

the great
fresh indoors
fresh!



BY-LAW
RÈGLEMENT
2002-300

**Entrez
prendre l'air**

TOBACCO ACTION LINE • 522-3433 • ACTION TABAC

Make it a *Healthy Day!*
Sudbury & District Health Unit



Vissez *Santé dès aujourd'hui!*
Service de santé publique de Sudbury et du district

**City of Greater Sudbury
Smoke-Free
Public Places and Workplaces**
May 31, 2003

By-Law 2002-300

City of Greater Sudbury By-Law 2002-300 To Regulate Smoking in Public Places and Workplaces

Effective May 31, 2003



Smoking By-law Implementation/Education Committee



Membership

- City of Greater Sudbury
By-law Enforcement Section
- Sudbury & District Health Unit
- City of Greater Sudbury Legal Services
- Greater Sudbury Police Services
- Alcohol and Gaming Commission of Ontario



Terms of Reference

- To monitor the implementation, education and enforcement of the City of Greater Sudbury Smoking By-law to ensure compliance
- To assist employers and employees in implementing the smoke-free workplace policy
- To promote within the community the benefits of a smoke-free City of Greater Sudbury



Objectives

- Business owner/employer education on the new by-law
- Smoke-free information kits / public education kits
- Public awareness and media campaign
- Ongoing support to enforcement staff
- Monitoring process issues related to by-law education and enforcement
- Report to Council on successful implementation of the Smoking By-law



Education Strategy

- Presentations to workplaces/local clubs and associations on request
- Workshops “How To Tell a 300lb Wrestler to Put Out A Cigar”
- “Frequently Asked Questions” fact sheets
- Smoking By-law information packages to all businesses and workplaces
- Mass Media Campaign April-June 2003



Bilingual Public Awareness Campaign

- A FRESH Approach

The graphic features the text "the great fresh indoors" in a mix of blue sans-serif and light blue script fonts. To the right, "Entrez prendre l'air!" is written in blue sans-serif. A red circle with a diagonal slash over a cigarette icon is positioned between the English and French text. Below the icon, it says "BY-LAW RÈGLEMENT 2002-300". At the bottom, a dark blue banner contains the text "TOBACCO ACTION LINE • 522-3433 • ACTION TABAC" in white.

Comprehensive Campaign

April to June 2003

- Greater Sudbury Transit Bus Backs and Interior Bus Signs
- Information on 'My Town' - Channel 10
- Radio Campaign
- Newspaper Advertisements
- Table Tent Cards for Restaurants
- Print and Broadcast Media Interviews
- Information on City and Health Unit websites
- Notice of By-law Poster for all workplaces and public places
- Information in Health Unit Newsletters - Workplace and Community
- By-Law Launch – Friday, May 30th, 2003 in advance of World No Tobacco Day



Campaign Samples

Exterior Bus Advertising

City of Greater Sudbury
Smoke-Free Public Places
and Workplaces By-law
Effective May 31, 2003

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Règlement de la
Ville du Grand Sudbury
interdisant l'usage du tabac
dans les endroits publics
et les lieux de travail
À compter du 31 mai 2003

Make a Healthy Day! / Viser Santé dès aujourd'hui!

Greater | Grand
Sudbury
www.city.greatersudbury.on.ca

Interior Bus advertising

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City of Greater Sudbury
Smoke-Free Public Places
and Workplaces By-law
Effective May 31, 2003

Règlement de la
Ville du Grand Sudbury interdisant
l'usage du tabac dans les endroits
publics et les lieux de travail
À compter du 31 mai 2003

Campaign Samples

The City of Greater Sudbury Smoke-Free Public Places and Workplaces By-Law

the
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BY-LAW
2002-300


TOBACCO ACTION LINE • 522-3433


City of Greater Sudbury
Smoke-Free Public Places
and Workplaces By-Law
**Effective
May 31, 2003**



Left: Newspaper Advertising

Below: Table Tents


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TOBACCO ACTION LINE • 522-3433

All public places and workplaces in the
City of Greater Sudbury are smoke-free
effective **May 31, 2003**.

Thank you for your co-operation.

Campaign Samples

WELCOME | BIENVENUE



TOBACCO ACTION LINE • 522-3433 • ACTION TABAC

In recognition of compliance with the City of Greater Sudbury Smoke-Free Public Places and Workplaces By-law.

