

SMOKE-FREE OUTDOOR PUBLIC SPACES: A COMMUNITY ADVOCACY TOOLKIT



PHYSICIANS *FOR A* SMOKE-FREE CANADA

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Physicians for a Smoke-Free Canada (PSC) is a national health organization, founded in 1985 as a registered charity. It is a unique organization of Canadian physicians who share one goal: the reduction of tobacco-caused illness through reduced smoking and reduced exposure to second-hand smoke.

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Message from the Author

In early 2010, Physicians for a Smoke-Free Canada identified a need to help communities advocate for the logical next step in creating smoke-free public spaces. I am grateful to have had the opportunity to work on this important emerging issue.

You, too, must be getting involved if you're reading this. As a representative of a non-governmental organization, a community coalition or if you're a resident who would like your community to regulate smoking in outdoor public spaces, you can play a crucial role in creating legislative and social change. We hope that this toolkit provides everything you will need to help make it happen!

This Toolkit is a living resource that we plan to update as resources allow. Please let Cynthia Callard at Physicians for a Smoke-Free Canada (ccallard @ smoke-free.ca or jforsythe @ rogers.com (delete the spaces before and after the @ signs) know if you find this kit useful, how it has helped you in your advocacy campaign, what's missing, how it could be improved, etc. Feel free to provide your feedback at any time using the evaluation on page 50 of the Toolkit.

Good luck with your campaign!

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Acknowledgments

Physicians for a Smoke-Free Canada recognizes the groundbreaking work on smoke-free outdoor spaces that has already taken place in municipalities, provinces and territories across Canada. It took champions in tobacco control and leadership on the political front to set those precedents. But it also took people working for many years at the grassroots level to lay the groundwork for this social change. Thanks to all of you who have been involved!

I would also like to thank the following leaders in the smoke-free outdoor spaces issue:

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This list is not comprehensive. Let me know whom I've missed and add them to the next edition.

I hope that the research and leadership of these individuals and others involved in this issue will inspire you to push the envelope in your own community to protect the public from SHS outdoors.

Janice Forsythe

Smoke-free Outdoor Public Spaces: A Community Advocacy Toolkit

Introduction

Contrary to the belief of some politicians and members of the public, the tobacco issue is not “done”! Although we have had some significant successes in Canada, there are myriad elements of tobacco control that still need attention. In this toolkit we address one of them – the issue of secondhand smoke in outdoor public spaces, which deserves the serious consideration of municipal, provincial and territorial leaders across the country. This toolkit will only deal with municipalities, but the principles are the same for any level of government.

In Canada, tobacco use is still the leading cause of preventable death. Every year, 37,000 Canadians die of tobacco-related illnesses. In addition to smokers, countless others are put at risk through exposure to second-hand smoke (SHS), over 1,000 of whom die from exposure to second-hand smoke every year.¹ SHS contains 69 known carcinogens² and is so toxic that the US Surgeon General³ and the World Health Organization⁴ have determined that there is no safe level of exposure to SHS.

Municipalities in Canada have long shown leadership in adopting smoke-free bylaws for indoor workplaces and public places. In fact, municipalities paved the way for province-wide laws. Today, as in the past, many municipal bylaws go beyond the minimum standard set in provincial

¹ Makomaski Illing EM, Kaiserman MJ. **Mortality attributable to tobacco use in Canada and its regions, 1998.** Can J Public Health. 2004 Jan-Feb;95(1):38-44. Accessed August 1, 2010 at <http://journal.cpha.ca/index.php/ciph/article/view/457/457>.

² National Cancer Institute. (2001) **Monograph 13, Risks Associated with Smoking Cigarettes with Low-Machine Measured Yields of Tar and Nicotine.** U.S. Department of Health Human Services. October 2001: pages 160-165. Accessed July 27, 2010 at http://cancercontrol.cancer.gov/tcrb/monographs/13/m13_complete.pdf.

³ U.S. Department of Health and Human Services. (2006) **The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General.** U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006. Accessed August 1, 2010 at <http://www.surgeongeneral.gov/library/secondhandsmoke/>.

⁴ World Health Organization. (2007) Protection from exposure to second-hand tobacco smoke. Policy recommendations. Geneva. Accessed August 1, 2010 at http://whqlibdoc.who.int/publications/2007/9789241563413_eng.pdf.

smoke-free laws. Tremendous progress has been made in Canada, and currently virtually all indoor workplaces and public places in Canada are smoke-free.

In recent years, municipal, provincial and territorial leaders across the country have begun to take the next step in protecting citizens from SHS by banning smoking from outdoor areas. When leaders regulate smoke-free outdoor public spaces, they are addressing the fundamental right we all have to breathe smoke-free air. They are looking out for the health and well-being of the entire community, particularly those who are most vulnerable to poor air quality – infants, children and youth, the elderly, individuals with respiratory diseases, and smokers.

Given that smoke-free outdoor public spaces are an emerging issue, there aren't yet as many scientific studies on the health effects of second-hand smoke in outdoor spaces as indoors. The studies that do exist show that there is a significant health impact.

However, there are many other reasons for restricting public smoking outside besides the health effects. For example, smoke-free spaces – no matter where they are – encourage smokers to cut down or quit, they reduce the perception among youth and young adults that smoking is the norm, they cut down on litter, reduce fires, etc. Each of these reasons is valid on its own, but when combined, they build a very strong case for smoke-free outdoor public spaces.

Furthermore, public opinion is changing and smoke-free outdoor public spaces are more socially acceptable than they were even a few years ago. For example, the Ontario Tobacco Research Unit studies have found that public support for smoke-free patios in that province has gone from 64% in 2006⁵ to 80% in 2009.⁶

The time to advocate for smoke-free outdoor air is now!

⁵ Ontario Tobacco Research Unit. (2007). The Tobacco Control Environment: Ontario and Beyond. [Special Reports: Monitoring and Evaluation Series, 2006-2007 (Vol. 13, No. 1)]. Fact Sheet 1.6: Protection from Secondhand Smoke. Toronto, ON: Ontario Tobacco Research Unit. Accessed June 27, 2010 at http://www.otru.org/pdf/13mr/13mr_no1_6.pdf.

⁶ Ontario Tobacco Research Unit. (2010) The Tobacco Control Environment: Ontario and Beyond. Monitoring and Evaluation Series (Vol. 16, No. 1). Protection from Secondhand Smoke: Monitoring Update. Toronto, ON: Ontario Tobacco Research Unit, April 26, 2010. Accessed June 27, 2010 at http://www.otru.org/pdf/16mr/16mr_shs.pdf.

About the Toolkit

This toolkit explains why smoke-free outdoor public spaces are important and provides tools to advocate for them in your community. The goals of the toolkit are to:

- Build capacity for action by Canadians at the community level to advocate for smoke-free outdoor public spaces.
- Build understanding of the issues related to second-hand smoke outdoors.
- Facilitate coalition building and collaborative action by tobacco control advocates and their partners, public health experts, health promotion networks, community residents, municipal / regional politicians, and others who have an interest in healthy communities.
- Provide information and resources that will help make smoke-free outdoor public spaces bylaws a reality.

The toolkit includes the following components:

- The Issues: Why Smoke-free *Outdoor Spaces*?
- The Evidence
- Campaign Management
- Campaign Tools
- Feedback on the Toolkit

Support from the Tobacco Control Community

If you don't find what you need in the Toolkit, there are many others across Canada interested in smoke-free outdoor spaces. Why not tap into their knowledge? Phyllis Price, Co-ordinator of Public Health Services at Nova Scotia's South Shore Health, has created an online Smoke-Free-Outdoor-Spaces network through Google Groups. This fledgling group (formalized in July 2010) is described as "a learning network of individuals working to support the development of healthy communities by advancing the availability of smoke free outdoor spaces." Follow these instructions to join the group.

1) Join Google Groups

To join the Smoke-Free-Outdoor-Spaces Google group, you need to first join Google Groups at <http://groups.google.com/>. Click “sign in” on the right upper corner. Then click the blue “Create an Account” box on the right. (Note: if you already have a Gmail account, you can sign in using that account, though remember that any emails to the group will then go to that email account.)

2) Confirmation

After you have joined, you will receive a confirmation email from Google Groups to activate your account. If you don’t receive it, it’s you might be able to find it in your junk folder.

3) Join Smoke-Free Outdoor Spaces Listserve

When you have received notice that you have successfully joined Google Groups, go to <http://groups.google.com/group/smoke-free-outdoor-spaces/subscribe>.

4) Approval

Because the group is private, any person who wants to be a member needs to be approved by the administrator , so it may take a few days before you are approved.

5) Using the List

Once membership has been approved, emails can be sent to the whole group at the following address: smoke-free-outdoor-spaces@googlegroups.com. You are asked send outdoor spaces-related emails only.

The Issues: Why Smoke-free *Outdoor* Spaces?

There are many benefits of a municipal bylaw that regulates smoking in outdoor public spaces.

Protects people from second-hand smoke

Second-hand smoke is extremely toxic. It contains over 4000 chemicals including at least 69 known substances that cause cancer.⁷ In an outdoor setting, SHS can be a hazard, though this can be affected by circumstances such as wind speed and direction, number of people smoking, proximity of smokers, etc. According to researcher Niel Klepeis from Stanford University,

“...when measured close to a person who is actively smoking, air pollution can reach very high levels that are similar to levels observed for indoor smoking. However, the difference for outdoor air is that pollution levels disappear rapidly when a smoker stops smoking, whereas indoors they can persist for several hours.”⁸

Increases the motivation for smokers to quit or cut back

Smoke-free public spaces provide a supportive environment for people who wish to stop smoking. Research has demonstrated that when smoking bans have been implemented in workplaces and communities many smokers have chosen to cut back or quit smoking entirely.⁹

Decreases negative role modeling for children

Smoking restrictions, both indoors and outdoors, help decrease the social acceptability of smoking and challenge the perception among youth that “everybody smokes.” If children and youth are not exposed to smoking behaviour, they may be less likely to think of it as normal and

⁷ National Cancer Institute. (2001) Monograph 13, Risks Associated with Smoking Cigarettes with Low-Machine Measured Yields of Tar and Nicotine. U.S. Department of Health Human Services. October 2001: pages 160-165. Accessed July 27, 2010 at http://cancercontrol.cancer.gov/tcrb/monographs/13/m13_complete.pdf.

⁸ Klepeis NE. (2007) Outdoor Tobacco Smoke Study. In TobaccoSmoke.Org, based on the findings of Klepeis NE, Ott WR, Switzer P. Real-time measurement of outdoor tobacco smoke particles. J Air Waste Manag Assoc. 2007 May;57(5):522-34. Accessed August 1, 2010 at <http://www.tobaccosmoke.org/outdoor-tobacco-smoke>.

⁹ Statistics Canada (2007) Smoking Bans: Influence on Prevalence. Shields M in Health Reports, vol 18 no 3, Aug 22, 2007. Accessed August 2, 2010 at <http://www.statcan.gc.ca/pub/82-003-x/2006008/article/10306-eng.htm>.

be able to resist peer pressure and other incentives to start smoking.^{10 11} Since most smokers start before the age of 18, this is important for current and future public health.

Reduces litter and related clean-up costs, protects the environment and reduces poisoning

Cigarette butts are made of a form of plastic called cellulose acetate and, as such, do not biodegrade; they only break down into smaller components and that can take up to 15 years. In other words, cigarette butts never truly go away. They just remain an ongoing threat to children, wildlife and the environment.

Prohibiting smoking in outdoor locations would dramatically reduce the number of discarded cigarette butts. The City of Edmonton's litter audit found that cigarette butts made up 45.4% of all small litter in 2009, compared to 35.7% in 2007.¹²

Waterways are also affected. A Canadian coastal clean-up project found that:

*"... of the 913,771 cigarette butts collected, many were deposited on streets and reached shorelines and beaches via storm water run-off as well as having been deposited by beachgoers."*¹³

Reduced tobacco-related litter will cut municipal clean-up costs and free up taxpayers' dollars for more worthwhile initiatives.

But cleaning up the litter isn't the only problem. More importantly, tobacco litter is also a health hazard for children and wildlife. In the US, over 8000 potential toxic exposures are

¹⁰ Song AV, Glantz SA. Pushing secondhand smoke and the tobacco industry outside the social norm to reduce adolescent smoking. *J Adolesc Health*. 2008 Oct;43(4):315-7. Accessed August 1, 2010 at <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2566746/pdf/nihms-71308.pdf>.

¹¹ Bernat DH, Erickson DJ, Widome R, Perry CL, Forster JL. Adolescent smoking trajectories: results from a population-based cohort study. *J Adolesc Health*. 2008 Oct;43(4):334-40. Accessed August 1, 2010 at <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2743902/pdf/nihms-86919.pdf>.

¹² City of Edmonton. (2009) The City of Edmonton 2009 Litter Audit Results Summary. Accessed August 1, 2010 at <http://www.edmonton.ca/environmental/documents/LitterAuditResultsSummary2009.pdf>.

¹³ PITCH-IN Canada. (no date) Plastics and cigarette butts major items of marine debris collected during Coastal Clean Up Campaign. Accessed August 1, 2010 at <http://www.pitch-in.ca/Media/E-Media136.html>.

reported every year due to the ingestion of tobacco products by children.¹⁴ In addition, fish, birds and small animals often swallow discarded butts, resulting in nicotine poisoning, malnutrition, starvation and even death.

Reduces fire risk

Smoking increases the risk of fire, particularly in parks and other wooded or grassy areas, such as along bike paths. An outdoor smoking bylaw would reduce this risk by controlling the places where smoking is allowed.

Take action with the toolkit

Municipalities are urged to join the growing trend in adopting bylaws that require certain outdoor public spaces to be smoke-free. Municipalities have the opportunity to improve public health within the community, at almost no cost, and perhaps even with some cost savings. Many municipalities have already adopted successful bylaws in this area.¹⁵ Others may be more reluctant so this toolkit should help you advocate for smoke-free outdoor public spaces and workplaces where you live.

What to Advocate For

Communities across Canada and in the United States have chosen to restrict or ban smoking from a wide variety of outdoor public spaces. The following list will give you some ideas about what you may want to include in your advocacy strategy.

Note that asking for everything on the list would be self-defeating, but it can be strategic to ask for more than you would be happy with as there will inevitably be negotiated concessions in the final stages of any campaign. At the very least, know from the beginning what your “must haves” are.

¹⁴ Bronstein AC, Spyker DA, Cantilena Jr LR, Green JL, Rumack BH, Giffin SL. (2009) 2008 Annual Report of the American Association of Poison Control Centers' National Poison Data System (NPDS): 26th Annual Report. *Clinical Toxicology*, (2009) 47, 911–1084. Accessed August 1, 2010 at <http://www.aapcc.org/dnn/Portals/0/2008annualreport.pdf>.

¹⁵ Non-Smokers' Rights Association – Smoking and Health Action Foundation. (Summer 2010) Compendium of Smoke-free Workplace and Public Place Bylaws. Accessed July 19, 2010 at http://www.nsr-adnf.ca/cms/file/Compendium_Summer_2010.pdf.

It is crucial not to ask for more than public opinion in your community shows will be supported. As you will recall with smoke-free places and workplaces, even though it took a long time, a staged approach has eventually worked and now protects virtually all Canadians from SHS indoors.

Outdoor Public Spaces and Workplaces to Consider

The following extensive list of outdoor public areas is provided to help you make sure that the specific areas you want to regulate are covered in your bylaw. Your coalition will need to decide what your priorities are for inclusion in the bylaw, given the nature of your community and level of public support for specific areas. Some communities may not have any interest in addressing spaces that are crucial for other communities to regulate. Alternatively, the public may not be ready to regulate smoking in some areas. However, with this list, you likely won't forget any outdoor spaces!

