



By-law Implementation Plan

BY-LAW IMPLEMENTATION PLAN

Belleville

September 2009–September 2010

DATE	DESCRIPTION	RESPONSIBILITY
September	<ul style="list-style-type: none"> • Meet with parks & recreation staff to review implementation plan/enforcement protocol/media campaign • Determine set fines & short form wording/signs • Develop database for all parks and playgrounds establishments affected by the By-law 	<ul style="list-style-type: none"> • Health Unit (HU) & Belleville Parks & Recreation Department • Belleville city clerk • HU
October–December	<ul style="list-style-type: none"> • Design & produce signs for By-law 142 “Smoke-free Playing Fields” • Media campaign should include information on site visits, tobacco talk line, smoking cessation programs available at the Health Unit • Post By-law & education materials on the Health Unit website 	<ul style="list-style-type: none"> • Belleville Parks & Recreation Department • HU
March 2010	<ul style="list-style-type: none"> • Start site visits • Design media campaign including radio ads, newspaper ads and flyers • Meet with Belleville Police • Information to sports associations • Information in taxation bills and electricity bills 	<ul style="list-style-type: none"> • HU • HU • HU & Belleville Police • HU • HU & City of Belleville
May 2010–Sept. 2010	<ul style="list-style-type: none"> • Respond to complaints/enquiries • Launch of media campaign • Monthly reports to Board of Health and Belleville city council • Monitor compliance • Review protocols and revise as necessary 	<ul style="list-style-type: none"> • HU • HU & Belleville Parks & Recreation Department

(Provided by Jordan Prosper, HPECHU)