



Government of Western Australia
North Metropolitan Health Service
Mental Health, Public Health and Dental Services



CITY OF VINCENT

Smoke Free Town Centres Project



Tobacco
behaviour audits:
methodology and
reflections



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One team, many dreams.

Care / Respect / Innovation / Teamwork / Integrity



Healthway project goal

To reduce smoking by **40%**
in five smoke free town
centres by **November 2023**.



Methodology

Pre and post observational study

Pre: November 2022

Post: November 2023

1. Smoking behaviour audits

2. Cigarette butt counts

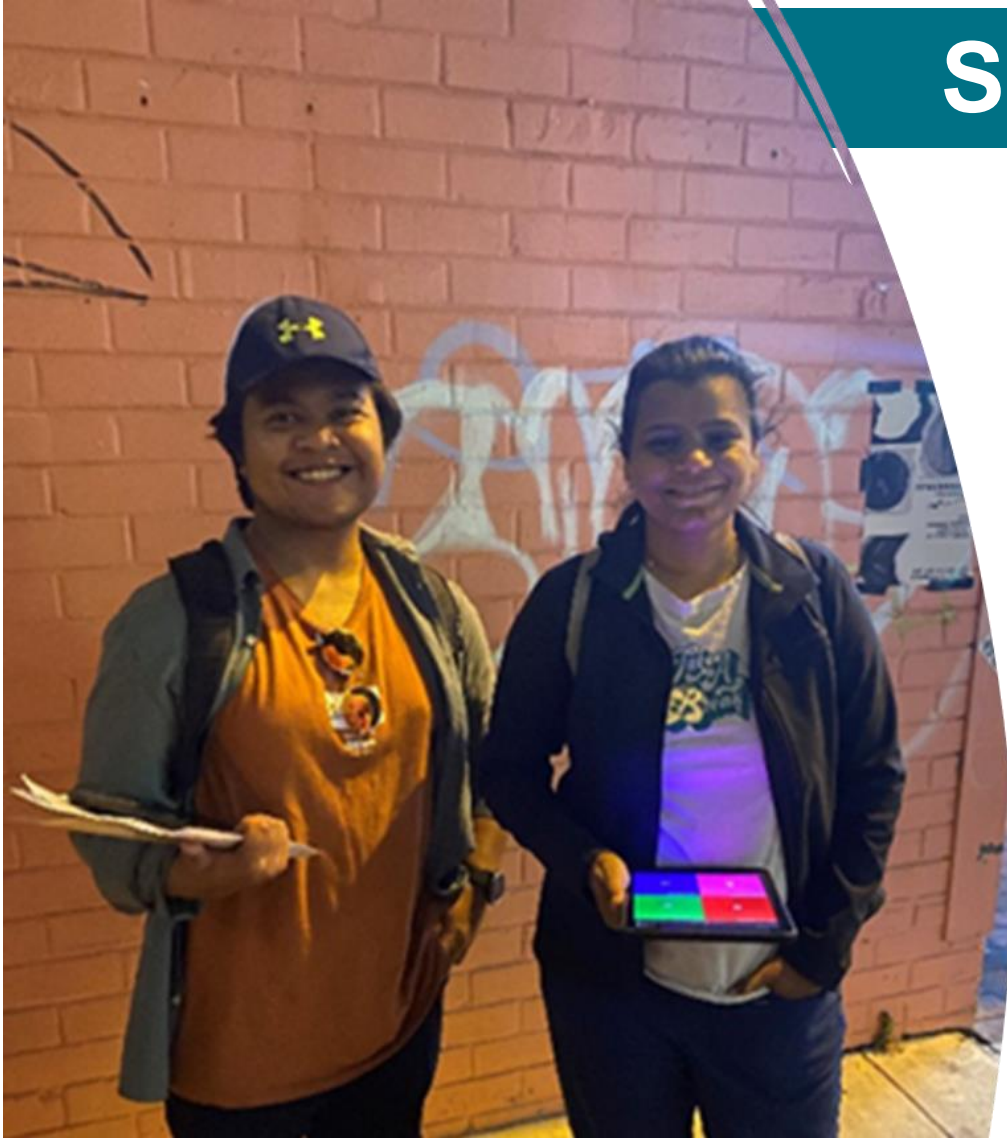
3. Additional observations



Ethics approval – Curtin University

(HRE 2022-0601)

Smoking behaviour audits



- Counts of adults smoking or vaping
- Observation zones (5 minutes/zone)
- Tues, Fri, Sat – lunchtime and evening
- Counter Man app - iPads
- Quality control