- Outdoor areas used for public enjoyment and recreation, including but not limited to parks, playgrounds, wading or swimming pools, splash pads, sports fields, (e.g. but not limited to, soccer fields, football fields, baseball/softball diamonds, basketball courts, skateboard parks, tennis courts, lawn bowling greens, golf courses, horseshoe pits, ice surfaces, toboggan hills), outdoor sports venues, stadiums, grandstands, watercraft, public areas adjacent to water (e.g. but not limited to, beaches, docks, marinas, seawalls, piers, boardwalks), horticultural display areas or ornamental gardens, walking/hiking trails, campgrounds, bike paths – may also include a buffer zone of a specific number of metres around the perimeter of the recreation area, some jurisdictions include designated smoking areas, but this is not ideal
- Outdoor seating areas, such as restaurant and bar patios (some municipalities regulate restaurants only, but that doesn't protect bar servers), including a buffer zone of a specific number of metres around the perimeter of the patio, entranceways and air intakes – having the buffer zone is what makes patios truly smoke-free (may also be termed "client service areas")
- Outdoor workplaces in addition to restaurant/bar patios (e.g. but not limited to, open air markets, sidewalk sales, ferries, tour boats, double-decker buses, construction sites, cemeteries, outdoor public spaces that house animals, such as zoos, farms, humane societies, veterinarians' offices, etc.)
- Buffer zone of a specific number of metres around all public and workplace entranceways and air intakes

- Outdoor public events such as festivals, fairs and spectator events – including tents that may be erected on the grounds – such as concerts, sporting events and parades
- Hospital and school grounds, and post-secondary campuses, including a buffer zone of X metres away from entranceways, windows that open and air intakes
- Buffer zone of a specific number of metres outside all multi-unit dwellings of at least X number of units, including entranceways, windows that open and air intakes
- Waterpipes (e.g., Hookah, Shisha) – if your provincial/territorial enabling legislation allows it, municipalities should broadly define smoking so that it includes waterpipes and other smoked substances. For example, waterpipe smoking can be banned outside in British Columbia, but no in Ontario (as of September 2010).
- Specific streets, e.g., in a main shopping area or within a school zone, including the sidewalk, street, lane, thoroughfare, curb, retaining wall, boulevard, etc.
- Miscellaneous (e.g., but not limited to, movie and bank machine lineups, parking lots, transit shelters and transit stops, including taxi stands)

Key Provisions for Inclusion in Bylaws

There are a number of provisions to be included in bylaws that will make enforcement easier and restrictions more comprehensive.

- A broad definition of “smoking” will allow regulation of use of substances other than tobacco.
- A reference to more restrictive laws, e.g., “Where there is a conflict between this Bylaw and any other authority regulating, restricting or prohibiting smoking, the more restrictive authority shall prevail to the extent of the conflict.” (Truro Bylaw and Nova Scotia – *Smoke-free Places Act*) OR “If a provision of this by-law conflicts with an Act or Regulation or another by-law, the provision that is the most restrictive of smoking shall prevail.” (Sault Ste. Marie Bylaw)
- Buffer zones should be clearly defined and should be the same for all venues, e.g., “No person shall smoke in an outdoor area within four metres of an intake for a building ventilation system, an open window of a place of employment or an entrance to a place of employment.” (Nova Scotia – *Smoke-free Places Act*) Note: Buffer zones range from 2 to 10 metres. It is best that they reflect the buffer zone definition in any provincial/territorial legislation to reduce public confusion.

- Reference should be made as to whether restrictions apply to municipal property only or, preferably, all property within city limits where the public gathers (excluding any land owned by the federal/provincial/territorial government).
- The bylaw should specify that it shall apply “...whether or not no smoking signs are posted.” This will be helpful in cities with limited budgets and a large number of outdoor areas to be covered, but it may initially create confusion among members of the public.

Selected Definitions

The following definitions included in smoke-free bylaws and provincial/territorial acts are examples only and are not meant to be construed as “preferred” wording:

- “Customer service area” means a partially enclosed or unenclosed area, including a balcony, patio, yard or sidewalk, that is part of or connected to or associated with a business or use in a building or premises that includes the service of food or beverages, including alcoholic drinks, to customers or other persons for consumption on site.” (District of West Vancouver Bylaw)
- “Outdoor seating area” means an outdoor area or structure commonly referred to as a patio, deck, terrace, or rooftop, whether enclosed or not, to which members of the general public are invited or permitted access that is operated as part of a restaurant or licensed premise (Saskatoon Bylaw)
- “Park” means land and land covered by water and all portions of it owned by or made available by lease, agreement, or otherwise to the City, that is or may be established, dedicated, set apart or made available for use as public open space or golf course, and that has been or may be placed under the jurisdiction of the Commissioner, including any and all buildings, structures, facilities, erections, and improvements located in or on the land, save and except where the land is governed by other by-laws of the City. (Toronto Municipal Code – Parks)
- “Parking Lot” means an area which has been established or set out for the legal parking of vehicles. (Huntsville Bylaw)
- “Patio” means any outdoor area that is used or operated as part of, or in conjunction with, an eating establishment or a licensed premises. (Prince Edward Island – *An Act to Amend the Smoke-Free Places Act*)

- “Playground” means any park or recreational area designed in part to be used by youth that has play or sports equipment installed or has been designated or landscaped for play or sports activities, or any similar facility located within the town. (Bridgewater Bylaw)
- “Public Place” means any property, whether publicly or privately owned, to which members of the public have access as of right or by express or implied invitation, whether on payment of any fee or not. (Huntsville Bylaw)
- “Recreation field” means any portion of parkland that is used for athletic, recreational or musical purposes to conduct organized activities. This includes, but is not limited to, a ball field, soccer pitch, football field, tennis court, player bench area, spectator area, food and beverage concession, skateboard park, outdoor rink or permitted events. (Sault Ste. Marie Bylaw)
- “Restaurant” includes a coffee shop, lunch counter, snack bar, canteen, banquet facility, cafeteria, sandwich stand, food court, catering outlet and service, delicatessen, bakery, food vending outlet, food take-out establishment, grocery store that contains a snack bar or other place where food is served, and any other eating establishment or outdoor eating area that is part of or operated in conjunction with a restaurant.” (Yukon – *Smoke-Free Places Act*)
- “Sidewalk cafe” means an outdoor area, located on a public sidewalk, to which members of the general public are invited or permitted access and which abuts and is operated as part of a restaurant. (Saskatoon Bylaw)
- “Sign” includes any advertising device, structure or medium that uses any colour, form, graphic, illumination, symbol or writing to convey information of any kind placed or erected in or upon a park. (Toronto Municipal Code – Parks)
- “Smoke” or “smoking” means to inhale, exhale, burn, or carry a lighted cigarette, cigar, pipe, hookah pipe, or other lighted smoking equipment that burns tobacco or other weed or substance. (District of West Vancouver Bylaw)
- “Special event” means a picnic, walkathon, fundraiser or gathering over 200 persons or any event that requires staff support, specific permissions or the provision of materials or equipment such as, but not limited to, the use of sound amplification, acceptance of donations, installation of tents, vehicle access, electrical access or requests to borrow equipment, beyond that typically provided at the subject location. (Toronto Municipal Code – Parks)

- “Street” means a public or private street, highway, road, lane, sidewalk, thoroughfare, bridge, square and the curbs, gutters, culverts and retaining walls in connection therewith. (Bridgewater Bylaw)
- “Watercraft” means any device for conveyance in or on water and includes but is not limited to boats, vessels, personal watercraft, rowboats, sailboards, canoes, kayaks, ice boats or dinghies. (Toronto Municipal Code – Parks)

Be Prepared for the Opposition

If you are doing media interviews, speaking at public debates with people opposed to the bylaw, speaking to city councillors, or even you are just explaining the issue to friends and family, you may have to respond to some challenging arguments against smoke-free outdoor public spaces. Some reporters will ask difficult questions just to create controversy, depending on the views of their market demographic. Be prepared!

Here are some examples of what to expect. There are no right or wrong answers, but these may give you some ideas of how to respond if you don’t have a lot of media experience.

Countering the Arguments

Argument	Response
It doesn’t harm anybody if you smoke outside.	There is no safe level of exposure to secondhand smoke, so even a small amount of smoke can cause harm, especially to children, the elderly and people with breathing problems. Studies show that secondhand smoke can be just as harmful outdoors as indoors under some conditions. It depends on how many smokers there are, how close you are to the smoker and the wind conditions.
Smokers are being ostracized. Where are we supposed to go to smoke now?	Where smokers can go to smoke outside is a concern to us, too. We don’t want them smoking in their homes. That’s why we have not regulated smoking on sidewalks (or whatever places you have left unregulated).
What are they going to regulate next? Where we can breathe?	Communities all across Canada and the United States are now regulating where people can smoke publicly outside. The reasons are to protect people from secondhand smoke, to encourage smokers to cut back or quit, to

Argument	Response
	reduce the social acceptability of smoking so that kids don't start and to reduce cigarette butt and packaging litter.
It is our right to smoke and we should be able to do it outside where we're not hurting anybody. They've been telling us for years to go outside to smoke.	It is far better to smoke outside than inside, but new studies show that smoking outside can still cause harm to others. We believe that people should be able to breathe smoke-free air wherever they go in public.
They won't let us smoke in our cars. The next thing they'll do is ban smoking in our homes.	The issue we're focusing on is creating outdoor smoke-free places where people can congregate in public. We don't think it is too much to ask smokers to go elsewhere to smoke so that we can protect the children in our parks and on our playgrounds, people trying to enter a building, etc. You can't drink in public and smoking shouldn't be treated differently.
All they really want is for there to be no smokers. It is just Big Brother telling us what to do!	Governments have a responsibility to regulate behaviours that protect people's health. We have seatbelt laws and people can't drive drunk. Both of these laws protect the individual driving, as well others on the road. Laws to regulate where you can smoke in public are just the same.
Where are we supposed to go now to have a smoke when we want to go out to eat or have a drink?	All restaurants and bars are now smoke-free indoors. This law was brought in to protect not only the public, but more importantly, the people who work there. They should also be able to work in a smoke-free environment. The smoke on some patios can be just as heavy as inside the restaurant or bar.
Why didn't we hear about this before?	The City and health organizations have been working on this issue for several months. There has been a public awareness campaign with ads in newspapers, on the radio (list wherever they've been); there has been widespread media coverage and public consultations so that community members could be heard. Public opinion is strongly supportive, with X% of our citizens in favour of these bylaw changes.

A tip when doing media interviews: Never ask a rhetorical question as the reporter may find it antagonistic and then turn it back on you to answer the question. For example, you might say, “Is it too much to ask smokers to find someplace else to smoke?” A reporter could then respond, “Yes, it is.” You have then either been put on the defensive to respond or have lost the coveted “last word” of the interview.

What do to if the Tobacco Industry Comes to Town

How do you tell if the industry is involved? Is there a “grassroots smokers’ rights group” in your community that surfaced recently? Have you noticed a postcard campaign supported by the opposition? Are smokers and others being asked to speak out against your efforts? Is the opposition garnering a lot of media attention, complete with expensive news conferences and slick materials? Are you hearing from councillors that the opposition has been in to see them? Are tobacco industry studies being cited in the media or in the comment sections of online articles?¹⁶ If you release a study, do you receive letters from “the public” that question your methodology or in some other way try to cast doubt on your findings? These initiatives are invariably undertaken by tobacco industry front groups or plants, not ordinary citizens. If this is happening in your community, try to follow the money and you’re sure to find the tobacco industry behind the scenes.

Whether they’re funded by the industry or not, to stay on top of any organized opposition sign up for their mailing lists, preferably using an alias. You can also search online for organizations that oppose your campaign and sign up to receive email alerts, preferably at a home email address or some other location that doesn’t link you to your position in the coalition. Be sure to share these communications with your key coalition members so that everyone is in the loop and you can collectively decide how to counter the industry most effectively.

If you have definitive proof that the tobacco industry or their front groups are funding the opposition, let your community know. Alert the media, the public, and your councillors that Big Tobacco is really behind the opposition in your community – but make sure that your proof is rock solid or it could backfire on you, with potential serious repercussions.

If you suspect the industry is behind any inquiries into your activities, be very careful how you respond. Choose your words prudently in responding as you may be quoted on them and don’t engage in an ongoing debate. One polite response should be enough.

¹⁶ For an example of this, see the comment from “Vince” on Garwood-Jones A, Should smoking on patios be banned? Open File, Monday, July 26, 2010. Comments from tobacco control advocates also appear refuting “Vince’s” comments. Accessed August 6, 2010 at <http://openfile.ca/node/908/>.

The Evidence

Evidence from the Tobacco Industry

The impact of smoke-free spaces on overall tobacco use has not been lost on the tobacco industry, which is the most compelling evidence of all for those at the front lines of reducing tobacco use.

In 2008, Rothmans (at the time not yet owned by Philip Morris International and thus required to make a report on operations in Canada) told its shareholders that:

“RBH management believes that a number of factors affected overall industry shipments in fiscal 2008 including: [...]

- *“Seasonal trends in consumer purchasing patterns – The period between April and September has demonstrated stronger shipments than the period between October and March. RBH management believes that smoking restrictions are causing consumer consumption variations between the summer and winter seasons.”¹⁷*

This statement appears to indicate that smoking goes up in the summer months when people are outside more. Furthermore, this shows the value of “patio season” to tobacco manufacturers.

Other Evidence

However, the case for smoke-free outdoor spaces can be built in several different areas that will carry more weight with politicians and the public – those who don’t understand the tobacco industry as well as tobacco control advocates. These arguments have been briefly outlined in the section called “The Issues: Why Smoke-free *Outdoor Spaces?*”

The key points of evidence appear in the various fact sheets found in the appendices to this tool kit. For more in-depth analysis of the evidence, an extensive resource list appears in Appendix A. It includes:

- Selected Articles and News Items from Scientific Journals

¹⁷ iStockAnalyst. Rothmans Inc. Announces Financial Results for Fiscal 2008. May 16, 2008. Accessed June 28, 2010 at <http://www.istockanalyst.com/article/viewiStockNews/articleid/1952986>.

- Selected Canadian Resources (Grey Literature¹⁸)
- Examples of Canadian Legislation and Bylaws
- Selected International Resources (Grey Literature)

Campaign Management

Partnering with Public Health

Your organization is likely already partnering with key staff people in your local public health unit/authority. One of the first things you need to do is to sort out each organization's roles and responsibilities. Here are some suggestions:

Public Health

- Financially supporting the tobacco control coalition
- Conducting a public awareness campaign to set the stage for future public policy change (coalition may partner on this)
- Working closely with the media throughout the campaign
- Undertaking a community poll to get an idea of public opinion on the specific outdoor spaces that you want to become smoke-free (coalition may partner on this)
- Tracking comments from the public that are sent to the department
- Working with community partners from health organizations, the hospitality industry, hospitals, universities, to make sure that they are on side with the campaign goals, etc.
- Working with colleagues in the City's parks department
- Keeping politicians and stakeholders informed of campaign progress
- Writing the report from the Medical Officer of Health to the Board of Health and/or City Council
- Organizing public consultations
- Working with colleagues in the City's legal department to draft the bylaw
- Working with colleagues in enforcement once the bylaw has been passed
- Monitoring complaints from the public about enforcement issues
- Evaluating the impact of the bylaw
- Sharing lessons learned through reports, conference presentations, articles, etc.

¹⁸ Grey Literature is the term used for documents issued outside the formal channels of publication and distribution, i.e., not part of a regularly published series. Examples of Grey Literature include: scientific and technical reports, government documents, reports from non-governmental organizations, etc.

