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Smoking on the Margins: An Equity Analysis of Vancouver's Outdoor Smoke-free Policy in Parks and on Beaches



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**SMOKING
ON THE MARGINS
PROJECT TEAM,
COLLABORATORS
AND
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Project Overview:

Smoking on the Margins (SOTM)

- **Purpose:** To examine the health and health equity impact of the newly implemented smoke-free policy for Vancouver's parks and beaches
- **Methods:** Our aims are primarily descriptive, using a mixed-methods approach (observational data, survey research and various qualitative methods including ethnographic and group interviews) to generate a comprehensive understanding of a policy *in context*.

VANCOUVER'S
PARKS &
WILL BE BEACHES
SMOKE-FREE
STARTING SEPT 1, 2010
vancouverparks.ca



Why smoke-free policies in parks and beaches?

- Health



- there is no known 'safe-level' of SHS exposure

- Aesthetics/Environmental



- reducing litter, the risk of fires

- Denormalization



- eliminating the perception that smoking is a normative behavior (particularly on youth)

Context

- On September 1, 2010 a smoke-free bylaw banning the **smoking of any substance** in the city's parks, beaches and recreational facilities was implemented.

A By-law of the City of Vancouver Board of Parks and Recreation to regulate smoking in parks

WHEREAS it has been determined that second-hand smoke is a health hazard and nuisance for people in parks in the City of Vancouver....

3.1 A person must not smoke:

- (a) in a park;
- (b) on a seawall or beach in a park;
- (c) in a building in a park, except in a caretaker's residence;
- (d) in a customer service area in a park;
- (e) in a vehicle for hire in a park;
- (f) on public transit in a park; or
- (g) in an enclosed or partially enclosed shelter in a park where people wait to board a vehicle for hire or public transit.

Fine for offence

4.2 Every person who commits an offence against this By-law is punishable on conviction by a fine of not less than \$250.00 and not more than \$2,000.00 for each offence, except that a person who commits an offence under section 3.2(a), 3.2(b) or 3.2(c) of this By-law is liable to a fine of not less than \$500.00 for each offence.

Project Components

Primary Elements:

- Ethical Framework
- **Parks and beaches observation**
- **Population survey**
- Park Ranger focus groups
- Description of policy context and policy development
- **Media analysis**



Other data sources:

- Beach litter
- By-law citations



PARKS AND BEACHES OBSERVATION PROJECT

- Examine changes in Frequency of smoking in selected Parks (n=3 prelaw, n = 3 postlaw) and on selected Beaches (n=3)
- Examine changes in locations of smoking in selected Parks and on selected Beaches

Protocol

- 30 minutes observation, 2 observers per venue

Record:

