



# National Recreation and Park Association

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Welcome to the **ACHIEVE**

Webinar Series:



Implementing Policies to Create Smoke-Free Parks

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# National Recreation and Park Association

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# Why Regulate Cigarette Smoking and Tobacco Use In Outdoor Areas

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- **Health**

- Protect public from the negative health consequences of exposure to secondhand smoke outdoors



- **Environmental**

- Protect the park environment from the risk of cigarette-causing fires and litter

- **Policy**

- Philosophy behind parks is contradicted by allowing tobacco use



# Health Reasons:

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- ***Second Hand Smoke (SHS)***

- Exposure to SHS is harmful- especially to children
  - No level of SHS is risk-free
  - Contains 4,000 chemicals – listed as a Group A carcinogen
- Exposure to SHS negates the positive effects of engaging in healthy outdoor activities
- SHS exposure in outdoor areas can rival amounts in indoor spaces



# Environmental Reasons:

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## •Litter

### •Cigarette Butts

- Most prevalent form of litter on Earth
- Cost money and man-power to clean up
- Not readily biodegradable
- Ingestible by children, wildlife, and pets

### •Cigarette Packaging

- Pouches from new smokeless tobacco snus products

## •Risk of Fire



# Policy Reasons:

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- Tobacco use in parks and recreation areas contradicts basic philosophy of recreation departments:

- Promoting healthy outdoor living, environmental awareness, fitness and recreational activities

- Adult smoking sends the wrong message to youth

- Children tend to perceive that smoking is acceptable when they view adults smoking in public



# State and Local examples

*Over 1,200 localities restrict smoking in outdoor areas such as public beaches, stadiums, parks, and sidewalks.*

- **Public Parks**
- **Recreation Properties**
- **Schools**
- **Playgrounds**
- **Beaches**



- **Zoos**
- **Sports fields**
- **Arenas**
- **Stadiums**
- **Golf Courses**



# Major Road Blocks

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## Lack of Local Support

How do you get the right people on board?

Who is the governing authority?

## Enforcement concerns

Who will enforce the policies?

What are the penalties for violators?

## Preemption

A legal concept where a higher level of government (state or federal) has the authority to limit, or even eliminate, the power of a lower level of government to regulate a certain issue.

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# Implementing Policies for Tobacco-Free Parks



Jessica Bell, B.S. - Health Educator Cowlitz County Health Department  
Maggie Miller, B.S. – Health Educator Cowlitz Indian Tribe

# Tobacco-Free Parks Process

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- ✿ Identify reasons to change
- ✿ Identify partnerships
- ✿ Research surrounding communities
- ✿ Assess community readiness
- ✿ Develop and present recommendation
- ✿ Implementation
- ✿ Evaluation

# Identify Reasons to Change

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- ✿ Environmental Impact
  - ✿ Litter
  - ✿ Release of Toxins
- ✿ Positive Role Modeling
  - ✿ Setting healthy examples for youth
- ✿ Social Impact
  - ✿ Most park users don't smoke
- ✿ Health Implications
  - ✿ Reduce triggers for COPD, Asthma Attacks

# Identify Partnerships

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Who do you need at the table?

- \* Educators
- \* People who smoke
- \* Healthcare
  - \* Hospital Staff
  - \* Health Department
- \* Law Enforcement
- \* Youth
- \* Parents
- \* Youth Activities Coordinator
- \* Faith Based
- \* Tribes

# Research Surrounding Communities

Look at what other communities have in place regarding tobacco free parks.