Health or Tobacco Control Organization/Coalition

- Developing a plan of action for the campaign while maintaining the flexibility to take on opportunities as they arise
- Seeking new sources of funding, if needed
- Developing a budget and managing the finances
- Attracting new partners to the coalition to strengthen the campaign (who may/may not bring funds to the partnership)
- Developing your key messages and communications strategy
- Working closely with the media throughout the campaign, including proactive outreach to pitch stories to a key reporter, news releases, news conferences, editorial board meetings, etc.
- Mobilizing the silent majority to speak out to councillors, write letters to the editor, send in postcards or post comments on your website
- Conducting an online poll to gauge public support
- Organizing volunteers to attend public meetings and hand out campaign materials
- Organizing people to speak at public meetings
- Supporting the Medical Officer of Health in the media – be generally supportive but also push for a more comprehensive bylaw if need be
- Conducting hard-hitting advocacy if it is needed, e.g., lobbying local councillors, placing advocacy ads in your local paper, writing letters to the editor and op. ed. Pieces
- Refuting the claims of the tobacco industry and its front groups, if needed
- Partnering with the public health authority, when it suits your strategy
- Promoting the bylaw once it has been passed, thanking supporters and partners, etc.
- Sharing lessons learned through reports, conference presentations, articles, etc.

Building a Coalition

You are likely already working on tobacco control issues in a coalition of health organizations. It could be to your advantage to broaden that coalition to include non-traditional groups for the smoke-free outdoor spaces campaign. The more organizations politicians and the public see supporting an initiative, the more credible it will be in their eyes.

But broad-based coalitions do not come without work. You will need to spend time convincing potential partners of “what’s in it for them” if they throw their support behind your campaign. If someone in your group knows a person involved in another organization, that individual should make the call. For the others, choose the member of your coalition with the best “sales” skills and have them start making calls, contacting those whom you think would be most interested first. Follow up with a written invitation (email is fine) to those organizations that

showed interest, even if they were a bit lukewarm. Make your pitch again in writing and it may yield a new member or two. Here are some ideas about what you can say to each potential partner.

Ideas for Potential Campaign Partners

Partner	Rationale – “The Pitch”
Health	
Local tobacco-free coalition	<ul style="list-style-type: none"> Should take the lead, in partnership with the local public health department
Local Cancer Society	<ul style="list-style-type: none"> Traditional partner in tobacco-free coalitions
Local Heart and Stroke Foundation	<ul style="list-style-type: none"> Traditional partner in tobacco-free coalitions
Local Lung Association	<ul style="list-style-type: none"> Traditional partner in tobacco-free coalitions
Local Community Health Centres	<ul style="list-style-type: none"> Opportunity to show leadership in the community and send prevention, protection and cessation messages to clientele
Local hospitals	<ul style="list-style-type: none"> Opportunity to show leadership in the community, protect patients, staff and their families from SHS and encourage smokers to quit A bylaw would also reduce litter on hospital property
Local Academy of Medicine	<ul style="list-style-type: none"> Opportunity for local physicians to show leadership in your community and within the medical community, and to send prevention, protection and cessation messages to the public
Local Dental Society	<ul style="list-style-type: none"> Opportunity for local dentists to show leadership in your community and within the dental community, and to send prevention, protection and cessation messages to the public
Local or Provincial Pharmacists’ Association	<ul style="list-style-type: none"> Opportunity for local pharmacists to show leadership in your community and within the pharmacists’ community, and to send prevention, protection and cessation messages to the public, which may in turn increase sales of cessation aids
Provincial Nurses’ Association	<ul style="list-style-type: none"> Opportunity for local nurses to show leadership in your community and within the nursing community, and to send prevention, protection and cessation messages to the public and to nurses who smoke
Local Health Coalitions	<ul style="list-style-type: none"> Opportunity to come together with other partners on an issue that affects everyone, and especially those whose

Partner	Rationale – “The Pitch”
	<p>health is compromised</p> <ul style="list-style-type: none"> ▪ May lead to other opportunities to collaborate in future
Provincial Environmental Health Association	<ul style="list-style-type: none"> ▪ Opportunity to send a strong message to the public about the effects of SHS on people with environmental sensitivities, and to build awareness about environmental health in general ▪ May increase their membership because of enhanced visibility
Children/Youth/Young Adults	
Local youth anti-tobacco coalition or school group(s)	<ul style="list-style-type: none"> ▪ Opportunity to provide leadership, to bank volunteer hours, to develop new skills (public speaking, media relations, advocacy, etc.) ▪ Bonus – the campaign may attract new young people to the anti-tobacco movement!
Children’s and youth organizations, e.g., local chapter of Big Brothers Big Sisters of Canada, local chapter of Boys and Girls Clubs of Canada, local Children’s Aid Society, Girl Guides or Boy Scouts, church youth groups, etc.	<ul style="list-style-type: none"> ▪ Children are affected by SHS in their day-to-day lives – when they play in parks, are on sports fields, as they enter apartment buildings, etc. ▪ If they are also exposed to SHS at home, public exposure increases the level of exposure and may aggravate pre-existing conditions, such as asthma ▪ Disadvantaged children are more likely to live in an environment where parents, guardians and older siblings smoke ▪ We need to send messages to children and youth that smoking is not the norm and, in fact, it is so dangerous to the smoker and those around him that it is even restricted outside
University/College Student Associations	<ul style="list-style-type: none"> ▪ Whenever the weather is good, students on campuses tend to congregate outside to study – they should be able to do so without being exposed to SHS ▪ Prohibiting smoking both inside and outside sends the message to young adults that smoking is not the norm ▪ Some young adults don’t try smoking or begin to smoke regularly until they have entered university or college so it is important to help prevent smoking initiation and addiction by eliminating smoking all over campus ▪ Having fewer opportunities to smoke encourages

Partner	Rationale – “The Pitch”
	<p>smokers to quit or cut back</p> <ul style="list-style-type: none"> ▪ Students who smoke have likely not been smokers for long and the sooner they try to quit, the more likely they are to succeed and the sooner their bodies will heal
The Environment, Nature and Animals	
<p>Environmental or nature organizations, e.g., Sierra Club local group, Sierra Youth Coalition</p>	<ul style="list-style-type: none"> ▪ Butts have been found in the stomachs of young birds and marine creatures, as they’ve mistaken them for food ▪ Animals get sick from ingesting cigarette butts ▪ Discarded cigarette filters end up in the water system where they release toxic chemicals – a serious threat to aquatic life
<p>Local Humane Society, zoo or petting zoo</p>	<ul style="list-style-type: none"> ▪ The science is clear that animals suffer from exposure to second-hand smoke, which may result in cancer, respiratory illnesses, etc. ▪ Animals should not be exposed to smoke if they are in a shelter or kennel, e.g., when they are being walked outside by either staff or volunteers ▪ Humane Societies and zoos could do more to emphasize not smoking around animals and joining the smoke-free outdoor spaces campaign would be one way to provide leadership on the issue ▪ Another would be to declare their outside spaces smoke-free even without a bylaw, which many have already done
Miscellaneous	
<p>Local sports organizations, e.g., soccer, softball, etc.</p>	<ul style="list-style-type: none"> ▪ Coaches of organized sports already mentor children and youth in many ways – by calling for smoke-free public spaces they could also model smoke-free behaviour ▪ Standing up for children’s health is a way to show community leadership and send a subtle message to parents who smoke ▪ All sports – and all athletes – should be tobacco-free ▪ See Play, Live, Be Tobacco-Free. Tobacco-Free Sport & Recreation Guide at http://www.playlivebetobaccofree.ca/toolkit for more ideas.

Partner	Rationale – “The Pitch”
Local festivals, fairs, etc.	<ul style="list-style-type: none"> ▪ There are examples of large outdoor annual events that have declared themselves smoke-free, e.g., Ottawa Dragon Boat Festival (over 65,000 spectators), so it can be done! (Try to find an outdoor event in your area that has already gone smoke-free or that would like to and ask them to join your campaign to set an example for other outdoor festivals or fairs)
Local outdoor farmers’ markets	<ul style="list-style-type: none"> ▪ People do not want smoke residue on their food, especially if they’ve gone out of their way to buy local produce with a view to it being fresher and healthier ▪ People who choose to pay extra to purchase organic produce will be particularly sensitive to the issue of smoke residue on food

Attracting new organizations to a coalition should ideally be done before a campaign starts, but campaigning being what it is, you may be thrown into everything at once. If that is the case, don’t spend too much time on recruiting. Depending on the size of your community, if you get 3-10 new organizations on board, that’s fantastic, but getting any new player is great.

To help you pitch the campaign to potential partners, see the template for a **Promo to Potential Partners** in the Appendix. You should have someone call the potential partner organization before sending out the promotional piece. A blanket mailing/e-mail to a number of organizations is unlikely to be very successful unless you have a conversation about your goals and how they could help you reach them. If they sound interested, follow up by sending them the promotional piece. Wait a few days, call again and, if they still don’t sign on, cross them off your list – unless the organization is one that you feel is crucial to your team.

Once the new organization is on board, be very clear about what your expectations are about signing on to campaign materials, use of their logo, participating in meetings or being a corresponding member, cash or in-kind donations, etc. It is best to have a simple written agreement up front to avoid misunderstandings and wasted time as you sort out internal problems. The **Promo to Potential Partners** covers off these issues, but you may want something more formal, especially if the organizations plan to provide the coalition with significant funding.

Don’t expect new coalition members to be as committed as you are. There will be a learning curve in which they may question a lot of what you’re doing, so plan to have someone spend time with them after meetings to explain things more fully if need be. Experienced campaigners

will also bring their own ideas to the table, which could be very positive, but if they have a harder or softer approach than your coalition, it could create conflict. As any group forms or adds members, it changes the group dynamics, so have a conflict resolution plan in place. Your chair, or someone else in the group, should be skilled enough to calm any discussions that may become heated.

If all of this sounds as if new groups are not worth the trouble, that is not at all the case. The more voices that support your campaign, the better. This is just a cautionary note to make you aware that things won't just stay the same once you bring on new people.

Coalition Leadership

It is crucial for you to have a strong leader for your coalition who, ideally:

- Has experience in public policy advocacy – or is a really fast learner!
- Fully understands the issues involved in smoke-free outdoor spaces
- Has excellent public speaking and media relations skills
- Works well with a diverse group of people, from the volunteer handing out flyers at public meetings to the Medical Officer of Health and Chair of the Board of Health
- Can chair meetings and prevent discussions from getting sidetracked or bogged down

Committee Members' Roles

You will need to create a committee, a task force, working group – whatever you want to call it. On that group you will need people to:

- Chair the meetings
- Develop agendas and distribute them before the meeting, along with any meeting materials to be reviewed
- Take meeting notes and create a list of action items
- Write campaign materials, the plan of action, letters to the editor, partner updates, etc.
- Look after the finances
- Develop any artwork for campaign materials

Depending on the skills and talents of your members, you may need to either enlist new recruits to fill in any gaps or contract out things like writing and artwork.

Recruiting Volunteers for Smoke-free Outdoor Workplaces and Public Spaces

Now that you have built your coalition and a committee structure is in place, you may want to add to your team some key individuals from the community who may not be represented by partner organizations. Health professionals, lawyers and individuals seriously affected by SHS all make good additions to your group. Don't expect them all to come to your committee meetings, but ask them to attend occasional meetings with councillors or write letters to them, speak at Board of Health meetings, write (or sign ghost written) letters to the editor, etc.

Here are some tips on how to recruit health professionals. Many of these same tips can be used for lawyers and other individuals you may wish to recruit.

Health Professionals

Health professionals will be a crucial component of your smoke-free outdoor air campaign team. Not only do physicians, dentists, nurses, dental hygienists, other healthcare professionals and students have a shared interest in promoting and protecting public health, but many are also well known and respected in their communities.

Healthcare providers may want to work on your smoke-free outdoor spaces campaign for any of the following reasons:

- **To encourage their patients/clients to quit smoking.** Many health professionals feel frustrated in not being able to more effectively help people quit. Working on public policy helps give them a greater sense of accomplishment.
- **To give back to the community.** Many healthcare providers seek opportunities for community involvement.
- **To be active in their retirement.** Health and other professionals, may want to continue to be involved in public health matters during their retirement.
- **Variety.** Smoke-free advocacy allows healthcare providers to get out of their regular environment. Being involved in a campaign offers a chance to use skills they may not normally get to practice, such as public speaking.
- **Positive Exposure.** Participation in a campaign is a form of positive exposure for one's profession, as well as a demonstration of personal leadership. Involvement shows that the health community is actively involved and supportive of smoke-free air.

How to Approach Healthcare Providers

Healthcare providers are very busy individuals. Many juggle working long hours, a multitude of caseloads, and students and researchers, often more than five days a week. This schedule leaves very little time for rest and relaxation, let alone advocating for smoke-free outdoor spaces. You may have to think creatively and strategically to recruit them, but most importantly, do not assume that healthcare professionals will not be interested; you never know unless you ask.

- **Start with your own healthcare providers.** Personal relationships are always helpful. At your next physical or dental appointment, mention your interest in smoke-free outdoor spaces, gauge your caregiver's interest, ask questions, and leave a brochure with the coalition's contact information on it, so that if your healthcare provider wants to follow-up, he or she knows where to call.
- **Do your homework.** Are there any doctors in your community who have done research on the health effects of second-hand smoke, smoking, or smoking cessation?
- **Go where they are:** local hospital and dental clinics, hospital sponsored events, pharmacies, social events, benefits, fundraising activities, unions, doctors', dentists', pharmacists' and nurses' organizations, etc. Many past presidents of medical, dental, pharmacy and nursing associations are very political individuals and veterans of the political arena.
- **Go through their families.** Similar to approaching your own physician or dentist, or your own nurse practitioner or dental hygienist about second-hand smoke, start with those individuals you already have a personal relationship with. If you are friends with a doctor's husband who is passionate about worker health and safety or your sister-in-law is a member of a nurses' union, talk with them first. If a family member is interested and passionate about second-hand smoke, that interest frequently rubs off on the people closest to them.
- **Peer-to-peer recruitment.** Once health professionals are involved, encourage them to reach out to their colleagues. It is most effective to have one healthcare provider recruit another, even if they're from a different profession.
- **Referral from their professional organization.** Go through provincial or local organizations of health professionals to see if there is anyone with a special interest in second-hand smoke, smoking cessation, public policy advocacy, etc.

Planning and Evaluation

Unless your campaign is very well funded, you probably won't be able to hire external evaluators to look at the impact of bylaw changes, i.e., an **outcomes** evaluation.

However, you should still do an internal **process** evaluation to determine if you met your initial goals and objectives, and if so, how successful you were in meeting them; and determine what the lessons were that you learned for the next campaign.

The first step of evaluation is actually planning. To have the most meaningful evaluation results, you need to set measurable goals and objectives so that you can determine later on if you've met them.

Rather than having an objective to "submit letters to the editor", it would be better to say "submit at least two letters to the editor each month during the campaign, under the names of different authors". A further sub-objective could be to have X% of your letters published. That would help you analyze for future campaigns whether your letters are hitting the mark. You may need to adjust the topics, writing style, type of people who send them in, etc. (Don't forget that it is perfectly acceptable to ghost write a letter to make sure that you get your exact message across and then ask someone involved in the campaign or another community leader to submit it under their name. This is very effective for people who don't have time to write, such as physicians, or others who may not know the details of the issue as well as you do.)

The scope of this Toolkit doesn't allow for an in-depth section on planning and evaluation. However, the U.S. Tobacco Technical Assistance Consortium (TTAC) has produced a series of online educational tools called *The Power of Proof: An Evaluation Primer*.¹⁹ You should be able to find whatever you need to know in this detailed review.

Record-Keeping

- **Planning** – It is extremely important to map out your goals and objectives, then flesh them out with a detailed work plan to keep your team on track throughout the campaign. Regularly update the work plan as opportunities arise and circumstances change. A template for a work plan is found in Appendix C.

¹⁹ Tobacco Technical Assistance Consortium. (no date) *The Power of Proof: An Evaluation Primer*. Accessed August 12, 2010 at <http://www.ttac.org/power-of-proof/index.html> (online version) or <http://www.ttac.org/power-of-proof/pdfs/power-of-proof-new.pdf> (print version, 208 pages).