En reconnaissance de l'observation du règlement de la Ville du Grand Sudbury interdisant l'usage du tabac dans les endroits publics et les lieux de travail.





www.citygreatersudbury.on.ca

Certificate of Recognition

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 BY-LAW
 2002-300

TOBACCO ACTION LINE • 522-3433

Entrez
 prendre l'air
frans!


 RÈGLEMENT
 2002-300

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Smoking Cessation

- Health Unit smoking cessation campaign promoting community programs and resources for people who would like to quit smoking
- Smokers Intervention Group – identifying gaps in services and developing strategies to address those gaps



Measuring Health Impact of the Smoke-free Bylaw

- Health Unit conducting post-bylaw evaluation looking at health indicators and behaviour post-by-law implementation
- Tracking data 5 to 10 years post by-law
- Measuring health impacts, smoking rates, number of people who smoke in their homes, youth smoking rates



Assisting Businesses

- Survey was conducted to determine how City Council could assist businesses in making the transition to a smoke-free establishment easier
- Laurentian University Small Business Counselling Service survey of 65 bars, restaurants and hotels within Greater Sudbury
- Comments in the areas of implementation and enforcement of the by-law
- Chamber of Commerce Smoking By-Law Task Force organized a luncheon to address the business concerns
- Event was cancelled due to lack of registrations
- Session entitled "How to Tell a 300 lb. Wrestler to Put out a Cigar" with 47 participants
- Subsequent sessions will be organized to assist with the transition process



Information Distribution

- Officers and Health Inspectors will attempt to distribute an information package to all workplaces and other public places affected by this By-law prior to May 31, 2003
- This package will contain useful information and tools to assist those affected
- By-law enforcement staff will be available to answer any questions regarding the By-law or questions about the Smoking By-law information kit



Is the City assisting employers in implementing the workplace policy?

- A sample workplace policy will be provided to employers prior to May 31, 2003
- The sample will contain the minimum standards that employers must comply with
- Employers will be free to add to this policy
- Officers will be available upon request to visit workplaces to discuss any concerns regarding the policy
- **Special Information Meeting**
May 7, 2003 - 2 pm to 4 pm
Council Chambers - Tom Davies Square
for owners/managers/employees of Bars and Licensed Restaurants
- Businesses in compliance before May 31, 2003 will receive a Certificate of Recognition



Signage

- Some signs will be provided in packages which will be delivered to workplaces prior to May 31, 2003



Information Kit Contents

in pre-printed 10 by 12 white envelopes

- Five no-smoking signs
- Non-smoking policy sign
- Notice of by-law poster
- Summary of the by-law
- Frequently Asked Questions
- Seven Steps to Introduce the By-law
- Facts About Second Hand Smoke
- Health Unit Pamphlet – Smoking Cessation Programs



Enforcement Strategy

- Consistency with a fair but firm approach
- City By-Law Enforcement Services will be the lead
- Funding from Sudbury & District Health Unit for one position
- Two By-law Enforcement Officers x 12 months
- Shift scheduling for Enforcement Officers
- Regular By-Law staff will provide enforcement after this period



Who will enforce the Smoking By-law?

- By-law Enforcement Officers from the City of Greater Sudbury will enforce the By-law through ongoing, regular inspections of public places and workplaces
- Assisting the City:
 - Greater Sudbury Police Service
 - Sudbury & District Health Unit
 - Alcohol and Gaming Commission of Ontario
 - Ministry of Labour
- All complaints from the public will be investigated



Teamwork

- Our partners, the Health Inspectors, Liquor Inspectors will assist us by reporting violations they observe during the course of their duties.



Enforcement Policy

- Prior to May 31, 2003 will attempt to visit every business/workplace with information package
- As of June 1, 2003 random inspections of businesses/establishments to ensure compliance
- Respond to all inquiries and complaints
- Issue courtesy warnings for first offence
- Issue Part 1 tickets on second inspection for violation - fines up to \$250
- Continued contraventions
 - Part III Summons
 - maximum penalty \$5,000



For More Information

- A DEDICATED PHONE LINE HAS BEEN INSTALLED TO HANDLE PUBLIC COMPLAINTS AND INQUIRIES
688-7726
- THE PUBLIC CAN ALSO CALL FOR INFORMATION ON SMOKING CESSATION OR INFORMATION ON THE EFFECTS OF SECOND HAND SMOKE
- **Sudbury & District Health Unit
Tobacco Action Line 522-3433**



Thank You

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RÈGLEMENT
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