

# South Metropolitan Health Service: A breath of fresh air project

2021 - 2022



Delivering in partnership with:



Kwinana Boola Maara (Many Hands) Advisory Group

## Background:

In the City of Kwinana in WA, 15.3% of adults smoke compared to the state average of 11.2%. For Aboriginal Australians in WA, smoking rates are significantly higher at 41%.

South Metropolitan Health Service's Health Promotion team (SMHS HP) led a 12-month project, 'A Breath of Fresh Air', to reduce tobacco-related harm at the Kwinana Marketplace Shopping Centre. Kwinana Marketplace is the largest shopping centre in the City of Kwinana, attracting approximately 3,900,000 visits each year.



The project was a collaborative partnership between Knight Frank Australia, SMHS HP, City of Kwinana, Cancer Council WA, East Metropolitan Health Service (EMHS) and Kwinana Boola Maara (Many Hands) Advisory Group, a partnership with the local Aboriginal community.

## Aim:

To reduce smoking and secondhand smoke exposure by creating smoke free policies and environments at the Kwinana Marketplace.

## Approach:

A Kwinana Marketplace smoke free policy was developed and adopted to enable a smoke free environment for all employees, contractors and visitors.

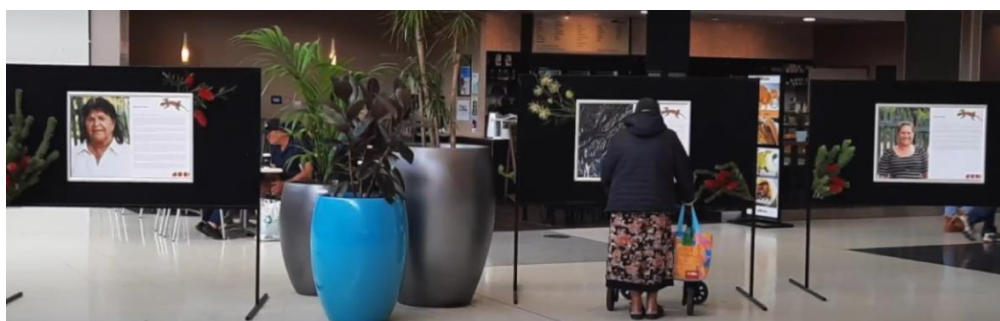
Actions undertaken to support implementation of the smoke free policy included:

- Installing positive smoke free signage at main public entrance points
- Delivering a tobacco training session to Centre Management and Security employees to support policy implementation
- Increasing awareness through dissemination to each retail store, media and newspaper articles, social media posts, and inclusion in retailer and employee induction.

To increase public awareness of tobacco-related harm and the tobacco cessation supports available, strategies included:

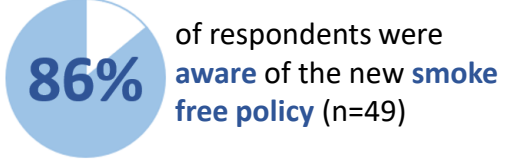
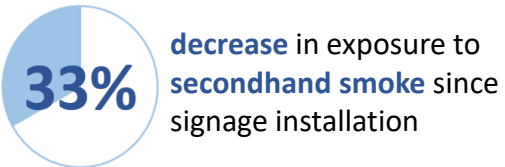
- Displaying the 'Ngamari Stories – Short yarns from Rockingham and Kwinana' in Kwinana Marketplace (the personal experiences and insights on smoking from 19 local Aboriginal people)
- Delivering a culturally appropriate smoking cessation program
- Providing the local pharmacy and medical centre with Quit packs for distribution to employees and visitors
- Amplifying Make Smoking History's statewide 'Sponge' campaign by displaying the campaign advertisement on eight panels in Kwinana Marketplace.

Pre and post evaluation surveys and smoking observational audits were conducted in May 2021 and November 2021.

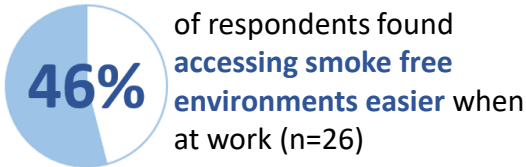
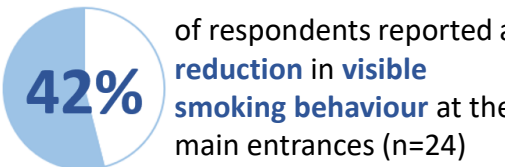


'Ngamari Stories – Short yarns from Rockingham and Kwinana' display

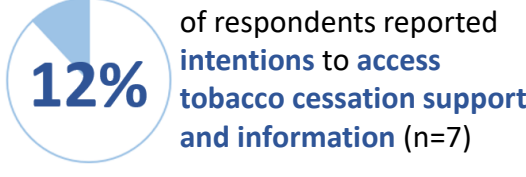
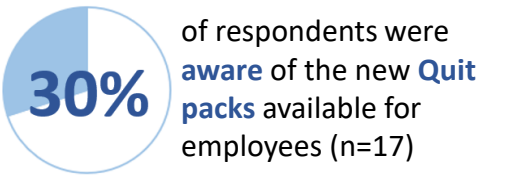
# Key Findings:



Feedback was very **positive**



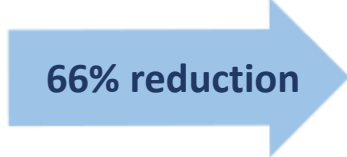
*"What a difference to come into a centre and not have to walk through a haze of smoke. Well done Kwinana Marketplace."*



*"I'm very happy the centre has implemented this kind of support for the community."*

## Cigarette butt litter within 5 metres of the main entrance points

Observational audits findings:



# Conclusion:

The project was successful in building smoke free environments and reducing exposure to secondhand smoke for employees, contractors and visitors at the Kwinana Marketplace.

This project could be adapted for other shopping centres.

# Key Learnings:

A key enabler was having well-developed partnerships. Partners were recruited by promoting project benefits from the partner's perspective, for example, promoting the economic and commercial benefits of a smoke free shopping centre to Knight Frank, the owner of Kwinana Marketplace.

A strength of this project is that it was implemented in a location accessed by many in the community, facilitating wide reach.

Comprehensive communication is important to ensure stakeholders are aware about new smoke free policies.



# Further Readings:

Link to full evaluation report: [Kwinana Marketplace 'A Breath of Fresh Air' Evaluation Report](#)

Link to SMHS HP presentation: [A case study: Breath of Fresh Air Project Kwinana Marketplace](#)