- **Meetings** – Written agendas and minutes of meetings (or at least a record of decisions made and action required) will keep your campaign running smoothly and help provide the information needed when it comes time to report to funders. Agendas and meeting materials should be distributed at least two days before the meeting to give participants time to review them. Meetings will run much more efficiently if everyone comes to them having already gathered their thoughts on the agenda items. Try not to spend precious meeting time going through documents line-by-line or editing by committee. Respect your volunteers' time.
- **Finances** – As you no doubt have a variety of funders you are accountable to, you must keep detailed and accurate financial records, based on a realistic budget. All expenditures should require submission of receipts or an invoice and cheques should require two signatures. Use of public funds is being scrutinized more than ever so assign the financial aspect of the campaign to one person and have your team review the financial records monthly. Nothing can ruin a campaign faster than public disclosure of financial wrongdoing (intentional or unintentional) – something your opponents would love to expose if given the opportunity.
- **Reporting to Funders** – Reports to funders should have both narrative and financial components. Some funders require you to use a specific form or format. If not, be sure to give enough detail to meet their requirements, but don't ramble on for pages and pages. Funders are simply trying to make sure that you've spent their money wisely. Any examples of the resources you've developed, detailed polling results, etc., should be provided in appendices to your report.

Campaign Communications

Your Campaign Identity

Your first task as a coalition is to determine your campaign identifiers and key messages. You may be able to borrow materials developed in other communities and adapt them to your needs.

You will first need a logo. The Oregon Smokefree Housing Project has developed a logo that lends itself well to smoke-free outdoor spaces:



Diane Laughter, a tobacco control advocate herself, developed the logo and has offered it to Canadians free of charge. She could also adapt it for your coalition for a modest fee. Diane can be reached at:

Diane Laughter, MPH
Health In Sight LLC
503-291-9134 diane.laughter@comcast.net

Tag Lines

Along with your logo, you will want to develop a tag line that will help identify the campaign whenever you use the logo. Some examples are:

- Clean the Air, It's Ours to Share (Newfoundland)
- I (Heart) Smoke-Free Outdoor Spaces (Thunder Bay, ON)
- Imagine! A Smoke-Free BC (British Columbia)
- Let's Clear the Air (Ottawa, ON)
- Play Smoke Free and Win (Simcoe County, ON)
- Breathe Easy, you're in Maine (Maine, US)

Mobilizing the Silent Majority

A key aspect of any smoke-free campaign is to mobilize the silent majority. Most non-smokers don't speak out against smoking, but you have to tap into their power to win your case.

Angry smokers who feel they are losing what they feel is their right to smoke will likely speak out in a variety of ways – letters to the editor, comments sections of online articles, radio call-in shows, etc. Their voices can seem very loud, even though they represent a significant minority of the population.

It is therefore your job to mobilize the majority of non-smokers who would appreciate smoke-free outdoor spaces, but perhaps wouldn't think to speak out publicly in favour of them. Some of the tools you can use to mobilize the silent majority to contact municipal councillors include: advertising media, online petitions, online polls, postcards (online and/or hard copy) and social media.

Advertising Media

If your campaign has the resources, reaching the silent majority is most effectively accomplished through advertising.

- Local newspaper (online and/or print)
- Community newspapers
- Local alternative press
- Radio
- Television (Public Service Announcements)
- Facebook and other social media ads
- Bus shelters, sides/back of buses, inside buses
- Bicycle racks
- Community benches
- Billboards
- Websites of partner organizations

See two examples of ads from the 2010 Ottawa campaign in the Appendix.

Online Polls and Petitions

Online polls can provide useful information. Although they are not scientific, they can still give you a good idea of the level of public support for your campaign. A template for an online poll is

found in Appendix C. This can easily be administered on your website by using inexpensive survey software, such as SurveyMonkey.²⁰

There are also several petition tools online, such as Go Petition.²¹ This site seems easy to use and hosts some Canadian petitions from community groups for a variety of purposes – even petitions on second-hand smoke. The petition can link to your website if signatories want further information on the issue.

What is important with any online advocacy tool is that you have to drive traffic to the site to get the numbers that you need to influence politicians. Put your web address in all ads, letters to the editor, promotional tools, etc. Find innovative ways to get people to your site and then lead them to the poll, petition or postcard.

Postcards

Postcards can be an extremely effective tool. They allow people to direct comments to their own councillor, but they're easy to do. People also feel that they are joining with others and are part of a larger movement.

Electronic postcards are the easiest to deal with administratively. You can have them directed to specific councillors by ward (based on postal code) and the software can keep track of how many postcards are submitted. You may also have PDF of a postcard on your website that people can download and mail in, but then you won't know how many are actually submitted, as opposed to just downloaded.

If you don't have the expertise or resources to set up an electronic postcard, you can have a hard copy printed. An example of postcard used for smoke-free public places and workplaces can be found in [The Advocacy Campaign for Smoke-Free Ottawa](#). The beauty of this postcard was that it was distributed by public health nurses, in physicians' offices, in libraries, etc. By going out into the community to reach people, hundreds of postcards were submitted.

Since people often do not know the name of their city councillor, you need to find a way to get hard copies of postcards into the right hands. If you are working closely with the mayor, you could ask that all postcards go to the mayor's office. Another possibility would be to have the

²⁰ See <http://www.surveymonkey.com/>. (The author of this kit, Janice Forsythe, can assist you in setting up a SurveyMonkey poll.)

²¹ See <http://www.gopetition.com/>. (Although I have not used this site, it does have Canadian petitions on it. Many of the others are US-based only.)

postcards sent to the chair of the Board of Health/Health Committee. If people include their postal code when they sign the postcard, your team can then sort the postcards into wards and deliver them to the appropriate councillors just before the vote. Wherever they are sent, make sure that you have access to the postcards so that you can count them, copy the comments people write on them (don't be surprised to find some with comments from opponents) and include them in a policy brief or a scrapbook that you send to councillors. If you receive enough of them, you could also use them to create an effective visual at committee hearings or a news conference.

Social Networking

With an estimated 70-80% of Canadians now using social media,^{22 23} public campaigns should take advantage of this means of communication. Set up a Facebook page for your campaign and send out campaign updates through it or on Twitter, blog about the issues, etc. This aspect of the campaign lends itself particularly well to being carried out by youth and young adults. If you have the financial resources, you can also place ads on Facebook.

Media Relations

If you're working within a tight budget – as you likely are – you'll have to rely on “earned media” instead of “paid media.” Although it is time-consuming and takes some skill, earned media can be even more effective than paid media.

First, identify journalists in your community who have written on tobacco control or other health issues. There may also be specific journalists who cover City Hall. Before the campaign starts, follow their articles to gain an understanding of their interests – or research them online.

Unless you are releasing a study or have some other “hard” news that warrants a news conference, the best way to have your story picked up is by showing personal interest in a journalist and pitching a story idea to them directly. Email them personally, as opposed to sending a news release, with a subject line like, "Story idea for [Journalist's Name]: Asthmatic kids can't play in the park because of second-hand smoke." Briefly summarize the idea in a few

²² 6S Marketing. Survey Says...Canadians are Crazy About Social Media. News Release, March 8, 2009. Accessed September 1, 2010 at <http://www.6smarketing.com/survey-sayscanadians-are-crazy-about-social-media-2/>.

²³ Shaw G. Canadians tops in social networking. The Vancouver Sun. December 3, 2009. Accessed September 1, 2010 at <http://communities.canada.com/vancouver/sun/blogs/techsense/archive/2009/12/03/canadians-tops-in-social-networking.aspx>.

bullet points and offer the idea as an exclusive to a specific news outlet. Don't draft the article for the journalist as this may turn them off. Let the journalist know that you'd be pleased to speak with them to provide additional details, or that you could arrange for a personal interview with a physician, parent of an asthmatic child, or some other spokesperson from your coalition if you're not comfortable being interviewed.

Many people working in tobacco control who aren't experienced with media relations often overlook using a collaborative approach with the news media in favour of maximizing the number of journalists who see news releases. By demonstrating value to individual journalists, you can become a reliable source for interviews and idea pitches.

Earned Media

- Local newspaper (online/print)
- Community newspapers
- Local alternative press
- Radio news
- Television news
- Letters to the Editor
- Editorials
- Op-Ed (opinion) pieces
- Local Blogs

Your Coalition's Website

Use your website to link to any positive earned media you generate. Just be sure you don't break any copyright laws by copying the media piece directly to your site.

Ontario's Media Network

The Media Network,²⁴ a service unique to Ontario and for Ontario citizens, offers the following assistance to tobacco control organizations:

- Track local media coverage
- Track social media coverage whenever feasible
- Support with editing (or writing when necessary) press materials
- Media relations training onsite (there are some limitations from the resource and capacity side depending on number of requests – they generally aim for 10-15 people per session)

²⁴ See <http://www.ptcc-cfc.on.ca/english/Media-Network/>.

- Introduction to social media webinar where they could focus on smoke-free patios and options for engaging the public and decision makers using social media
- Consultation at any time regarding local campaigns, events or whenever there are questions about advocating through the media

If there is room in webinars, the Media Network would entertain taking participants from out-of-province.

Media Monitoring

If you are in the fortunate position of having a healthy budget, it would be worthwhile to pay for media monitoring for the duration of the campaign. There are several companies that offer this service. If you live in Ontario, contact The Media Network for a Smoke-Free Ontario at the Program Training & Consultation Centre. They already have a media monitoring service and might be able to piggyback your monitoring onto theirs.

If you don't have access to a free service and have no budget, ask your volunteers to keep their eyes and ears open for media coverage and send it to a specific person in the coalition. You may not catch everything, but you'll no doubt be able to track the main media coverage.

Campaign Tips and Tools

This section deals with a number of advocacy campaign activities and the tips and tools you will need to carry them out well.

Seeking Champions among Public Officials

Any campaign for public policy change will have a greater chance of success if there is a politician who strongly backs it and will agree to work with you. This should ideally be the chair of your Board of Health or Health Committee, or at least a very influential member. You will also need your Medical Officer of Health (MOH) to be solidly on-side as city councillors will look to the MOH for advice.

Liaison with individual councillors is also important, especially those who sit on the Board of Health or Health Committee. If you have limited time to work with councillors, choose those who have been most influential on other health issues and who are well respected by their fellow councillors.

Public Education and Consultations

Putting a Human Face on the Issue

Public education campaigns are key to bringing the issue of smoke-free outdoor spaces into the public consciousness. Media campaigns, (posters, transit ads, radio ads, etc.) can express the feelings of the majority while educating them about their right to breathe smoke-free air outdoors. Use pictures and quotes from real people in the ads to bring home your points.

Public consultations will undoubtedly be held before Council takes a vote on the bylaw amendments. This is an ideal time to pack meetings with volunteers who will speak out in favour of the amendments. This will make it clear to councillors and the media that these are real people who are being affected: restaurant and bar staff, children, adults with health conditions, etc. Your coalition should have a group of such individuals you can call on to participate in meetings, write letters or make presentations. Try not to use the same people all of the time so that different stories are being told – and volunteers are not getting sick of being called upon.

Tips for Writing to Local Councillors

Local councillors are influenced by what their constituents think, so work to get as many people as possible to write to them at key points during your campaign. You may have to help people

who have never written advocacy letters before, but resist writing a form letter and having them “fill in the blanks”. Personal letters are much more powerful. Instead, simply give people a few bullet points or some general guidance and ask them to use their own words.

Letters to the editor also strongly influence councillors because they know that many of their constituents will read them.

Cut and paste the following tips into a separate document and provide it to supporters who need help writing letters.

Keep the following points in mind when writing a letter to the editor or to a councillor:

- Keep it short (no more than a few short paragraphs). Note: newspapers usually have word count limits on letters to the editor. Check with your local paper and keep within that limit or you run the risk of it being rejected before it is even read. Don’t expect the newspaper to edit your letter to fit within the word limit.
- Stick to one main point and support your position with facts. Resist the temptation to try to cover too much at once. You can always write again!
- Write about your personal experience. Explain why you care about protecting people from secondhand smoke in outdoor spaces.
- Be polite and professional, no matter how frustrated you are about a councillor’s position, an article in the newspaper or a letter to the editor published from a member of the opposition. Always take the high road. If you don’t, you will damage the credibility of your campaign or organization.
- Have someone you trust read your letter before you send it to make sure that it sets the right tone and there are no typographical or grammatical errors.
- Most newspapers will only accept letters to the editor in the body of an email, as their systems filter out emails with attachments. Don’t send letters to the editor by snail mail or fax. Make things as easy as possible for the editor to increase the likelihood of your letter being published.

Meeting with Local Councillors

It is important for representatives of your coalition to meet with all elected councillors to influence their vote for a bylaw regulating second-hand smoke in outdoor workplaces and public places.

First Steps

- Call the councillor's office to set up an appointment. Briefly explain what you'd like to meet about. You may be asked to send in a written request. If so, send a short email. This is not the time to explain your position, but rather, to address the issue in general.
- If the meeting is refused, ask to meet with a senior member of staff. If that, too is refused send information that you would have left at the meeting (e.g., fact sheets, a reference list of scientific evidence that you can pull from the Appendix, news articles on successful bylaws in other jurisdictions, etc.), along with a cover letter. Reiterate in the letter that you'd still like to meet with the councillor and list the constituents who would like to participate in the meeting. It is hard for councillors to refuse to meet with their own constituents. Be sure that those people actually attend the meeting, though, or you may never get another meeting with that councillor.
- If the meeting is accepted, read on...

Before the Meeting

- Research the councillor's previous position on tobacco control issues and tailor your arguments accordingly, e.g., go to the meeting armed with the most relevant information needed to turn a no vote or someone who is on the fence into a supporter. Recognize, however, that you're not likely to sway everyone, so be prepared for opposition or, at the very least, pointed questions.
- Ask other supporters to join you at the meeting, but no more than three or four at a time. Ideally, there should be at least two people so that one of you can take notes on the councillor's position. If anyone in your coalition has a relationship with the councillor or lives in their ward, bring them with you. Try to bring people who have personal stories to tell, but who can be brief yet powerful in making their point.
- Choose one person to take the lead at the meeting. Outline two or three main points to cover during the meeting, and make a list of priorities to cover under those points. Be brief! You will likely only have 15-30 minutes for the meeting, including introductions and the weather!
- Put together a folder to leave behind, including brief fact sheets about second-hand smoke outdoors and other materials (see Appendices), plus a one-paragraph backgrounder on the coalition, its contact information and a list of the people attending the meeting.

During the Meeting

- If the councillor cannot meet with you at the last minute, ask to meet with their staff. Staff may have more time and their opinion always carries weight with the councillor.
- Start the meeting by thanking the councillor and/or staff person for their time, introduce yourselves (one sentence each).
- Briefly explain what you want to talk with them about. Make sure to cover your highest priority items first, in case you run out of time.
- Bring a little information to leave behind, but not too much – they simply don't have time to read stacks of paper. During your presentation, briefly point out the specific resources you've provided that support the point you are making.
- Allow time for the councillor/staff to ask questions during your presentation. If you are asked something you don't know, don't improvise! Say that you will find out and send the information to them after the meeting.
- Always be polite and respectful, even if a councillor is being rude. Again, always take the high road.
- If the meeting has been positive, just before the end, ask the councillor if you can count on their support on a bylaw (or changes to the existing bylaw) to ban smoking in outdoor workplaces and public spaces. If you don't get an automatic yes, recognize that their opinion may change over time as public opinion changes. You may want to ask if there is anything you could do to help change their mind.
- Thank the councillor and/or staff for their time and let them know that if they have any questions or if you can support them in any way in making their decision, all they have to do is call.

After the Meeting

- Send the councillor a thank you note and any follow-up material you said you would provide.
- Don't count on support staying the same throughout the campaign, except among true champions, so mobilize the silent majority in all wards to communicate with their councillor's office. Councillors' staff keeps track of the calls/emails/letters on each side of any issue, so numbers count!

- Monitor the councillor's position as stated in the media. If their comments are negative, rally as many people as possible in the ward to call the office, send emails, letters, etc. Do whatever you can to get them to support your position. This is especially important during the last week before the vote on the bylaw.

