

Report to/Rapport au :

**Ottawa Board of Health
Conseil de santé d'Ottawa**

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**Submitted by/Soumis par :
Dr./D^r Isra Levy,**

Medical Officer of Health/Médecin chef en santé publique

*Contact Person / Personne ressource:
Sherry Nigro, Manager/Gestionnaire
Health Promotion and Disease Prevention/
Promotion de la santé et prévention des maladies
Ottawa Public Health/Santé publique Ottawa
613-580-2424, ext./poste 28971, sherry.nigro@ottawa.ca*

CITY WIDE / À L'ÉCHELLE DE LA VILLE

Ref N°: ACS2012-OPH-HPDP-0008

**SUBJECT: UPDATE ON THE RENEWED STRATEGY FOR SMOKE-FREE
OTTAWA**

**OBJET : LE POINT CONCERNANT LA STRATÉGIE SANS FUMÉE
RENOUVELÉE D'OTTAWA**

REPORT RECOMMENDATIONS

That the Board of Health for the City of Ottawa Health Unit receive this report.

RECOMMANDATIONS DU RAPPORT

Que le Conseil de santé de la circonscription sanitaire de la Ville d'Ottawa reçoive le rapport.

BACKGROUND

The Renewed Strategy for a Smoke-Free Ottawa was approved by the Board of Health on February 6, 2012 ([ASC2012-OPH-HPDP-0002](#)), the Community and Protective Services committee on February 15, 2012 and City Council on February 22, 2012 ([ASC2012-COS-EPS-0012](#)). This strategy is designed to protect children and non-smokers from second hand smoke (SHS), prevent youth from tobacco initiation, help people to quit smoking and reduce tobacco use.

This progress report highlights accomplishments made, since the strategy was approved in February 2012, in the three major components of the strategy: protection, prevention and cessation.

DISCUSSION

PROTECTION- Updating and Enforcing Ottawa's Smoke-Free Regulations

The City of Ottawa's expanded smoke-free regulations came into effect on April 2, 2012. The new smoke-free regulations prohibit smoking on:

- All municipal properties including: parks, playgrounds, beaches, sports fields, Byward and Parkdale Market stands, and outdoor areas around City facilities
- Outdoor restaurants, bar patios and terraces.

The new smoke-free regulations affect 1,200 City parks and sports fields, 4 beaches, 1,109 municipal properties, the ByWard and Parkdale Markets and 600 patios.

Further, on June 13, 2012, City Council approved to expand By-law No. 2004-276 (the Parks and Facilities By-law) to include as "outdoor municipality property", outdoor properties managed or controlled by the Ottawa Police Services Board ([ACS2012-CCS-PSB-0002](#)), all outdoor property under the authority of the Ottawa Public Library Board ([ASC2012-OPL-0001](#)) and outdoor properties managed or controlled by the Ottawa Municipal Campground Authority for the purposes of prohibiting smoking, with the exception of spaces rented for temporary residency ([ASC2012-CMR-OMC-0002](#)).

From April 2 to July 1, 2012, 88 public complaints were received and 112 warnings were issued. Based on the experience of enacting other City by-laws, this was within the expected range of warnings issued for new regulations.

Violations of the smoke-free regulations were enforced, effective July 2. By-law officers have noted a high level of voluntary compliance and cooperation. In the first week of enforcement, two Part 1 summons for smoking on municipal property were issued. Proactive surveillance of complaints submitted through ottawa.ca/smokefree and 3-1-1 are being used to identify problem areas and help target enforcement efforts.

Tobacco Litter Plan

Since the inception of the renewed by-laws, there has been no significant increase in tobacco litter complaints. To date, the City has received 12 specific tobacco litter related complaints from April to June, which is a decrease from 16 in the same period last year. Staff continue to monitor high traffic locations for cigarette butt litter and areas identified by complaints from the public, and respond to hot spots with excessive tobacco litter. Employees with Parks, Recreation and Cultural Services, the Neat Streets summer student program led by Public Works, City of Ottawa security guards, and By-law and Regulatory Services are providing surveillance for litter hot spots. Public Works' *Don't be a Litterbug* campaign reinforces that cigarette butts are also litter.

PREVENTION - Public Awareness and Community Engagement:

Public Awareness

Ottawa Public Health (OPH), in collaboration with the City of Ottawa's Corporate Communications Department and By-law and Regulatory Services, developed a comprehensive public education campaign that consists of two phases: the education and warning phase (Mid-March to June) and the enforcement phase (July to August).

This multi-faceted campaign notified Ottawa residents through ottawa.ca, social media (Facebook and Twitter), print and radio advertising and OC Transpo bus ads, to help ensure the public is made aware of the new regulations. In addition to building public awareness of the new smoke-free regulations, the campaign also promoted smoking cessation services and consolidated public support for compliance.

