

Minnesota Department of Health
Statewide Health Improvement Program



***Tobacco-Free
Outdoor Spaces***

Guide to Implementation

Fiscal Years 2012 and 2013

Table of Contents

<u>Topic</u>	<u>Pages</u>
Overview	3-4
Description and Scope	
Outcomes	
Target Populations	
Settings	
Recommended Partners	
Planning and Assessment	5
Implementation	6
Sustaining Long-Term Changes	7
Resources	8

Tobacco-Free Outdoor Spaces

Implement tobacco-free outdoor spaces (includes transit stops, building entrances, parks and recreation areas).

Description and Scope

Exposure to second-hand smoke is linked to a wide range of serious and life threatening health problems including heart disease, cancer, asthma, and other respiratory problems. Children exposed to second-hand smoke face increased risk of asthma, sudden infant death syndrome (SIDS), acute respiratory infections and ear problems. While most scientific evidence relates to indoor exposure, several recent studies have found that secondhand smoke exposure levels can be significant outdoors, particularly when smokers are in close proximity to others

Communities nationwide are adopting tobacco-free policies for parks, recreation areas, beaches and other outdoor areas. Over the last 10 years, 140 local cities and counties in Minnesota are adopting comprehensive tobacco-free policies for city-or county-owned park systems and outdoor recreational facilities. A tobacco-free policy provides support to recreational organizations and schools that have an existing tobacco-free policy but use the city or county-owned facilities for their own events. These policies increase the number of tobacco-free environments in public places. Tobacco-free policies promote healthy communities by establishing community norms that tobacco use is not an acceptable behavior for young people or adults.

Outcomes

Standardized outcomes for required strategies are still under development. Strategies will be measured primarily on policy, systems and environmental change outcomes and health behavior change outcomes and then linked through literature projections to health care cost savings.

Evaluation Measures		
Policy, Systems, Environmental Changes Existing tools or MDH database	Health Risks and Behavior Change Existing tools or medical records	Cost Savings Actual savings or literature projections

Target Populations

- General population
- Park and recreation users
- Youth
- Adults

Settings

- Transit stops
- Building entrances
- City-owned or county-owned park and recreation areas including, but not limited to: athletic fields, basketball courts, batting cages, beaches, BMX courses and skateboard parks, community and/or nature centers, dog parks, fair and rodeo grounds, fishing piers and marinas, gardens, golf courses, park building entrances, picnic grounds, ice skating rinks, ski slopes, swimming pools, tennis courts, parks and trails, water parks, etc.

Recommended partners

- Local municipality authority
- Law enforcement
- Sheriff's department
- Youth
- Park board directors and staff
- Tobacco Law Center
- Neighborhood and community organizations
- Interested parents/residents

Planning and Assessment

1. Conduct an assessment.

- A. Identify existing local tobacco-free policies.
- B. Conduct a local survey to assess community support.
- C. Assess interest of local partners and stakeholders.
- D. Assess the political environment and readiness for policy adoption.
- E. Identify local media outlets.
- F. Determine allies and opinion leaders.

2. Form an action committee.

- A. Form an action committee based on the results of the assessment made up of a core group of those interested in a comprehensive tobacco-free outdoor policy.
- B. Recruit a broad representation and should include: target population and key partners.
- C. Work with the committee to educate the community about the rationale for and value of a strong tobacco-free outdoor policy.
- D. Identify allies and who will want to be involved in developing, promoting, implementing, and enforcing a tobacco-free outdoor policy.
- E. Identify potential opposition to the passage of a tobacco-free outdoor policy.
- F. Assess the community's attitudes and opinions about the issue.

3. Develop an action plan.

- A. Develop an action plan, based on assessment findings, which identifies short-, intermediate-, and long-term goals.
- B. The action plan should include a community-wide campaign to educate the community about the rationale for and value of a strong tobacco-free outdoor policy.
- C. The action plan should also define a method to gather feedback on the current tobacco policy and the proposed policy.
- D. Compile and summarize information from the assessment and feedback process.

