

TO: Chair and Members of the Board of Health

FROM: Christopher Mackie, Medical Officer of Health

DATE: 2013 June 20

SMOKING NEAR RECREATION AMENITIES AND ENTRANCES BYLAW

Recommendation

It is recommended that Report No. 085-13 re Smoking Near Recreation Amenities and Entrances Bylaw be received for information.

Key Points

- The City of London's Smoking Near Recreation Amenities and Entrances bylaw came into effect May 1, 2013.
- The Health Unit has led the development and implementation of an external/general public communication strategy to promote the new outdoor smoking restrictions.
- Health Unit and the City of London staff continue to work together cooperatively to promote the new outdoor smoking restrictions, resulting in increased awareness, significant media attention and inquiries from the general public to clarify smoking restrictions.

Background

In September 2011, Middlesex-London Board of Health endorsed the *Smoke-Free Outdoor Spaces Position Statement* and directed Health Unit staff to prepare a report summarizing existing municipal bylaw amendment options for establishing smoke-free outdoor public spaces. Based on the review of "*Building the Case for Smoke-Free Public Outdoor Spaces: Technical Report*," the Board of Health directed staff at their November 2011 meeting to petition London City Council and Middlesex County Council to establish smoke-free public outdoor spaces by amending their smoking bylaws to include the provisions of Policy Option 3: a complete ban on smoking in all outdoor areas used for public enjoyment and children recreation areas; 100% smoke-free municipally-owned and/or operated recreational properties; smoke-free outdoor seating areas including bar and restaurant patios; a smoking ban within 9 m of all public places and workplaces entrances/doorways; and, an option for hospital, university and college campuses to be named within the bylaw for either designated smoking areas (DSAs) or for 100% smoke-free campuses. In January 2012, Health Unit staff began to work closely with City of London staff to support them in preparing reports and formulating advice for Council's consideration.

On March 5, 2013, London City Council reviewed a proposed outdoor smoking bylaw that encompassed recommendations from the *Smoking Restrictions in Municipal Outdoor Spaces* report (attached as [Appendix A](#)) and feedback from the public participation meeting held October 1, 2012. "*Smoking Near Recreation Amenities and Entrances Bylaw*", attached as [Appendix B](#) was approved by City Council, with an effective date of May 1, 2013, to prohibit smoking within 9 metres of recreation amenities in city parks and within 9 metres of entrances to municipally-owned buildings.

Summary of the *Smoking Near Recreation Amenities and Entrances Bylaw*

This bylaw provides positive role modeling for children and youth, supports those who are attempting to quit and protects people from the harmful effects of second-hand smoke outdoors. Under the London outdoor smoking bylaw, a recreation amenity is defined as any part of an outdoor area established for recreation or sport activity, including but not limited to playground equipment, wading pools and splash pads, outdoor rinks, sports fields, spectator areas, food concessions, and Storybook Gardens, but does not include any golf course. A municipally-owned building is one that is owned by the City. Any person who is convicted of an offence under this bylaw may be fined \$205 to a maximum of \$10,000. London City Council committed to reviewing the bylaw in three years to consider transitioning to a comprehensive smoke-free bylaw at that time.

Communication Strategy to Increase Awareness

Other municipalities who have enacted outdoor smoking restrictions have found that these bylaws are primarily self-enforcing if there is adequate signage and a strong communication plan. Signage and the internal communication plan (City of London employees and sport and recreation organizations) are the responsibility of city staff. The Health Unit developed an external communication strategy, with input from our partners at the City, consisting of three phases. In addition, information regarding the new bylaw and several factsheets were profiled as part of the launch of the new Health Unit website in April 2013 in the [smoke-free outdoor spaces](#) section.

