



Smoke Free Nova Scotia A Literature Review

June 26, 2008

OVERVIEW

We've looked at examples of brand and marketing initiatives for smoke-free campaigns both nationally and abroad. This enables us to gather and review branding initiatives and marketing tactics in other towns, provinces, cities, states and countries. Key highlights and results (when available) from each marketing effort are summarized at the conclusion of each case study.

It is important to note that not every campaign showcased is focused on outdoor spaces. At this stage, we are primarily concerned with the highlights and lessons learned from introducing smoke-free areas to the public, and the key takeaways that we can also learn from as we move forward. These other examples are included simply because they approached the problem with an intriguing insight.

REVIEW OF SMOKE-FREE CAMPAIGN INITIATIVES

In Canada...

Smoke-free Playground Parks and Sports Parks, Simcoe County, Barrie Ontario

The Simcoe County Action on Tobacco was made up of three components focusing on preventing youth from using tobacco products, and protecting youth from environmental tobacco smoke. The components were 1) Tobacco-Free School Communities; 2) Youth Access to Tobacco; and 3) Bylaw Implementation in playground parks.¹

Highlights:

- This initiative partly endeavored to establish Simcoe County as a model for other municipalities in Ontario – similar to the situation in Bridgewater, N.S.
- The campaign focused on protection and denormalization.
- The logo “*Play Smoke Free and Win*” was created and used in leaflets, signage, flags and on soccer balls that were distributed to soccer teams and elementary schools. As well, preschool play balls were created and sent to area daycares and preschools.
- When evaluating the program, members of the Youth Advisory Committee were engaged as interviewers in parks across the area. For each visit to the park, interviewers recorded notes which included observations about the park environment.
- Although many expected a negative response from tobacco users, the town received no complaint calls and issued no tickets for violation of the bylaw.

Clean the Air, It's Ours to Share, Newfoundland

In 2004, a group of high school students from nine schools across the province gathered at a summit in St. John's to showcase plans to heighten awareness around the dangers of second-hand smoke in communities, homes and schools.

During the school year students advocated for local public spaces to go smoke-free, wrote and performed plays, erected road signs, all aimed at delivering smoke-free messages to their peers, parents and family members.

Highlights:

- Students banding together sparked interest across the province with regard to smoke-free places – smokers didn't feel punished because the message was coming from kids. Citizens found the messages hard to ignore.

¹ *Bylaws and Signage to Encourage Smoke-free Playground Parks and Sports Parks*, Simcoe County District Health Unit

- This initiative, focusing largely on indoor spaces, is still a work in progress– but it showcases an initial grassroots effort to make outdoor spaces smoke-free.

From around the globe...

Towards a Smoke-Free Future, Queensland, Australia

Queensland is regarded as a world leader in smoking bans for outdoor public spaces. The *Tobacco and Other Smoking Products Act* has made it an offence for someone to smoke tobacco products in a number of outdoor places including:

- Major sports facilities
- Patrolled beaches or at prescribed outdoor swimming areas (e.g. an artificial beach)
- Within four metres of non-residential building entrances
- Within ten metres of children’s playground equipment
- Outdoor eating or drinking places where persons may consume food or drink provided by an on-site food service²

This went into effect on January 1, 2005 and smoke-free outdoor eating or drinking places on July 1, 2006. In 2007, the Queensland government issued a discussion paper that reviewed the progress of the smoke-free laws.

Highlights:

- Queensland tobacco legislation focuses on reducing the public’s exposure to environmental tobacco smoke, contributes to a culture that supports smokers trying to quit, and discourages young people from starting to use tobacco products.
- After the January 2005 changes were implemented, the following results showed:
 - Total opposition to the new laws amongst smokers was 14% compared to an average of 5% amongst everyone.
 - 85% of smokers claimed they had ‘completely stopped smoking in all areas where it is illegal to smoke at all times’ and two-thirds (67%) were ‘smoking less in public spaces’.
 - One-third of smokers reported they were ‘thinking about quitting’ (33%) or had ‘decreased the number of cigarettes they smoke’ (29%) because of the introduction of the new laws
- After the July 2006 changes were introduced, results showed:
 - 22% of smokers reported they had attempted to quit because of the new laws. This equated to an estimated 123,000 Queenslanders.
 - 2% of smokers said that they had successfully quit as a result of the new laws. This equated to an estimated 14,000 new ex-smokers.
 - 27% of ex-smokers reported that the new tobacco laws had helped them remain non-smokers.