The Education Phase

In mid-March, over 3,000 information packages were mailed to restaurant and bar owners, Business Improvement Areas, the Ottawa Chapter of the Hotel and Motel Association, Ottawa Tourism, organizers of markets, festivals, fairs and spectator events, and other local stakeholders. More than 600 patio owners received an educational visit from By-law and Regulatory Services and OPH staff to ensure compliance with the new regulations and to answer questions from owners and managers. OPH also promoted signage, information and training sessions with festival, fair and large outdoor event organizers, restaurant staff and other interested groups. Furthermore, over 2,500 signs and stickers have been posted in parks, playgrounds, sportsfields, beaches and all municipal buildings.

City of Ottawa employees have been informed of the new regulations through a variety of channels:

- A City of Ottawa manager's toolkit
- Management Bulletin and e-mails to all City employees and unions
- Information sessions to inform staff who do not have regular access to email
- Signage for City buildings provided to all City facility managers.

OPH has provided training to over 400 City staff working in parks and beaches as well as more than 200 Public Works and Parks, Recreation and Cultural Services supervisors and managers. Additionally, an online training module has been developed and offered to 2,000 part-time Parks, Recreation and Cultural Services staff.

The Enforcement Phase

Traditional and social media channels advised the public that effective July 2, 2012, violations of the smoke-free regulations may result in the issuance of a fine. OPH and By-law and Regulatory Services staff are also visiting beaches and other locations to provide information and ensure public awareness of the regulations. Notification has also been given to local stakeholders – Business Improvement Areas, Chambers of Commerce, community associations, fairs and festivals – that the warning period has ended and that smoking in affected areas may result in a ticket.

Community Engagement Promoting Smoke-Free Spaces

Ontario Public Health Units

Ottawa's leadership regarding the new smoke-free regulations is spurring activity in other Ontario municipalities. Peel, Kingston, Toronto, Hamilton, Peterborough, London-Middlesex, Thunder Bay and York have been in contact with OPH to learn about Ottawa's smoke-free strategy. The Eastern Ontario Public Health Unit has also informed OPH that residents in that region are requesting smoke-free outdoor spaces.

National Capital Commission

The National Capital Commission (NCC) will begin to align some of its activities with the City of Ottawa's expanded smoke-free regulations. At this time, the NCC will be promoting a voluntary compliance approach to encourage smoke-free spaces on their lands in the City of Ottawa. As a first step, all event agreements and permits have been modified to require event promoters to install voluntary smoke-free signage during their events. A more long-term approach will see the NCC progressively begin to install signage on their lands to encourage the cessation of smoking. The NCC has worked very closely with the City of Ottawa and has shared its key messages. In addition, both organizations will work together to review web links to the City of Ottawa's site and messages. Over the coming years, the NCC will consider reviewing its smoke-free regulations as part of the National Capital Act revision.

Local Community

OPH has also been working with hospitals to promote a 100% smoke-free property policies. Presently, the Children's Hospital of Eastern Ontario, Hôpital Montfort, the Queensway Carleton Hospital, and the Ottawa Hospitals (Riverside, General and Civic) have expressed interest in opting into the bylaw and/or coordinating their efforts to implement smoke-free policies. OPH has also begun work to help workplaces develop and implement smoke-free entrance way policies. In addition, 14 festivals located on non-City property have chosen to be voluntarily smoke-free, including the Rideau Canal Festival and the Greek Festival. Finally, 39 out of the 57 local hotels, motels and B&Bs are voluntarily 100% smoke-free, with three additional hotels implementing smoke-free policies by the end of 2012.

Smoke-Free Champion certificates

OPH and Ottawa Board of Health members presented "Smoke-Free Champion" certificates to recognize community champions that have done exemplary work in tobacco control. On May 31, World No Tobacco Day, the following recipients received certificates as recognition for their smoke-free festivals: the International Children's Festival, the Ottawa TD Jazz Festival and the Tim Hortons Ottawa Dragon Boat Festival. Additional certificates recipients include: Richard Haytor, Director of Community Relations for the Building and Trades Council, for his leadership and dedication in promoting smoking cessation and smoke-free environments for workers in the building and construction trades; Barbara Delorme, a group facilitator with the ACCESS program, for her dedication in helping people to quit smoking; and Jane Dennis, the Ottawa Royals Soccer Tournament Coordinator, for implementing a tobacco-free policy for the health and wellness of the young athletes participating in the club.

Action on Water-pipe Establishments

OPH continues to inspect water-pipe establishments with the assistance of tobacco enforcement officers and the Ministry of Finance. In June 2012, 10 establishments were visited and four were charged under the Smoke-Free Ontario Act (SFOA). A total of eight SFOA charges were issued to these 4 establishments, including the offer to sell improperly packaged tobacco.

Also in June 2012, City Council approved amendments to the Parks and Facility By-law under Sections 128 and 129 of the *Municipal Act, 2001* to allow the City to enact prohibitions in relation to the smoking of water pipes and non-tobacco products on outdoor municipal property ([ASC2012-CMR-LEG-0008](#)).

