

FIELD REPORT VOL. 2: WINTER 2009

The Clean Air Coalition of BC is an advocacy organization operated by the BC Lung Association and the Heart and Stroke Foundation of B.C. & Yukon. The Coalition advocates for smoke-free environments, tobacco use prevention and universal access to quit smoking support.

Clean Air
COALITION OF B.C.

THE  LUNG ASSOCIATION™
British Columbia

 **HEART & STROKE**
FOUNDATION
OF BC & YUKON
Finding answers. For life.

UPDATE ON THE IMAGINE! A SMOKE-FREE BC CAMPAIGN



www.cleanaircoalitionbc.com



IMAGINE! A SMOKE-FREE BC

Launched in January 2008, the Imagine! A Smoke-Free BC campaign outlines eleven goals which if achieved would lead to BC becoming a smoke-free province. As of November 2009, over 25 organizations and 480 individuals have signed on as a supporter of the campaign. Please register your support for the campaign at the Clean Air Coalition of B.C. website www.cleanaircoalitionbc.com.

Various organizations have made significant strides to achieve some of these goals.

- ▶ **Prohibition of smoking in motor vehicles when a person under the age of 19 is present.**
The province, under the Motor Vehicles Act, has prohibited smoking in vehicles when a person under the age of 16 is present. Since, the Cities of Richmond and Surrey have passed bylaws prohibiting smoking in a vehicle when a person under the age of 19 is present.
- ▶ **Increased tobacco taxes, which is a proven tobacco prevention and reduction strategy.**
The province raised tobacco taxes in February 2009. These new rates are mid ranged compared to other provinces and territories in Canada.
- ▶ **100% smoke-free public places --- including outdoor patios, parks and beaches.**
Several municipalities in British Columbia have banned smoking in outdoor patios of restaurants and bars (with a buffer zone around the patio), and/or parks among other public places.

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IMAGINE! A SMOKE-FREE BC CONTINUED FROM PAGE 1

The Clean Air Coalition of B.C. is placing its current focus on three of the campaign goals.

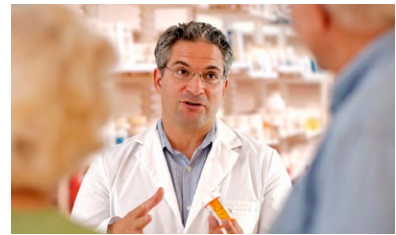
▶ 100% smoke-free public places — including outdoor patios, parks and beaches.

Although many municipalities have implemented their own bylaw in the absence of a provincial wide regulation, we are encouraging the province to implement a province-wide ban on smoking on patios. We are also supporting any other municipality in the province who is contemplating smoking bans in public places.



▶ Prohibition of tobacco sales in pharmacies.

Nine other province and territories already ban the sale of tobacco products in pharmacies. We are working with the British Columbia College of Pharmacists and the Canadian Cancer Society B.C. & Yukon Division to put together a strong rationale to the province to ban such sales in BC. Part of our research includes a survey of pharmacies in BC on their current tobacco selling status. Most independent pharmacies already voluntarily do not sell tobacco products. Some chain pharmacies have also implemented business-wide policies not to sell tobacco products. A legislated ban is required to ensure that all pharmacies, which should be promoting health to its customers, stop selling tobacco.



▶ Restricting the sale of tobacco products only to regulated retail outlets, much like that for alcohol.

We commissioned a study conducted on the economic impact of restricting tobacco sales to regulated outlets, and what those regulated outlets may look like. Stay tuned for more to come on this study.

SMOKE-FREE HOUSING BC WEBSITE

▶ WWW.SMOKEFREEHOUSINGBC.CA

There is a new Smoke-Free Housing BC website focusing on information valuable for those people who live or own a unit in multi-unit dwellings, as well as those who manage multi-unit residential buildings. These include apartment buildings, condominiums and housing cooperatives. On the website there is information on current laws regarding smoking in multi-unit dwellings, and how the laws work or don't work for those dealing with unwanted second-hand smoke travelling into their unit. There is also information on how to assist residents dealing with neighbours whose cigarette smoke is drifting into their unit.

Apartment owners/managers and strata corporations can find out what their responsibilities are in addressing drifting smoke. Steps to implementing a smoke-free policy in a multi-unit dwelling are also laid out.

A small but growing list of those multi-unit residential buildings that have gone smoke-free in BC is posted.

