



**Tobacco-Free Parks**  
**A How-To Guide for Your Community**

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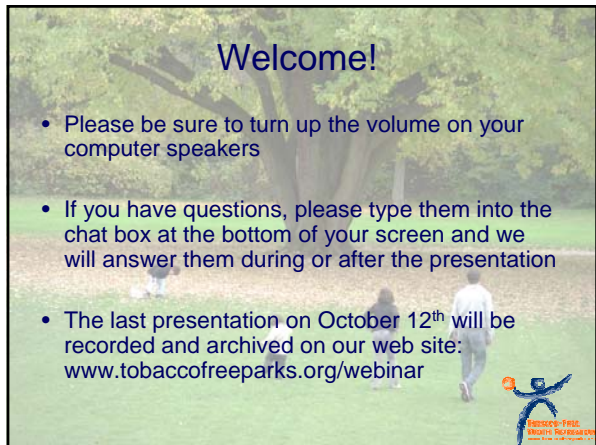
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**Welcome!**

- Please be sure to turn up the volume on your computer speakers
- If you have questions, please type them into the chat box at the bottom of your screen and we will answer them during or after the presentation
- The last presentation on October 12<sup>th</sup> will be recorded and archived on our web site:  
[www.tobaccofreeparks.org/webinar](http://www.tobaccofreeparks.org/webinar)



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**Today's Agenda**

1. Background & Context (5 minutes)
2. Tobacco-Free Parks Rationale (20 minutes)
3. Types of Policy (10 minutes)
4. Adoption Process (5 minutes)
5. Enforcement (10 minutes)
6. Promotion & Publicity (10 minutes)
7. Roundtable Discussion & Questions (30 minutes)



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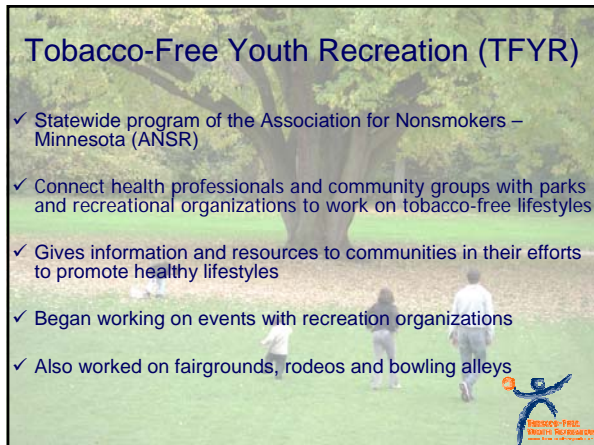
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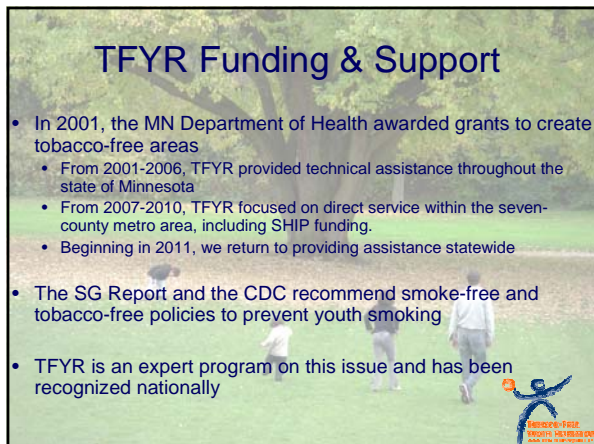
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## Youth Smoking in Minnesota

- 40% of high school seniors have used tobacco in the last month (17% use almost daily)
- 22% of high school seniors have used smokeless in the last month (10% use almost daily)
- Only half have never used tobacco
- Youth that use tobacco have a much higher rate of other "high risk" behaviors



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## Youth Smoking & The Role of Parks

- Young people believe that the majority of adults use tobacco (in MN 19% of adults use tobacco). They believe that tobacco use is the social norm and widely accepted.
- Most young people participate in organized out-of-school recreation activities.
- Young people learn by example from their favorite adults and peers—role models.
- Recreation activities become places where young people develop attitudes and make important lifestyle decisions.
- School programs are not enough.



