

2018–19 Island Health Report to the CRD

Dr. Richard Stanwick, Chief Medical Health Officer



Improving Health Outcomes For All Populations



Education... is a key tenant for preventing the use of tobacco, vapour products, and cannabis. For Island Health's Enforcement Officers it is part of their enforcement practices.



Education and Awareness

Promotional Products

... are used at education & awareness events to engage the public

- Post-it notes
- Notepads
- Visors
- Lanyards
- Frisbees
- Pencils
- Pens
- Hashtag squishies
- Glass-cleaning clothes
- Glove hand warmers



95,843 People

Education & Awareness

Public education and awareness of the Clean Air Bylaw has been promoted through attendance at the following events:

- Rifflandia
- Esquimalt Earth Day
- Buccaneer Days
- Touch of Saltspring
- Rock de shore
- Beer Festival
- International Airport
- BC Ferries
- Men's Health Fair
- Flamenco Festival
- LGBTQ2 Aboriginal Youth Festival
- Sporting Events
- Recreation Centres and Hospitals

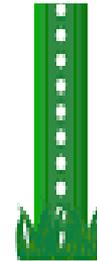


Education & Awareness

Signage May-Feb 2018

Distribution, Education, Inspections

- New “No smoking” signage designed and ordered for distribution
 - ✓ **2,500** window stickers
 - ✓ **5,000** window clings
- New signage templates are available on the Island Health Clean Air Bylaw website.
- Clean Air Bylaw Inspections include signage distribution throughout the CRD and the Gulf Islands.
 - ✓ **4280** Clean Air Bylaw Inspections were conducted
 - ✓ **2151** new signs were delivered to new and existing businesses.

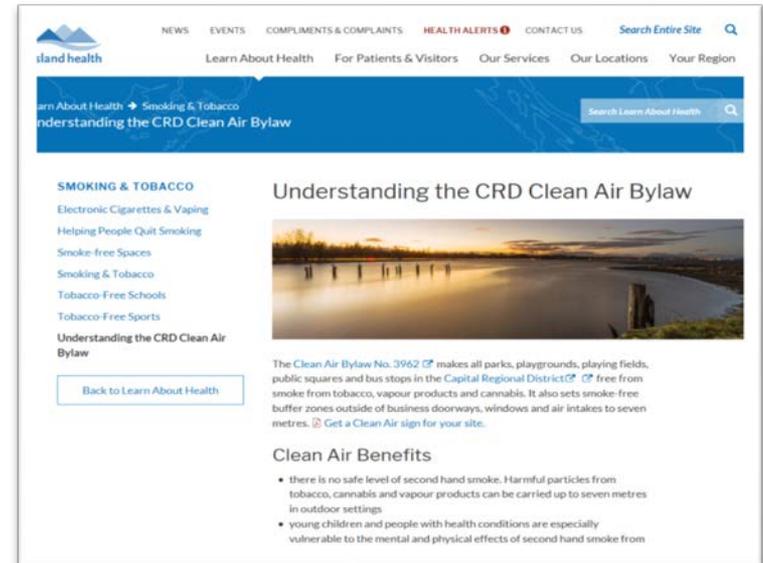


Education & Awareness

Island Health Website

CRD Clean Air Bylaw

- The Website was updated in 2018 to reflect bylaw changes.
- Information can be found on:
 - ✓ Clean air benefits
 - ✓ Enforcement of the bylaw
 - ✓ Resources – FAQ's, Info sheets
 - ✓ Contact details
 - ✓ Downloadable and printable signs, posters and pamphlets
 - ✓ Links to resources for Quitting



- Between April 2018 and March 2019 there were **3,093** visits to the Clean Air Bylaw website.
- Average monthly visits to the new page (~ 315) are approximately double the visits to the old page.
- The new page visits correspond to the CAB communications campaign (Sept – Nov 2018)