For more information, contact Sharon Hammond, Project Manager, at shammond@contextresearch.ca



SUPPORTING TOBACCO CONTROL RESEARCH IN CANADA

▶ The Clean Air Coalition of B.C. helps build awareness of new tobacco control research findings by inviting researchers to speak at our regular Knowledge Exchange meetings and by posting new research reports on our website. Research highlighted includes:

- “Developing a Platinum Standard for Tobacco Control Policy” conducted by the Alberta Health Unit
- Creation of the *Tobacco Info* magazine, an English language counterpart to the existing French language *info-tabac*
- “Smoke-Free Policies in Canadian Multi-Unit Dwellings” conducted by the Ontario Tobacco Research Unit
- “The Retail Environment as a Facilitator of Tobacco Control: A Canadian Opportunity” conducted by the Ontario Tobacco Research Unit
- “Coalitions Linking Action and Science for Prevention” conducted by the Canadian Council for Tobacco Control
- “Intensive Smoking Cessation Treatment for Individuals with Substance Use Disorders and Mental Illness” conducted by the BC Centre of Excellence for Women’s Health
- “The Tobacco Dependence Clinic: An intensive and comprehensive approach to treating tobacco dependence” conducted by the Vancouver Coastal Health Authority

NEW FEDERAL GOVERNMENT ACT CRACKS DOWN ON TOBACCO MARKETING TO KIDS

▶ We have encouraged the federal government to ban tobacco products that were clearly designed to attract youth to start using tobacco. Marketed in kid attractive flavours such as cherry and chocolate, small cigars—better known as cigarillos—and other flavoured tobacco items are often a “starter” product for youth. They are as addictive and dangerous to one’s health as cigarettes. And since they can and are sold individually or in kiddie packs, they can be and are affordable to price-sensitive youth.

On October 8, 2009, the federal government passed the *Cracking Down on Tobacco Marketing Aimed*

at Youth Act, which bans the sale and manufacture of flavoured tobacco products*. It also sets as a minimum 20 per package requirement for blunt wraps and small cigars. And it bans such other additives such as vitamins and unnecessary mineral nutrients, which the tobacco companies had contemplated adding to tobacco products to make them seemingly healthier. The legislation is scheduled for implementation in the summer of 2010.

We applaud the efforts of the federal government in protecting the health and welfare of the nation’s young people by closing these tobacco loopholes.



* menthol is exempt from the legislation

SMOKE-FREE REGULATION CHANGES

After an extensive consultation process, the Ministry of Healthy Living and Sport announced the new Residential Care Regulation. This regulation came into effect on October 1, 2009 and replaces the Adult Care Regulations and the residential pieces of the Child Care Licensing Regulation. These regulations provide increased protections to the health safety and dignity of persons in care while being outcome-based where possible. Basically, the regulation restricts staff and visitor smoking on the premise of a community care facility, and staff while supervising persons in care.

SMOKING EMPLOYEES WORLDWIDE SUPPORT WORKPLACE SMOKING BANS

The majority of smoking employees surveyed in 14 countries support smoking bans in the workplace.

Conducted by RTI International and Harris Interactive and sponsored by Pfizer, the study, which was published in the *International Journal of Public Health's* online edition, surveyed more than 3,500 smoking employees and 1,400 employers (both smokers and non-smokers). Seventy-four percent of the smoking employees and 87% of the employers felt that workplaces should be smoke-free.

Those smokers surveyed spend an average of one hour per day smoking, but 70% of those do not feel that their smoking has any negative financial impact on their employer's business. Conversely, over half of the employers surveyed feel that smoking does have a negative financial impact on their business.

Brazil, China, France, Germany, India, Italy, Japan, Poland, South Korea, Spain, Sweden, Taiwan, Turkey, and the United Kingdom are the 14 countries in which the survey took place. The greatest support is in India at 85%, with the lowest support in Germany at 33%.

The study can be found at <http://springerlink.com/content/2jj462604g1t26l6/>

SAN FRANCISCO PROPOSAL LIMITS THE NUMBER OF TOBACCO SELLERS

▶ The City of San Francisco California is proposing a new law that would limit the number of retailers allowed to sell tobacco products within its city limits.

The City, based on information collected through the permitting process of tobacco sellers, has found that there are too many tobacco sellers, especially in lower income neighbourhoods. By the proposed formula, the City would limit the number of tobacco sellers to 385 spread evenly across the City. Currently, 1,097 businesses are licensed in the City to sell tobacco.

These permits would also not be transferrable if the business is sold.

The proposed new law, drafted with the assistance of the Youth leadership Institute, is designed to protect public health, especially that of children and youth.

The Clean Air Coalition is preparing a report on the current ways tobacco is sold in B.C., and exploring other ways that it could be sold which includes reducing the number of places where it can be purchased.

ECONOMIC BENEFITS OF SMOKING CESSATION AIDS

▶ The Clean Air Coalition is exploring how best to help British Columbians quit smoking with help from nicotine replacement products (NRT) (e.g. patch, gum, lozenges) and pharmaceutical aids (e.g. Zyban, Champix).

Over 550,000 British Columbians smoke or use tobacco products. Tobacco, when used as directed, remains one of the leading causes of preventable death and disease. In 2008, more than half of people who smoked in the province tried to quit. Research shows that when people quit with support, such as with behavioural counselling, NRT or pharmaceutical products, their chances of being successful increase.

The study will explore the mix of support that would be most beneficial to help people quit smoking. The study is scheduled to be completed by the end of 2009.