



Hamilton

**By-law #11-080 Prohibiting Smoking Within City
Parks and Recreation Properties
Year 1 Evaluation
November 18, 2013**

Overview

- History of By-law #11-080
- Evaluation Methods and Results
- Next steps



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Smoke-Free Parks and Recreation

Direction
from Board
of Health

Prosperity:
\$300 M/year
from
Hamilton
economy

Service:
responding
to public
complaints

Image:
cigarette
butts last
20+ years

Health:
smoking
is our #1
cause of
death

Evidence
that this
works

Sports and
neighbour-
hood
associations,
park users

Over 75
Ontario cities
and towns
and beyond

Majority
people
do not
smoke



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History of By-law #11-080

- February 2011 –By-law motion passed
- May 2012 –By-law goes “live”.
Focus on education in first year
- May 2013 –By-law in “full effect”



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Evaluation of the By-law: Areas of focus

- Awareness
- Support
- Behaviour change
- Enforcement
- Litter



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Evaluation of the By-law: Methods

- Surveys: residents and visitors
- Online surveys: Neighbourhood & Sports Associations
- Cigarette butt litter audit
- Site observations



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High Awareness of the By-law

- Overall: 71.6%
- Smokers: 77%
- Sports Associations: 80%



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High support

- Some regulation of smoking in outdoor spaces: >95% of Associations
- 100% smoke-free outdoor spaces: majority support
- Support has increased since 2009



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Changes in Behaviour

- Self-reported
- 24% smoke outside of the park
- 28% smoke further away from others



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Less Cigarette Butt Litter

- Observational data collected in City parks and recreation properties indicates that overall cigarette butt litter is down since the By-law was introduced.



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Enforcement

For the period: May 31, 2012 - present

- 127 complaints in 52 locations
 - PHS Enforcement
 - 600+ warnings
 - 12 charges issued
- + additional warnings/charges by police



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Opportunities for Improvement

- Though there have been improvements in smoking exposure and reduced litter – people continue to smoke in prohibited areas
- Residents, Neighbourhood & Sports Associations support further enforcement



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Next Steps

- Public Health Services is conducting ongoing public education and awareness (media, marketing and signage)
- Public Health Services continues to partner and collaborate with other City Departments
- Tobacco Enforcement continues to investigate complaints and conducts proactive enforcement



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