TO: Mayor and Members of the General Issues Committee
WARD(S) AFFECTED: CITY WIDE

COMMITTEE DATE: May 9, 2011

SUBJECT/REPORT NO:
2011 Tax Supported Capital Budget FCS11011(a) (City Wide) Item 7.1(e) re: Smoking and Second-hand Smoke in Outdoor Municipal Recreational Areas in Hamilton BOH07034(e) (City Wide).

SUBMITTED BY:
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PREPARED BY:
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SIGNATURE:

RECOMMENDATION

That capital project 6771151102 "Smoking in Parks and Recreation Areas - Signage & Education" in the amount of $99,257 be approved and funded from the Unallocated Capital Reserve 108020.

EXECUTIVE SUMMARY

This report is a follow-up to Public Health Services’ earlier Recommendation Report Smoking and Second-hand Smoke in Outdoor Municipal Recreational Areas in Hamilton BOH07034(e) (City Wide).

Council approval of Public Health Services’ 2011 Capital Budget Request ($99,257) was deferred pending Board of Health/Council receipt and approval of the above Report.

The Board of Health and Council received and approved the above Recommendation Report on February 28 and March 9, 2011 respectively.

Vision: To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities.
Values: Honesty, Accountability, Innovation, Leadership, Respect, Excellence, Teamwork
SUBJECT: 2011 Tax Supported Capital Budget FCS11011(a) Item 7.1(e) re: Smoking and Second-hand Smoke in Outdoor Municipal Recreational Areas in Hamilton BOH07034(e) (City Wide)

Alternatives for Consideration – See Page 4

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Financial:

In accordance with the approved Recommendation Report - *Smoking and Second-hand Smoke in Outdoor Municipal Recreational Areas in Hamilton BOH07034(e) (City Wide)* – the 2011 Capital Budget request in the amount of $99,257.00 would be allocated to public education and by-law signage expenditures as follows:

- Public Education - $85,000
- Signage - $14,257*

*The above budget projection for signage production and installation was significantly reduced at Council’s request to meet the minimum recommended level. Signs with adhesive backing would be applied to waste receptacles, park installations, etc. as a cost-savings alternative to metal-grade sign installation.

Staffing: No staffing implications

Legal: No legal implications

HISTORICAL BACKGROUND (Chronology of events)

The Board of Health and Council received and approved the above Recommendation Report on February 28 and March 9, 2011 respectively.

POLICY IMPLICATIONS

No policy implications

RELEVANT CONSULTATION

None

ANALYSIS / RATIONALE FOR RECOMMENDATION

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(include Performance Measurement/Benchmarking Data, if applicable)

Signage, education and enforcement are all necessary components to ensure successful implementation of a no-smoking by-law. Previous experience in Hamilton and elsewhere has shown that a comprehensive and broad-reaching communication campaign that clearly identifies changes, when used in conjunction with enforcement activities, creates a high level of compliance with no-smoking by-laws. People who understand what the restrictions are and why they are in place are more likely to comply.

Jurisdictions that have introduced outdoor spaces legislation have found that it is self-enforcing and witness good compliance from the public. This is a deterrent by-law and in most instances the peer pressure will, in itself, garner compliance. Earlier no-smoking by-laws implemented in the City of Hamilton have shown high compliance rates despite initial scepticism.

The public education strategy would consist of a variety of paid media such as newspapers, radio, HSR bus advertisements, Facebook advertisements, and posters in addition to earned media. Public Health Services’ Tobacco Hotline and City of Hamilton website will be used as a point of access to information and materials about the by-law as well as to report complaints for follow-up with enforcement.

Good signage is likely to be important for a successful smoke-free public places policy. Visible and attractive signage targets people who use recreational areas at the time that they use it, maximizing on education and compliance. Signage is also often used by members of the public to reinforce the by-law.

**ALTERNATIVES FOR CONSIDERATION**

(include Financial, Staffing, Legal and Policy Implications and pros and cons for each alternative)

Below is an alternative to the suggested recommendations which has been considered;

**A. Not approving the 2011 Capital Budget request.**

If this 2011 Capital Budget request is not approved, the education plan will rely primarily on public relations activities that do not have costs associated with them, and no signage will be posted.

*Financial: None.*
Staffing: It is uncertain if existing staff would be sufficient to generate the necessary public relation activities. There is a risk of an increased need for enforcement/education in parks.

Legal: None

Policy Implications: None

Pros: Reduced capital expenditure

Cons: When relying on free public relations, we cannot guarantee that the by-law changes will be communicated, or that they will be communicated accurately and in a timely manner. If no signage is posted, residents may not be aware of the by-law changes.

**CORPORATE STRATEGIC PLAN**  (Linkage to Desired End Results)


**Skilled, Innovative & Respectful Organization**

- A culture of excellence
- More innovation, greater teamwork, better client focus
- Protecting employees from second-hand smoke at their work site shows that the City of Hamilton considers their employee’s health and safety. A by-law will require teamwork between several city departments. Some other Ontario municipalities have implemented by-laws to protect residents in outdoor spaces, but not all, so Hamilton would be recognized for being leaders in the province.

**Growing Our Economy**

- A visitor and convention destination
- The presence of littered cigarette butts reduces the appeal of the city to residents, workers and visitors. Clean outdoor recreational areas will appeal to visitors who come to our City to enjoy our green space. The Pan Am Games events to be held in Hamilton in 2015 should embrace health and wellness that smoke-free outdoor spaces would promote. It is our opportunity to profile healthy lifestyles and enhance our image to the world by showing that we care for the many athletes and visitors coming to watch and participate in sport.

**Social Development**

- Residents in need have access to adequate support services
- Research has shown that smoke-free environments support people who quit to remain smoke-free; youth are less likely to start smoking if they are not exposed
to others role modelling the behaviour; and restrictions on where individuals are permitted to smoke is associated with increased cessation rates.

**Environmental Stewardship**

- Natural resources are protected and enhanced
- Reduced impact of City activities on the environment
- Cigarette butts are the most littered item across the globe, and cause irreparable damage to the environment, as they are not entirely biodegradable. Careless smoking and disposal of burning cigarette butts are a major cause of forest fires.

**Healthy Community**

- Adequate access to food, water, shelter and income, safety, work, recreation and support for all (Human Services)
- There is no safe level of exposure to second-hand smoke and recent studies have shown that second-hand smoke exposure outdoors can be substantial. One of the guiding principles from The City of Hamilton Public Use Outdoor Recreation Facility and Sports Field Provision Plan is that the City of Hamilton will provide opportunities for sporting, leisure, cultural, health, wellness and social activities (organized and unorganized) in outdoor recreational areas so as to help build healthy communities and improve the quality of life for all, and the proposed By-law follows this principle.

**APPENDICES / SCHEDULES**

n/a