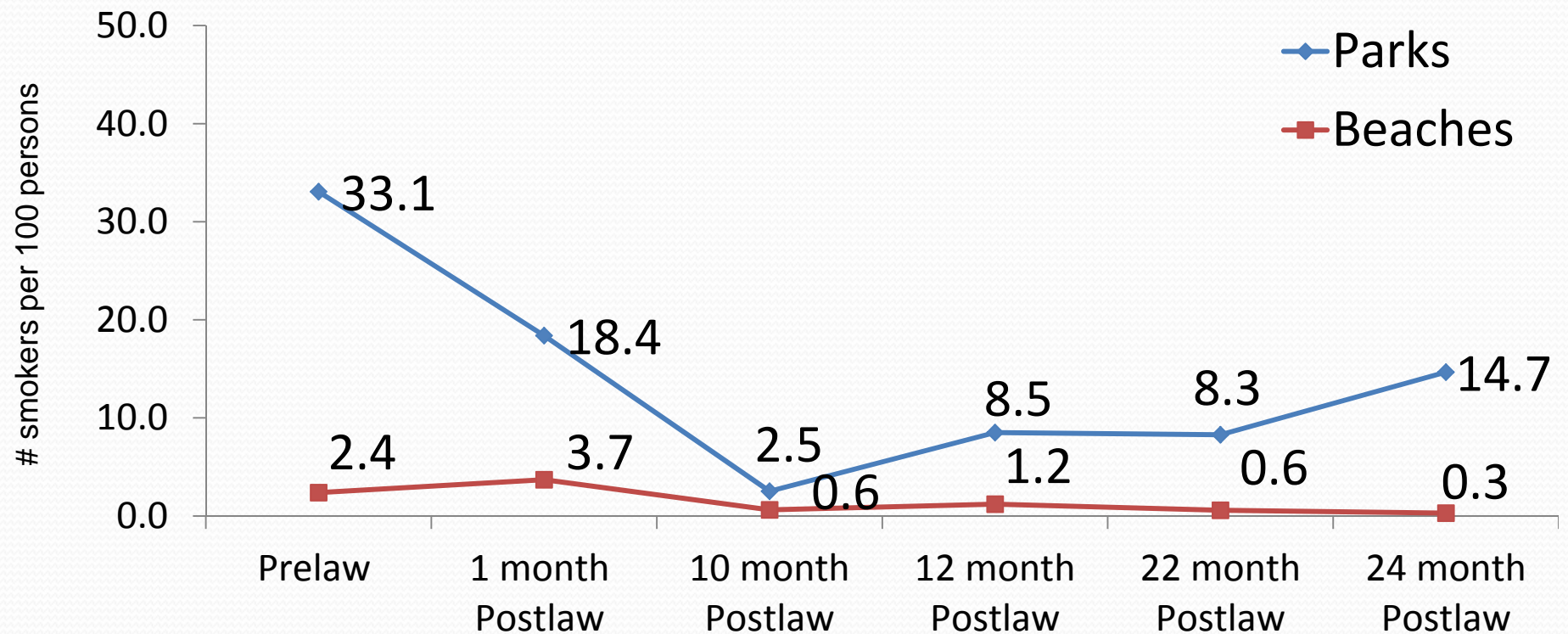
- time of entry & exit,
- temperature (warm, cool), wind condition (breezy, none breezy),
- number of persons in venue, number of smokers (by gender and approximate age)
- non-smoking signs
- interactions between smokers and nonsmokers



Observed smoking in selected Beach (Prelaw Vs.12-month Postlaw)



Changes in smoking rates* in selected Parks and Beaches (Prelaw to 24-month Postlaw)



Note:

