



WELLINGTON

# New and radical, wild and wacky

## Fay Selby-Law & Sally Darragh

The **19th Public Health**  
**SUMMERSCHOOL**

2 - 20 February 2015

[www.otago.ac.nz/uowsummerschool](http://www.otago.ac.nz/uowsummerschool)

# What we will cover

- The Palmerston North City Council experience
- Opportunities – how we have used them
- New, radical and untested

# Palmerston North City Council

- Relationships
- Persistence
- Council staff network



# Palmerston North City Council

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The screenshot shows the Facebook page for 'Let's Make Palmy Smokefree'. The page header features the Facebook logo, a search bar, and user information for 'Sarah' with a 'Home' button. The main content area has a large, stylized title 'LET'S MAKE PALMY SMOKEFREE' in blue and green. Below the title, a smaller text reads 'Let's Make Palmy Smokefree in the City centre | Smokefree cafes and retailers | Smokefree events | Smokefree parks and playgrounds'. To the left of the main title is a map of the city center with streets labeled: QUEEN ST, CUBA ST, KING ST, COLEMAN PL, BROADWAY AVE, and THE SQUARE. Below the map is a smaller version of the 'LET'S MAKE PALMY SMOKEFREE' logo. The page has a 'Create Page' button in the top right corner. Below this, there's a 'Recent' section showing the years 2014 and 2013. A 'Sponsored' section follows, featuring a 'WebEx 14 Day Free Trial' advertisement. The main navigation bar includes 'Timeline', 'About', 'Photos', 'Likes', and 'More'. The 'Timeline' section shows a post from 'Let's Make Palmy Smokefree' dated '15 January at 15:50'. The post text reads: 'Return of the packs. FREE Nicotine Replacement Therapy (NRT) packs to help you stop smoking are back and available now from the pharmacies on the poster.' The post has a 'Like' button and a 'Follow' button. The 'About' section on the left lists the organization's aim: 'Our Aim is for: Smokefree streets in the City centre, Smokefree cafes and retailers, Smokefree events, Smokefree parks and playgrounds.' The page also shows '956 likes' and an 'Invite your friends to like this Page' button.

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Facebook interface showing the 'Let's Make Palmy Smokefree' page. The page header includes the Facebook logo, a search bar, and user information (Sarah, Home). The main content area features a large, stylized title 'LET'S MAKE PALMY SMOKEFREE' and a map of the city center showing streets like Queen St, Cuba St, King St, Coleman Pl, Broadway Ave, and The Square. Below the map is a smaller version of the 'LET'S MAKE PALMY SMOKEFREE' logo. The page has a 'Create Page' button in the top right corner. Below this, there's a 'Recent' section showing the years 2014 and 2013. A 'Sponsored' section follows, featuring a 'WebEx 14 Day Free Trial' advertisement. The main navigation bar includes 'Timeline', 'About', 'Photos', 'Likes', and 'More'. The 'Timeline' section shows a post from 'Let's Make Palmy Smokefree' dated '15 January at 15:50'. The post text reads: 'Return of the packs. FREE Nicotine Replacement Therapy (NRT) packs to help you stop smoking are back and available now from the pharmacies on the poster.' The post has a 'Like' button and a 'Follow' button. The 'About' section on the left lists the organization's aim: 'Our Aim is for: Smokefree streets in the City centre, Smokefree cafes and retailers, Smokefree events, Smokefree parks and playgrounds.' The page also shows '956 likes' and an 'Invite your friends to like this Page' button.



- Making the big promotions work for us
- Making the tax increases work for us



# New, radical and untested

“Blow up your smokes”



# New, radical and untested



# New, radical and untested

- Negative reinforcement in smokefree areas

