

**COMPILATION OF INFORMATION AND REPORT OF
COMMUNITY SMOKE-FREE PARKS SURVEY CONDUCTED IN
10 CALIFORNIA CITIES WITH SMOKE-FREE PARKS
POLICIES**

By

**CCAP-California's Clean Air Project
A Statewide Program of ETR Associates**

In Collaboration With

**RESPECT (RESOURCES AND EDUCATION SUPPORTING EVERYONE CONTROLLING
TOBACCO)**

**A STATEWIDE PROJECT OF THE
AMERICAN LUNG ASSOCIATION OF CALIFORNIA**

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Smoke-Free Parks

Introduction

California State law has protected tot lots and play areas in parks from secondhand smoke for the past five years (Health & Safety Code Section 104350-104495). Enforcement has been accomplished through well-placed signage at playgrounds throughout the state. Today, scores of California cities and counties are taking even greater steps to reduce or eliminate secondhand smoke from outdoor venues, including parks, gardens, outdoor dining and beaches.

In the last four years, **over 90 California cities and/or counties have adopted ordinances making local parks smoke-free.** Thus far, California's Clean Air Project (CCAP) which keeps records of local tobacco control measures from around the state, has received no reports of noncompliance in regard to local smoke-free parks ordinances.

Local officials do report that the key to successful smoke-free outdoor policy compliance is the posting of **clear comprehensive signage in the parks.** Signage is often used by members of the public to reinforce the ordinance. Strategic signage creates gentle reminders of the smoking ban. It is a simple matter for a member of the public to point to a sign if they see someone smoking.

Notice, Notice, Notice!! A critical component in addressing smoking in parks is to create an environment that makes the law known to park users. It is important to **publicize the law in as many forms of media as possible – especially through City Parks and Recreation Departments.**

Based upon reports California cities and counties, the 90 smoke-free park ordinances currently enacted have been, by and large, **self-enforcing.**

Eighty six percent of Californians do not smoke. The vast majority of people do not wish to be subjected to secondhand smoke. The public is demanding that parks – a major place for family gatherings -- be smoke-free. **Public demand and expectation have made enforcement a non-issue.**

We conducted interviews with key stakeholders in 10 randomly chosen communities (which is about 10% of the cities and counties that currently have smoke-free parks) that have made their parks smoke-free to help other jurisdictions in California that are considering this type of ordinance. The communities surveyed included Santa Cruz County, Clovis – Fresno County, Irvine – Orange County, Emeryville – Alameda County, Corona – Riverside County, Contra Costa County, Vacaville – Stanislaus County, Santa Monica – Los Angeles County, Pismo Beach – San Louis Obispo County.

EXECUTIVE SUMMARY

- Of the 10 individuals interviewed, 6 were Program Directors, 2 were from the LLA, and 3 were Health Educators.
- Five of the 10 communities enacted “sidewalk to sidewalk” ordinances in their parks, 2 designated specific areas in their parks as non-smoking, and 2 designated specific areas in their parks as allowing smoking.
- Five of the ordinances were implemented within the past 12 months, 2 were implemented in November 2006, 1 was implemented in October 2003, and 2 did not specify when they were implemented (one was passed in December 2004 and one was passed in March 2007). Almost all of the ordinances were implemented one month after they were passed.
- When asked how well the park policy has been accepted, seven participants stated that it has been well accepted (though this is based on impression rather than actual data). Two were unsure about the acceptance, and one said the ordinance was not completely accepted.
- Eight of the participants stated that there had been no enforcement or compliance issues, no calls regarding smoking in the parks, and no citation issued, while 2 participants were unsure about these points. In 7 of the communities, the policy is enforced by the Police or Sherriff’s Department.
- Education and media related to the policies varied across the communities. Four communities put out press releases and ran ads in local papers in other media, while one held a promotional event. Two communities developed brochures.
- Nine communities have placed signage in the parks. The signage varies. Four post the ordinance. Others use either the no-smoking symbol or verbiage such as “Use of Tobacco Prohibited” or “No Smoking.”
- When asked about what impact the ordinance has had on the community, most reported a positive impact that has led to other improvements. Specific comments are below.

SMOKE FREE PARKS SURVEY QUESTIONS

Survey of Randomly Chosen Communities That Have Passed
Smoke-Free Parks Ordinances

Name City or County:

Person Interviewed:

Title:

What type of Smoke-Free Park ordinance was enacted in your jurisdiction?

Sidewalk to Sidewalk

Designated Areas (nonsmoking) such as fields, baseball diamonds, bleachers

Which areas:

Designated Areas (allowing smoking) such as identified park areas

Which areas:

Date of Passage:

Date of Implementation:

1) Acceptance of Policy

How well do you think the park policy has been accepted?

2) Enforcement of Policy

Have there been any enforcement or compliance issues? Have you received calls regarding smoking in the parks? Who enforces the policy? Have any citations been issued?

3) Education and Media

When your parks ordinance passed, was there education or media regarding the policy?

4) Signage

Has signage been placed in the parks? Can you describe what type of signage?

5) What impact has the policy had on your community?

Thank you for your time. We really appreciate it.

SUMMARY COMPILATION

Results of Surveys of 10 Randomly Chosen Communities That Have Passed
Smoke-Free Parks Ordinances

Name City or County:

Santa Cruz County, Clovis – Fresno County, Irvine – Orange County, Emeryville – Alameda County, Corona – Riverside County, Contra Costa County, Vacaville – Stanislaus County, Santa Monica – Los Angeles County, Pismo Beach – San Louis Obispo County.