Education & Awareness

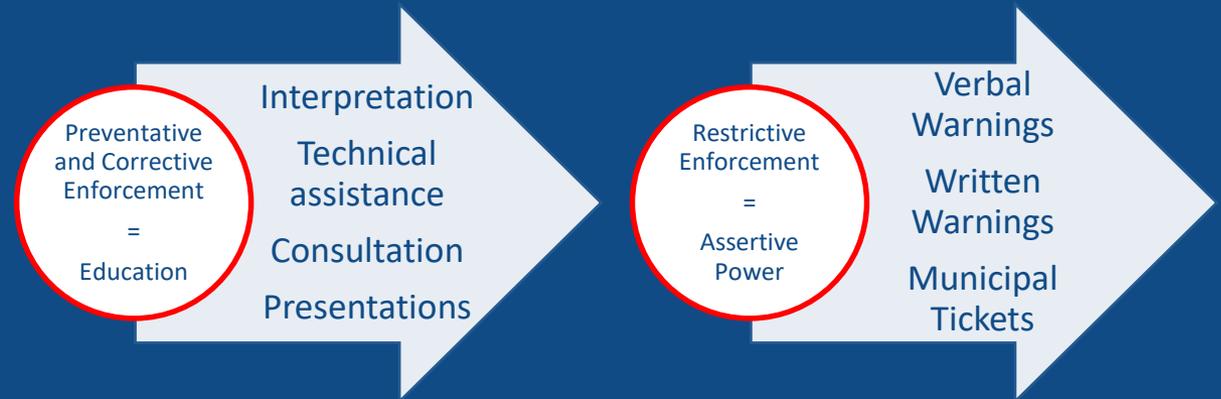
A social marketing campaign was undertaken by Island Health to create awareness of the bylaw changes.

Total campaign cost was \$27,148, including:

- Earned/unpaid media
 - CTV, CBC, CHEK TV, CFAX, Victoria News
- Print advertising
 - Community newspapers, active living guides, postcards, posters, 'business' cards
- Digital Media
 - Website updates, web ads, social media, digital packages
- Out of home
 - Bus ads, bus Shelters
- Update to the 2015 "I (heart) Clean Air" logo



Enforcement



Effective enforcement in regulatory practice incorporates both preventative and restrictive strategies

(Baldwin, Cave, & Lodge, 2012).

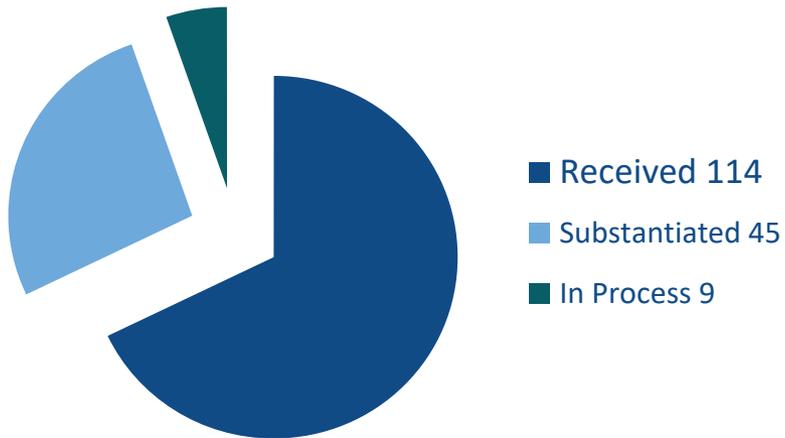
On the preventative and corrective end of the continuum are positive, enabling, and supportive enforcement strategies, and at the opposite end, are restrictive, directive, or prescriptive enforcement methods (Colbert, 2014).

2018-19 Enforcement :

- ✓ Written warning tickets and municipal tickets (MTI's) were issued for ongoing non-compliance or first time offences when warranted.
- ✓ Enforcement officers utilize a progressive enforcement continuum.
- ✓ Island Health collaborates with the CRD Bylaw Enforcement Officers when appropriate.