Smoking rate = $(\# \text{ smokers} / \# \text{ persons in venue}) * 100$

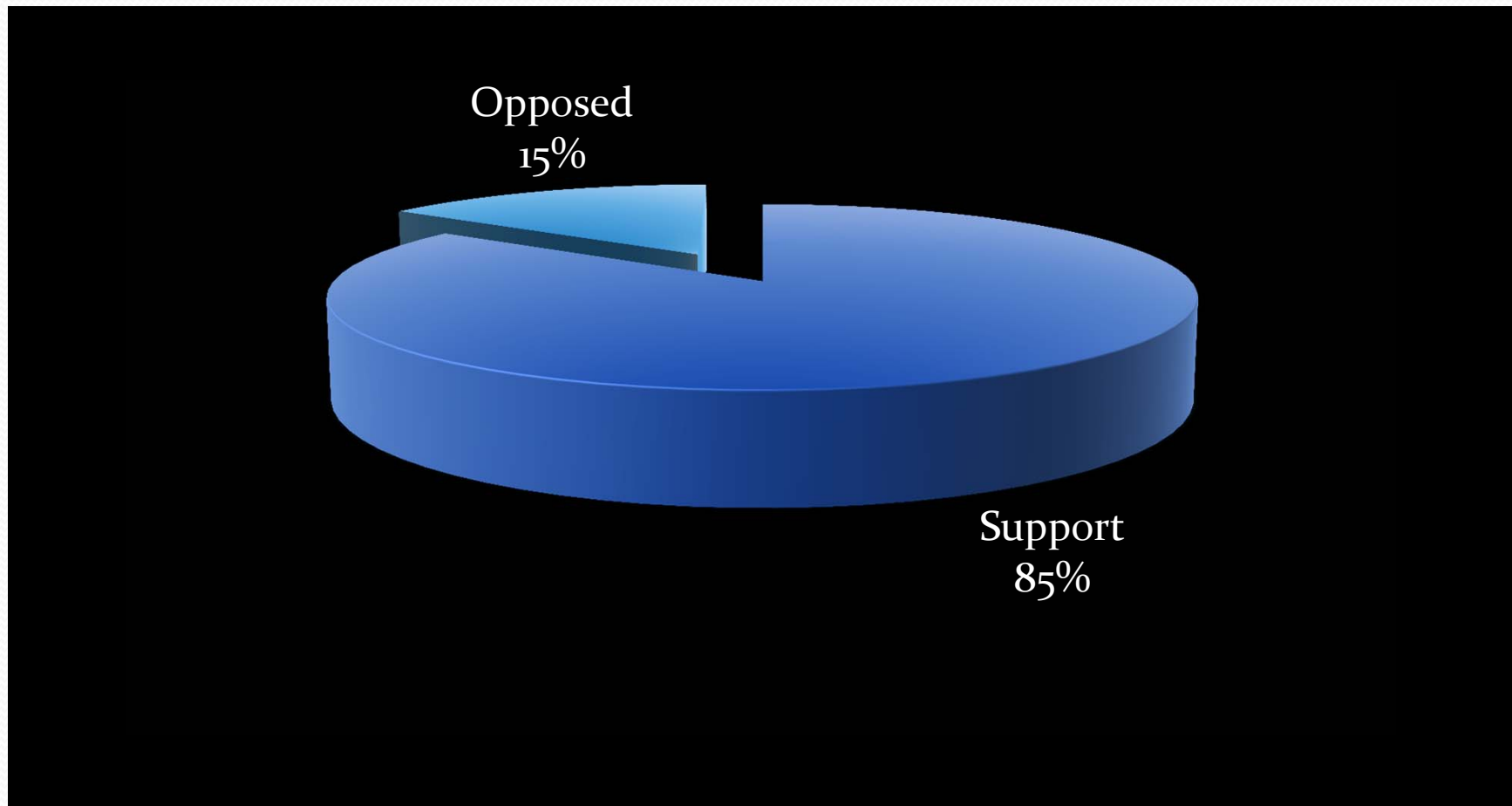
Despite significant overall decreases in smoking rates in the total venues and parks, differences between prelaw and 12-month and prelaw and 24-month mean rates were not statistically significant (using Bonferonni corrections) in total venues combined and in beaches.

Population Survey Project



- Sampling: Random-digital-dialing of residents in Vancouver, BC, who have visited a park or beach in previous year.
- $N = 496$
- Survey carried out September 2011.
- Information obtained:
 - Demographics (age, sex, income level, ethno-cultural affiliation, education status)
 - Smoking history (i.e., current smoking status, cigarettes smoked per day and nicotine dependence for smokers)
 - SHS exposure (sources and frequency of exposure)
 - Opinions regarding the smoke-free policy
 - Behaviour changes in using parks and beaches since the smoke-free policy was introduced.

