



**Heart Foundation
Submission on
Adelaide City Council
By-law No 6 Rundle Mall**

January 2011

**National Heart Foundation of Australia
(South Australian Division) Inc**
ABN 70 140 886 652

155-159 Hutt Street
Adelaide SA 5000
Telephone 8224 2888 Facsimile 8223 1416
E-mail sa@heartfoundation.org.au

Heart Foundation

The Heart Foundation has been an independent charity for over 50 years and our vision is for Australians to have the best cardiovascular health in the world. The Heart Foundation's mission is to reduce suffering and death from heart, stroke and blood vessel disease in Australia.

Cardiovascular disease refers to the group of diseases – including coronary heart disease, heart failure, stroke and peripheral vascular disease – that affect the heart and blood vessels.

Summary

Under the City of Adelaide Act 1998, Adelaide City Council can make by-laws which regulate, control or prohibit activities, which, in the opinion of the Council, are likely to affect the use or enjoyment of the Mall.

The proposed by-law proposes to regulate, control and prohibit a range of activities in Rundle Mall and in the vicinity of Rundle Mall. The Heart Foundation recommends that the proposed By-Law 6 be extended to prohibit smoking in Rundle Mall and its vicinity.

Interstate, a number of major cities have successfully introduced smoke-free outdoor malls with support from both the community and retailers.

Prohibiting smoking in Rundle Mall will increase the community's enjoyment of the Mall while protecting the community from second-hand smoke and promoting a positive health message.

Rationale for a Smoke-free Rundle Mall

Rundle Mall is considered the premier shopping destination and meeting place in Adelaide and is a flagship for the marketing of our state to international tourists.

Visitor and shopper enjoyment of Rundle Mall is, however, negatively impacted by the smoking habits of others. Prohibiting smoking in Rundle Mall and its vicinity ("**Rundle Mall**") would increase its amenity, especially to the vast majority of South Australians (nearly 80% of adults) who do not smoke¹, while contributing positively to changing the culture around the social acceptability of smoking.

Breathing other people's smoke (second-hand smoke) is harmful to both smokers and non-smokers and is associated with an increased risk of cardiovascular disease, South Australia's biggest killer².

Second hand smoke affects the cardiovascular system in non-smokers in multiple ways, similar to those experienced by active smokers. Comparatively low exposures to second-hand smoke can cause a disproportionately high amount of damage. Even brief exposure to second-hand smoke – from minutes to hours – may have almost as great an effect (up to 90%) on the cardiovascular system of non-smokers as active smoking has on the cardiovascular system of smokers³. About 90% of the deaths caused by second-hand smoke in adulthood in Australia in 2004-05 were due to coronary heart disease.

Increasing community awareness of the harmful effects of second-hand smoke has led the community to accept, and expect, the availability of smoke-free areas. Nearly three-quarters of South Australians are concerned about their exposure to passive smoking generally and there is a high level of public support for further smoking restrictions in public spaces, including playgrounds (96.3%), alfresco dining and sporting grounds⁴.

The concentration of outdoor second-hand smoke is a product of the density and distribution of smokers, wind direction and speed, and the stability of the atmosphere⁵. High outdoor second-hand smoke concentrations are generated by high smoker density, low wind velocities and stable atmospheric conditions, all of which can be found in Rundle Mall

There is emerging evidence measuring how smoking affects air quality in outdoor locations such as alfresco cafes and playgrounds.^{6 7 8 9 10} A recent study which measured cigarette smoke levels in a variety of outdoor locations showed that a person sitting near a smoker in an outdoor area could be exposed to levels of cigarette smoke similar to those of someone sitting in an indoor tavern where smoking is allowed¹¹ while in busy alfresco areas with numerous smokers present, non-smokers may be exposed to a considerable amount of second-hand smoke. A recently published study from Perth⁵ demonstrated that even in outdoor well-ventilated areas, second hand smoke levels can be high enough to be a health risk to others nearby.

Community acceptance of outdoor smoking bans in South Australia has been demonstrated in a number of public places including:

- Adelaide Zoo
- Hindmarsh Stadium
- Adelaide Oval (smoking permitted in designated areas only)
- University of Adelaide (being phased in over 12 months, covering all buildings and facilities, all outdoor areas, including gardens, sporting grounds and car parks at the University's campuses)
- All SA Health hospital and health services grounds – including gardens and entrance ways

Interstate, councils have successfully banned smoking outdoors in public places including malls, playgrounds, alfresco dining areas, playing fields, sporting grounds and facilities, council sponsored/run events, and beaches.