² 2007 *Review of Smoke-free Laws*, discussion paper, Queensland Government (Department of Health)

Smoke Free Beaches, Solana Beach, CA

The City of Solana Beach was California's first smoke-free beach. The San Dieguito Alliance for Drug Free Youth, comprised mostly of high school students, sparked the idea for the law in 2003. With support from the Tobacco-Free Communities Coalition, the group's members worked with the City for more than a year to get the law passed. To get their voice heard, the group made presentations to City Council members, collected and counted cigarette butts and conducted a public opinion survey of beach-goers.³



The “Our Beaches Are Not an Ashtray” vote was unanimous in favour of making Solana Beach public parks and beaches smoke-free.

It was found that the majority of people agree and know that any exposure to secondhand smoke is harmful, but it was determined early that this would not make the most effective argument for gaining public support for the campaign. Ultimately, it was the negative impact of tobacco litter on the environment that made the most compelling argument for smoke-free beaches. Data from the Ocean Conservancy and the California Coastal Commission, gathered during annual coastal clean-ups, clearly demonstrated that cigarettes were the number one source of beach litter. Environmental and public health activists in different regions shared information and ideas, which helped foster a regional approach to the problem. Media advocacy strategies were utilized to help raise awareness and mobilize support.⁴

As a result of the City's efforts many other cities now have smoke-free beaches. In 2003, Solana Beach was the first city in California to declare its beach smoke-free. Just a few months later, Santa Monica, Venice and Malibu beaches went smoke-free as well. Solana Beach had started a genuine movement and smoke-free beaches were one of the top news stories of 2004, garnering extensive national and international coverage. Environmental and public health advocates across the world were inspired by California's success. A number of Australia's most famous beaches went smoke-free, including the first statewide ban (Queensland). There are now 20 beaches along the California coast that are smoke-free, and the movement continues to grow.⁵

In support of the campaign, smokers were provided with easily accessible, reusable means to dispose of cigarettes in designated smoking areas. “No smoking” signs were posted at the beach and designated smoking areas were made with ash cans for the cigarette butts. The city also participated in World No Tobacco Day. Volunteers were also recruited to help organize a beach clean up.

Highlights:

- Solana Beach has the “first-mover advantage” with regard to smoke-free beaches – their ideas sparked interest and attention from around the world.
- The campaign did not scold people for smoking. Instead smokers were provided with places to smoke and proper disposal methods for cigarette butts.
- Because this was a grass-roots effort (not something that was a government initiative) people were more inclined to obey the rules.

³ <http://www.ci.solana-beach.ca.us/ContentPage.asp?ContentID=235>

⁴ <http://2006.confex.com/uicc/wctoh/techprogram/P8098.HTM>

⁵ Ibid.

Smoke-Free Parks, Upper Hutt, New Zealand

The smoke-free parks policy is focused on bringing a community together to do all that it can to help young people stay smoke-free. It was determined that the parks of Upper Hutt should be reserved for children to play, socialize and compete, and where they learn the value of health and fitness.



On May 31, 2006, which is also World No Tobacco Day, the smoke-free parks came into effect. The initiative began when research revealed that when children experience less exposure to smoke, they are less likely to see smoking as normal and to become smokers themselves.⁶

Smokers of the community were asked to make a positive choice — choose to make a positive difference for the city by not lighting up in public parks and reserves. These adults are promoted as smoke-free role models. The City Council also encouraged all coaches, players, parents and

supporters to not light up while attending sporting events in Upper Hutt City.

The campaign was also the focus of a study led by 5th year medical students from the University of Otago, Wellington School of Medicine. The premise of their study was to examine the effects of smoking around children in outdoor areas.

