

Make Smoking Invisible

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What is Make Smoking Invisible?



Make Smoking Invisible (MSI) is a Barnsley initiative establishing voluntary smoke and vape free outdoor areas to denormalise smoking, prevent uptake, and reduce prevalence rates below 5% by 2030.



Current MSI Areas

- 1 **PALS Square, Barnsley Town Hall**
Town Centre
- 2 **All Play Parks**
Borough-wide
- 3 **All Primary Schools**
Borough-wide
- 4 **Hoyland Town Centre**
High street
- 5 **Goldthorpe Embankment & Salvation Army Sites**
Community
- 6 **Youth Activity Park**
Recreation
- 7 **All Colleges**
Education
- 8 **Youth Centers, Base71 & The Hub**
Youth services
- 9 **Neighbourhood Police Stations**
Policing
- 10 **Glass Works Square, Town Center**
Expanding soon
- 11 **Family Hubs**
Expanding soon

Expanding across the borough

Benefits of MSI

Protecting Children & Young People

Reduces youth exposure, preventing uptake and normalisation.

Denormalising Smoking & Vaping

Shifts social norms so smoke-free is the expected standard.

Improving Public Health

Less secondhand smoke means better respiratory health.

Boosting the Local Economy

Smoke-free spaces attract more footfall to local businesses.

Creating Healthier Environments

Cleaner air, less litter, and more pleasant public spaces.

Key Success Factors

Strategic Framing

Health and economic framing enables diverse stakeholder buy-in.

Broad Partnership Support

The Barnsley Tobacco Control Alliance, Council SMT, Elected Members, and partner support drives delivery.

Navigating Complexity

Public consultation, business engagement, and intervention evaluation.

Impact & Evaluation

Outcomes Addressed

- Denormalising smoking among young people and reducing prevalence through environmental and social change.
- Barnsley's smoking prevalence: 12.5%, down from 18.3% (2019) and 24% (2011).
- A full evaluation of the MSI initiative will commence Autumn 2026.