Phase 1 – April 12-19 “Join Us! Parks and Playground Clean Up – The New Bylaw is Coming”

Led by the Health Unit’s *One Life One You* youth group, a park clean-up on April 19th supported the City of London Clean and Green clean-up efforts. Four downtown parks were chosen: Harris Park, Fork of the Thames, Ivey Park and West Lions Park. To recruit volunteers, create awareness about the event and to promote the new bylaw:

- A “[Join Us](#)” poster was disseminated to various community partners
- Radio ads aired on 9 stations
- A media release was issued with numerous tweets, and information on the Health Unit website:
 - 3 radio interviews – Free FM, X-FM Fanshawe and Newstalk 1290; 1 television interview – Rogers TV Inside London; 1 newspaper interview – METRO London
- 2 Metro London advertisements (¼ page ads) and 1 ad in The Londoner (¼ page ad)
- *One Life One You* sent out emails to youth groups, and to the Child Health and Young Adult Teams for promotion within the schools

Approximately 30 bags of garbage were collected from all of the parks combined. Despite the cold, wet weather, a total of 31 individuals participated in the clean-up.

Phase 2 – April 26-30 “Thanks For Not Smoking! It’s the Only Way to Play – New Bylaw is Coming”

A phase 2 [newspaper advertisement](#) was placed in the Metro. Promotional efforts from Phase 2 combined with the approach of May 1st, generated media attention:

- 1 television interview - CTV London; 1 newspaper interview - The Londoner; 2 radio interviews – AM 980 and CHRW Radio Western

Phase 3 – May 1–June 30 “Thanks for Not Smoking! It’s the Only Way to Play – New Bylaw Now in Effect”

On May 1, an email bulletin was issued to the Tobacco Cessation Community of Practice and to health unit staff partnership email groups and list serves to further increase awareness and to promote the importance of smoke-free spaces. Paid and earned communication efforts included:

- 1 media release issued with numerous tweets, and information on the website and Facebook page:
 - 1 radio interview – Newstalk 1290; 2 newspaper interviews – London Community News and METRO London
- Radio ads aired on 6 stations

- Outdoor transit shelter ads and billboard ads in targeted locations within the city
- [Posters](#) were sent to health and community partners, focusing on places where children and families visit
- One Metro London advertisement (¼ page ad) and 1 ad in The Londoner (¼ page ad)
- Compliance cards have been provided to the City to be used by sport and recreation organizations and city staff to promote the new bylaw to encourage compliance

Enforcement and Inquiries

Tobacco Enforcement Officers with the Health Unit and the City of London Police will enforce the City's outdoor smoking bylaw. As of May 31, 2013, there have been a total of 22 inquiries/questions received through the Tobacco Information Line regarding the new outdoor bylaw. The majority of inquiries received are from members of the general public who are seeking clarification on whether their workplace is included in the 9 metre entrance-way restriction, whether privately-owned recreational facilities and outdoor sport fields are included, and how the bylaw is applied to outdoor festivals.

The focus of the communication strategy has been educational in nature; therefore, no charges have been issued at this time. Educational efforts will continue over the summer and fall, including the promotion of tobacco-free sport and recreation policy development. Sport and recreation organizations will be encouraged and supported by Health Unit staff to implement policies that prohibit anyone taking part in a sport or recreational activity – participants, volunteers, officials, coaches, leaders and spectators – from using cigarettes, dip, chew or cigars while they are participating in the sport or recreational activity.

Next Steps

Tobacco Enforcement officers at the Health Unit will continue to monitor compliance and respond to questions and inquiries, issuing charges when necessary. In the fall of 2013, phase 4 of the communication strategy will be launched, focusing on entrance-ways to city-owned buildings, like arenas, libraries and community centers.

This report was prepared by Ms. Sarah Neil, Public Health Nurse; Ms. Tanya Weishar, Health Promoter; and Ms. Linda Stobo, Manager, Chronic Disease Prevention and Tobacco Control Team.

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<p>This report addresses the following requirement(s) of the Ontario Public Health Standards: Foundations: Principles 1, 2; Comprehensive Tobacco Control: 1, 6, 7, 11, and 13</p>