Support for the Smoke-free Law in Parks and on Beaches

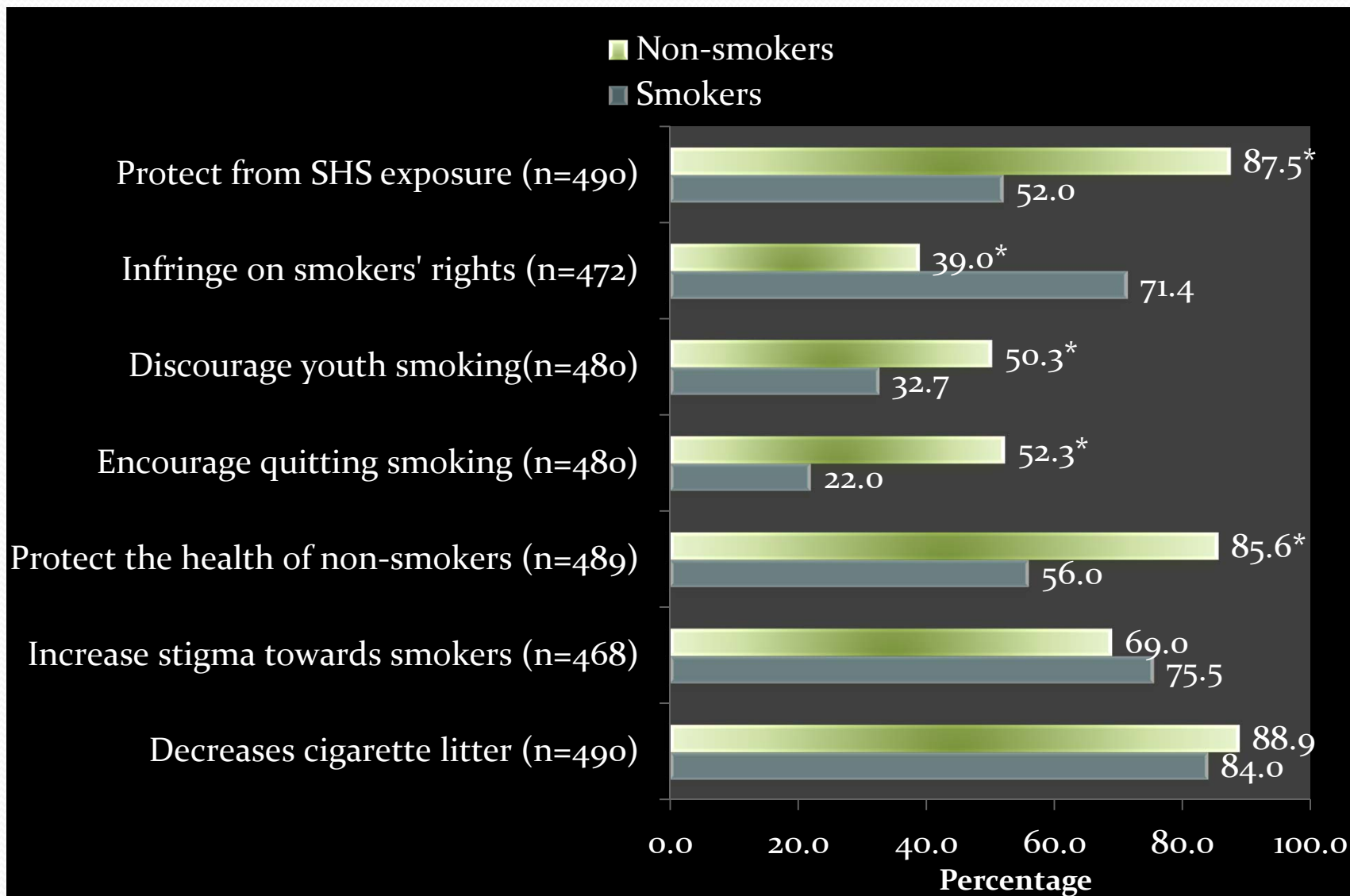


Significant demographic variables associated with support for a smoke-free law (support vs. oppose) in parks and beaches

	B (SE)	OR (95% CI)
Gender		
Female	1.0 (0.3)	2.8 (1.5-5.1)
Male (referent)		1.0
Marital status		
Never married	-0.8 (0.4)	0.5 (0.2-1.0)
Divorced/Separated/Widowed	-1.1 (0.4)	0.3 (0.2-0.7)
Married, living with spouse/common law (referent)		1.0
Education status		
High school graduate or less (referent)		1.0
Some College or Community College	0.6 (0.5)	1.7 (0.6-5.0)
Community College/University Graduate	0.9 (0.4)	2.5 (1.1-5.5)
Post Graduate degree	0.9 (0.5)	2.5 (1.0-6.0)
Smoking Status		
Non-smoker	1.8 (0.4)	6.1 (2.9-12.7)
Smoker (referent)		1.0

B = coefficient for the constant, SE = standard error, OR = Odds Ratio, 95% CI = 95% Confidence Interval