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## Tobacco-Free Parks Rationale



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## Rationale for Tobacco-Free Parks

- Secondhand Smoke (SHS) exposure is harmful
- Parks are healthy places for youth, families, and the community
- Promote positive role modeling
- Reduces harmful cigarette litter
- The public supports tobacco-free parks



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## Secondhand Smoke (SHS) Exposure

- **20%** of MN report SHS exposure in parks or somewhere else outdoors
  - Highest SHS exposure rating in public setting
- **SHS outdoors** saturates the air, exposing everyone to SHS levels as high as those found indoors.
- The more places that are tobacco free, the less people will be exposed to SHS.



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## SHS Exposure in Minnesota Youth

- Youth have significantly greater levels of exposure than adults.
- Most students are exposed at least weekly: 58% middle school students and 76% high school students report being exposed during past week.
- 34.4% middle school students and 49.3% high school students are repeatedly exposed—in the same room or car with a smoker 3+ days a week.
- 67.1% middle school students that live with a smoker are repeatedly exposed compared to 11.5% of those living with no one who smokes.



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**Secondhand Smoke is toxic**

**Cancer Causing Chemicals**  
 • Benzene  
 • Carbon monoxide  
 • Formaldehyde  
 • Nitrobenzene  
 • Polycyclic aromatic hydrocarbons  
 • Vinyl Chloride  
 • Acrolein  
 • Ethylene oxide  
 • Hydrogen cyanide  
 • Nitrogen dioxide  
 • Styrene

**Toxic Metals**  
 • Arsenic  
 • Lead  
 • Cadmium  
 • Chromium  
 • Nickel  
 • Silver

**Poison Gases**  
 • Carbon monoxide  
 • Hydrogen cyanide  
 • Nitrogen dioxide  
 • Styrene

Secondhand smoke has more than 4,000 chemicals. Many of these chemicals are toxic and cause cancer. You breathe in these chemicals when you are around someone who is smoking.

**Secondhand Smoke (SHS) Exposure**

**Tobacco-Free Youth Protection**

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### Supports Mission of Healthy Parks

- [City of St. Cloud](#) "...provides a healthy quality of life for our ever-changing community"
- [MRPA](#) "...enhance the quality of life in Minnesota by enhancing the profession of parks..."
- [NRPA](#) "...Improve health and wellness"
- [Jackson, MN](#) "is a welcoming community that promotes a healthy, active lifestyle for all ages"
- [Bloomington, MN](#) "to enhance the quality of life, health & wellness...through innovative and diversified parks"
- [City of Hibbing](#) "Encourage healthy life styles through a variety of programs and activities for youth and adults."

**Tobacco-Free Youth Protection**

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### Positive Role Modeling

- Adults are role models
  - "I was one of those kids that picked it up based on seeing ballplayers do it."  
-Stephen Strasburg, Washington Nationals
- The more youth see tobacco use, the more youth will see it as an accepted norm, and the more likely they are to use tobacco
- Tobacco-Free policies encourage youth to make the healthy choice
- The more tobacco-free places we have, the fewer opportunities youth have to start using.

**Tobacco-Free Youth Protection**

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## Litter Concern

- Discarded cigarettes
  - Pollute the land and water
  - Ingested by toddlers, pets, and wildlife
  - Diminishes aesthetics of parks and nature
  - Additional maintenance expense
- Most littered item on Earth
  - 62% of all littered items in MN are tobacco-related

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## Widespread Public Support

- A 2010 survey in Minnesota showed **53%** support the idea of tobacco-free parks
- In Minneapolis, about **65%** of residents supported tobacco-free parks
- In NYC, **69%** of New Yorkers supported smoke-free parks after the policy was enacted
- There are 140 tobacco-free park policies in Minnesota
- ANRF lists well over 500 fully comprehensive policies in the United States
- 2,014 entities restrict smoking outdoors, with 1,368 in places such as parks and beaches.

