



city of
Woodstock

Creation of a Smoke-free Outdoor Spaces Bylaw in Woodstock, Ontario

Information compiled by Carol Bossenberry
Oxford County Public Health & Emergency Services

November, 2008

Name of project initiative:

Creation of a smoke-free outdoor spaces bylaw in Woodstock, Ontario

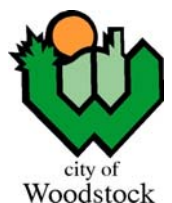
Objective:

To highlight the effective collaboration between a community coalition, public health and city bylaw and enforcement staff, to expand the City of Woodstock smoke-free bylaw to include outdoor parks, recreation areas, building entrances and public events and to promote and implement the new bylaw. Woodstock is a city of 35,000 people, near the tobacco growing region of Ontario. The municipal Smoke-Free Workplaces and Public Places Bylaw has been in effect since September 2003.

Major program/ policy development components/ activities, and timelines:

Oxford Interagency Council on Smoking and Health proposed amending the Woodstock Smoke-Free Workplaces and Public Places Bylaw to restrict smoking in outdoor public places, building entrances and community events in September 2007. In April 2008, after a meeting with public health, tobacco control, and tobacco enforcement, city of Woodstock staff prepared a report for City Council with 2 options for a bylaw restricting smoking in parks, bus stops, municipal building entrances and an option for community events organizers. Council supported the less restrictive option and in June 2008 the draft bylaw was presented to City Council and was approved for implementation on September 1, 2008. The amended bylaw includes: a 30 m. setback restriction from playground equipment, a 15 m. setback from recreation fields (i.e. baseball diamond, soccer pitch), a 9 m. separation from municipal building entrances, a 4 m. setback from bus stops or bus shelters. The bylaw also includes a schedule for non municipal property owners who may wish to establish a setback from building entrances or implement complete smoking bans on the business property; and a schedule for community events organizers who may apply for outdoor smoking prohibitions. The fine for violation was set at \$100 and enforcement will be a cooperative effort between the city and public health enforcement officers. Promotion of the bylaw was a coordinated effort between Oxford Interagency Council on smoking and Health, Oxford County Public Health and the City of Woodstock.

A connection was made with researchers at the University of Waterloo who obtained a research grant from CCTRI for the "Evaluation of the city of Woodstock's outdoor smoking by-law – A longitudinal study of smokers and non-smokers". Face-to-face interviews and telephone interviews were conducted in the month preceding the implementation of the bylaw and will be followed up one year afterward.



Smoke-free outdoor spaces messaging has been incorporated in Tobacco-Free Sports activities during the summer preceding the bylaw implementation. Woodstock bylaw information will be distributed to coaches and sports organizers with the Smoke-Free Sports Tool Kit in late fall 2008.

Since the implementation of the bylaw there have been a number of inquiries about inclusion in the bylaw from private business owners and information packages have been distributed. No applications have been received as of the end of September.

Building on the successful implementation of the Woodstock bylaw the Oxford Youth Action Alliance has contacted Ingersoll Town Council with a proposal to implement a similar bylaw in Ingersoll. They have the support of several councilors and will be making a presentation to town council early in October. A report and copies of promotional materials will be made available to tobacco control staff on the PTCC-LEARN website.

Conclusion:

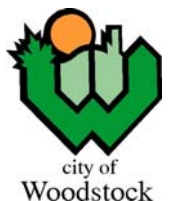
Woodstock has effectively implemented one of the first comprehensive smoke-free outdoor spaces bylaws in Ontario.

Program Partners/ Stakeholders:

Oxford Interagency Council on Smoking and Health
Oxford County Public Health and Emergency Services Tobacco Use Prevention Coordinator; Tobacco Enforcement Officer; SFO - Tobacco Control Coordinator
City of Woodstock Engineering Department
City of Woodstock Bylaw Enforcement Department
University of Waterloo
Program Training and Consultation Centre
Thames Valley District School Board – Woodstock schools
London District Catholic School Board – Woodstock schools
Private schools in Woodstock
Oxford Youth Action Alliance

Funding:

Funding for the promotion schedule to inform city businesses, residents and visitors of the bylaw was shared. The City of Woodstock prepared signs and the Oxford County Public Health staff organized the media campaign disseminating information fact sheets and promotional packages for business owners and community events organizers. Fact sheets were included in a Smoke-Free Ontario mail out to Oxford County workplaces. Promotional items were purchased with SFO funding.



- Interagency Council funded pamphlets and fact sheets
- City of Woodstock funded parks, bus stop and building signs
- SFO funded the mail out to 200 businesses, “butt out” incentives
- CCTRI funded the University of Waterloo grant

Program reach/ impact:

Fact Sheet & ad in the September What’s On Woodstock reached approximately 16,500 including restaurants, hotels, home residences, city facilities and banks.

Printed material distributed:

8 Wait & Learn displays in health care settings and community centres

5000 Bylaw fact sheets distributed to:

- 18 Elementary & Separate Schools
- 4 High Schools
- Fanshawe College – Woodstock Campus
- 8 Day care centres / Early Years Centres / in home day care
- Municipal Recreational Facilities / YMCA
- 200 Woodstock workplaces

Signs posted at:

- 90 bus stops
- 17 bus shelters
- 40 parks
- 5 parkettes
- 5 baseball
- 3 soccer parks
- 1 tennis court
- 3 basketball courts

Earned Media

June 6, 2008 - Woodstock Sentinel Review “Council strengthens smoking bylaw”

June 6, 2008 - CFPL TV “Woodstock Passes Tough Smoking By-Law” Audited Reach: 498,100

June 9, 2008 - Rogers Cable “First Local”

August 27, 2008 - Woodstock Sentinel Review “City will have to butt out”

August 28, 2008 - Stratford Beacon Herald “Woodstock makes it tougher for smokers to light up in public”

September 2, 2008 - Rogers Cable “First Local”

(For access to media clippings on this topic please refer to the Media Network news clippings database available through PTCC’s website)