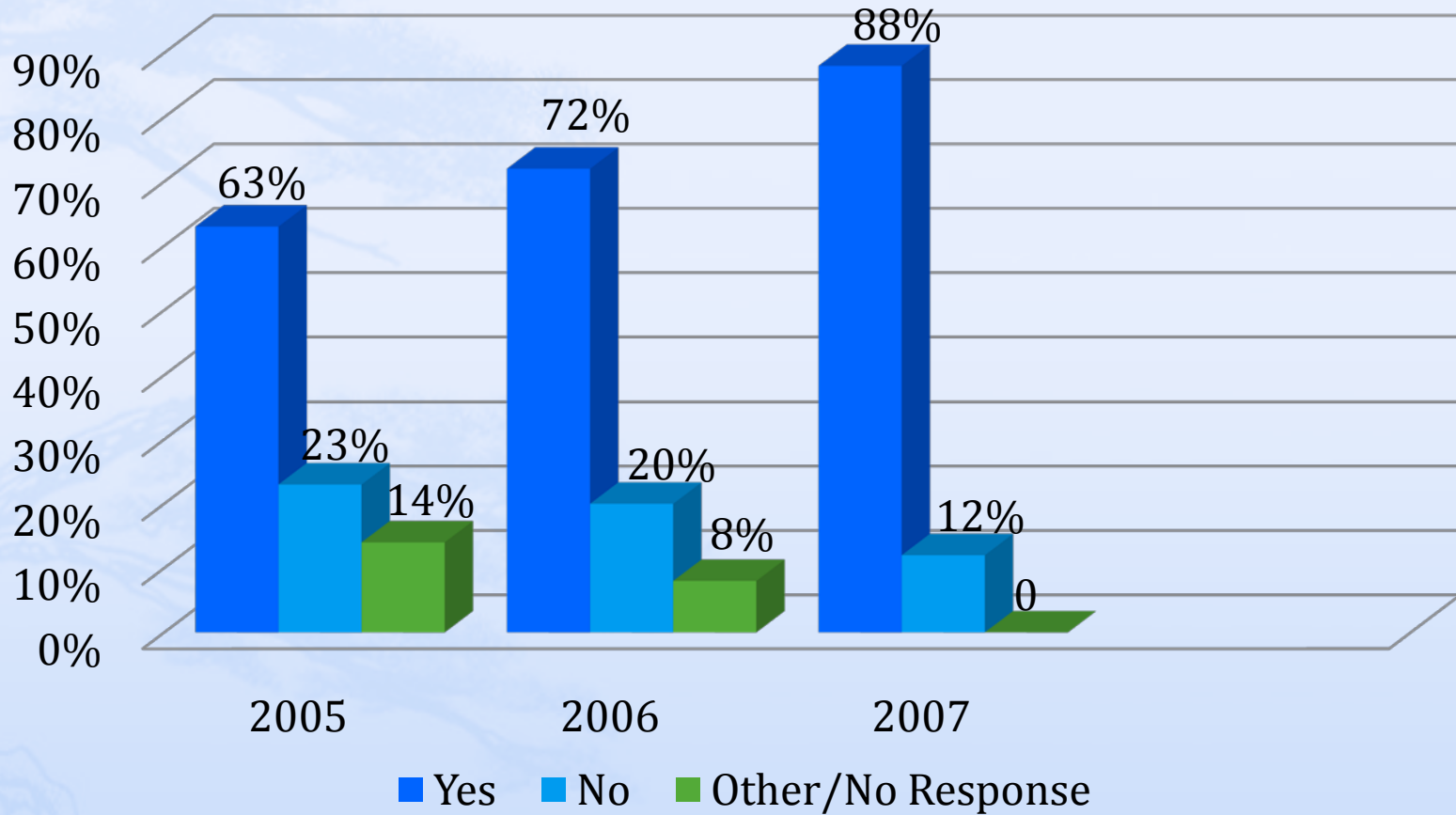
- \* Policy v. Ordinance
- \* Partial Park v. All Park
  - \* Partial Parks: X Feet from play structures, bleachers at ball fields, etc
- \* Tobacco v. Smoke Free
- \* Enforcement

# Assess Community Readiness

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- ✿ What information do you want to know?
- ✿ How are you going to survey a valid representation of your community?
- ✿ Survey Options
  - ✿ On-Line
  - ✿ Person-to-Person
    - ✿ Dot Activity