Making Presentations to City Committees or Council

Large communities will have a health committee that debates the issue and makes a recommendation to the full Council. In smaller communities, it may be the entire Council that listens to presentations and debates the issue. In either case, you have to be organized for the presentations.

Have someone who works in your public health department to put you in touch with the city clerk who decides on the order of the speakers. If you can establish rapport, you may be able to secure the opening and closing slots on the agenda.

Depending on whether you are seeking precedent-setting bylaw changes or on the level of opposition in the community and where it is coming from, the debate may be quite lengthy. If you have a sense that the opposition is strong, make sure that you have as many speakers as possible lined up to support the proposed bylaw changes.

Your coalition spokesperson needs to be forceful and strategic about what they say. They should give an overview of the who the coalition represents (briefly!), the key issues, the evidence (including other communities that have already banned smoking in outdoor spaces), enforcement strategies and the opportunity that faces Council to provide leadership.

The following list will give you an idea of the types of speakers you could enlist who can address the issue from the point of view of:

- Servers who have had to work on smoky patios and want to protect their health without having to find another job
- Bar or restaurant owners who want a level playing field with those establishments that have patios
- Bar or restaurant owners who have patios and want a level playing field because they are afraid they'll lose business if they make their patio smoke-free
- Parents with small children who play in parks, on playgrounds
- Parents with older children who are involved in outdoor sports (or one of the children)

- Athletes (runners, cyclists, bladers, etc.) who want to be able to exercise outside without having to inhale SHS
- Individuals with health problems exacerbated by SHS
- Physicians who see the damage caused by SHS every day
- Hospital workers who feel it sets a poor example for health care workers to be smoking on hospital property
- Patients and their families who are tired of having to walk through smoke to get through the hospital door
- Teachers who understand that the fewer places there are to smoke, the fewer youth will end up addicted
- Students who want smoke-free campuses
- Officer workers tired of having to hold their breath to get to the door of their building
- People who want smoke- and butt-free beaches
- Nature lovers who want to be able to use nearby trails without inhaling smoke and being fearful of fires
- Shopkeepers who are tired of cleaning up the butts in front of their stores
- Advocates or city staff (especially enforcement officers) from other communities that have passed bylaw changes and had success
- Provincial or national advocates who may have helped you with your campaign

There may be other people who come to mind in your community – just make sure that your speakers significantly out-number the opposition. If people are anxious about speaking, let them know that they can read their presentation but to keep it short. Most Councils will set a time limit for presentations and cut off speakers precisely at the limit – often before they may have reached their closing. Be sure to have everyone practice their presentation and make sure it fits within the time limit.

The Debate and Vote

At this stage, you are no longer able to speak out in favour of bylaw changes, but you'll want to be present for the debate. Be sure to have key members of your coalition inside and outside Council Chambers for the debate and final vote of Council. You need to fill the room with volunteers to show community support for the issue and for the councillors who vote in your favour. You should all be wearing a common identifier. Assign one or more people to take notes so that you can learn from the debate for any future advocacy campaigns. You should also keep a record of each councillor's vote.

Position your spokespersons – depending on the number of reporters present, you may want to have at least two people at the ready – near the door of the Chambers so that they can step out for media interviews as required. Your spokespersons need to be visible, especially if they aren't well-known in the community. Use coalition buttons, t-shirts, hats, or whatever else will get media attention but still maintain your professionalism.

After the vote, write individual thank you notes to all councillors who supported your position. Thank you notes should also go to city staff who were supportive, especially if your coalition worked closely with them during the campaign. If a specific reporter has been influential in building support for your campaign, do thank them informally in person or over the phone. (You don't want their boss to read a note and feel that the reporter has been biased.)

Celebrating Your Victory

No matter what the outcome of the vote, your team needs to celebrate! You may not have achieved all of the policy changes that you wanted, but any change is a victory. Even if you didn't succeed in getting any bylaw changes, your campaign increased public awareness of the need for smoke-free outdoor public spaces. You've also learned what you should do differently in the next campaign to achieve your goals. Remember how long it took the tobacco control movement to go from 100% smoking in workplaces, bars and restaurants to where we are now? About 30 years! Social change takes time.

So first give yourselves a pat on the back and then go out to a smoke-free patio (or several) and celebrate your achievements. If you succeeded in getting public policy changes, make your victory party a media event. Invite everyone who participated in the campaign to celebrate with you. This will also give you an opportunity to thank the hospitality venues that supported your

campaign. Be sure to invite the media. In 2001, participants in the Smoke-free Ottawa campaign celebrated by doing a pub crawl, which garnered media attention.²⁵

What's Next?

Keeping a High Profile in the Media

Even if you've won all of the bylaw amendments you sought – and you're absolutely exhausted – your work isn't over yet. For the next few months, strive to ensure there are positive media stories, letters to the editor, etc., that tout how well the bylaw changes are working. There will no doubt be a backlash from smokers in the beginning until they get used to the changes. In the meantime, you have to counter their negative comments in the media, in comment sections of online news pieces and blogs, on radio call-in shows, etc. Your job is to make politicians continue to believe that they did the right thing. It is not unheard of for councillors to backtrack on their decision and water down legislation.

Monitoring Enforcement Efforts

As with any smoke-free places legislation, enforcement is a concern of both the public and politicians. Smokers will say that smoke-free outdoor spaces bylaws cannot be enforced, why should police officers waste their time on them, enforcement will cost a fortune, etc.

In fact, smoke-free outdoor spaces legislation is, by and large, self-enforcing. Moreover, other than signage, it won't cost much. It will take a few months before people get used to having to move away from others to smoke outside, but it will happen. Members of the public will start to ask smokers to butt out because they feel they have the power of the law behind them. No, we will never have 100% smoke-free outdoor public spaces, but if they can at least be regulated, non-smokers have a better chance of avoiding second-hand smoke when they are trying to enjoy the outdoors.

Plant stories in the media about non-smokers politely asking smokers to move to a designated smoking area or outside the smoke-free area and smokers complying. Create the impression that the bylaw is working and it will!

²⁵ Ottawa Council on Smoking and Health. (September 2002) The Advocacy Campaign for Smoke-free Ottawa. Accessed August 29, 2010 at http://www.smokefreeottawa.com/2006-en/ocsh_web_eng.pdf.

Internal Evaluation

Your work on this campaign is coming to a close. Don't forget to evaluate how you did. Look back at your plan and analyze your successes and where you could have been more effective. Include both processes and outcomes.

Planning for the Future

Take your internal evaluation and jot down some notes about what to "fix" for the next round of advocacy that you will take on. You may not even know what the campaign will be yet and there may be a whole new set of players, but the time you take now to plan for the future will save you a great deal more time in future.

Sharing Your Learnings

You have likely gone through several months of intense advocacy campaigning – and "on-the-job" training! Help others to benefit from your experiences. Assign someone from your coalition or hire someone to pull together the learnings from your campaign and develop them into a piece that you can share with other advocates. You can share your learnings through the smoke-free outdoor spaces network, provincial and national tobacco control newsletters or listserves, etc.

Whatever you do, make sure that your vast expertise doesn't just stay in your community. We can only keep the wheels of tobacco control turning if we don't waste time re-inventing them!

Feedback on the Toolkit

We would appreciate your feedback on this resource so that we can improve it in future, as human resources allow. Please complete the following once you've finished your campaign and submit it to PSC's Executive Director Cynthia Callard at [ccallard @ smoke-free.ca](mailto:ccallard@smoke-free.ca).

1. Community for which the Toolkit was used:
2. The two most valuable things we learned from the toolkit were:
 - a.
 - b.
3. The two main things we learned that should be added to the toolkit were:
 - a.
 - b.
4. Did your bylaw campaign result in regulation of smoke-free outdoor public spaces?

Yes

No
5. If yes, please send a copy of or link to the bylaw to Cynthia Callard, Executive Director, Physicians for a Smoke-Free Canada at [ccallard @ smoke-free.ca](mailto:ccallard@smoke-free.ca), Pippa Beck, Policy Analyst, Non-Smokers' Rights Association at [pbeck @ nsra-adnf.ca](mailto:pbeck@nsra-adnf.ca) and Rob Cunningham, Senior Policy Analyst, Canadian Cancer Society at [rcunning @ ottawa.cancer.ca](mailto:rcunning@ottawa.cancer.ca) (to avoid spam, we've altered these email addresses – delete the spaces before and after the @ sign).
6. Additional comments:

Appendices


Appendix A – Resource List

Appendix B – Fact Sheets

Appendix C – Templates

Appendix A – Resource List

Selected Articles and News Items from Scientific Journals

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Appendix B – Fact Sheets

Fact Sheet: Reasons to Support Outdoor Smoking Restrictions

Smoke-free parks: A positive step that governments can take to build healthier communities

Making Patios Smoke-free: A positive step that governments can take to further protect children, hospitality workers and the community from second-hand smoke

Smoke-free Patios - Only 22% of Canadians live in communities where workers and the public are protected from second-hand smoke on restaurant patios

Insert your
logo here

Fact Sheet: Reasons to Support Outdoor Smoking Restrictions

Adapted by _____ from Smoke-Free Nova Scotia and Canadian Cancer Society-Nova Scotia Division

- **Fewer children and youth start using tobacco.** Prohibiting smoking in outdoor locations where people gather, such as parks, playgrounds, sport and recreational facilities, beaches, outdoor bus stops, outdoor concerts, markets, parade routes and public festivals, creates an environment where **NOT** smoking is the norm. Smoke-free environments have been shown to reduce the likelihood that children and youth will start to use tobacco.^{26, 27, 28, 29}
- **Outdoor smoking causes harm to people nearby.** The level of toxic second-hand tobacco smoke within a few feet of a person smoking outdoors can be as high as in homes and bars where smoking is permitted, and the amount of harmful chemicals in the air increases according to the number of people smoking.^{30, 31}
- **There is no safe level of exposure to second-hand smoke.** Even in small concentrations, second-hand smoke causes immediate, short-term and long-term harm to people exposed to it. The long-term harm can include premature death from cancer or heart disease.³²
- **Restricting outdoor smoking could also reduce litter and pollution from discarded cigarette butts.** In a 2004 survey, 58% of Minnesota park directors in cities with smoke-free policies reported cleaner park areas.³³ Discarded cigarettes pollute land and water. These poisonous butts may be eaten by toddlers, pets, birds or fish.

To prevent this harm, smoking should be prohibited in specified outdoor places where people gather, including: parks, playgrounds, sport and recreational facilities, beaches, unenclosed bus stops, outdoor seating areas, outdoor concerts, markets, festival grounds and parade routes. **[Adapt this list to match what you want for your community.]**

- **It is particularly important to prohibit smoking in outdoor locations where children congregate** because children are more susceptible to the health effects of second-hand smoke than adults.³⁴ Also, adult smoking in view of children may send children the message that smoking is associated with enjoyable outdoor activities.
- **Experience shows that smoking bans in outdoor locations are enforceable.** Many North American jurisdictions have successfully implemented such bans. Dozens of US jurisdictions have banned smoking in outdoor places like parks, playgrounds, beaches and sport and recreational facilities. Municipalities across Canada are increasingly adopting similar measures.^{35 36}

²⁶ Wakefield MA, Chaloupka FJ, Kaufman NJ, Orleans CT, Barker DC, Ruel EE. Do Restrictions on Smoking at Home, at School and in Public Places Influence Teenage Smoking?, Impact Teen Research Paper Series, No.3, Chicago: University of Illinois at Chicago, 2000.

²⁷ Dunn, D. A., Schultz, A. S., Nowatzki, J. and Griffith, J. (2007). *Understanding Youth Decisions to Remain Smoke-free: The influence of household socialization*. Oral Presentation, National Conference on Tobacco or Health. Edmonton. October 2, 2007. (Kwantlen University College, Surrey B.C.)

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³³ Klein EG, Forster JL, McFadden B, Outley CW. Minnesota tobacco-free policies: attitudes of the general public and park officials. *Nicotine and Tobacco Research* 2007 Jan;9 Suppl 1:S49-55. Abstract accessed August 9, 2010 at <http://www.ncbi.nlm.nih.gov/pubmed/17365726>.

³⁴ Health Canada. (2005). *Make Your Home and Car Smoke-free: A Guide to Protecting your Family from Secondhand Smoke*. Accessed August 9, 2010 at http://www.hc-sc.gc.ca/hl-vs/pubs/tobac-tabac/second-guide/index_e.html.

³⁵ In Minnesota 104 municipal units have policies for tobacco free parks. In California, at least ten cities have smoke-free beaches. The city of Calabasas has a policy covering smoking in all outdoor spaces.

³⁶ Canadian examples include Collingwood and New Tecumseh, Ontario, banning smoking in or near playgrounds; St. Albert, Alberta, "on the grounds of an outdoor public event"; Ottawa, at or near municipal bus stops; Moncton, and Stratford PEI, municipal sports fields; Summerside PEI, tobacco-free policy for all indoor and outdoor recreational facilities; Woodstock Ontario recreational fields, children's playgrounds, entrances to municipal buildings, sidewalk cafes, bus stops, hospital grounds, and designated community events; Mount Pearl NL all outdoor recreational facilities; Bridgewater, Nova Scotia. parks, playgrounds, sport and recreational facilities, outdoor seating areas, outdoor concerts, markets, festival grounds and parade routes, street or sidewalk within a school area designated under the *Motor Vehicle Act*. See http://www.nsr-aadn.ca/cms/file/Compendium_Summer_2010.pdf for details.

- The overwhelming majority of residents in _____ want protection from second-hand smoke outdoors. [Insert here any polling results you may have for your area.]

Additional Background Information

Health effects of second-hand smoke

- There is no safe level of exposure to second-hand smoke. Even in very small concentrations, second-hand smoke causes immediate, short-term and long-term harm to people exposed to it.³⁷
Immediate harm:
 - Triggers asthma attacks
 - Causes nausea, dizziness, coughing, headaches, sore throat, sore eyes and nasal irritation
 Short-term harm:
 - Exposure increases likelihood of having a cold, flu, bronchitis and pneumonia
 Long-term harm:
 - Greater likelihood of premature death from cancer or heart disease
 - Contributes to development of breathing problems
- Even by the most conservative estimate, second-hand smoke kills approximately 1,000 Canadians per year, and many more get sick from second-hand smoke.³⁸
- Smoking kills over 37,000 Canadians per year, making smoking the number one preventable cause of death in Canada.³⁹

Pollution and litter from outdoor smoking

- Small children are at risk from swallowing or choking on discarded butts. In the US in 2008, about 6,000 cases of toxic exposures were due to ingesting cigarettes and butts.⁴⁰ Almost all of these incidents were among children under the age of six.
- Fish, birds and other animals often swallow discarded cigarette butts. This can result in malnutrition, starvation and death for these creatures.⁴¹

Enforceability

- Many jurisdictions throughout Canada, including entire provinces, have successfully implemented outdoor smoking bans in specified locations. The popularity of these bans show that they are enforceable, mostly through the public's own efforts. Once signs are posted prohibiting smoking, members of the public are more comfortable asking a nearby smoker to stub out their cigarette.
- Opponents of smoking restrictions have always warned that they will be unenforceable and these warnings have always been proven wrong. A 2006 study in Minnesota found that 91% of park and recreation directors in municipalities without smoke-free recreation policies expressed a high level of concern over enforcement issues, but only 26% of their counterparts in municipalities with smoke-free recreation policies reported any enforcement problems.⁴²

³⁷ 2006 US Surgeon General's Report - the Health Consequences of Involuntary Exposure to Tobacco Smoke. Accessed August 9, 2010 at http://www.cdc.gov/tobacco/data_statistics/sgr/2006/index.htm.

³⁸ Makomaski Illing EM, Kaiserman MJ. Mortality attributable to tobacco use in Canada and its regions, 1998. Can J Public Health. 2004 Jan-Feb;95(1):38-44. Accessed August 9, 2010 at <http://journal.cpha.ca/index.php/cjph/article/view/457/457>.

