Why is it running? In January 2013, the NSW Government amended the Smoke-free Environment Act 2000 to ban smoking in a number of outdoor public areas.

Following on from the initial public notice campaign last year, the Ministry has planned a second, more targeted phase of this campaign for 2014 in areas of higher non-compliance.

The aim of phase 2 of the campaign is to reinforce and increase awareness of selected smoke-free public areas among the community in order to increase compliance.

When will it run? The campaign will appear from 18 May to 30 June, 2014.

Who does it target? The campaign targets smokers aged 18+ who are:

- Bus, rail, ferry and taxi commuters
- Spectators at sporting grounds (while an organised sporting event is being held)

There is also a focus on reaching Indigenous and culturally and linguistically diverse populations in NSW.

Where will it appear? Across the state, the campaign will appear in high profile locations, including:

- Out of Home advertising through street furniture such as metrolites (large lit posters). The creative is shown above.
- Mainstream radio stations in metro and regional areas
- Indigenous radio programs
- In-language radio programs including Arabic, Cantonese, Mandarin and Vietnamese
- Digital advertising via Facebook.

The media mix is designed to allow target audiences to discover the legislative changes, encourage action and build community support for the smoke-free outdoor laws.

It is estimated that 73% of NSW adults aged 18 years or more will see or hear the campaign message at least once.
How can you help? There are many ways you can support the campaign such as:

- Including information about smoke-free outdoor areas in your organisation’s publications or stakeholder communications. An electronic campaign flier is available.
- Sharing Facebook posts from the NSW Health Facebook page.
- Erecting ‘No Smoking’ signage, displaying campaign posters and distributing fact sheets in settings under your organisation’s control. NSW Ministry of Health has signage readily available and free-of-charge. (*Please do not mount campaign materials or signage in NSW Transport locations as special marketing conditions apply*).
- Removing or relocating ash-trays from areas where smoking is banned, under your organisations control, in particular in transport stops such as bus and taxi ranks and at entrances to public buildings.
- Distribute campaign ‘Smoke-free near me’ temporary tattoos to spectators of an organised sporting event.
- Promote the online form for reporting breaches of smoking bans. For example, partner with agencies to distribute the campaign wallet cards to people concerned about breaches. (The wallet cards direct people to the online reporting form).
- Supporting or offering your local radio a spokesperson to promote campaign messages with a local touch.
- World No Tobacco Day on the 31st of May is a great platform for tobacco control activity in your area. For more information visit the WHO website: http://www.who.int/campaigns/no-tobacco-day/2014/en/ .

How can I order materials? You can order ‘no smoking’ signage and campaign support materials from the Resource Distribution Unit via the online form available at: health.nsw.gov.au/smokefree

How is the legislation enforced? The NSW Ministry of Health encourages compliance with smoke-free legislation through education, compliance monitoring and enforcement.

Authorised Inspectors across NSW conduct education activities including liaison with property managers to install ‘no smoking’ signage, removal of butt bins where appropriate as well as providing education to members of the public in smoke-free sites. Inspectors also conduct regular monitoring of smoke-free outdoor areas, investigate complaints and issue cautions or penalty infringement notices to people seen smoking in smoke-free areas.

NSW Health will undertake a concentrated state-wide enforcement project in 2014 to complement the public notice campaign.

For further information on Smoke-free Outdoor Areas, or the Public Notice Campaign, please contact the Tobacco Information Line on 1800 357 412 or visit: health.nsw.gov.au/smokefree.