Enforcement Complaints

Complaints Received 2018-2019



Substantiated Complaints	
Bus Stops	8
General Buildings	11
Parks/Athletic Fields	7
Vehicle	1
Public Squares	3
Restaurants	11
Retailer Locations	4
Shopping Malls	0

Non-compliance violations with the Clean Air Bylaw

Complaint Based Non-compliance Violations by Section

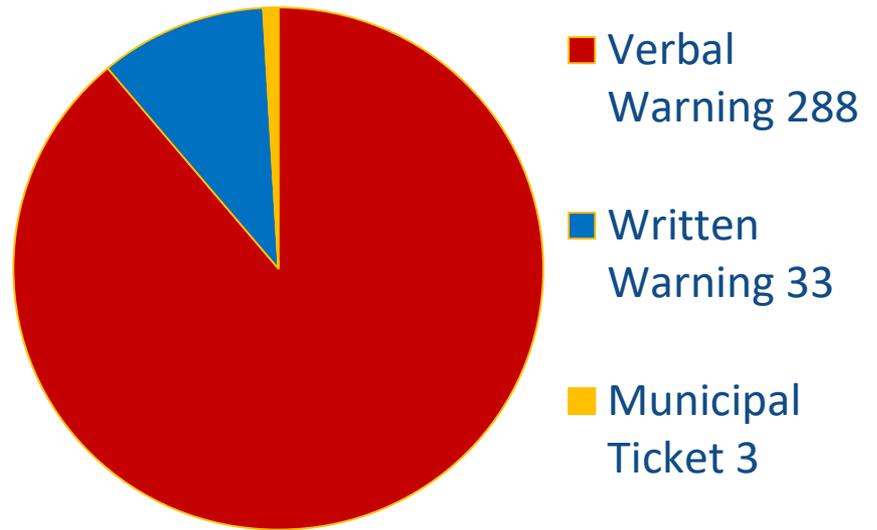
Part	Prohibitions	Quantity
2(1)(a)	Smoking in any park except in a private vehicle	6
2(1)(b)	Smoking in any designated public space	3
2(1)(e)	Smoking in an area where food & beverage are served	1
2(1)(f)	Smoking inside a vehicle or passenger conveyance	1
2(1)(g)	Smoking within 7M of a door, window, or air intake	19
2(1)(h)	Smoking within 7M of a bus stop	8
3(1)(a)	Signage must be displayed at the main entrance of a park	1
3(1)(b)	Signage must be displayed at main entrances to designated public space	1
3(1)(d)	Signage must be displayed at each entrance of a building	12
3(2)	Signage displayed must include "Smoking is prohibited within 7 meters of openings into this building or structure including doors & windows that open & any air intake	1
Total		53



Enforcement Patrols

CAB violations identified during enforcement patrols – September to February 2019		
Section	Prohibitions	Quantity
2(1)(a)	Smoking in a park	131
2(1)(b)	Smoking in any designated public space	50
2(1)(c)	Smoking in any school yard	2
2(1)(d)	Smoking inside any part of a building or structure	0
2(1)(e)	Smoking in an area where food & beverage are served	1
2(1)(f)	Smoking in a work vehicle	1
2(1)(g)	Smoking within 7M of a door, window, or air intake	94
2(1)(h)	Smoking within 7M of a bus stop	45
Total		324