Opinions regarding support for smoke free law



* indicates significant differences (p < .05) between smokers and nonsmokers

Media Analysis Project

Newspapers

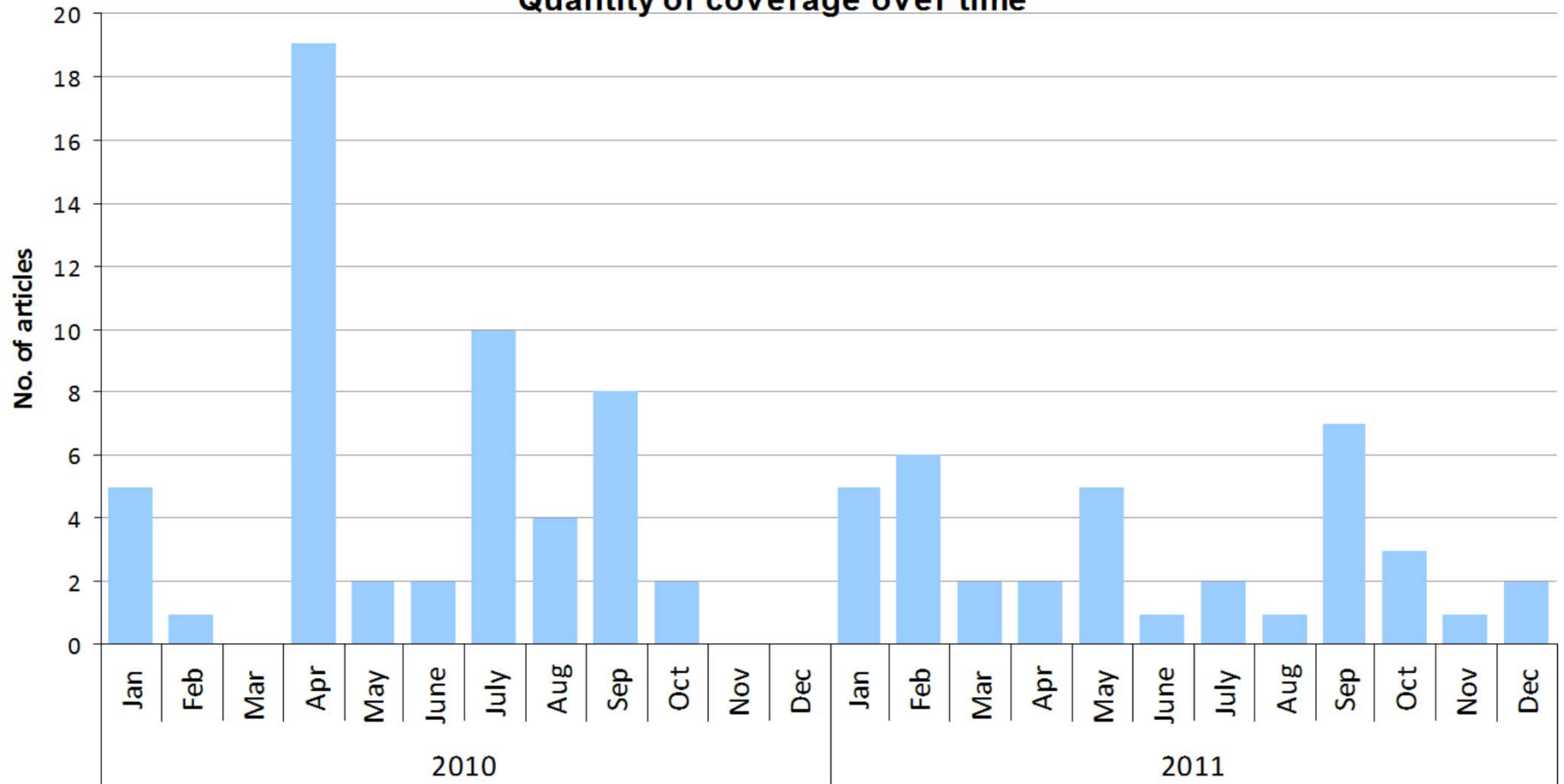
- The Vancouver Sun
- The Province
- The Globe and Mail (BC Edition)
- The Georgia Straight
- The Surrey Leader
- Kelowna Capital News
- Penticton Western News



Date Range

- January 2010 – December 2011 (N = 90 articles)