Highlights:

- Signage at parks was found to be the most effective method for education about the new smoke-free regulations.
 - “Park users were most likely to have found out about the policy from the signs, followed by the local newspaper and word of mouth.”⁷ Interestingly, those without children were more apt to notice the signs than those entering the park with children. One reason for this is that parents are more likely to focus their attention on their children, where park-goers without children are able to view the general surroundings.
- Support for the initiative has been attributed to:⁸
 - Positive role modeling (from both smokers and non-smokers)
 - Decreased second-hand smoke (mainly non-smokers)
 - Because parks are primarily a children’s environment (mainly smokers)

⁶ <http://www.smokefreecouncils.org.nz/News.862.0.html>

⁷ http://www.smokefreecouncils.org.nz/fileadmin/clients/cancer_society/pdf/The_SMOKE_study_2007_report_FINAL.pdf

⁸ Ibid.

Smoke Free, Hong Kong

In January 2007, Hong Kong introduced its new smoking restrictions, announcing that the ban covers restaurants, workplaces, schools, and karaoke lounges, and extends to outdoor places such as beaches, sports grounds, and parts of public parks.⁹ Since that time, the campaign has gained attention around the world (for example, in an article in the Boston Globe¹⁰) as being highly unlikely, since many view Asia as “smoke-happy.”

Surprisingly, the most opposition came from restaurants and the entertainment industry, where smoking is most prevalent – not from smokers themselves. In spite of the resistance in the



beginning, the campaign has been deemed successful and focused on three areas of messaging:

- Preventing adverse role-modeling for children;
- Preventing exposure to secondhand smoke; and
- Reducing litter from smoking-related materials.¹¹

During a study conducted during May 2007, no smoking was observed in four smoke-free parks and two smoke-free beaches during a total of eight

visits to these places. Furthermore, no cigarette butts were observed in any of these sites. The smoke-free signage at the entrances to these outdoor settings was very noticeable and often included large banners.

Highlights:

- In spaces where the smoking ban had been enforced, smokers were provided with designated smoking areas.
- The resistance in this case didn't come from smokers as messaging was tailored to them. This emphasizes the importance of buy-in from all audiences or potential naysayer's.

⁹ http://en.wikipedia.org/wiki/List_of_smoking_bans

¹⁰ http://www.boston.com/news/world/asia/articles/2007/01/01/hong_kong_begins_year_with_ban_on_public_smoking/

¹¹ <http://www.nzma.org.nz/journal/120-1257/2624/>

Tobacco Free Tompkins, New York

Tobacco Free Tompkins started as a result of the increasing proof of the “dangers of secondhand smoke, discontent over cigarette litter and an understanding that when tobacco use is less visible in the public landscape, children and teens are less likely to view it as a common part of adult behavior to which they might aspire.”¹²



Research also showed that adults who are trying to quit have a better chance of succeeding when they aren't tempted by seeing other people smoke.

This campaign aims to keep the air smoke-free, because any amount of smoke is a health risk. Tompkins has established T-Free Zones to show safe areas around building entryways and other outdoor areas. The campaign also supports people who are trying to quit. The T-Free Zones provide a no smoking area that can help smokers control the urge to have a cigarette. And also, the campaign helps teens not fall victim to the “tobacco trap.” The T-Free Zone builds support for teens' struggle to make healthy choices.

The T-Free Zone posters are posted in all outdoors areas that are intended to be smoke-free.

Highlights:

- Encourages people to download their own T-Free Zone posters from the website and place them in areas that should be (or that people want to be) smoke-free – the campaign takes a step forward in engaging the community.
- T-Free Zones has partnered with the New York State “Quitline” in an effort to decrease the number of people who smoke and gain further support for smoke-free outdoor spaces.

Opotiki Smoke Free Council, New Zealand¹³



A survey conducted in December 2006 with over 2,400 Opotiki residents, found that the majority (more than 80% in all cases) supported banning smoking in open public spaces. Furthermore, 65% said they avoid places where they may be exposed to other peoples' smoke. In March 2007, a new campaign was launched that centers on the normalizing of non-smoking and encourages positive role models for children and young people in the Opotiki district.

This campaign is about protecting children and young people. Their research showed that increasing smoke-free environments would contribute towards fewer young people beginning to smoke – the less they see smoking, the less “normal” it would seem. It was agreed that few parents, both smokers and non-smokers, want to see their children start to smoke.

It was determined early in the planning process that people should not be scolded for smoking – they would rebel against the campaign. Instead, it was decided that messaging would be focused on adults becoming role models for young people. The policy signage is about education and empowerment. It encourages the public to contribute to a clean, healthy environment in areas primarily used by young people.