Implementing *Tobacco-Free Outdoor Spaces*

1. **Draft a policy statement.**
2. Continue to **recruit action committee members and mobilize community.**
 - A. Form alliances with community groups interested in policy.
 - B. Train committee members to give presentations and conduct outreach to key community groups. Action steps may include petitions/postcards; letters of support; presentations to other boards, committees, and groups.
3. **Prepare a Call to Action message.**
 - A. Define and promote proposed policy; define need and value of policy (tobacco use and related health effects, secondhand smoke exposure, results of a community attitude poll).
 - B. Learn about what other communities are doing and provide success stories from similar communities.
4. Work with decision makers to **gain their support for the passage of a tobacco-free outdoor policy.**
 - A. Conduct a community-wide outreach and education campaign to create urgency for the passage of policy.

Sustaining Long-Term Changes

1. **Set up a meeting with the municipal authority administration** to present the evidence of strong support for the tobacco-free outdoor policy.
 - A. Prepare information and feedback gathered by the action committee, including strong support from community for administration to review.
 - B. If the decision is made to adopt a strong, tobacco-free outdoor policy, then this decision should be clearly communicated to the community in a statement that outlines the policy review process and the rationale for the final decision.
2. **Prepare for policy implementation.**
 - A. Prepare a statement that will communicate clearly to the community the process for implementing the policy. If the final decision is no change to the current policy/resolution, then this must be clearly communicated.
 - B. Determine the best date for implementation of new tobacco-free outdoor policy.
 - C. Announce the date of a policy kick-off. In the time leading up to the implementation of tobacco-free outdoor policy, take actions to promote the policy to the community.
 - D. Offer assistance to the administration in implementing policy including: proper signage; media (ads in local newspapers, posters, etc.); education; cessation resources (brochures, linkages/referrals to cessations services); and assistance in promotion of kick-off event.
 - E. Determine what signage is needed around community to communicate the new policy. This could include: copy for the signs, location for signs, size of signs, number of signs, and total cost of signage.
3. **Implement policy.**
 - A. Continue to use local media to promote the policy.
 - B. Add policy language in publications as needed.
4. **Enforce policy.**
 - A. Identify date to kick off full enforcement of policy and promote it in the community.
 - B. Determine if the community administrative authority will use a compliance approach or enforcement approach for policy implementation.
 - C. Compile ongoing tobacco policy compliance observations and send results to community administrative authority.
 - D. Celebrate and share the successes of implementing the policy.

Resources

Background

- Tobacco-Free Youth Recreation (TFYR), Association of Nonsmokers-Minnesota. TFYR. Starting a Tobacco-Free Project in Your Community
http://www.tobaccofreeparks.org/policy_steps.html
- James Repace, Benefits of Smoke-free Regulations in Outdoor Settings: Beaches, Golf Courses, Parks, Patios, and in Motor Vehicles, 34 WM MITCHELL LAW REVIEW 4 (2008).
- The Center for Tobacco Policy and Organizing, American Lung Association of California. Smoke-free Recreational Areas. January 2008.
<http://www.center4tobaccopolicy.org/localpolicies-outdoorareas>
- Community Toolbox-Influencing Policy Development.
<http://ctb.ku.edu/tools/influence/index.jsp>
- Institute for Sustainable Communities. Resources related to planning a policy advocacy initiative. http://tools.iscvt.org/advocacy/craft_campaign/start
- Health Policy Guide. Step-by-step information on the policy change process. Bringing Policy Change to Your Community. Though focused on public policy advocacy, many of the steps apply to private policy advocacy as well.
<http://www.healthpolicyguide.org/advocacy.asp?id=23>

Toolkits

- Tobacco-Free Youth Recreation (TFYR), Association of Nonsmokers- Minnesota. TFYR has model tobacco-free policies and sample ordinances for parks and recreation areas, rodeos, zoos and county fairgrounds. www.tobaccofreeparks.org
- Tobacco-Free Youth Recreation (TFYR), Association of Nonsmokers-Minnesota. Tobacco-Free Parks: For a Healthy Community. Policy Implementation Resources.
<http://www.tobaccofreeparks.org/materials.html>
- Tobacco Control Legal Consortium has created this series of legal technical assistance guides to serve as a starting point for organizations interested in implementing certain tobacco control measures.
<http://www.publichealthlawcenter.org/sites/default/files/resources/tclc-guide-smokingoutdoors-2010.pdf>