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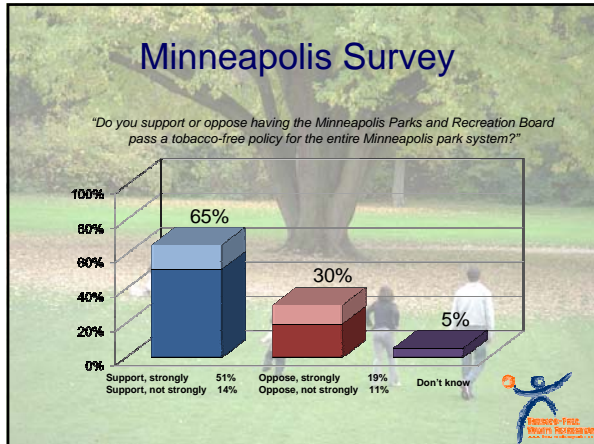
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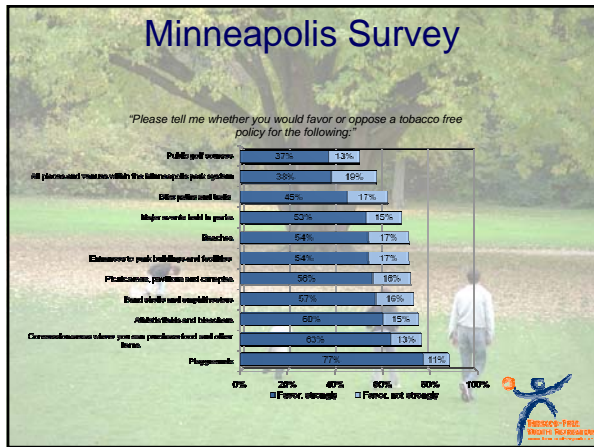
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## Park Policy Basics

- Contains rationale behind the policy
  - Secondhand Smoke Exposure (85%)
  - Parks are Healthy Places (79%)
  - Litter (69%)
  - Positive Role Modeling (67%)
  - Industry Advertising (14%)
  - School Policies, Fire Hazard, Employee Wellness (2%)
- Policy outlines Enforcement process
  - Signage
  - Communication to residents
  - Promotion through local media
  - Staff reminders
  - Process for rental and contracted users




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## Models & Examples of Policies

- Simple Language
  - "The City of ABCD does not allow the use of tobacco products on City-owned park land, facilities, and open space."
- Most Common Language
  - "No person shall use any form of tobacco at or on any City-owned or operated outdoor recreational facilities, including the restrooms, spectator and concession areas."
- Itemized Language
  - "The use of tobacco products shall be prohibited at the following locations:"
  - "The use of tobacco products shall be prohibited at these park amenities or facilities:"
- [Model Parks Policy](#)
- Example Policy 1: [City of Minneapolis](#)
- Example Policy 2: [City of Maplewood](#)
- Example Ordinance: [City of Bloomington](#)




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## Policy Coverage

- Policies cover city-owned or county-owned outdoor parks and recreational areas
  - There is a range of Policy Coverage
    - Youth-centered policy = Least coverage
      - Youth Activities
      - Youth Facilities
    - Facility-based policy = Moderate coverage
      - High-trafficked areas
    - Comprehensive policy = Full coverage
      - Entire park system
      - Minimal exemptions
- Some cities have adopted ordinances for all city-owned property rather than limit coverage to parks