¹² <http://www.co.tompkins.ny.us/wellness/tobaccofree/zone/outdoorspaces.htm>

¹³ <http://www.smokefreecouncils.org.nz/Opotiki.855.0.html>

Interestingly, in the case of Opotiki, Mayor John Forbes is a smoker and the campaign used this to its advantage. The mayor publicly announced, “Everyone knows I’m a smoker but I try to be a responsible one and never light up in places where there are lots of people, particularly children, crowded around playing sport or enjoying themselves. I challenge all smokers in the community to use their common sense and do the same. I’d also like to see other councils in the Bay of Plenty follow Opotiki’s lead and make their parks and playgrounds smoke-free.”

Radio adverts can be heard online at:

http://www.smokefreecouncils.org.nz/fileadmin/clients/cancer_society/pdf/TTO_radio_V1.mp3

http://www.smokefreecouncils.org.nz/fileadmin/clients/cancer_society/pdf/TTO_radio_V2.mp3

Signs in the community...



Highlights:

- Developed messages that were educative rather than punitive.
- Used a community leader to set the example (he did not say he was going to quit smoking, but did say he was going to try to his best to “not light up”).
- The initiative is enforced through the citizens of the community. Research found that smokers are generally considerate and will smoke outside of designated smoke-free areas. However, if a smoker does decide to smoke in a smoke-free area, other users of that space will be empowered by the policy to ask them to put their cigarette out, or move away from the smoke-free area to smoke. For this reason, policing and enforcement have not been necessary in any of the localities where smoke-free public places have been introduced.

Fresh Air, Minnesota¹⁴

Fresh Air is a statewide campaign to educate Minnesotans about the Freedom to Breathe Act of 2007, the new smoke-free bars and restaurants law that went into effect on October 1, 2007. The Fresh Air campaign is designed to provide information and resources to business owners and the public, as well as to generate excitement and awareness around the new law.¹⁵

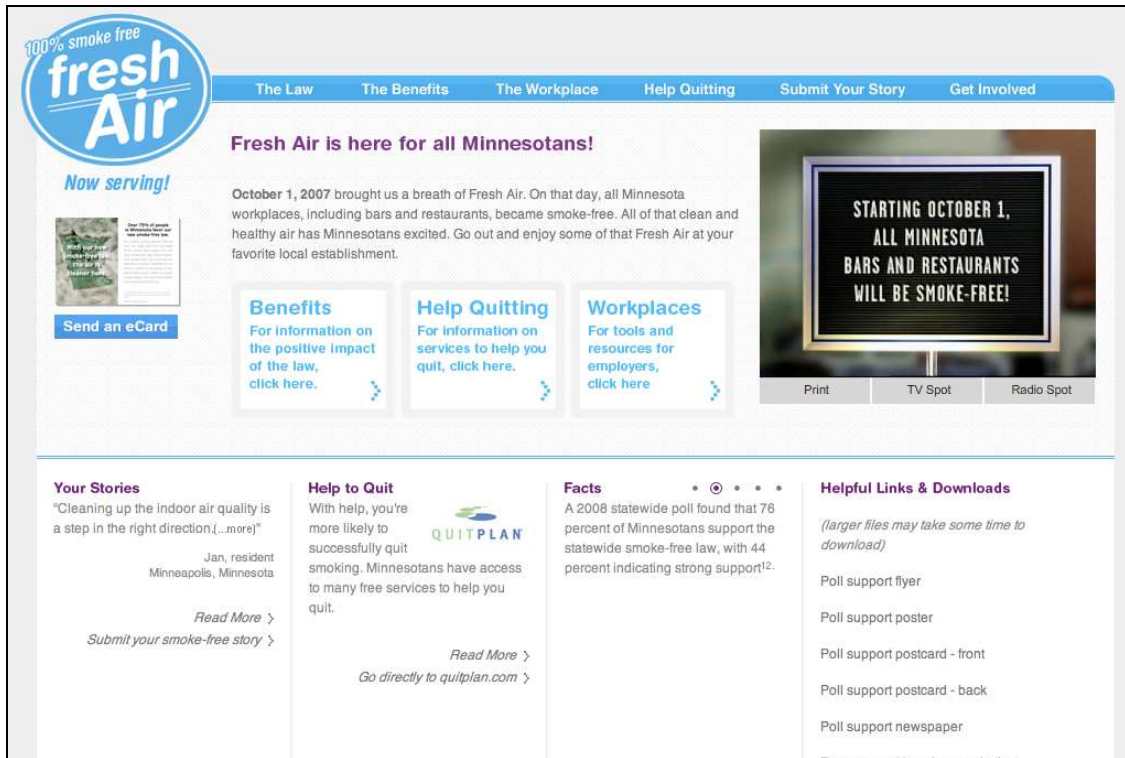
Fresh Air is an extension of the ClearWay Minnesota, a non-profit organization that works to reduce the harm tobacco causes to the people of Minnesota – one step at a time. They give grants to researchers working on tobacco and health issues and to Minnesotans trying to protect their communities.