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Appendix C - Templates

[Template for a Work Plan for Your Smoke-Free Outdoor Spaces Campaign](#)

[Template for a Promotional Piece to Potential Partners](#)

[Template for a Campaign Flyer on Parks \(print version\)](#)

[Template for a Public Opinion Poll \(contact the author of this toolkit for information on developing an online survey using SurveyMonkey\)](#)

[Template for a Letter to the Editor in Favour of Smoke-free Outdoor Public Spaces](#)

[Template for a News Release in Favour of Smoke-free Patios](#)

Smoke-free parks:

A positive step that municipalities can take to build healthier communities.

A Place Families Share

Parks are common places for everyone in a community to access and enjoy. They are important spaces for children to visit, play and explore. Parks belong to everyone and everyone has the right to enjoy their community.

Parks generally have rules and restrictions to make sure they are healthy and safe places. Across Canada and around the world, there has been interest in developing and enacting policies to restrict or ban smoking in park environments, especially in spaces that are used primarily by children such as areas around climbers or sports fields.

This is consistent with other outdoor smoking restrictions such as smoke-free policies for school properties. Most smokers and non-smokers agree, smoking and children do not mix – and it makes sense to have policies that can protect children from being exposed to tobacco smoke, cigarette butts and seeing adults smoke.



Implementing policies that establish smoke-free environments is the most effective approach to reducing second-hand smoke exposure among non-smokers.¹

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A Supportive Public

Outdoor smoke-free environments are now common in communities across North America, Japan, Britain, Australia and New Zealand. Support for smoke-free outdoor spaces has been steadily increasing among non-smokers and smokers, with the highest support for areas where children play, such as parks and recreational fields.²

When smoking restrictions are implemented in parks, evidence shows that most non-smokers and even most smokers support the policy. Policies that restrict smoking do not impact smokers' use of parks.³

Where smoke-free policies have been implemented in parks, there has been great success and strong support among citizens and the parks and recreation staff:

- 84% of smokers in the Ontario city of Woodstock said that their smoke-free parks by-law was good for their children's health.⁴
- In Upper Hutt Council, New Zealand, 83% of park users thought it was a good idea.⁵
- In Minnesota, 90% of park directors in parks with tobacco-free policies stated that they would recommend a tobacco-free park policy to other communities.⁶
- In Minnesota, 88% of park directors in parks with tobacco-free policies said that it was not at all difficult or not very difficult to establish a tobacco-free park.⁷

94% of Canadians support measures that promote smoke-free environments in public places.⁸

Protecting Health

Scientific evidence indicates that there is no risk-free level of exposure to second-hand smoke.^{9 10} In fact, the California Air Resources Board concluded that outdoor tobacco smoke can be comparable to indoor concentrations when someone is standing near a smoker.¹¹

Children are especially sensitive to the respiratory effects of environmental tobacco smoke.¹²

Researchers in Waterloo found that air quality in an outdoor environment, such as a patio, is significantly affected when cigarettes are smoked and that air particulates that cause cancer and heart disease quadrupled.¹³



Positive Role Modelling

Children and young adults are likely to copy the behaviours they see. If a location in a neighbourhood is known to have smokers, and those smokers are highly visible, more student tobacco-users report smoking there as well.¹⁴ One survey found that:

- Both youth and parents believe that outdoor gathering places are the most common, socially acceptable places to smoke for adults
- Youth smokers see smoking as a normal and acceptable part of adulthood
- Student smokers smoke most where they often saw adults smoking (excluding schools)¹⁵

Therefore, the modelling of smoking as normal behaviour can be reduced through policies that restrict smoking in the presence of children and youth.¹⁶ Stronger restrictions on smoking in public places has a protective effect on smoking uptake among teenagers.¹⁷ This can include restricting smoking in public parks.

Two and a half times as many student smokers reported smoking outdoors than the next highest indoor location.¹⁸

Protecting the Environment

The litter created by discarded cigarette butts and packages has associated environmental costs. While not only making the parks less attractive, the residue in cigarette butts contains some highly toxic and soluble chemicals.¹⁹

Cigarette filters pose a serious and lingering litter and toxic waste management challenge. Cigarette filters, which are commonly discarded, are made of cellulose acetate, which is photodegradable but not bio-degradable.

Second-hand smoke is dangerous...

Second-hand smoke is what smokers exhale from a lit cigarette. It contains 4,000 chemicals, 69 of which are known to cause cancer.²⁰ Second-hand smoke also causes other diseases, such as asthma, heart disease and emphysema. Medical authorities like the World Health Organization agree: there is no safe level of exposure to second-hand smoke.^{21, 22}

Recent evidence suggests that when adolescent girls are exposed to second-hand smoke, their risk of getting breast cancer before they are 50 is greatly increased.²³

...even outdoors.

Some people believe that exposure to second-hand smoke outdoors poses no health risk because the smoke will simply go away. This belief is NOT supported by scientific research.

- When there is no wind, cigarette smoke will rise and then fall, and will saturate the local area with second-hand smoke;
- When there is a breeze, cigarette smoke will spread in various directions, and will expose non-smokers down-wind.²⁴

“Discarded cigarette butts are a form of non-biodegradable litter. Carried as runoff from streets to drains, to rivers, and ultimately to the ocean and its beaches, cigarette filters are the single most collected item in international beach cleanups each year.”²⁵



Youth Call to Action

Region of Waterloo Public Health

Youth in the Waterloo region organized a campaign called Butt out of our Parks to encourage smoke-free parks in the region. To help communicate their cause the

students collected over 10,000 cigarette butts from parks and created a cigarette butt slide as a symbol of the dangers of smoking in the community.

The following Canadian municipalities have enacted smoke-free bylaws in parks and around playground structures:

- Abbotsford, BC
- Port Moody, BC
- Richmond, BC
- Squamish, BC
- Tofino, BC
- Vancouver, BC
- West Vancouver, BC
- Whistler, BC
- White Rock, BC
- Lethbridge, AB
- Adjala-Tosorontio, ON
- Arnprior, ON
- Barrie, ON
- Belleville, ON
- Clearview Township, ON
- Cobourg, ON
- Collingwood, ON
- Cornwall, ON
- Elliot Lake, ON
- Huntsville, ON
- Midland, ON
- New Tecumseth, ON
- Orillia, ON
- Peterborough, ON
- Quinte West, ON
- Sault Ste. Marie, ON
- Smith-Ennismore-Lakefield, ON
- South Bruce, ON
- Thunder Bay, ON
- Timmons, ON
- Toronto, ON
- Uxbridge, ON
- Woodstock, ON
- Bridgewater, NS

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Images from iStock.com and Region of Waterloo Public Health.

Making Patios Smoke-free:

A positive step that governments can take to further protect children, hospitality workers and the community from second-hand smoke.

Second-hand smoke is dangerous...

Second-hand smoke is what smokers exhale from a lit cigarette. It contains 4,000 chemicals, 69 of which are known to cause cancer.¹ Second-hand smoke also causes other diseases, such as asthma, heart disease and emphysema. Medical authorities like the World Health Organization agree: there is no safe level of exposure to second-hand smoke.^{2,3}

...even outdoors.

Some people believe that exposure to second-hand smoke outdoors poses no health risk because the smoke will simply go away. This belief is NOT supported by scientific research.

- When there is no wind, cigarette smoke will rise and then fall, and will saturate the local area with second-hand smoke;
- When there is a breeze, cigarette smoke will spread in various directions, and will expose non-smokers down-wind.⁴
- Non-smokers can be exposed to almost as much second-hand smoke in outdoor places, like restaurant patios, as they are in indoor restaurants.

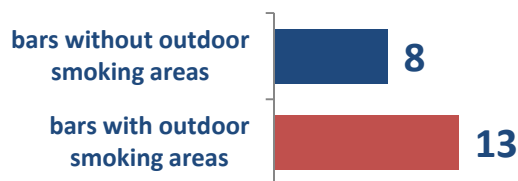
Smoke-free laws prevent heart attacks

When smoke-free laws are introduced, hospital admissions for heart attacks drop by one-fifth in the newly smoke-free jurisdiction.

The finding of a study that pooled results from eight studies in Europe and North America.⁵

California researchers monitored tobacco smoke levels in outdoor public places where smokers were present, including sidewalk cafes, restaurant and pub patios. They found that being close to smokers outdoors resulted in about the same levels of exposure to smoke as being in a smoky tavern for the same length of time.⁶ A similar study of outdoor smoking areas in Victoria, British Columbia, found that smoke pollution levels were similar to indoor smoking environments and exceeded health standards.^{7,8}

Nicotine blood levels of non-smoking bar workers in smoke-free bars (Ireland)



Researchers in Ireland measured the blood nicotine levels in non-smoking bar workers who were not otherwise exposed to second-hand smoke. They found that those who worked in bars with outdoor smoking areas had much higher blood nicotine levels, indicating that they had been exposed to much more second-hand smoke.¹⁰

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Outdoor smoking areas are an unfair threat to workers' health.

Until smoke-free indoor laws were passed, hospitality workers were unfairly exposed to chemicals in tobacco smoke (like 4-aminobiphenol) that were so dangerous that no level of exposure was permitted for any other category of worker. **As long as smoking is permitted on patios and other outdoor workplaces, people who work in these environments will continue to be unfairly exposed to these chemicals.**

“With as few as three cigarettes being smoked, the air quality was very similar on those patios [where smoking was permitted] to that which used to be found in indoor premises with no restrictions on smoking.”

Richard Stanwick
Chief Medical Health Officer
Vancouver Island Health Authority¹¹

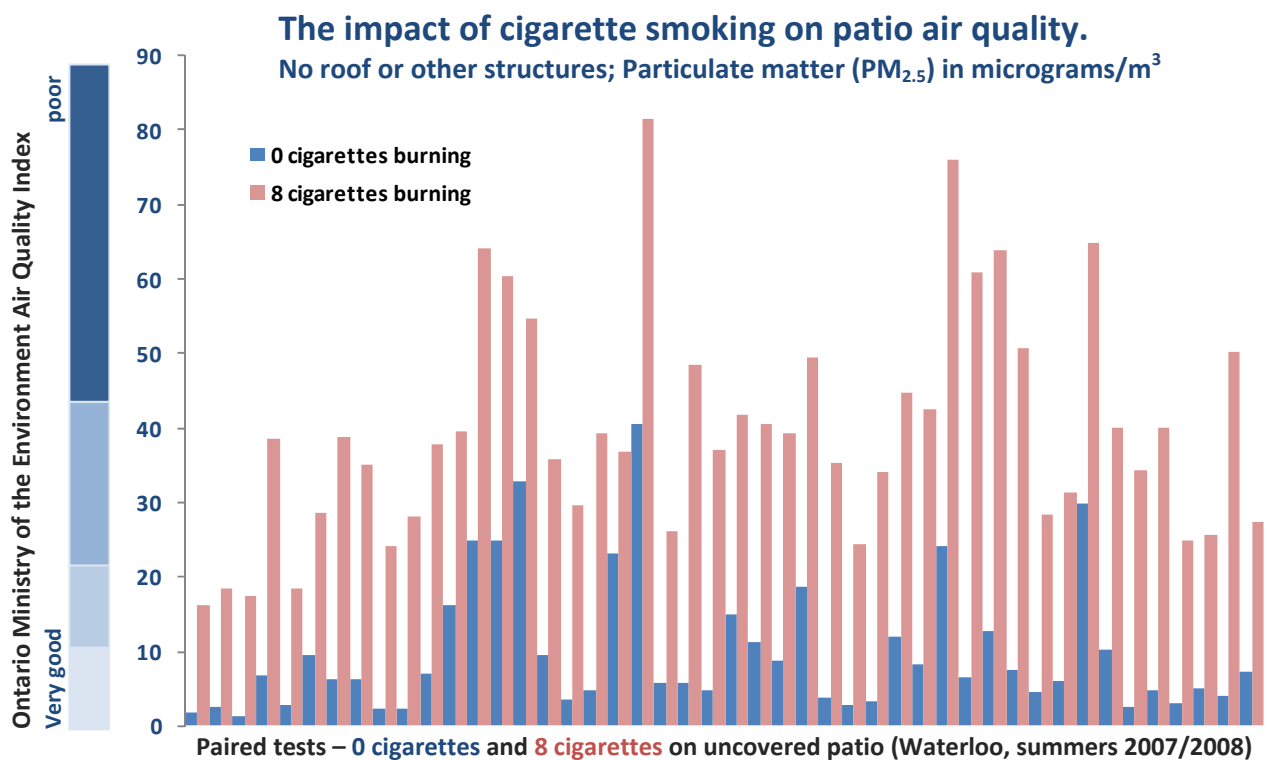
Outdoor smoking areas are a hidden threat to public health.

People working or eating inside a smoke-free restaurant may not realize that they are exposed to smoke that drifts in from the outside patio. Smoke drifts inside from the outdoors and from informal and formal gathering places that permit smoking. This phenomenon was measured during experimental studies in Waterloo, Ontario.⁹

A study in Ireland found that workers in bars that had adjoining smoking areas (like patios) had levels of exposure to tobacco smoke much higher than workers in bars that had no outdoor smoking areas.¹⁰

Smoking on patios measurably worsens air quality.

Researchers in Waterloo, Ontario, conducted experiments on the effect of as few as eight cigarettes on a typical restaurant patio that had no roof, walls, awnings or umbrellas. Experiments were repeated 46 times in different wind conditions. They found in each test that when cigarettes are smoked, the quality of the air in the patio area falls considerably. Measurements of air particulates quadrupled. These air particulates include chemicals that cause cancer and heart disease.¹²



Smoke-free policies do more than protect people from tobacco smoke.

They also help smokers quit.

Dozens of studies have shown that smoke-free workplaces increase the number of smokers who try to quit, increase the number who successfully quit and decrease the number of cigarettes smoked by those who are not successful in quitting.^{13,14} After Ireland went smoke-free, about half of Irish smokers reported that the law had made them more likely to quit.¹⁵ Among Irish smokers who quit after the law went into effect, 80% said that the law had helped them quit, and 88% said the law helped them stay quit.¹⁶

They protect kids from starting.

Tragically, tobacco companies continue to recruit new smokers among Canadian youth (currently, one in five Canadians aged 15-19 smokes).¹⁷ Young people who see smoking in public places are more likely to consider smoking to be socially acceptable and 'normal.'¹⁸ Conversely, smoking restrictions reduce youths' positive attitudes towards smoking and likely reduce the number who experiment with and become addicted to tobacco.¹⁹ That's why smoking bans are seen as a powerful way to reduce teen smoking in countries like Canada.²⁰

Public support for smoke-free patios is already high, and will only get higher...

Two-thirds of Ontarians already support smoke-free patios.²¹

Across North America and around the world, communities are demanding that smoking bans be extended to outdoor public places.²² Communities know that this will:

- Increase protection from second-hand smoke
- Establish good smoke-free role models for youth
- Reduce opportunities for youth smoking
- Reduce litter

Experience around the world has found that communities quickly welcome smoke-free regulations. Even those who may not initially support a smoke-free policy soon appreciate the benefits.²³

Volunteer measures don't work. A phone survey of hospitality venues across Ontario showed that the number of restaurants and bars that had implemented smoke-free patios grew from 5% to 25% in the year following the province-wide ban on indoor smoking. However, most establishments, including family restaurants, still permitted smoking on their patio.²⁴

Canadian jurisdictions that have banned smoking on restaurant and/or bar patios²⁵

Municipalities

- | | |
|--|--|
| 1. Capital Regional District, (Victoria), B.C. | 11. Whistler, B.C. |
| 2. Delta, B.C. (restaurants) | 12. White Rock, B.C. |
| 3. Pitt Meadows, B.C. (restaurants) | 13. Saskatoon, Sask. |
| 4. Port Coquitlam, B.C. (restaurants) | 14. Brighton, Ont. |
| 5. Port Moody, B.C. | 15. Burpee & Mills, Ont. |
| 6. Richmond, B.C. | 16. Huron Shores, Ont. |
| 7. Squamish, B.C. | 17. Kingston, Ont. |
| 9. Surrey, B.C. | 18. Tehkummah, Ont. |
| 9. Vancouver, B.C. | 19. Thunder Bay, Ont. |
| 10. West Vancouver, B.C. | 20. Woodstock, Ont. (on downtown sidewalk cafés) |

Provinces/Territories

1. Newfoundland and Labrador (July 1, 2005)
 2. Nova Scotia (Dec. 1, 2006)
 3. Yukon Territory (May 15, 2008)
 4. Alberta (January 1, 2008)
 5. Prince Edward Island (September 15, 2009) (smoking on patios banned until 10:00 pm)
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Smoke-free Patios

Only 22% of Canadians live in communities where workers and the public are protected from second-hand smoke on restaurant patios.