# Community Readiness Parks and Recreation Survey





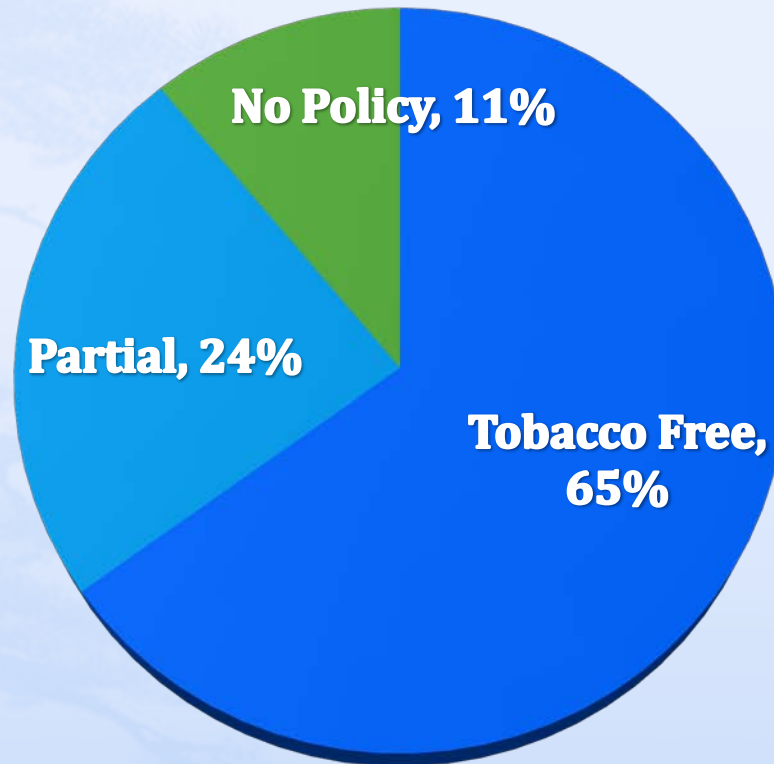
# Example Survey

Which of the following would you support?

- ❑ 100% tobacco free parks
- ❑ Parts of parks tobacco free
- ❑ I would not support tobacco free parks



# Community Readiness: Person-to-Person and On-Line Survey



# Develop & Present Recommendation

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- ✿ Compile information from researching other communities and community input.
- ✿ Consider all options/variations
  - ✿ Ideal v. Acceptable
- ✿ Take into consideration what you know about your community.

# Implementation

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- \* Present to decision making body regarding park policy.
- \* If Approved:
  - \* Educate community on change
  - \* Create positive signage

# Evaluation

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- ✿ Evaluate at 6 months and 1 year after implementation.
- ✿ Make changes as needed.

# Resources

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- \* <http://tobaccofreeparks.org>
- \* <http://tobaccofreepartnership.com>

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Minneapolis Park and Recreation Board

# Outdoor Park Tobacco Policies

## Navigating Political Processes to Implementation

Brad Bourn

Minneapolis Park and Recreation Board Commissioner

National Recreation and Park Association

Achieve Community Webinar

July 22, 2010

# Minneapolis Parks Overview

One of the Premiere Park Systems in the United States

- Over 14 million annual visitors
- \$58 Million budget
- 6,700+ acres of land and water
- 182 park properties
- 50 community center
- 55 mile Grand Rounds Scenic Byways
- 7 golf courses
- Independent Police and Public Works
- Regional Park System
  - Mississippi River
  - Chain of Lakes
  - Minnehaha Falls



# Consequences of Tobacco Use in Public Parks

- Negative influence for Youth Lifestyle
- Harmful to aquatic life <sup>1</sup>
- Decreased air quality <sup>2</sup>
- Maintenance cost <sup>3</sup>
  - 25%-60%+ of waste in parks are tobacco related
- Visual quality of parks
- Negative experience for park users

