



## What did they do?

Prior to the introduction of smoke-free legislation (2016), Ipswich City Council passed a local law prohibiting smoking at taxi ranks, public transport waiting points and two pedestrian malls. While the 2016 legislation has made these areas smoke-free throughout Queensland, this case study illustrates local government implementation of additional laws to protect the public from second-hand smoke exposure. Local governments have the power to implement a local law in any public place that is not already covered by state-wide tobacco laws.

## How did they do it?

Ipswich Council's Mayor and Councillors along with Ipswich Council's Health Security and Regulatory Services Department took ownership of this initiative and implemented it in collaboration with the Marketing Department and the Department of Works, Parks and Recreation.

Ipswich Council decided to avoid the 'you can't smoke here anymore' approach and instead framed it positively, focussing on preventative health. The initiative was marketed as the 'Breath of Fresh Air' campaign.

The 'Breath of Fresh Air' campaign was promoted at every high traffic bus stop, using ad shells and enforcement signage. There were also two taxis and one bus 'wrapped' with campaign messages. This allowed the message to spread across the city and to bus and taxi areas that were not considered as high traffic. Council's website and social networking websites were also used to promote the 'Breath of Fresh Air' campaign. A brochure was included in every residents rates notice for the first quarter of the year to advise about the new smoking ban.

Signage was located on cigarette butt bins, on the customer service centre windows and in windows of vacant shops in the mall. Scripting

was also provided to customer service centre staff, including where the designated smoke-free areas were and how to handle and direct complaints. For those matters that were not manageable at this level, they were referred to an Environmental Health Officer.

A preventative health expo was held in the mall on Friday 25 January, a week before the introduction of the new law. This allowed



patrons of the mall to ask questions and receive information about other preventative health services.

Initially the new smoke-free local law was introduced as an interim law which after six months was reviewed and deemed a success. It was then approved as a permanent local law.

## What did it cost?

The budget was \$15,000 to deliver the whole campaign, not including enforcement.

## How was it received?

Overall the smoke-free public places have been well received and well supported by the local community. No significant barriers have arisen however Council staff have noticed that people are congregating in nearby alleyways to smoke, which are not part of the mall (private property)

# Case study: Ipswich City Council smoke-free public places

and therefore not under Council's jurisdiction. Ipswich Council is looking at ways to address this but ultimately these alleyways are not high traffic areas.

Since the ban was introduced, a few penalty infringement notices (PINs) have been issued. Council decided to issue warnings only on Friday 1 February and commenced issuing PINs from Monday 4 February. Council's position is that there is sufficient signage and lead-up time for people to be aware of the ban and therefore only provided warnings on the first day. Because the mall and streets are mostly used by locals and not tourists, Council felt the promotional strategies used above were appropriate. Council also found that using the smoke-free law in the Queen Street Mall as a case study helped to explain to residents why Council was implementing the law, and why it was important.

## What would they have done differently?

Council could have considered the issue regarding smoking occurring in the alleyways however these were not visible from the mall and so did not stand out as potential barriers when planning was underway.

As a mall is typically a heavily advertised place, the new no-smoking signs blend in with other signage. As such, it may have been worthwhile



to consider more street markings. If you enter the mall area from certain streets or car parks, street markings are not visible. More street markings in different areas would make it clearer where smoking can or cannot occur. The new street markings consist of wide lines with the words 'NO SMOKING' written below, in very bright yellow.



**“There is a definite community expectation that a smoking ban will be implemented and this is strongly supported by the majority of Ipswich residents. We are implementing this ban as it is important that we do as much as we can to ensure that we reduce the public's exposure in Ipswich to passive smoking.”**

— Ipswich Mayor, Paul Pisasale