The campaign is supported by an interactive website where people can download their own poll

¹⁴ <http://www.freshairmn.org/index.cfm>

¹⁵ http://www.clearwaymn.org/index.asp?Type=B_BASIC&SEC={50E7D865-E421-4F40-A149-2CBB4A0223D7}

flyers and posters to post in their neighbourhood, share their “fresh air” stories and send 100% smoke-free e-cards – just to name a few of the site’s tools. The site also has links to each individual county smoke-free home page. The site also provides a separate link for employers and workplaces with tips to reduce smoking the in the workplace.



There is also a website tool that not only allows people to have their voice heard, but provides them the opportunity to send regimented email messages to the legislature. The link to “Take Action” is another neat website section because it debunks myths, and explains the laws in easy to understand terms (see screen shot on next page).

DEBUNKING THE MYTHS TAKE ACTION CONTACT US ABOUT THE LAW WHAT'S NEXT?

Take Action

★ **Stay Strong in Supporting Your Freedom to Breathe**

Since the Legislative session began in February there have been no significant legislative threats to weaken the Freedom to Breathe Act. None the less it's important for Freedom to Breathe supporters....

★ **Complete the form below to receive Action Alerts and Freedom to Breathe updates.**

First Name

Last Name

Email Address

Clear the Air:

Protect Your Freedom to Breathe

I SUPPORT CLEAN AIR!

Freedom to Breathe Supporter
 Thanks to you Minnesota's
 1, 2007. Congratulations
 dozen legislative hearing
 amendments every M
 be protected.
 Since October 1
 healthier air. F
 filing frivolous
 weaken the
 goes ba
 We've
 pro

The following is the downloadable poster:



In addition to the website, Minnesota has made a positive name for itself on the world stage. Their forward-looking approach to smoke-free parks was spotlighted when advocates from the Association for Nonsmokers-Minnesota presented their work at the leading global conference on tobacco control.¹⁶ The smoke-free outdoor spaces in communities are enforced with tobacco-free signs posted in all park areas. Youth groups and local tobacco control staff work with city officials to develop public awareness about the policy.

Highlights:

- The use of an online resource is rare when you start to look at other smoke-free outdoor initiatives. This site does a good job of providing people with the necessary tools (i.e., signs and posters, policy information, quitting help, etc.).
- The site also provides people with an online forum to voice their opinions and share experiences – a neat support network for residents of Minnesota.
- Fresh Air shows a good example of how partners play an important role. Minnesota State is doing a great job of linking networks and sites together so that people can be fully informed.
- Provides messaging in alternative languages.

¹⁶ <http://www.smokefreecoalition.org/news/press/index.asp?id=558&dir=/news/press/>

Littering and secondhand smoke are two recognized issues with outdoor smoking. Some additional research on these topics is provided.

SECONDHAND SMOKE IN OUTDOOR PLACES

A number of studies have been conducted to highlight the harm of secondhand smoke in outdoor spaces. *Measurements of Outdoor Air Pollution from Secondhand Smoke on the UMBC Campus*, conducted by Repace Associates, Inc., responded to the perception that the smoke from tobacco products used outdoors just evaporates into the air. They found that the cigarette smoke will, “rise to a certain height and then descend, and for a group of smokers, for example sitting in an outdoor café, on a hospital patio, or in stadium seats, their smoke will tend to saturate the local area with secondhand smoke.”¹⁷