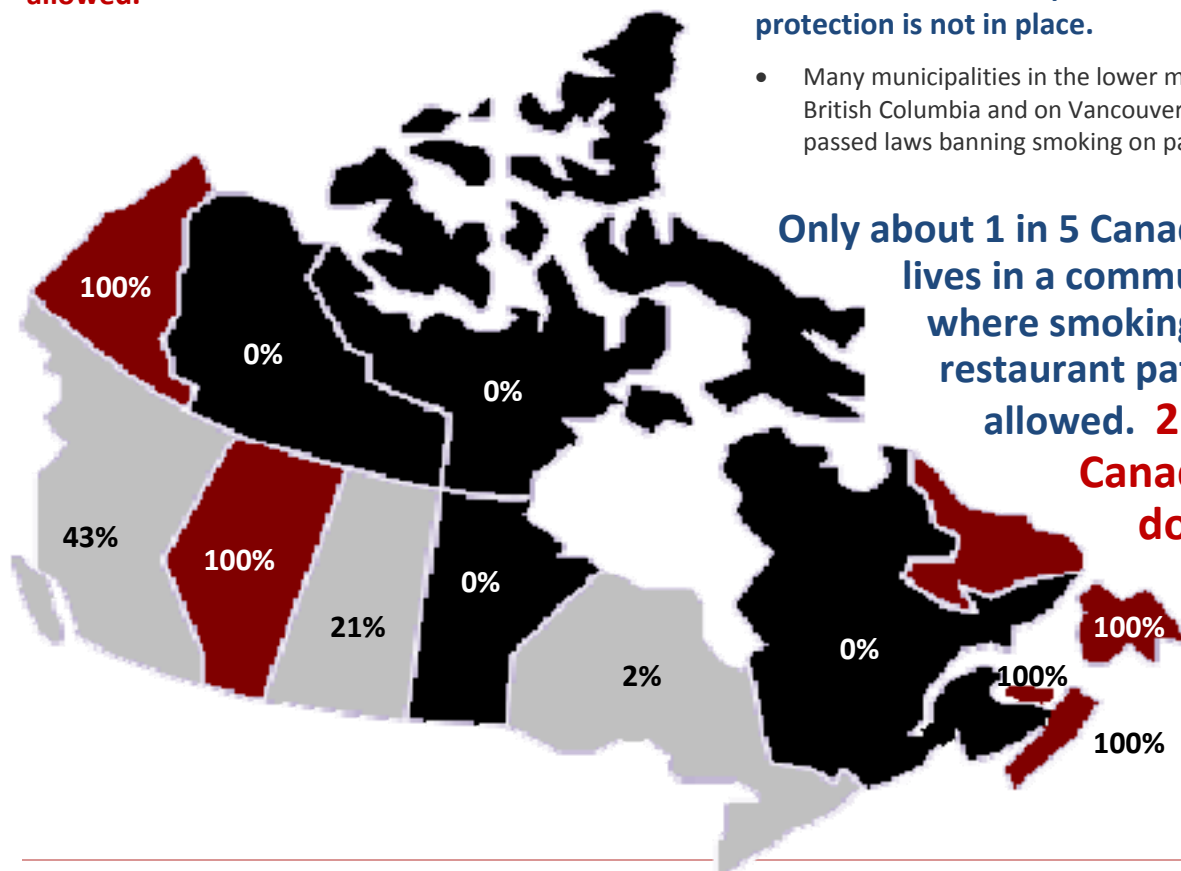
Every level of Canadian government can pass laws to protect the public from exposure to cigarette smoke.

- The federal government has the authority to pass laws to protect federally-regulated workers (including those working in the banking, communications, and interprovincial transport sectors, as well as federal government employees)
- Provincial governments have the authority to pass laws to protect the public from exposure to smoke in areas under their jurisdiction (including bars, sports and other commercial venues)

Most provinces also allow municipalities to pass laws to provide greater levels of protection than are offered by provincial law.

- 4 provinces and 1 territory have passed laws to ban smoking on patios and outdoor hospitality venues.
- Citizens and workers of Newfoundland and Labrador, Nova Scotia, Alberta and the Yukon are protected from exposure to smoke on patios. Citizens in Prince Edward Island are also protected until 10 p.m.

Percentage of population living in a community where smoking on restaurant patios is not allowed.



Some municipalities (mostly in western Canada) have passed laws to protect their communities because province-wide protection is not in place.

- Many municipalities in the lower mainland of British Columbia and on Vancouver Island have passed laws banning smoking on patios.

Only about 1 in 5 Canadians lives in a community where smoking on restaurant patios is not allowed. **25 million** Canadians don't.

Physicians *for a* Smoke-Free Canada

Jurisdiction	Date in effect	Population Protected	Provincial population	Percentage protected
British Columbia		1,755,196	4,113,487	43%
Capital Regional District (Victoria)	July 1, 2007	330,088		
Delta	November 6, 2001	96,723		
Pitt Meadows	July 16, 2002	15,623		
Port Coquitlam	January 13, 2003	52,687		
Port Moody	October 28, 2008	27,512		
Richmond	March 31, 2009	174,461		
Squamish	July 29, 2008	14,949		
Surrey	July 31, 2008	394,980		
Vancouver	April 15, 2008	578,040		
West Vancouver	July 27, 2009	42,130		
Whistler	May 19, 2009	9,248		
White Rock	January 1, 2009	18,755		
Alberta	January 1, 2008	3,290,350	3,290,350	100%
Saskatchewan		202,340	968,157	21%
Saskatoon	July 1, 2004	202,340		
Manitoba			1,148,401	0%
Ontario		274,487	12,160,282	2%
Brighton	December 2, 2008	10,253		
Burpee and Mills	July 7, 2003	329		
Huron Shores	May 31, 2004	1,696		
Kingston	May 1, 2003	117,207		
Tehkummah	May 4, 2004	382		
Thunder Bay	July 1, 2004	109,140		
Woodstock	September 1, 2008	35,480		
Quebec			7,546,131	0%
New Brunswick			729,997	0%
Nova Scotia	December 1, 2006	913,462	913,462	100%
Prince Edward Island	September 15, 2009	135,851	135,851	100%
Newfoundland and Labrador	July 1, 2005	505,469	505,469	100%
Yukon Territory	May 15, 2008	30,372	30,372	100%
Nunavut			29,474	0%
Northwest Territories			41,464	0%
Canada		7,107,527	31,612,897	22%

Sources:

- Non-Smokers' Rights Association – Smoking and Health Action Foundation. (Summer 2010) Compendium of Smoke-free Workplace and Public Place Bylaws. http://www.nsra-adnf.ca/cms/file/Compendium_Summer_2010.pdf.
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Template for a Work Plan for Your Smoke-Free Outdoor Spaces Campaign

Date and Draft #

NOTE: Some of these main goals will have to be undertaken concurrently and are numbered only for ease of reference.

Activity	Key Steps	Timeline/ Progress	Lead Role	Budget	Measurable Objective
1. Develop Partnerships					
Contact XYZ (List the organizations you want to have join your coalition)	<ol style="list-style-type: none"> 1. Have your coalition members identify people they know in each organization and make those calls 2. If you don't have staff or someone who can take on doing all of the calls to organizations where you don't have a contact, divide up the rest of the organizations among your members 3. After you make the calls, follow up in writing (see partner promotional piece for an example of what you could send) to further explain your platform and outline your expectations of your partners (Meeting participation? Cash? Use of their name and/or logo?) 4. Formally thank those who sign on 5. Find ways of involving them in the campaign that suit their level of resources and commitment 				<p>To have X new organizations join the campaign coalition.</p> <p>To raise \$X through memberships and donations.</p>
Find champions among hospitality establishments	<ol style="list-style-type: none"> 1. Contact the local chapter of the provincial bar, hotel and restaurant association to determine their position on the issue of smoke-free patios and try to identify a champion among the leadership who can bring your message 				To have X bar or restaurant owners (or their staff) actively participate in the campaign

Activity	Key Steps	Timeline/ Progress	Lead Role	Budget	Measurable Objective
	<p>to bars and restaurants (at the very least, they should support having a level playing field for all businesses, with or without patios)</p> <p>2. If no champion emerges, try to determine which individual bars and restaurants are key supporters and enlist them in the campaign – if the owner is willing to become a spokesperson, this could be very good for business, depending on their clientele, so you can use that as an incentive</p>				
2. Raise Funds and Develop Budget					
Apply to various sources of funding and partner organizations	<p>1. Assign someone in the coalition to determine sources of funding and submit applications – be sure to meet the deadlines!</p> <p>2. Report to your funders as required throughout the campaign and afterwards</p>				To raise \$X
Develop a budget	<p>1. Draft a realistic budget, based on the funds you know you will have available to you</p> <p>2. If new funding becomes available, adjust your budget accordingly</p> <p>3. Spend the money in accordance with funders' restrictions, if any</p>				To spend within the budget
3. Develop Advocacy Strategy					
Develop and agree to a list of places in your	<p>1. Determine your must-haves and places you are willing to advocate for, but</p>				To have XYZ public spaces and

Activity	Key Steps	Timeline/ Progress	Lead Role	Budget	Measurable Objective
community you want to become smoke-free (See <i>Outdoor Public Spaces and Workplaces to Consider</i> elsewhere in the toolkit)	<p>recognize you may not get right away</p> <ol style="list-style-type: none"> 2. Consider a phased-in approach for the next level – the nice-to-haves (if you can have those written into the bylaw now to come into effect a couple of years later, you will have made great progress) 3. Be sure that all coalition members agree to the list to ensure that you don't end up publicly contradicting each other 				workplaces become smoke-free by the year 20XX
Mobilize the silent majority who want smoke-free public places to visit/phone/write to municipal politicians	<ol style="list-style-type: none"> 1. Place advocacy ads in local newspapers or PSAs on the radio asking the public to contact their Councillor 2. Send a call to action to your list of supporters and ask them to let you know the response they get from their Councillor 3. Put a message on your Website and Facebook page, send out Tweets 4. Use an online postcard that is automatically sent from your site to a person's Councillor (assist in tracking, too, because they are sent electronically) 5. Distribute hard copies of postcards throughout your community (See <i>The Advocacy Campaign for Smoke-Free Ottawa</i> at http://www.ptcc-cfc.on.ca/upload/RDS_0033.pdf for details of the Ottawa Council on Smoking and Health's postcard campaign for smoke-free public spaces) 				To inundate politicians' offices with supportive messages right before the final vote – track the number of messages, if possible

Activity	Key Steps	Timeline/ Progress	Lead Role	Budget	Measurable Objective
	<p>and workplaces in 2000. The postcard itself can be found at http://www.smokefreeottawa.com/pdf/postcard.pdf .)</p> <p>6. Brainstorm other ways of getting the silent majority in your community to speak out</p> <p>7. Be ready for opponents' voices to get louder as your supporters become more vocal, especially if they are being organized or funded by the tobacco industry or its allies</p>				
Organize so that you can mobilize supporters and volunteers for specific tasks	<p>1. Build a database of supporters that tracks: name; address; phone number; email address; their ward/Councillor; child/youth/adult (if you plan to use that information to choose volunteers, for example); health professional or not; whether the person is willing to volunteer and in what capacity, e.g., write letters to the editor, call, email or attend meetings with Councillors, distribute campaign materials at public meetings, etc., and what that person has already volunteered to do (try not to overburden people)</p> <p>2. Map out the number of volunteers you will need for each event and use your database to determine the best people for each specific job</p>				To mobilize supporters and volunteers for X media events, Y public meetings, Z meetings with Councillors, etc.
Hold a meeting with each municipal politician the month before the vote on	<p>1. Prepare volunteers before they meet with the mayor and councillors – what their role is, where they need to go and</p>				Determine politicians' positions and

Activity	Key Steps	Timeline/ Progress	Lead Role	Budget	Measurable Objective
the bylaw to determine their level of support from and try to sway any opponents	<p>when, what they should bring (fact sheets/briefing note/paper and pen, a list of the people attending the meeting with their contact information), etc.</p> <ol style="list-style-type: none"> 2. Ensure consistent messaging by developing a list of talking points (these may vary according to the known concerns of each politician) 3. Have the volunteer(s) report back on the outcome of the meeting and keep track of what you think the votes will be 4. If some politicians are still not on side at this stage in the campaign, try to find another way to exert influence, e.g., ask a community leader in the politician's ward who is in favour of the bylaw to speak to them 				apply pressure to vote "yes" on the bylaw (the final vote is the measurement tool)
Organize public delegations for public consultations and Board of Health and/or Council meetings	<ol style="list-style-type: none"> 1. Use your database to determine who would be the best candidates to speak, contact them and confirm participation 2. Develop a list of speakers and the order in which you would like them to speak, ensuring that you begin and end with someone very strong who knows the issue well or has a powerful personal story, such as a physician, advocate, youth or young adult, hospitality worker, coach, someone whose health is compromised, etc. 3. Key speakers should be prepared to speak to the media after their presentation 4. Except for public consultations, which 				<p>To have X people speak at public meetings, with a view to swaying public opinion and politicians' votes (the final vote is the measurement tool)</p> <p>To garner media attention and X interviews/quotes in the media</p>

Activity	Key Steps	Timeline/ Progress	Lead Role	Budget	Measurable Objective
	<p>are far less formal, submit the list to the municipal staff person organizing the meeting (there is no guarantee that he/she will schedule the people in the order you have submitted, but if you ask, you may be able to switch some people at the last minute, especially if the staff person is supportive of your goals)</p> <ol style="list-style-type: none"> 5. Use the database to find volunteers to hand out campaign materials 6. Ensure that all volunteers know exactly where to go and when 7. Have a member of your coalition in the audience taking notes, especially of key points made by the opposition so that you can counter them in media interviews – feed the points to your main media spokesperson, e.g., chair of the coalition 8. Take note of any strong supporters who were not organized to participate by your coalition and approach them about joining your ranks 				
<p>Submit a position statement to the Board of Health and politicians, with a copy to your Medical officer of Health (MOH)</p>	<ol style="list-style-type: none"> 1. This can be as brief as a letter of support or as lengthy as a policy submission, but if you choose a longer version, be sure to make it easy to read, with lots of bullets and bold face 2. Focus on public opinion, scientific facts and communities that have regulated even more stringent smoke-free public places than you anticipate your 				<p>To go on the record with your coalition’s views and influence unsupportive politicians’ votes (the final vote is the measurement tool)</p>

Activity	Key Steps	Timeline/ Progress	Lead Role	Budget	Measurable Objective
	politicians will approve – push the envelope!				
Thank politicians once the bylaw has passed	<ol style="list-style-type: none"> 1. Send thank you notes to all politicians who voted in favour of the bylaw 2. Write a letter to the editor thanking municipal council for their leadership and vision 				None
4. Develop Communications Strategy					
Develop key messages for everyone involved in your coalition to use – with the media, city Councillors, on their websites, etc.	<ol style="list-style-type: none"> 1. Adopt a slogan for the campaign 2. Determine what your key themes will be, e.g., promoting health, protecting children, the elderly and those whose health is already compromised, modelling non-smoking as the norm for vulnerable children and youth, reducing litter, protecting the environment, etc. 3. Anticipate and counter arguments that may be raised by smokers, by the tobacco industry and its allies, e.g., “right to smoke”, “nanny state”, “slippery slope – what will they ban next?”, “smokers are pariahs, social outcasts”, etc. 4. Use facts from the scientific studies listed in this toolkit to build your key messages (you may not want to publish your references in documents for the general public, but be sure to use them in briefs to politicians) 5. Refer to smoke-free outdoor spaces bylaws elsewhere in your province, or in communities about the same size as 				To ensure consistency in all media interviews, publications, submissions, etc. (track when messages go off track and either add to your list of key messages or determine how to avoid that message in future – you may need to do damage control)

