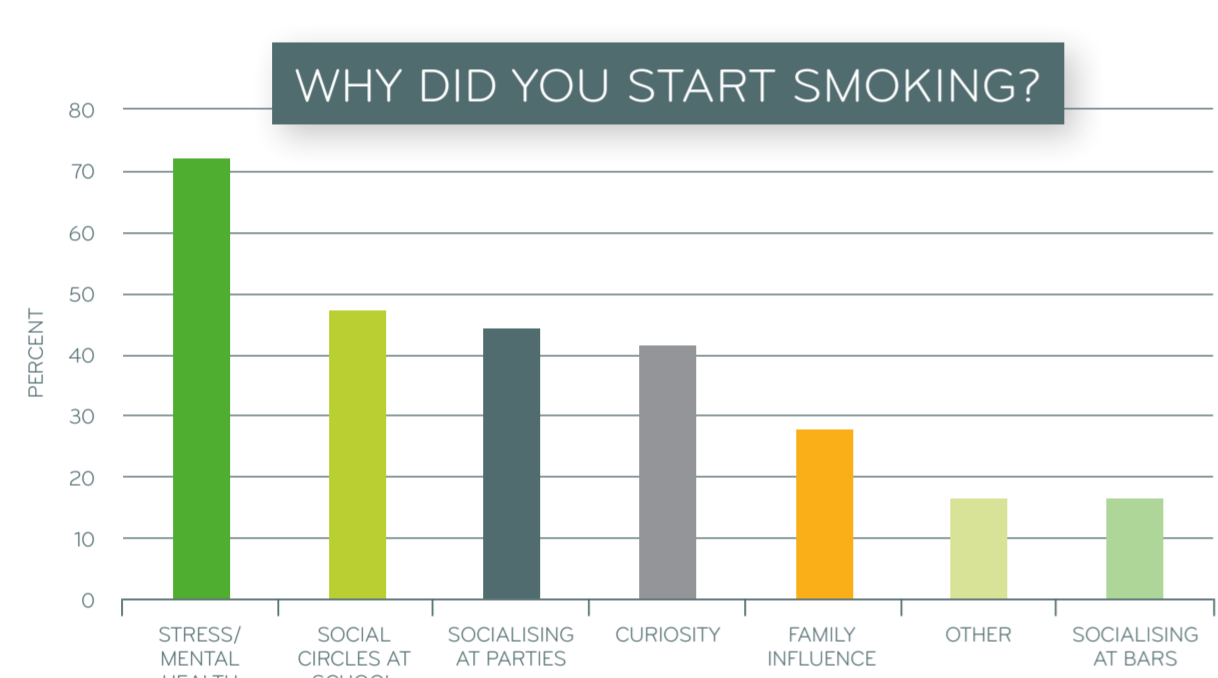
38% MĀORI
15% PASIFIKA
7% OTHER



THE PERCENTAGE OF MOTHERS WHO SMOKE IS HIGHEST IN THE YOUNGER AGE GROUPS

97% of people we've talked to don't want smoking or vaping in places that children are likely to be.

HUTT CITY YOUTH COUNCIL SURVEYED 236 OF THEIR PEERS AND FOUND:



RAISING A SMOKEFREE AND VAPEFREE GENERATION

Smokefree public places policies and practices



Shared insights and learnings from community



Smokefree and vapefree normalised for next generation



IMPACT



REORIENTATION OF FUNDING FROM HUTT VALLEY DHB INTO HEALTHY FAMILIES LOWER HUTT TEAM TO LEVERAGE LOCAL GOVERNMENT LEARNINGS IN UPPER HUTT.



OPPORTUNITIES

- Take a **strengths-based approach** that resonates with the community and their desire to **raise a smokefree and vapefree generation**.
- Gather evidence and **community insights** around **smokefree and vapefree environments** to inform legislation reviews.
- Support Local Government to use their policy levers to **drive denormalisation**.
- Leverage the **community interest** in vaping to **drive the smokefree environments** agenda.

WHAT CAN YOU DO?

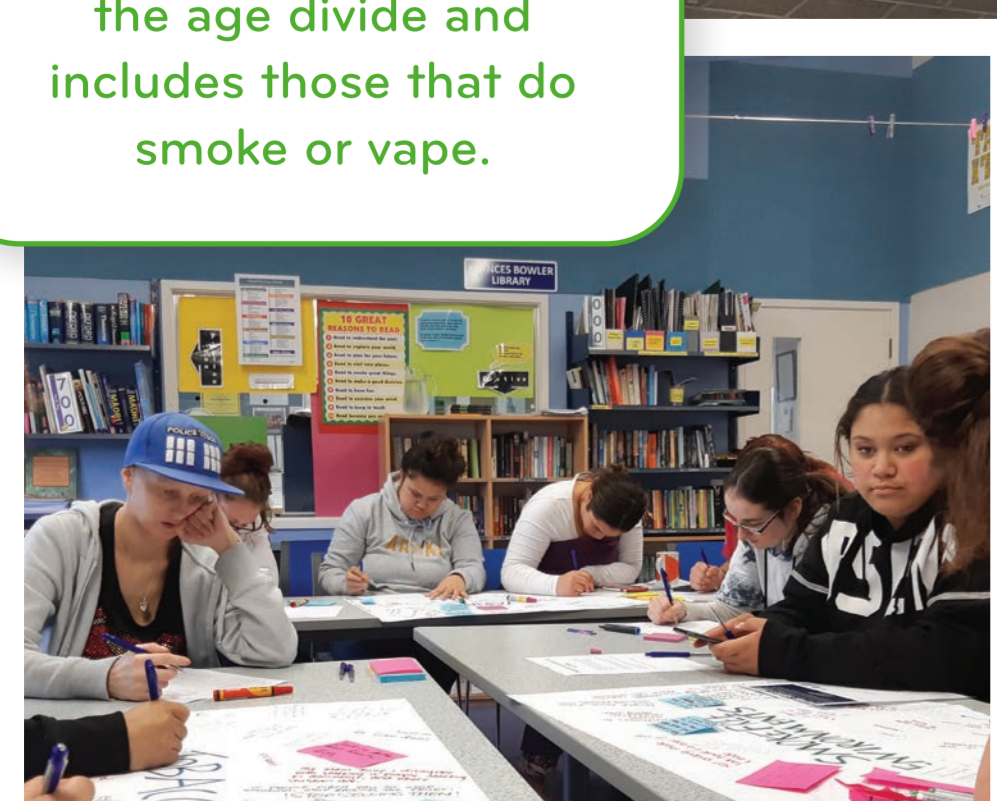
- Privilege community insights and lived experiences as **evidence of equal value**.
- Use **leadership and advocacy** locally and nationally to **influence change**.
- Invest in **capturing young people's voice** and lived experiences and share with sector.



People understand the impact of role modelling and raising a smokefree generation, this spans the age divide and includes those that do smoke or vape.



I don't think non-smokers should take it up but it's a godsend to those of us with many years of addiction to nicotine. I've been vaping for two years now and I haven't touched a cigarette since and truly believe I never will again.
- COUNCIL STAFF MEMBER



In a focus group with teen parents, even those who started smoking as young as twelve were adamant about there being a smokefree environment for their children.



Smokefree environments should be places where babies are.
- TEEN MUM, 16



Our community agrees that you do not vape in places where you are not allowed to smoke.