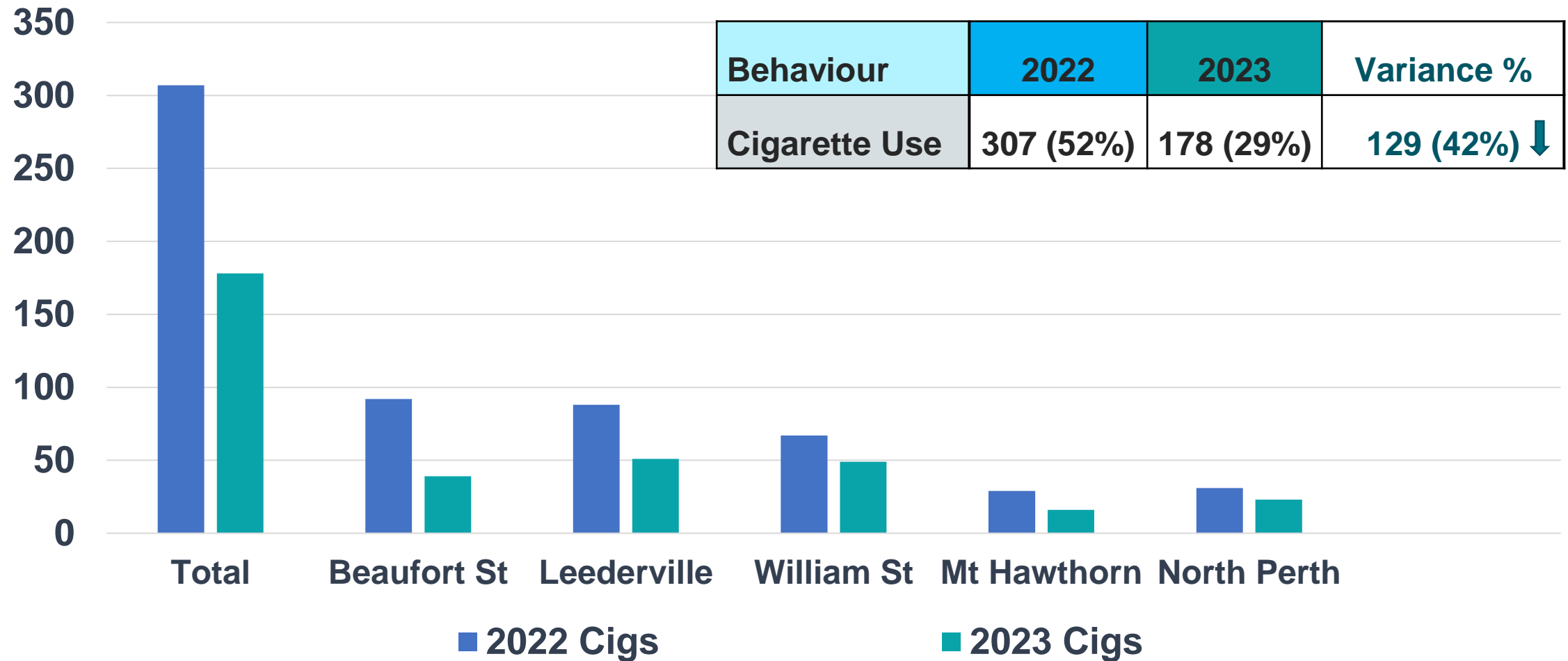
Cigarette butt counts

- Counted butts in hotspots
- Hotspots 5 - 20 metres long
- Hotspots cleaned day prior
- Wed and Sat mornings



