

Steps for Municipal Politicians and Staff to Implement a Smoke-Free Outdoor Places Bylaw in BC Municipalities

Activity	Key Steps	Measurable Objective
Review smoke-free outdoor public places regulations under the Tobacco Control Act	<ol style="list-style-type: none"> 1. Review the appropriate section(s) of the legislation. Summaries of the legislation can be found on the province’s Tobacco Control Program page and on the Clean Air Coalition of B.C.’s website. 2. Compare the provincial regulations with the municipality’s goal of what other outdoor public places it would like to cover. 	Know what is already under the provincial regulation so that it need not be duplicated in a municipal bylaw.
Review what other municipalities have implemented	<ol style="list-style-type: none"> 1. Review the list of municipal bylaws that have been implemented. BC municipalities may be the best place to start as they all fall under similar provincial legislation, but also see what municipalities in other jurisdictions have done 2. Contact appropriate staff at these municipalities to see what they did to implement their bylaw, what worked and what they may have done differently. 	To have a list of do’s and don’t in outlining issues.
Identify which outdoor public places you want covered in your bylaw	<ol style="list-style-type: none"> 1. Some places that should be considered, but not solely limited to: <ul style="list-style-type: none"> • Outdoor customer service patios of restaurants and bars • Parks, playgrounds and beaches • Outdoor stadiums and sporting venues • Transit stops • Hospital grounds • Any other outdoor public in your municipality that may be of special interest 2. Remember to include at least a 7.5 metre buffer zone around the area 	To have outdoor public spaces become smoke-free
Discuss your proposed bylaw with the Tobacco Control group at your local regional Health Authority, non-profit health agencies such as the Clean Air	<ol style="list-style-type: none"> 1. Identify and contact the appropriate contacts in each organization (ask for those responsible for tobacco control issues). You can contact the Clean Air Coalition of B.C. at email info@cleanaircoalitionbc.com 2. Ask for letters of support and or delegations to speak to council. 3. Find ways of involving them in the lead up to 	To have organizations involved in tobacco control provide expert advice most specifically with regard to the positive health effects of

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Coalition of B.C. and the Tobacco Control Program of the Ministry of Health	bylaw implementation and the post-implementation campaign. 4. Discuss any issues that the province may have, especially if your proposed bylaw contains any unique elements.	implementing the bylaw.
Contact stakeholders and other organizations that may be affected	1. Identify any stakeholder groups that may be affected by the specific proposed area. ¹ 2. Contact the appropriate staff at those stakeholder organizations and discuss the proposed bylaw with them to see what their concerns are, address those concerns and identify if they can be of assistance in some aspect of the process.	To make sure that those organizations that are directly affected by the proposed bylaw are in the know about the proposal.
Gauge public support and mobilize the silent majority who want smoke-free outdoor public places	1. Consider conducting a survey specific to the areas covered in the proposed bylaw – with 85% of British Columbians being non-smokers, there is great likelihood that support will be high. 2. Put a message on your Website and Facebook page, send out Tweets 3. Mobilize your regional Health Authority and the non-profit health organizations, who usually have their own distribution and networking avenues; get them to write letters to the editor and to council. 4. Identify any other supporters who may have a special voice at the table i.e. those who know the issues well or has a powerful personal story, such as a physician, advocate, youth or young adult, hospitality worker, coach, someone whose health is compromised by second-hand smoke, etc. 5. 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 6. Keep track of previously unknown public supporters and opponents, to mobilize their support or to be able to counter their opposition	To provide a message to all that implementing such a bylaw has widespread support

¹ Refer to “Items specific to certain outdoor public places” on the last page of this document