A report from Stanford University released similar findings in the *Journal of the Air and Waste Management Association* (May 2007), A non-tobacco user sitting a few feet away from a tobacco user would be likely exposed to high levels of contaminated air for brief periods of time. ¹⁸ “A typical cigarette lasts about 10 minutes,” said Neil Klepeis, assistant professor (consulting) civil and environmental engineering at Stanford and lead author of the report, “We found that if you’re within two feet downwind of a smoker, you may be exposed to pollutant concentrations that exceed 500 micrograms of PM2.5 (a toxic pollutant produced by cigarettes, wood-burning stoves, diesel engines and other forms of combustion) over that 10 minute period. If you’re exposed multiple times to multiple cigarettes over several hours...it would be possible to get a daily average of 35 micrograms or more, which exceeds the current EPA outdoor standard.” Klepeis said that clean air on average contains less than 20 micrograms of PM2.5. “Therefore, a person near an outdoor smoker might inhale a breath with 50 times more toxic material than in the surrounding unpolluted air.”¹⁹

Information collected from the Canadian Cancer Society – Nova Scotia Division and Smoke Free Nova Scotia found more reasons to support outdoor smoking restrictions. In addition to the harms of second-hand smoke as discussed above, one of the most important reasons is the prevention of tobacco use by children and youth. The information collected showed that not only are children more susceptible to the health effects of second-hand smoke than adults, but that tobacco use in front of children may make the behaviour seem normal, and re-inforce the perception that tobacco use goes hand-in-hand with outdoor activity. Placing restrictions on smoking in outdoor locations where people congregate sends the message that using tobacco is not the norm.²⁰ Within this information is evidence that implementing tobacco use restrictions is favoured by the majority of Nova Scotians; 80% of Nova Scotians would support a law to make public areas such as parks and playgrounds smoke-free, 79% would support a law to make sports fields smoke-free and 73% would agree with making beaches smoke-free.²¹

¹⁷ *Measurements of Outdoor Air Pollution from Secondhand Smoke on the UMBC Campus*, James Repace, Repace Associates, Inc.

¹⁸ <http://news-service.stanford.edu/news/2007/may9/smoking-050907.html>

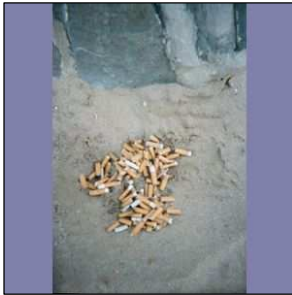
¹⁹ Ibid.

²⁰ Outdoor Smoking Restrictions, Adapted by Smoke Free Nova Scotia from Canadian Cancer Society – Nova Scotia division

²¹ Ibid.

LITTERING

Studies have found that there is a much greater stigma associated with throwing a pop can on the ground than with discarding a cigarette in the same fashion. This stigma is attributed to misinformation. The website www.cigarettelitter.org 's mission is to educate the public about the risks of cigarette littering. The public often doesn't think about what happens after the cigarette is thrown away, the site provides some insight, "Typically wind and rain carry the cigarette into the water supply, where the toxic chemicals the cigarette filter was designed to trap leak out into aquatic ecosystems, threatening the quality of the water and many aquatic life-forms."²² Cigarettes are the most littered item in the world and get take decades to degrade.



²³ The creation of non-smoking areas has brought increased attention to the problem of cigarette litter, as "hotspots" of cigarette butts are especially noticeable just outside of smoke-free zones. While there have been numerous solutions proposed to deal with the issue, there has been little research to show what is most effective, especially within the context of effective tobacco control. Funding by the tobacco industry of some anti-littering campaigns has made some members of the tobacco control community further question whether there are conflicting agendas involved in such campaigns.

In Australia, they've begun handing out Go Green pocket ashtrays to combat cigarette litter. They found that cigarettes accounted for almost 50% of all the litter in Australia, and caused approximately 7% of the Country's bushfires.



California has started a similar program where people are encouraged to take their own action and by first, providing education about the effects of litter, second, gauging interest with plenty of publicity, and third, offering an easy-to-use method of disposal. The BUTTsOUT campaigns provide all three steps in an integrated manner. BUTTsOut has already sold over 1.2 million canisters to consumers in Australia, UK, Ireland, USA, South Africa and New Zealand.



²² www.cigarettelitter.org

²³ *ibid*

²⁴ <http://www.planetark.org/campaignspage.cfm/newsid/137/story.htm>