Title:

Program Directors (5), LLA (2), Health Educators (3)

What type of Smoke-Free Park ordinance was enacted in your jurisdiction?

- 6 Sidewalk to Sidewalk** (Clovis, Corona, Emeryville, Santa Monica, Contra costa)
- 2 Designated Areas (nonsmoking) such as fields, baseball diamonds, bleachers** (Santa Cruz – park boundaries; Modesto – skate park and within 50 feet of children’s play areas)
- 2 Designated Areas (allowing smoking) such as identified park areas** (Irvine – sections of the parking lot; Vacaville – one in each park)

Date of Passage/Implementation:

4 (Santa Cruz, Clovis, Irvine, Corona) were passed and implemented in 2007. 2 Santa Monica and Contra Costa) were passed and implemented in 2006. 1 (Emeryville) was passed in 12/06 and implemented in 3/07. 1 (Vacaville) was passed and implemented in 2003. 2 (Modesto and Pismo Beach) were passed (2004 and 2007 respectively) but were not implemented.

6) Acceptance of Policy

How well do you think the park policy has been accepted?

Accepted: Santa Cruz, Clovis, Irvine, Corona, Vacaville, Modesto, Pismo Beach

Unsure: Emeryville, Contra Costa

Not completely accepted: Santa Monica (wide unacceptance of the parks policy by the large homeless and tourist population)

7) Enforcement of Policy

Have there been any enforcement or compliance issues?

Not Sure: Emeryville, Pismo Beach

Have you received calls regarding smoking in the parks?

None have

Who enforces the policy?

Sherriff's Department: Santa Cruz,

Police Department: Clovis, Irvine, Emeryville, Santa Monica, Vacaville, Modesto, Pismo Beach

City Enforcement Officers: Corona

The Tobacco Prevention Project – Contra Costa Health Services: Contra Costa

Have any citations been issued?

Not Sure: Emeryville, Santa Monica, Modesto, Pismo Beach

No citations, only education: Contra Costs

8) Education and Media

When your parks ordinance passed, was there education or media regarding the policy?

Articles in paper: Santa Cruz, Clovis, Modesto

Thank you ads: Pismo Beach

Television: Clovis

Radio: Modesto

Press Release: Clovis, Corona

Brochure for Residents: Santa Monica, Vacaville

Celebration/promotional event with media coverage: Vacaville, Modesto

Education: Contra Costa

Unsure: Irvine

None: Emeryville

9) Signage

Has signage been placed in the parks?

Not Sure: Emeryville, Pismo Beach

No: Contra Costa

Can you describe what type of signage?

Santa Cruz: Use of Tobacco is Prohibited (with ordinance)

Clovis: A "no smoking" picture with "Smoking and the use of tobacco products is prohibited in the city of Clovis park facilities and on the Old town trail – C.M.C. 10.3.01"

Irvine: Unsure

Corona: The sign list the ordinance – no smoking in parks sign

Santa Monica: On the parks near the beach there are "No Smoking" signs posted on the lampposts (small and above eye level to deter vandals). Other signs that incorporate smoking in a list of other activities that are prohibited in the park.

Vacaville: One sign says "Smoking Prohibited Except in Designated Area;" the other sign says "Smoking restricted to this area and within 15 feet of this sign"

Modesto: lists policies (will be placed on implementation)

10) What impact has the policy had on your community?

- Santa Cruz: Although the full impact has not yet been established, it does set a norm for smoke-free outdoor areas. Since the passing of this ordinance, Santa Cruz city parks and city sponsored events have gone smoke-free.
- Clovis: This policy was a community wide youth driven effort. Youth from the Clovis Drug Prevention Council and Clovis County Youth Advocacy Coalition participated in two park clean-ups at Clovis Park. The Clovis County Tobacco Prevention Program also hosted a celebration at Clovis Park on October 20, 2007. The purpose of this celebration was to reveal the new no-smoking signs posted at the park and to conduct our second park clean-up. The (mayor and council member) were present at the October celebration. They commended and congratulated the youth participants for their efforts in ensuring that Clovis parks be tobacco-free.
- Irvine: The policy was well received. A lot of support from environmental groups because of litter. It went through smoothly, people are very happy about it. They receive calls about people wanting to go further.
- Emeryville: As far as moving the idea along (outdoor areas protected from SHS) it has had a good impact, based on the fact that other cities & counties have adopted similar policies.
- Corona: Positive impact.
- Contra Costa: They are not really enforcing so she is not sure.
- Vacaville: Positive impact.
- Modesto: Overall he feels it has helped the community in a whole. Easy to move on to other smoke-free areas.
- Santa Monica: As a former resident of Santa Monica, I am disappointed to see many people still smoking in the parks, at the beach, etc. As I mentioned before, Santa Monica has a large homeless population as well as many tourists. It's my guess that the majority of tourists don't know about the smoke-free laws, and the homeless have other issues to worry about and don't seem to care whether smoking is allowed in one place versus another. Generally speaking, however, all parks policies provide validity and momentum to other cities who are realizing that it is important to protect the public's health wherever they can. Many cities have followed in Santa Monica's footsteps and have passed smoke-free laws, often citing Santa Monica as an example.
- Pismo Beach: Pismo Beach is a tourist location, she believes it has had a huge impact. They are going to be using this ordinance as a model ordinance to help them in the future.



SMOKE-FREE PARKS ENFORCEMENT BEST PRACTICES

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