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## Policy vs. Ordinance

<ul style="list-style-type: none"> <li>• Policy               <ul style="list-style-type: none"> <li>• Signage</li> <li>• Community Enforcing</li> <li>• Staff Communication</li> <li>• Media Promotion</li> </ul> </li> <li>• 121 in Minnesota (87%)</li> </ul>	<ul style="list-style-type: none"> <li>• Ordinance               <ul style="list-style-type: none"> <li>• Signage</li> <li>• Police Enforcing</li> <li>• Staff Communication</li> <li>• Media Promotion</li> <li>• Fine</li> </ul> </li> <li>• 19 in Minnesota (13%)</li> </ul>
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## Adoption Process




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## Policy Process Approach

- Youth-Driven Model
  - Most Successful
  - Most Common
  - *Most Fun!*
- Community-Driven Model
- City & Staff-Driven Model
  - Quickest Route
  - Internal Control
  - Expertise
- Combination
  - All Inclusive




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## Youth-Driven Model

- Working with TFYR, find a community youth group who would like to work with your city on a tobacco-free policy
- TFYR can help train the youth
- Youth will present information to city leaders
- Process is guided by City Park Staff, but the content and drive comes from the youth
- Examples of this Model:
  - Brooklyn Park
  - Osseo
  - Orono




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## Community-Driven Model

- Very similar to the youth-driven model
- Led by influential group (Lions Club) or engaged residents
- Examples of this model:
  - Brooklyn Center
  - Minneapolis
- Appropriate model for you:
  - You receive complaints from residents
  - Influential groups have stake in policy outcomes




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## City & Staff-Driven Model

- City staff can guide process on their own
- Examples of this model:
  - Fridley
  - Columbia Heights
  - Elk River (revisit)
- Appropriate model for you:
  - Already have the support of residents
  - Can gather input during the process




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## Typical Process

- **Begin with Citizen Advisory Boards**
  - Park Board, Parks & Recreation Commission
  - Community Advisory Committee
  - Appointed by City Council, give recommendations to Council
- **Recommendation moves to City Council**
  - Can move forward regardless of recommendation
  - Once approved, staff must implement and enforce policy
- **Some City Councils grant policy-making authority to Boards & Commissions**
  - Fridley
  - Columbia Heights




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## Enforcement




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## Standard Enforcement



- Signage
- Assists with community- and self-enforcement
- Reminds park goes after proactive promotion




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### Firsthand Experience – Park Director

- **How did you find working with the student group? Do you think the decision makers appreciated their involvement and perspective?**

The student groups were well coached and practiced. They can have a huge impact when delivering a message because of their relative innocence and appeal. They were open to advice yet stuck to their beliefs about tobacco use.

The first attempt was not as well-received as the second attempt. The political climate was different. Ironically, the first time failed during a time when the squeaky wheels usually got the grease. The hundreds of signatures did not sway the council as much as a few dissenting opinions.



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### Firsthand Experience – Park Director

- **What resources/information/guidance from Tobacco-Free Youth Recreation staff did you find useful, if any?**

The staff have been exceptional all along the way. They had to be patient yet persevere through two attempts at the policy change. They were open to alterations and supportive of everyone's ideas. They were a great liaison between the students and staff and commission/council. The help with water bottles, video public service announcements, rave cards, signs, and other promotional methods was tremendous.



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### Firsthand Experience – Park Director

- **Would you recommend adopting a tobacco-free parks policy to other cities? Why or why not?**

Yes! The policy is very much in line with our mission and vision for parks and recreation across communities. Healthy lifestyles and healthy environments would seem to be common goals for all communities.



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## TFYR Resources

- Assistance in policy development and implementation
- Model policy languages
- Outdoor signage
- Testimony or presentations to boards or staff
- Samples for enforcement and promotion
- Assistance with community events



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## Thank You!

<p>Derek K. Larsen Program Director <a href="mailto:derek@ansrmn.org">derek@ansrmn.org</a> 651-646-3005 x.316</p>	<p>Emily Anderson Program Coordinator <a href="mailto:emily@ansrmn.org">emily@ansrmn.org</a> 651-646-3005 x.304</p>
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