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Evaluation of the Smoke-free Legislation in Wales:

Qualitative Study

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Methods

- **Panel interviews** with key stake holders
- **Observations**
- **Air monitoring**

in selected venues serving alcohol across four case study sites in Wales, pre and post legislation.

The panels comprised smokers, bar and club proprietors, bar workers, police officers, environmental health officers, local councillors, smoking cessation workers, LVA and Welsh brewery representatives.

Panel Interviews

Respondents	Pre ban	Post ban
Smokers	34 (+18)	44 (+23)
Licensed Trade	33	29
Smoke cessation	3	4
Env. Health/TS	4	6
Police	4	3
Council	4	4
Total	82	90



Case Studies

Observation in selected venues and panel interviews with stakeholders, in 4 case study areas across Wales

- **South Wales city**
- **South Wales valley**
- **North Wales coastal town**
- **Rural mid Wales**

three month period preceding the ban, and 12months later.

Smokers: pre ban

Two thirds of smokers welcomed the ban, anticipating it would help them cut down and/or quit

I think the ban is a great idea I think it will help lots of people to stop. I think it may help me to stop (BS9.1)

I think that it is good I do anyway, because it stops people, it will make people cut down (CS2.1)

I wouldn't like to take my child to pubs and it's like all smoking and I think second hand smoke is worse than smoking normally and I don't want anyone smoking in front of my little one. So I'm happy that it's happening and it could help me quit. (DS1.1)

Smokers: post ban

- The ban was popular among smokers
- At phase 2, only 3 reported quitting during the previous 12 months
- Majority reported cutting down, particularly when socialising in pubs/clubs

Cutting Down

Reported Reductions in Smoking

When you are out drinking all the time you were constantly lighting up whereas now you have to go outside and sometimes you can't be arsed so you just think I will have one in a minute (DS5.2)

...because you've got to go outside ...and especially if it's cold you don't seem to get through as much as it was when you could sit down and just get one out of your bag (DS2.2)

You get into conversation and you are having a good time you don't want to leave that. So you know although I do smoke , its not as many as I used to do when I was allowed to smoke in the pubs (AS9.2)

Changing behaviours

Before, I'd take a pack of ten and probably smoke them all...now I roll one when I'm in the pub and then go out and smoke it and I think that'll do me for the next three or four hours (DS5.2)

It has cut my smoking down, because you haven't got the thing where you can just take out a cigarette at any time. (BS1.2)

I do drink alcohol and it used to make a difference to the amount I smoked. But now since the ban I am getting more used to having a drink without a cigarette. (BS7.2)

Control Over Smoking

Post Ban, smokers felt more able to control their smoking.

I don't need it as much as I used to...I think the more time you have between having a cigarette it can expand and expand. When I know I'm going into an environment where you can't smoke and there is no where to smoke - I can do that. (BS6.2)

I would never have believed that I could sit in a pub and watch Wales play in the Six Nations without a cigarette in my hand (BS4.2)

Out of sight....

**Smokers found it easier to abstain in contexts where smoking/
smokers were not visible**

*If no-one smoked anywhere at all, clearly...I would think about it
less often (AS8.2)*

*The more people I see doing it the more difficult it is not to think
about it (CS3.2)*

*Talking to a lot of people who smoke, if cigarettes were no longer
visibly on display, you know when you walk into supermarkets or
whatever...I'm not saying they wont buy, but if they are not visible
(DSC.2)*

Can't Smoke, Don't Smoke

I used to get through a ridiculous amount of cigarettes when I was going out and now I don't because I am in a place where I can't smoke (AS9.2)

I went to my friends house yesterday and she has got a baby. You cannot just light up there so you go without (BS2.2)

I wish they would ban smoking full stop in all places including your own home and your own car, because that would theoretically stop me from smoking (CS4.2)

Cessation workers

- **Initial high demand for services**
- **Levelled out after the ban**
- **Still up on pre-ban numbers**

When people aren't allowed to smoke – they cope – like when they fly to Australia they can't have a cigarette in the plane and they cope

Younger Smokers

Younger smokers appeared least affected

I wouldn't not go somewhere because there's no smoking (DS3.2)

Before the ban came out I did a head count, we are all mates and that, I will always remember that I did it, there were 18 of us in there and 17 were smokers. Out of that 17 now, we all still go there (S15.2)

For some time we saw far less smoking in the club than used to be...possibly because smoking was seen as something less fashionable amongst young people than used to be (AC12.2)

Smokers most affected

Older, unemployed smokers living in disadvantaged areas appeared most affected by the legislation.