Activity	Key Steps	Timeline/ Progress	Lead Role	Budget	Measurable Objective
	yours – indicate that you feel your communities’ residents deserve the same protection				
Develop XYZ campaign tools, e.g., pamphlet, stickers, flyers, coasters, postcards (electronic and/or hard copy), advocacy ads, online poll, etc.	<ol style="list-style-type: none"> 1. Incorporate your slogan into all of them 2. Incorporate the key messages that are appropriate to the specific tool, but keep the language simple to appeal to a broad audience 3. Use a common look, or brand 4. Use the names and/or logos of key partners wherever space allows to increase credibility 5. Determine a distribution plan and track the number of materials distributed to a variety of locales, e.g., libraries, hospitals, doctors’ offices, restaurants and bars with smoke-free patios, fitness centres, etc. 6. Ensure distribution through a website as well and track the number of hits to specific pages 7. Use social media as another means of <i>electronic</i> distribution, e.g., Facebook and Twitter 				To raise public awareness and increase public support by distributing X campaign tools to the public
Write a final campaign report	<ol style="list-style-type: none"> 1. Document campaign activities throughout the campaign 2. Write a report that chronicles what you did, your successes and lessons learned 3. Distribute the report to your partners, members and other advocates across Canada who are undertaking similar campaigns 				

Activity	Key Steps	Timeline/ Progress	Lead Role	Budget	Measurable Objective
5. Develop Media Strategy					
Develop a flexible media strategy and plan	<ol style="list-style-type: none"> 1. Map out the key points in the campaign at which you will issue news releases or hold news conferences – as well as what the focus will be (the plan will need to be flexible to take advantage of opportunities and threats as they arise) 2. Take advantage of National Non-Smoking Week (third week in January) and World No-Tobacco Day (May 31st) to get out your message, no matter whether your campaign is just beginning or ending 3. Create a list of topics for letters to the editor/op-ed pieces and determine who will write/ghost write them 4. Track your campaign’s media coverage and keep hard copies in a scrapbook as part of your record-keeping 5. Monitor media coverage and events put on by the opposition and be sure to counter their position through interviews, letters to the editor, op-ed pieces, etc. 				To have X interviews, Y news conferences, with exposure of your message to Z people
Conduct original research, e.g., scientific study of smoke on patios, scientific survey, etc.	<ol style="list-style-type: none"> 1. Determine a study that you can afford that will be newsworthy 2. Engage an external expert to undertake the study and write a report 3. Release the results through a news conference, if appropriate 				To create hard news related to the campaign (# of news stories is the measurement tool)
Organize a post-vote media event to celebrate!	<ol style="list-style-type: none"> 1. Once you’ve won (and you will!) find a newsworthy way to celebrate that also 				To keep the success of the

Activity	Key Steps	Timeline/ Progress	Lead Role	Budget	Measurable Objective
	<p>thanks your supporters, partners, volunteers, politicians, businesses and anyone else involved</p> <ol style="list-style-type: none"> 2. For example, invite everyone to a restaurant/bar with a patio that was smoke-free before the bylaw passed 3. Hand out t-shirts or caps with your logo and slogan on them so that you look like a unified group – photo op! 4. Invite the media 				<p>bylaw in the news (# of news stories is the measurement tool)</p>
<p>Monitor enforcement and compliance and use the results as a news story</p>	<ol style="list-style-type: none"> 1. Work with municipal bylaw enforcement agents to determine if the bylaw is self-enforcing (as is usually the case) or if there are compliance issues 2. Write letters to the editor or work with a reporter who supported you during the campaign to get the story out 				<p>To support the MOH and keep the success of the bylaw in the news (# of news stories is the measurement tool)</p>

[NAME OF YOUR COMMUNITY]'S SMOKE-FREE OUTDOOR SPACES CAMPAIGN

NEEDS YOU!

The [name of your coalition] is launching a campaign to advocate for healthy public policy change regarding smoke-free outdoor spaces in [name of your city/town] – and we'd like you to help.

In case you don't know us, the [name of your coalition] is [provide a brief description of your coalition, including its goals].

[Name of your city/town] is lagging far behind the many other Canadian communities that prohibit smoking on patios (e.g., insert communities that are near yours, are about the same size, or that have set precedents you would like to see in your bylaw – see http://www.nsra-adnf.ca/cms/file/Compendium_Summer_2010.pdf for examples), and in parks and playgrounds (e.g., see http://www.nsra-adnf.ca/cms/file/Compendium_Summer_2010.pdf for examples). We believe that [name of your city/town]'s citizens deserve the same level of protection from second-hand smoke.

Campaign Goals

The **Smoke-Free Outdoor Spaces Campaign** will focus on advocating for smoke-free restaurant and bar patios, parks, playgrounds and sports fields, and potentially other outdoor public places and workplaces where people are exposed to second-hand smoke. Our specific goals are to:

- Protect the health of [name of your city/town]'s citizens from second-hand smoke, especially children, the elderly and people with heart disease, cancer, asthma, Chronic Obstructive Pulmonary Disease (COPD) and other breathing problems
- Provide a supportive environment for smokers who wish to quit, cut down or remain smoke-free
- Reduce the social acceptability of smoking so that fewer youth and young adults take up smoking
- Reduce litter from cigarette butts that contaminate sandboxes, beaches and waterways

We're going to need broad public support to succeed, so...

We'd like you to help us!

What's In It For You?

- Increased profile on an emerging issue that speaks to:
 - Health
 - Environment
 - Children
 - Families
 - Youth
 - Young adults

- Seniors
- Outdoor workers
- People whose health is compromised
- An opportunity to influence City Council/Board of Health
- An opportunity to speak out publicly on an issue that may not be your primary interest, but that furthers your work
- An opportunity to learn from a seasoned team of health advocates

What's In It For Us?

There is strength in numbers! Your participation will make our voices ring louder – with [name of your city/town] City Council, the Board of Health, [name of your city/town] Public Health, and the citizens of [name of your city/town].

We know how busy everyone is, so by participating in the ***Smoke-Free Outdoor Spaces Campaign*** all we want you to do is:

- Support our campaign goals
- Upon consultation and approval, let us add your organization's name (and logo if space allows) to campaign materials
- Attend public consultations and other events during the campaign (warm bodies or speakers are both great!)
- Help to distribute campaign materials through your networks and/or website
- Participate in committee meetings, but only if you want to be *really* involved (Note: you may wish to leave this line out if you already have enough committee members)

In return, we agree to provide you with regular updates on our progress and always ask you before we use your organization's name.

For more information contact [name of appropriate person on the coalition] at [contact information].

Please complete the form on the next page and help us make outdoor public spaces and workplaces in [name of your city/town] smoke-free!

We want to support the [name of coalition]'s *Smoke-Free Outdoor Spaces Campaign!*

Your Organization's Name: _____

Designated Representative: _____

Title: _____

Address: _____

City, Province, Postal Code: _____

Telephone: _(_____)_____ Fax: _(_____)_____

Email: _____

Website: _____

Campaign donations gratefully accepted. Please return this form to:

[Insert name of coalition and coordinates]

Public Smoking Influences Teens

- ▶ 10% of Canadians aged 15-17 smoke. This doubles to 20% of those aged 18-19. (Source: CTUMS 2009)
- ▶ Studies show that prohibiting smoking around children and youth reduces the likelihood that they will ever start to smoke.
- ▶ Smoke-free outdoor public spaces help create a society in which smoking is not considered normal.



What You Can Do

- ▶ Call, email or send a letter to your local Councillor or Mayor.
- ▶ Send a letter to the editor.
- ▶ Say that you support smoke-free outdoor public spaces wherever children gather, such as parks, playgrounds, bike paths, sports fields, beaches, fairs, parades, festivals, outdoor concerts and bus stops.
- ▶ Talk to your family members, friends and neighbours and ask them to support smoke-free outdoor public spaces, too.
- ▶ If you're a smoker, whenever you possibly can, smoke outside and always smoke at least several feet away from your child(ren).
- ▶ If you smoke, quit.

Contact Information

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com


Your Logo

Why Support Smoke-free Outdoor Public Spaces? *For Our Kids.*



Doesn't she deserve to play in sand without touching cigarette butts?

If you agree, contact your local Councillor today and express your support for smoke-free parks, playgrounds, sports fields and other outdoor public spaces.

Why Support a Ban on Smoking Outside?

- ▶ There is no safe level of exposure to second-hand smoke (SHS).
- ▶ Children are more susceptible to SHS than adults.
- ▶ Even brief exposure to SHS can trigger asthma attacks, cause nausea, dizziness, coughing, headaches, sore throat, sore eyes and nasal irritation.
- ▶ Cigarette butts and the litter from packages make up the vast majority of outdoor litter, which your tax dollars have to clean up.
- ▶ If swallowed, cigarette butts are poisonous to children, animals, fish and birds.
- ▶ Restrictions on smoking outdoors help smokers cut down or quit entirely.
- ▶ Most Canadians want to be able to enjoy smoke-free outdoor public spaces. One Canadian study showed that 84% of smokers in the city of Woodstock (Ontario) said that their smoke-free parks by-law was good for their children's health. (Source: Kennedy, RD et al. (2009) Evaluation of Woodstock, Ontario's outdoor smoking by-law - A longitudinal study of smokers and non-smokers.)



Make your voice be heard! Ask your Councillor to protect you and your family from second-hand smoke in outdoor public spaces.

When there is no wind, cigarette smoke will rise and then fall, and will saturate the local area with second-hand smoke.

When there is a breeze, cigarette smoke will spread in various directions, and will expose non-smokers down-wind.

(Source Repace, J. (2000) Banning outdoor smoking is scientifically justifiable.

- ▶ Outdoor smoking bans are easily enforced through signs and gentle reminders by the public, in addition to warnings and fines issued by bylaw enforcement agents.
- ▶ It makes sense to have policies that can protect children from being exposed to tobacco smoke, cigarette butts and seeing adults smoke.
- ▶ **Smoke-free outdoor public spaces are the right thing to do to protect all of us!**

Template for a Public Opinion Poll on Smoke-free Outdoor Spaces

Please note that this is not a scientific poll, but is more suited to putting on your website for your coalition's internal use. If you really want to gauge public opinion, you will have to hire a polling firm that would formulate the questions and ensure a representative sampling of the public.

1. Are you in favour of smoke-free restaurant and bar patios? Yes No Not Sure
Comments
2. Are you in favour of smoke-free parks and playgrounds? Yes No Not Sure
Comments
3. Are you in favour of smoke-free sports fields? Yes No Not Sure
Comments
4. Are you in favour of smoke-free beaches? Yes No Not Sure
Comments
5. Are you in favour of a 9-metre (30-foot) smoke-free zone in front of all doorways of public places and work places? Yes No Not Sure
Comments
6. Are there any other public spaces in our community that you think should become smoke-free? Please tick all that apply. (Note to Coalition – Choose a few of these that are most applicable to your community. This will allow you to gauge public support on outdoor public spaces and workplaces to determine how far you can push the envelope now.)
 - a. Wading or swimming pools, splash pads
 - b. Outdoor sports venues, stadiums, grandstands
 - c. Watercraft, e.g., ferries and tour boats
 - d. Public areas adjacent to water (e.g., beaches, docks, marinas, seawalls, piers, boardwalks)
 - e. Walking/hiking trails, campgrounds, bike paths
 - f. Open air markets and sidewalk sales
 - g. Construction sites
 - h. Cemeteries
 - i. Horticultural display areas or ornamental gardens
 - j. Outdoor public spaces and workplaces that house animals, such as zoos, petting zoos, humane societies, veterinarians' offices, etc.

- k. Outdoor public events such as festivals, fairs and spectator events such as concerts, sporting events and parades
- l. Hospital and school grounds, and post-secondary campuses
- m. Specific streets, e.g., in a main shopping area or within a school zone, including the sidewalk, street, lane, thoroughfare, curb, retaining wall, boulevard, etc.
- n. Movie and bank machine lineups
- o. Parking lots
- p. Transit shelters and transit stops, including taxi stands

7. **OPTIONAL** – If you wish to participate in the campaign for smoke-free outdoor public spaces and workplaces, please provide your contact information. Your personal information will be used solely for the purposes of this campaign and will not be sold or given to any other organization.

Name:

Postal Code:

Email Address:

Phone Number:

Template for a Letter to the Editor in Favour of Smoke-free Outdoor Public Spaces

Having read some of the recent letters in [name of your local paper] about the proposed smoke-free outdoor spaces bylaw, I have to wonder whether we are really considering the future health and welfare of the whole community.

Having more smoke-free spaces is not just about protecting non-smokers from secondhand smoke. It is about helping smokers to quit, to smoke less and remain smoke-free, if they want to. It is about making non-smoking the social norm so that fewer children and youth become addicted to tobacco. It is about protecting workers so that they do not have to be exposed to smoke simply in order to make a living.

For many years, strong scientific evidence has confirmed that cigarette smoke contains over 4,000 toxins and causes serious and life-threatening diseases. New evidence shows that smoke from even a few cigarettes outdoors can be just as dangerous as indoors in some cases.

We know that, in the beginning, this bylaw will not be easy for some people. However, just as with regulations governing smoking inside, smokers will no doubt get used to this in time.

Please speak or write to your councillor to show your support for smoke-free public spaces and workplaces. Smoke-free truly can work for all of us.

Jane Doe
Volunteer Chair
XYZ Coalition

Template for a News Release in Favour of Smoke-Free Patios

[Name of Coalition or Organization] calls for smoke-free restaurant and bar patios

Hospitality workers continue to be exposed to dangerously high levels of second-hand cigarette smoke

[City, Date] – A local health group, [name the coalition/organization], is calling for [name of city/town] Council to move quickly to ban smoking on bar and restaurant patios and other outdoor hospitality venues.

“There is compelling evidence to demonstrate that laws to keep restaurant and bar patios smoke free are necessary to protect the health of workers and the public,” said [full name of spokesperson and title], “yet 8 in 10 Canadians live in a community where such measures are not yet in place.” [Name of city/town] is one of those communities and [name of coalition/organization] aims that to change.

According to Physicians for a Smoke-free Canada, as of May, 2010 just four provinces (Newfoundland, Prince Edward Island, Nova Scotia, and Alberta), the Yukon Territory and several cities in British Columbia provided protection from second hand smoke on restaurant patios. Together with Saskatoon, Kingston, Thunder Bay and a few small towns in Ontario, these communities provide protection for just 6.8 million Canadians when they choose to work, eat or have a drink on a patio. 24.7 million Canadians live in communities where no such protection exists.

“Enormous progress has been made since Victoria, B.C. became Canada’s first jurisdiction to ban smoking in indoor venues in 1999,” explained [last name of spokesperson]. “But the job of protecting workers and the public from secondhand smoke is far from finished.”

“It is no longer enough to ban smoking inside restaurants – outdoor spaces must also be kept smoke-free,” said [last name of spokesperson]. Studies of air quality in Canadian settings have shown that workers on restaurant and bar patios are exposed to unacceptably high levels of cigarette smoke if smoking is allowed in these outdoor settings.

[last name of spokesperson] added, “Until all outdoor workplaces are smoke-free, hospitality workers and others, will continue to be the victims of laws that allow them to be exposed to higher levels of cancer-causing chemicals than are permitted by law for any sector that works indoors.” [Name of community] Council has the power to change this and [name of coalition/organization] urges Councillors to take immediate action to end this inequitable situation.

- END NEWS RELEASE -

For further information, contact:

