

INFORMATION REPORT

TO: Mayor and Members Board of Health	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: March 5, 2012	
SUBJECT/REPORT NO: By-law 11-080 "Prohibiting Smoking within City Parks and Recreation Properties" Communications Plan and Citizen Feedback (BOH12004) (City Wide)	
SUBMITTED BY: Elizabeth Richardson, MD, MHSc, FRCPC Medical Officer of Health Public Health Services Department	PREPARED BY: Heidi McGuire (905) 546-2424 Ext. 6170
SIGNATURE:	

Council Direction:

The Board of Health at its meeting on February 28, 2011 requested that Public Health Services report back in one year regarding the By-law Prohibiting Smoking within City Parks and Recreation Properties, specifically concerning implementation and citizen feedback.

Information:

By-law No. 11-080 "Prohibiting Smoking within City Parks and Recreation Properties" was approved by the Board of Health February 28, 2011 and subsequently City Council in March 2011. This By-law will come into effect on May 31, 2012 and prohibit smoking in or at parks and playgrounds, recreation centre/arena/pool property, skateboard parks, outdoor pools, sports fields, public beaches and stadium property.

After passage of the By-law, an Inter-Departmental Working Group was formed consisting of members from Public Health Services, Public Works, Community Services-Recreation, Tourism Hamilton, Community Services-Culture, and Human Resources. This group has met six times in the past year for the purpose of identifying, implementing and monitoring the By-law public education strategy, City of Hamilton staff training, By-law implementation at specific sites and affected properties, and designing an evaluation plan.

A preliminary public education strategy began in the fall of 2011 which consisted of a variety of paid and earned media, such as radio ads, insertions in the Recreation Guidebook, City Web site updates, HSR bus advertisements, and banners at

Recreation Centres. The primary public education strategy will commence during March 2012. Information will be distributed in the coming months through some of the same media, in addition to sports and recreation organization registration, School Boards, Community Event Organizer packages, and other organizations affected by this By-law.

Public Health Services has received no public feedback to date concerning the pending Smoke-Free Outdoor Recreation Spaces By-law and its scheduled implementation on May 31, 2012. It is anticipated that public feedback will increase in close proximity to May 31, 2012 and thereafter.

A preliminary evaluation of the implementation process and outcomes will be conducted during Q4 2012 and Q1 2013 after the first year of public education and enforcement activities. This timing will allow for an assessment of the Summer and Fall seasons of full enforcement, and will come early enough to be useful for adjusting course if necessary in preparation for the 2015 Pan Am events. Preliminary plans for this evaluation include measuring the prevalence of exposure to smoking in parks and the frequency and nature of complaints. A secondary evaluation will occur in the fall of 2013 which will once again measure the prevalence of exposure to smoking in parks and the frequency and nature of complaints and will additionally include the total number of charges issued for non-compliance with the By-law. These evaluations will be reported to the Board of Health upon completion.