We have had several older customers that just don't come at all anymore (CB2.2)

During the day time we typically get more older customers than we do at night time. I think there has been a bit more disappointment from them about the smoking ban, we don't see much of some of them, some don't stay as long (DP12.2)

Public Attitudes

Heightened awareness of smoking stigma

Smokers when they're outside having a fag feel like lepers. You are having a cigarette and cars are coming past, you think they are thinking 'oh look at him having a fag outside there' ...the non-smokers are laughing at you having a fag outside. (CB3.2)

*If I do (smoke) I will go...around the corner, I am ashamed.
– It's usually where no one will see me. (CS16.2)*

Trade

- **Most affected where lack of resources to adapt.**
- **Most effect felt in disadvantageded areas.**
- **Ascribed to unemployment, inflation, price of alcohol, competition from the off trade as well as the smoking ban.**

I don't know if we are relatively quiet because of the competition or the smoking or the change in the licensing laws two years ago...I am not able to make that judgement anymore. (DP1.2)

sometimes you know I see things in (supermarket) that is selling cheaper there than what I get it from the brewery. (DB3.2)

Post Ban

People are still being nicked for not wearing seat belts and for drinking and driving, but the compliance for smoking is astonishingly high. (AEH.2)

Its been remarkably quiet here really...the team that we had set up to oversee the compliance and enforcement it was never intended to be a permanent team but I think 4 out of the members are being re deployed elsewhere because there is that little work for them to do (CC.2)

I thought there would be more complaints..I would say the public disorder comes more from the alcohol (CP.2)

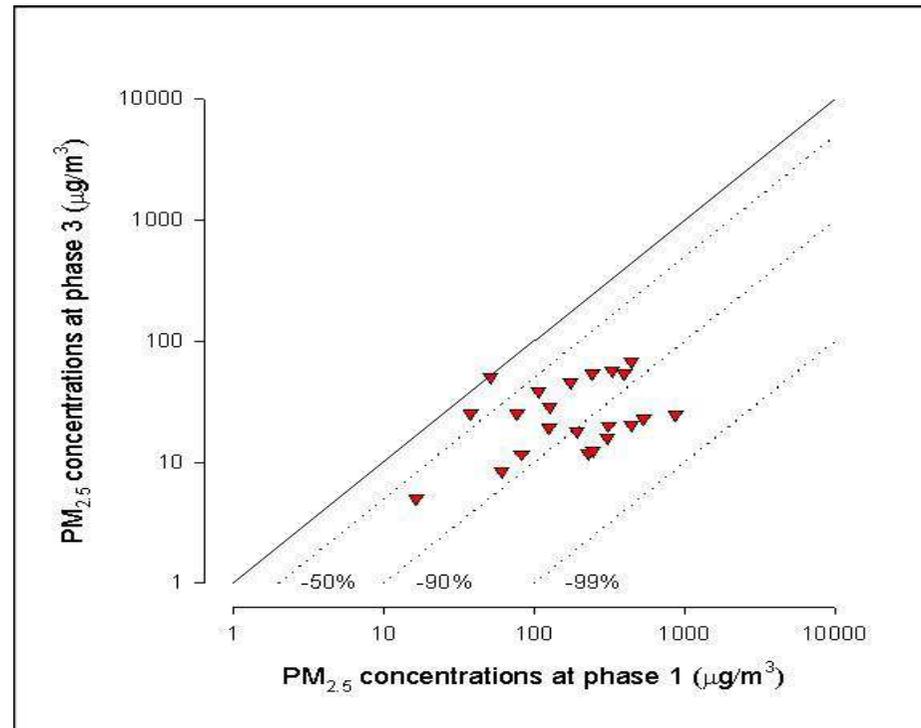
Air Particles: 93% reduction post ban

Table 1: Summary details of PM_{2.5} levels measured at each study phase

	BL	FU
No. of Visits	24	22
Range of PM _{2.5} concentrations (µg/m ³)	16-872	5-68
Median PM _{2.5} concentration (µg/m ³)	184	24
% above 65 µg/m ³	79	5
Median % reduction from P1	-	85

Air Monitoring

Pre and Post legislation monitoring in bars indicated significant reductions in air particles



Scatterplot showing PM_{2.5} concentrations at pre-ban compared to 1-year later in bars in Wales

Bar Workers: Feeling cleaner and healthier

It's way better for us because we don't get smoke behind the bar...and you don't go home with your work clothes stinking of smoke like we used to. It much fresher and cleaner (AB2.2)

I think in myself I feel a lot healthier because I work behind the bar all the time and I do feel a lot healthier (DB1.2)

The ones that used to be effected...was the people behind the bar because...I was terrible, I used to suffer from sinus...but I don't have to buy tablets to get rid of it anymore. You know I can breathe better and I am not going home smelling. It's lovely (CB1.20)

Concluding Comments

- Evidence of acceptance of the ban and overwhelming compliance.
- Enforced reshaping of public contexts as smoke free is an effective way to change both attitudes towards smoking and smoking behaviours.
- Those finding it hardest to quit are most affected (often smokers in disadvantaged areas) and feel brunt of increased social disapproval.
- Social disorder linked more to alcohol, notably in disadvantaged areas.
- Any increased use of legislation to reshape social environments should be accompanied by the implementation of public health area-based interventions to help individuals to quit smoking.