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Develop a budget	<ol style="list-style-type: none"> 1. Identify what can be accomplished with existing staff and resources, what are on-going costs versus one time only costs, and what can be provided by other organizations 2. Budget items may include: <ul style="list-style-type: none"> • Any public surveys (one time only) - online voluntary surveys are generally an effective and inexpensive means to gauge support • Signage (quite often, one of your partner groups may be willing to help provide standard signage) • Distribution of materials • Enforcement staff 	To identify the costs associated with the bylaw and budget accordingly
Develop key messages for everyone involved to use – with the media, on websites, etc.	<ol style="list-style-type: none"> 1. 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 especially to impressionable youth, reducing litter, protecting the environment.² 2. 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. 3. Use facts from the scientific studies 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 official briefs) 4. Refer to smoke-free outdoor spaces bylaws elsewhere in your province, or in communities about the same size as yours – indicate that you feel your communities’ residents deserve the same protection 	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)

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Write the report to council	<ol style="list-style-type: none"> 1. Document activities from throughout the campaign 2. Write a report that chronicles what you did, your successes and lessons learned 3. Keep the report short and succinct – further questions can be answered verbally if they arise 	To have the proposed bylaw passed by council
Develop informational campaign e.g. signage (window/door signs and/or self-standing signs), pamphlet, stickers, flyers, advocacy ads, online poll, fun “swag”, etc. ³	<ol style="list-style-type: none"> 1. Incorporate the key messages that are appropriate to the specific tool, but keep the language simple to appeal to a broad audience 2. Use a common look, or brand 3. Use the names and/or logos of key partners wherever space allows to increase credibility 4. 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. 5. Ensure distribution through a website as well and track the number of hits to specific pages 6. Use social media as another means of <i>electronic</i> distribution, e.g., Facebook and Twitter 	To raise public awareness and increase public support
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 	To disseminate the desired message to the public, including the basic of the bylaw itself

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	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.	
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 thanks your supporters, partners, volunteers, businesses and anyone else involved 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 	To keep the success of the bylaw in the news (# of news stories is the measurement tool)
Monitor enforcement and compliance and use the results as a news story	1. Write letters to the editor or work with a reporter who supported you during the campaign to get the story out	To keep the success of the bylaw in the news (# of news stories is the measurement tool)

Items specific to certain outdoor public places

	Hospital grounds	Outdoor customer service areas	Parks, playgrounds and beaches	Transit stops	Outdoor stadiums	Events and Fairs	Outdoor worksites (e.g. construction sites)
Additional Stakeholder groups to contact	<ul style="list-style-type: none"> The managing organization of the hospitals in your municipality BCMA HEU 	<ul style="list-style-type: none"> Chamber of Commerce restaurant and bar business associations 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> BC Transit or Translink The transit operating company 	<ul style="list-style-type: none"> The managing organization of venues 	<ul style="list-style-type: none"> Organizers of specific regular events held in your municipality 	<ul style="list-style-type: none"> Worksafe BC Any association connected to the workers affected
Additional key messages (beyond general health protection)	<ul style="list-style-type: none"> Protecting those whose health is already compromised Denormalizing the use of tobacco in a health care facility Clean up of butt litter 	<ul style="list-style-type: none"> That there is generally no loss of business, and that business usually increases in the long run Protecting the health of hospitality workers 	<ul style="list-style-type: none"> Protecting children, who don't often do not have the authority to get away from the smoke Protecting the environment (clean up of butts, protecting wildlife in parks) Decreasing fire hazard 	<ul style="list-style-type: none"> Clean up of butt litter 	<ul style="list-style-type: none"> Protecting children, who don't often do not have the authority to get away from the smoke Denormalizing the use of tobacco, especially to children, and especially in an athletic facility setting 	<ul style="list-style-type: none"> Protecting children, who don't often do not have the authority to get away from the smoke Denormalizing the use of tobacco, especially to children 	<ul style="list-style-type: none"> Protecting the health of workers
Other possible information items		<ul style="list-style-type: none"> Tent cards Coasters 	<ul style="list-style-type: none"> Tent cards for concession areas 		<ul style="list-style-type: none"> Tent cards for concession areas 	<ul style="list-style-type: none"> Items related to the fair or event 	