Pursuant to the recommendations outlined in the renewed strategy for a smoke-free Ottawa report, letters have been sent to the provincial and federal health ministers on behalf of the Chair of the Ottawa Board of Health and the Mayor of Ottawa. All Ottawa-area Members of Parliament and of Provincial Parliament were included in the correspondence. The letters recommended the following action regarding water-pipes:

- that the Federal Minister of Health consider clarifying or amending the Tobacco Act and regulations to explicitly include tobacco water-pipe products;
- that the Ontario Minister of Health and Long-term Care consider amendments to the SFOA and its regulations to broaden the scope of the legislation to include the smoking of other weeds or substances such that the smoking of water-pipe products would be included; and provide tobacco enforcement officers with the authority to search, seize and test product when conducting an inspection.

The Ministry of Health and Long Term Care is presently conducting an environmental scan with Ontario health units to determine the scope and breadth of the water-pipe situation in Ontario.

As part of this scan, The Ministry contacted OPH and Bylaw and Regulatory Services to learn about the initiatives regarding water-pipe use in Ottawa.

Additional Advocacy Action

Pursuant to the renewed strategy for a smoke-free Ottawa report, OPH has identified additional areas for advocacy with the provincial government to strengthen tobacco legislation. Areas for continued action include providing municipalities with the authority to regulate smoking of all combustible products and to provide universal protection to all residents from exposure to second-hand smoke in areas such as city sidewalks, inside hotels and motels, doorways to public buildings, multi-unit dwellings, hospital campuses and post-secondary campuses and water-pipe establishments. OPH will collaborate with community groups, provincial organizations, public health units and with local and provincial politicians to develop specific strategies and activities in order to provide more protection from exposure to second-hand smoke in the above mentioned areas.

Youth Prevention Initiatives

As part of OPH's ongoing monitoring of youth smoking rates, Ottawa data were analyzed from the 2010/11 Ontario Student Drug Use and Health Survey (OSDUHS) (Document 1) and will be disseminated to a number of partners, including school boards and parents. Key facts include that seven per cent of Ottawa students in grades 7 to 12

report that they smoke. Two-thirds of student smokers reported that they had begun smoking in secondary school and half of these smokers had attempted to quit at least once in the previous year. OPH provides effective tobacco prevention and smoking cessation interventions for youth, including programs in schools, mass media campaigns and smoke-free policies.

CESSATION- Helping People to Quit

In the past four months, OPH and our community partners have provided more opportunities to help residents quit smoking. More than 1,500 residents, including priority populations such as youth, pregnant women individuals from low socio-economic backgrounds and workers in the construction and building trades, have sought cessation services. OPH as a member of the Champlain Cardiovascular Prevention Network has developed an integrated smoking cessation strategy for 2013-2016 which includes key partners such as the University of Ottawa Heart Institute, Cancer Care Ontario, community health centers, public health units, non-governmental organizations, trades council and pharmacy sector. This strategy will increase the number of residents to make an aided quit attempt using evidence-based cessation interventions.

Lastly, a letter was sent to the Ministry of Health and Long-Term Care recommending that access to nicotine replacement therapy be further expanded for tobacco users seeking assistance from community cessation providers, including hospital out-patient clinics, university and college health services and public health units.

NEXT STEPS

OPH will continue to fulfill the activities indicated in the renewed strategy for a smoke-free Ottawa report. OPH will also work with the Real Estate Partnerships and Development Office to ensure new leases for property leased to third parties are smoke-free similar to other municipal properties and work to include provisions in lease renewals and extensions that such properties become smoke-free and report back by the end of Q2 of 2013.

CONSULTATION

Consultation was held prior to the strategy being approved by the Board.

LEGAL IMPLICATIONS

There are no legal impediments to receiving the information in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated to this report.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

ACCESSIBILITY IMPACTS

There are no accessibility impacts associated to this report.

TECHNOLOGY IMPLICATIONS

There are no technology implications in implementing the recommendations of this report.

BOARD OF HEALTH STRATEGIC PRIORITIES

The recommendations in this report support the Board of Health Strategic Priorities:

- Improving the lives of Ottawa residents by expanding smoke-free spaces (C4)
- Enhancing partnerships (A)

TERM OF COUNCIL PRIORITIES

The recommendations in this report support the 2010-2014 Term of Council Priorities under “Healthy & Caring Communities”.

SUPPORTING DOCUMENTATION

[Document 1 – Youth Facts 2011 – Tobacco: Prevention, Cessation, Protection](#)

DOCUMENTS À L’APPUI

[Document 1 - Faits sur les jeunes 2011 - Tabagisme : Prévention, Abandon, Protection](#)

DISPOSITION

Ottawa Public Health, in collaboration with community partners and City of Ottawa Departments, will continue to implement the renewed smoke-free strategy. Ottawa Public Health will continue to consult all relevant City departments, including Legal Counsel in the City Clerk and Solicitor Department on agreements between the Board of Health and outside organizations, as well as the implementation of the strategy.