## Sources

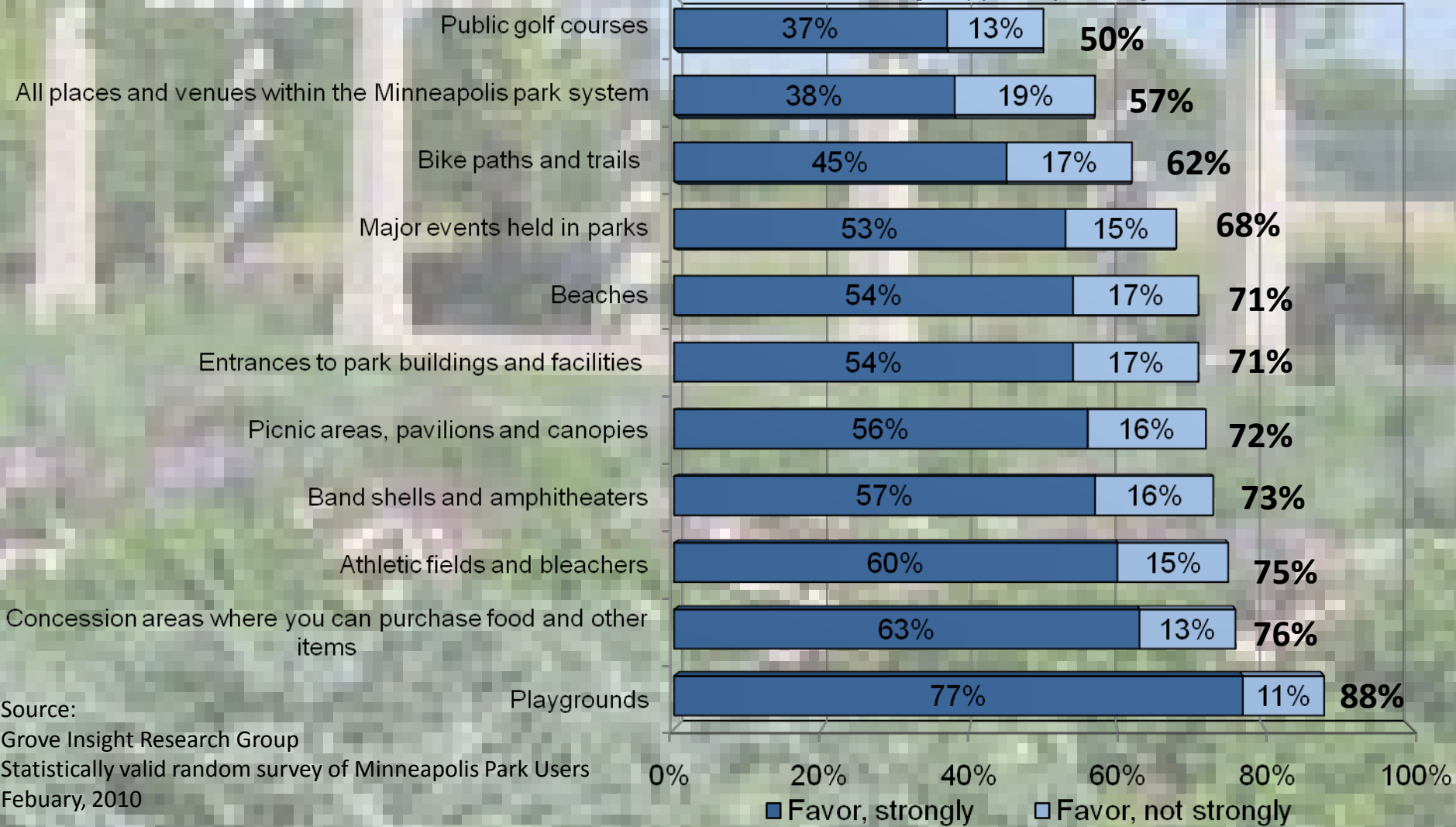
1 Cigarette butts as liter- Toxic as Well as Ugly <http://www.longwood.edu/cleanva/ciglitterarticle.htm>

2 Tobacco Free Youth Recreation: Policy Maker's Guide to Tobacco-Free Park Policies

3 Tobacco Free Youth Recreation: Policy Maker's Guide to Tobacco-Free Park Policies

# Significant Majorities Favor a Tobacco-Free Policy in Practically Every Corner of the Park System

*“Please tell me whether you would favor or oppose a tobacco free policy for the following:”*



Source:  
 Grove Insight Research Group  
 Statistically valid random survey of Minneapolis Park Users  
 February, 2010

# Challenges to Tobacco-Free Policies

## It's a POLITICALLY CHARGED ISSUE

- Over complicated in a complicated system-
- Anecdotal evidence is over relied on-
- Proponents are vilified or trivialized-
- It's easier not to act-

# Hostile, Vocal Minority

“...these idiots have nothing more serious to worry about than people smoking a cigarette outside...”

“... with all due respect to your wife, anybody that fragile should be kept at home in a hermetically sealed bubble ...”

“... I don't care what the laws are, I'm lighting up. And if someone comes over to tell me I can't smoke there, I'll just blow the smoke in their faces.....”

“... I'll punch you in the snout locker ....”

Source: Star Tribune Online Reader Comments  
Parts of Minneapolis Parks go Tobacco Free, by Abby Simons, June 30<sup>th</sup>, 2010  
<http://www.startribune.com/local/97535874.html>

# Results and Next Steps

## Site and distance policy

- 100' around playgrounds, pools, buildings
- 50' around athletic fields
- Events
- Some gardens, venues, and specific sites

## Next Steps

- Current Policy leaves out bodies of water and trails
- Enforcement clarification
- Education
- Strengthening of policies

# What Can Proponents Do?

- Staff are extremely influential!
- Be loud and persistent about benefits!
- Get political too!
- Build coalitions!
- Use personal connections and personal time!

# Thank You / Questions

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# More Information

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***ACHIEVE communities-***  
***[www.achievecommunities.org](http://www.achievecommunities.org)***

***Tobacco Control Legal Consortium***  
***[www.tclconline.org](http://www.tclconline.org)***

***<http://tobaccofreeparks.org>***

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# National Recreation and Park Association

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Thank you for your participation!

A recording of this webinar and all  
slides will be emailed to you.

Please go to the webinar evaluation  
survey link that is in the chat box.

For more information, please contact  
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