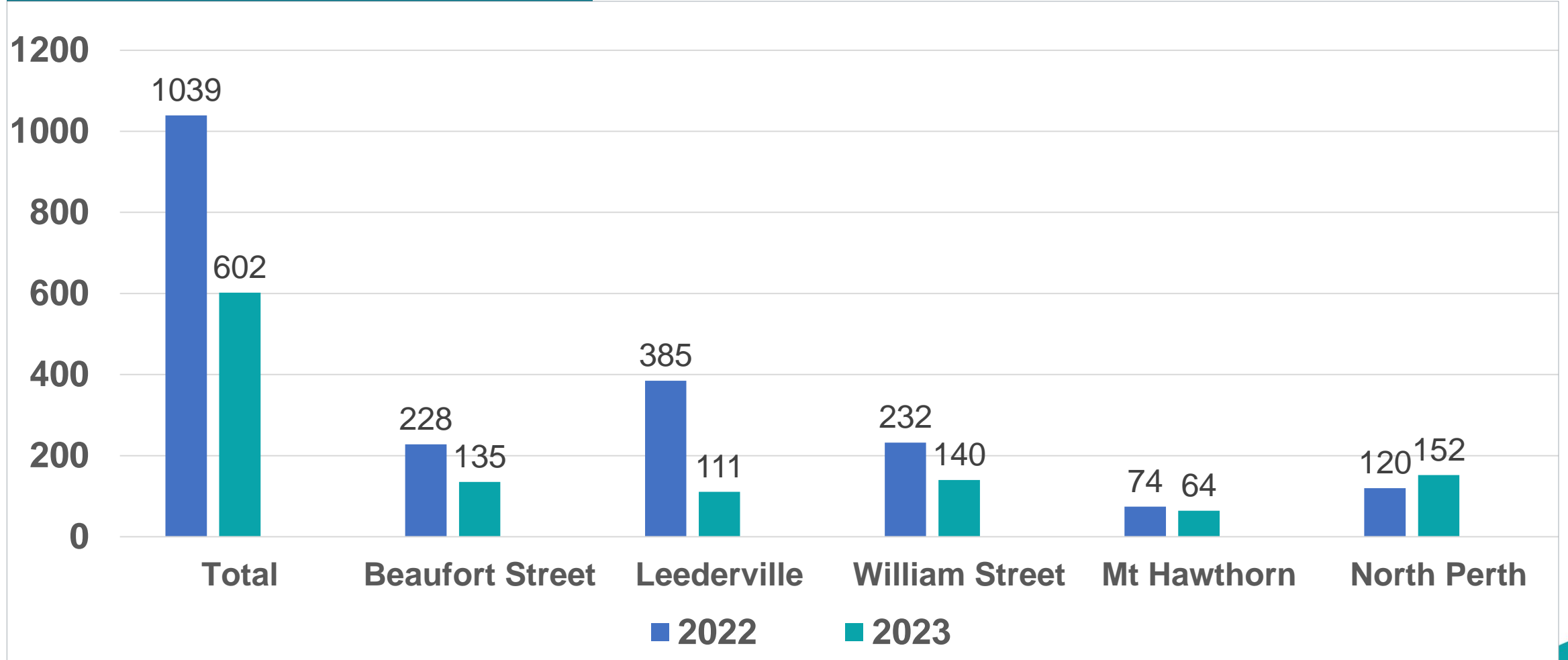
Results

Smoking behaviour: cigarette use 2022 - 2023



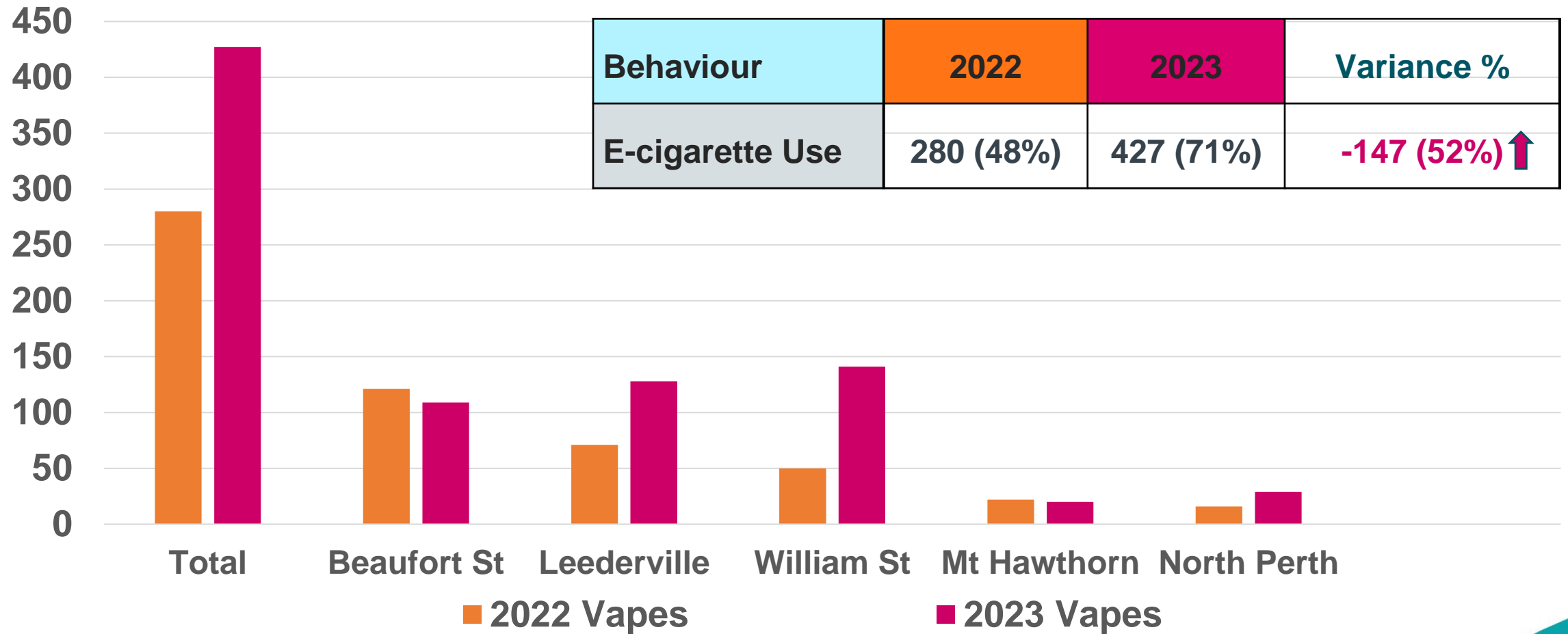
Results

Cigarette butt counts 2022 - 2023



Results

Smoking behaviour: e-cigarette use 2022 - 2023



Results

- **Licensed premises and venues**
 - Alfresco dining areas
 - Bars and hotels
 - Entertainment venues / theatres
 - Restaurants
- **Smoke-free signage (1 - 5 metres)**
- **Parks and footpaths**
- **Car parks and laneways**

Additional observations



Reflections

- **Resources, partners and time**
- **Reflect on number of audits**
- **New vaping regulations welcomed**
- **Behaviour change takes time**





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North Metropolitan Health Service

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