KIRKINTILLOCH CANAL FESTIVAL

a clean air event

The East Dunbartonshire Tobacco Alliance is committed to creating a culture and environment which is safe, provides clean air spaces for all and promotes healthy lifestyle behaviours.

In 2016 to mark the ten year anniversary of smoke-free enclosed public spaces and as part of their commitment to Scotland’s Charter for a Tobacco-free Generation, the Alliance outlined their plans to develop the Kirkintilloch Canal Festival as a Clean Air Event.

A clean air event is where staff, volunteers & visitors are asked not to smoke in the designated smoke-free areas.

Kirkintilloch Canal Festival takes place over a week in August, attracting around 15,000 visitors across various outdoor locations that are not currently covered by smoke-free legislation. The clean air status of the event is aspirational and so the emphasis was placed on gaining public support and goodwill.

The development of the festival as a clean air event is intended to be a gradual one, taking a community engagement approach, involving local partners, building acceptability and compliance over several years.

WWW.ASHSCOTLAND.ORG.UK/CHARTER
Implementation

The Alliance partners met with East Dunbartonshire Council leadership early in the process to achieve their support. They used ASH Scotland’s Clean Event Guide as a basis for drafting their Policy Guidance Note.

The clean air status of the event applied to all staff, volunteers and visitors and covered all tobacco products and electronic cigarettes in line with East Dunbartonshire Council’s existing smoke-free policy. A concise event briefing communicating the benefits of the policy and how to deal with enquiries and complaints, was circulated to all staff, volunteers and stall holders in advance of the event.

For the first year of this pilot the clean air area was restricted to the Gala Sunday, in two key locations particularly aimed at children and families. These areas were clearly marked and promoted as being smoke free areas prior to the event in local press, flyers, and on the event website. Signage was also displayed at all entrances and exits.

NHS Smoke-free Services hosted a drop-in information stall, staffed by specialist support staff who could deal with enquiries relating to the clean air event policy and offer stop smoking support. The ‘big cig’ character also made an appearance at the event to drum up support for the clean air ethos.

**By creating a clean air event East Dunbartonshire Tobacco Alliance hope to:**

- remove the visibility of smoking to children and young people
- encourage public acceptability of smoke free areas
- reduce the risk of second-hand smoke to children and young people
- reduce the risk of fire, litter and related clean-up costs at the event.
Local primary school children were invited to design clean air signage as part of their tobacco prevention education. These were entered into a competition, with a prize giving event for the winning designs.

**Evaluation & Learning**

At the event the public, stall holders, staff and volunteers were asked their views on the event’s clean air status via a short questionnaire. Responses were generally supportive of the initiative; most respondents reported being aware of the smoke free areas, approved of the concept and were in favour of it being extended in future.

From the evaluation it was concluded that before the next festival more community engagement opportunities would be explored with further public consultation. There would be a longer-running marketing campaign with larger signage for next year.

**For further information please contact:**

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