Quantity of coverage over time



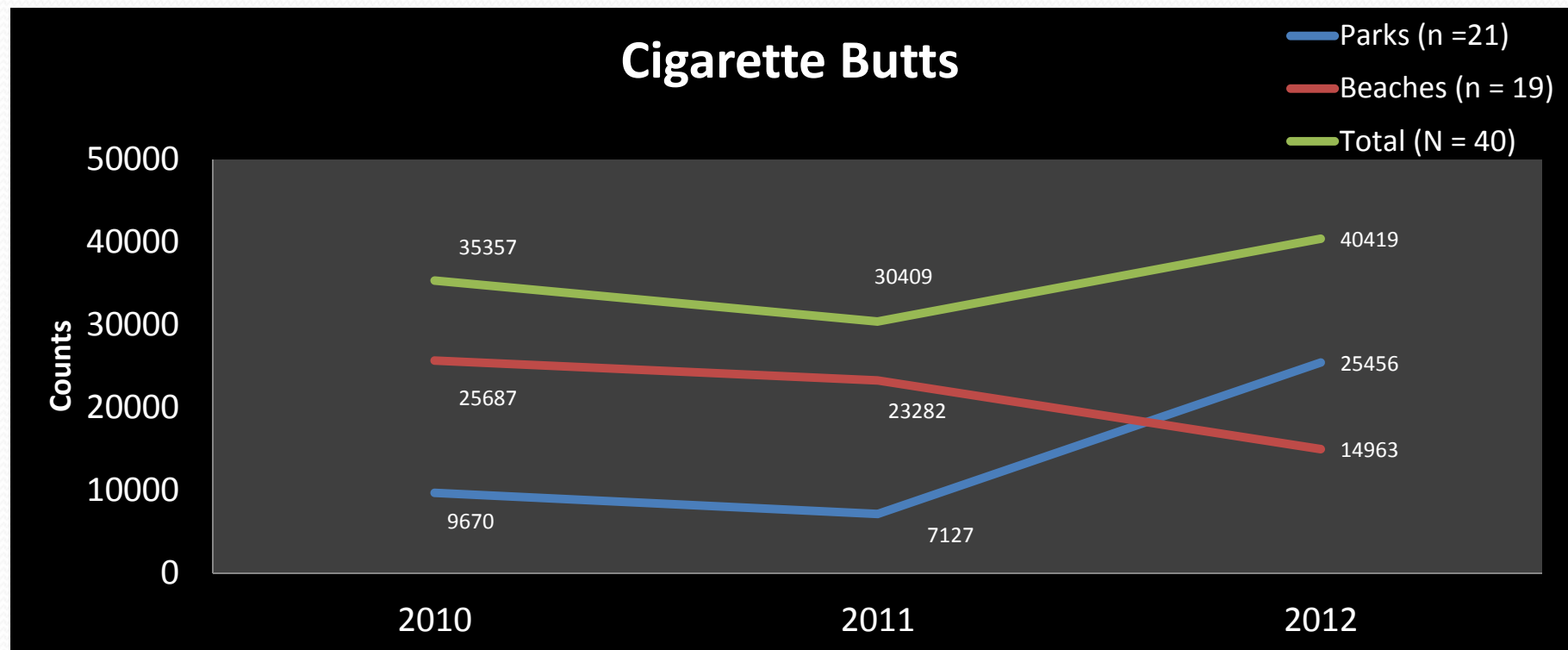
Article Slant

	Positive (%, n)	Neutral (%, n)	Negative (%, n)	N/A (%, n)
All Articles	38.9%, 35	30.0%, 27	22.2%, 20	8.9%, 8
News reports	50.0%, 27	38.9%, 21	7.4%, 4	3.7%, 2
Letters to the Editor	23.5%, 4	5.9%, 1	64.7%, 11	5.9%, 1

Beach Litter Project



- Data obtained from the Great Canadian Shoreline Cleanup, both pre- and post- ban (2010-2012).
- Frequencies of total cigarette related litter per beach count data reported by year.



By-Law Citations Project

- Purpose is to examine changes in smoking citations during summer and fall months (May, June, July, August, Sept, October)
- Data on citations has been obtained from the Vancouver Board of Parks and Recreation for September 2010-July 2013

Vancouver outdoor smoke-free bylaw enforcement statistics (September July 2013)

	2010	2011	2012	2013 (Jan –July)
Written warning		61	159	151
Municipal Tickets Issued	1	37	66	42



Preliminary Conclusions

- The smoke-free law is well received and supported by city park and beach users. However, there are differences in support of the law by smoking status
- There is evidence for differential compliance effects of the law; selected parks have a significant decrease in observed smoking rates as compared to beaches.
- Important issues surrounding unintended consequences of the law need to be addressed--data still being analyzed

Questions? Comments?