- In New South Wales, 76 councils (50% of all councils) have some form of smoke-free outdoor areas policy including 74% of Sydney metropolitan councils¹².
- Hobart City Council has approved a smoking ban for Elizabeth Mall, Wellington Court and the Hobart Bus Mall. A survey carried out as part of council consultations found 75% public support for smoke free

alfresco dining, 63% of businesses also approve of a ban while 72% of Elizabeth Mall business owners support smoke-free alfresco dining in the mall.

- Brisbane City Council announced in 2010 that the Queen Street Mall and Albert Street cross mall will become totally smoke-free. Brisbane city council's research and consultation feedback showed that 82 per cent of people wanted a total ban¹³.
- Frankston Council in Victoria is undertaking a 6 month trial of an outdoor 'No Smoking Zone' in a designated high pedestrian traffic zone in the CBD (Shannon Street Mall, Station Street Mall, the western side of Young Street, Stiebel Place and Gallery Lane)¹⁴.

Adelaide City Council has the opportunity now to show leadership by prohibiting smoking in Rundle Mall under the proposed by-law 6.

Smoke free outdoor areas will not only protect people from second-hand smoke but for children, who no longer have to witness large numbers of smokers, it will de-normalise smoking so they are less likely to start in the first place.

There is also evidence to suggest that smoking restrictions support smokers who are trying to quit as well as reduce their overall cigarette consumption. Many smokers who have tried to quit reported that a trigger to relapse was seeing someone smoking (54%) or smelling cigarette smoke (40%).¹⁵

Recommendation

The Heart Foundation strongly recommends that Adelaide City Council By-Law 6 be extended to prohibit smoking in Rundle Mall and its vicinity.

Prohibiting smoking in Rundle Mall will increase the community's enjoyment of Rundle Mall while protecting the community from second-hand smoke and promoting a positive health message.

¹ TCRE. Key smoking statistics for SA – 2009. Adelaide, Australia: Tobacco Control Research and Evaluation, Cancer Council SA, April 2010

² Australian Bureau of Statistics. 3303.0 Causes of death 2008. Australian Bureau of Statistics 2010

³ Scollo M, Winstanley M [Editors]. Tobacco in Australia: Facts and issues. Third edition. Melbourne: Cancer Council Victoria; 2008. Available from:
<http://www.tobaccoinaustralia.org.au>

⁴ TCRE. Key smoking statistics for SA – 2009. Adelaide, Australia: Tobacco Control Research and Evaluation, Cancer Council SA, April 2010

⁵ Stafford J, Daube M, Franklin P. Second hand smoke in alfresco orders. Health Promotion Journal of Australia 2010; 21:99-105

⁶ Repace JL. Banning outdoor smoking is scientifically justifiable. Tob Control 2000; 9:98 (Spring)

⁷ Repace J. Measurements of outdoor air pollution from second-hand smoke on the UMBC campus (<http://www.repace.com/pdf/outdoor.pdf> accessed 8 March 2009)

⁸ Boffi R, Ruprecht A, Mazza R, et al. A day at the European Respiratory Society Congress: passive smoking influences both outdoor and indoor quality (letter) Eur Respir J. 2006; 27:862-863

⁹ U.S. Department of Health and Human Services. The health consequences of smoking: a report of the Surgeon General. Atlanta, GA:U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Centre for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2004

¹⁰ Turner P. Air monitoring for cigarette smoke. Unpublished report for the Cancer Council NSW, 12 May 2005

¹¹ Klepeis NE, Ott WR, Switzer P. Real-time measurement of outdoor tobacco smoke particles. J Air Waste Manag Assoc 2007;57:522-534

¹² Heart Foundation media release: Time for State Government to take responsibility for outdoor smoking laws

¹³ <http://www.queenstreetmall.com.au/> accessed 6 January 2011

¹⁴

http://www.frankston.vic.gov.au/About_Frankston_City/Smoke_Free_Outdoor_Area_Trial/index.aspx accessed 13 January 2011

¹⁵ Centre for Health Research and Psycho-oncology. Tracking NSW community attitudes and practices in relation to tobacco: a biennial telephone survey. March 2007. Unpublished report by The Cancer Council NSW