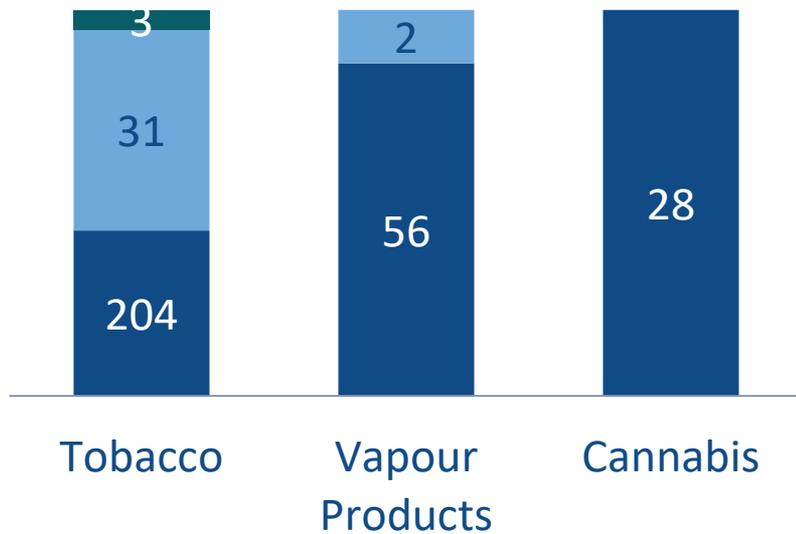
Progressive enforcement actions



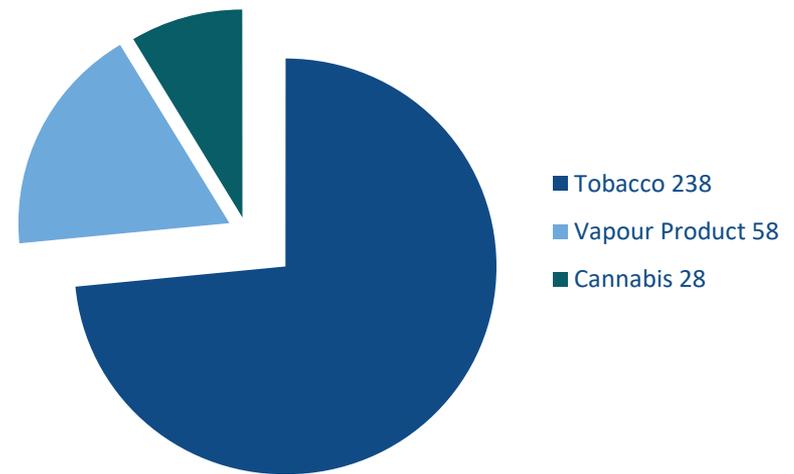
Progressive Enforcement Outcomes

Progressive enforcement

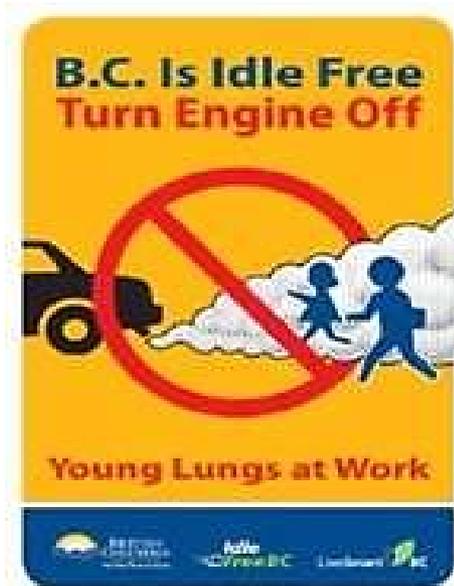
- Municipal Ticket
- Written Warning
- Verbal Warning



Progressive enforcement activities for violations of CAB during patrols by substance 2018-2019



Idling, Tanning & Tattoo Bylaws



Substantiated Complaints	
Tattoo Premise Routine Inspections	16
Tattoo Premise Initial Inspections	0
Tattoo Premise Complaints	0
Idling Complaints	10
Public Squares	3
Tanning Facility Complaints	0

Environmental Health Officers (EHO's) enforce through inspection, complaint follow-up and investigations.

Successes

Increased alignment between the CRD Clean Air Bylaw and the provincial legislation enables residents to clearly understand and comply with the Clean Air Bylaw.

- The CRD Clean Air Bylaw No 3962 amendment adopted January 9, 2019, has resulted in alignment with changes to the 2016 provincial legislation.
- The Clean Air Bylaw No. 3962 makes all parks, playgrounds, playing fields, public squares and bus stops smoke-free. It includes 7 meter smoke-free buffer zones outside of business doorways, windows and air intakes and an expanded definition of smoking to include all substances.
- The use of tobacco, vapour devices and cannabis is strictly prohibited.

Successes

The CRD Clean Air Bylaw No 3962 amendment adopted January 9, 2019, has resulted in an expanded definition of “smoke” and “smoking”.

- ✓ **“smoke” or “smoking”** means burning a cigarette or cigar containing tobacco or another substance, or burning or heating tobacco or another substance using a pipe, hookah pipe, lighted smoking device or vapourizing device.



Successes

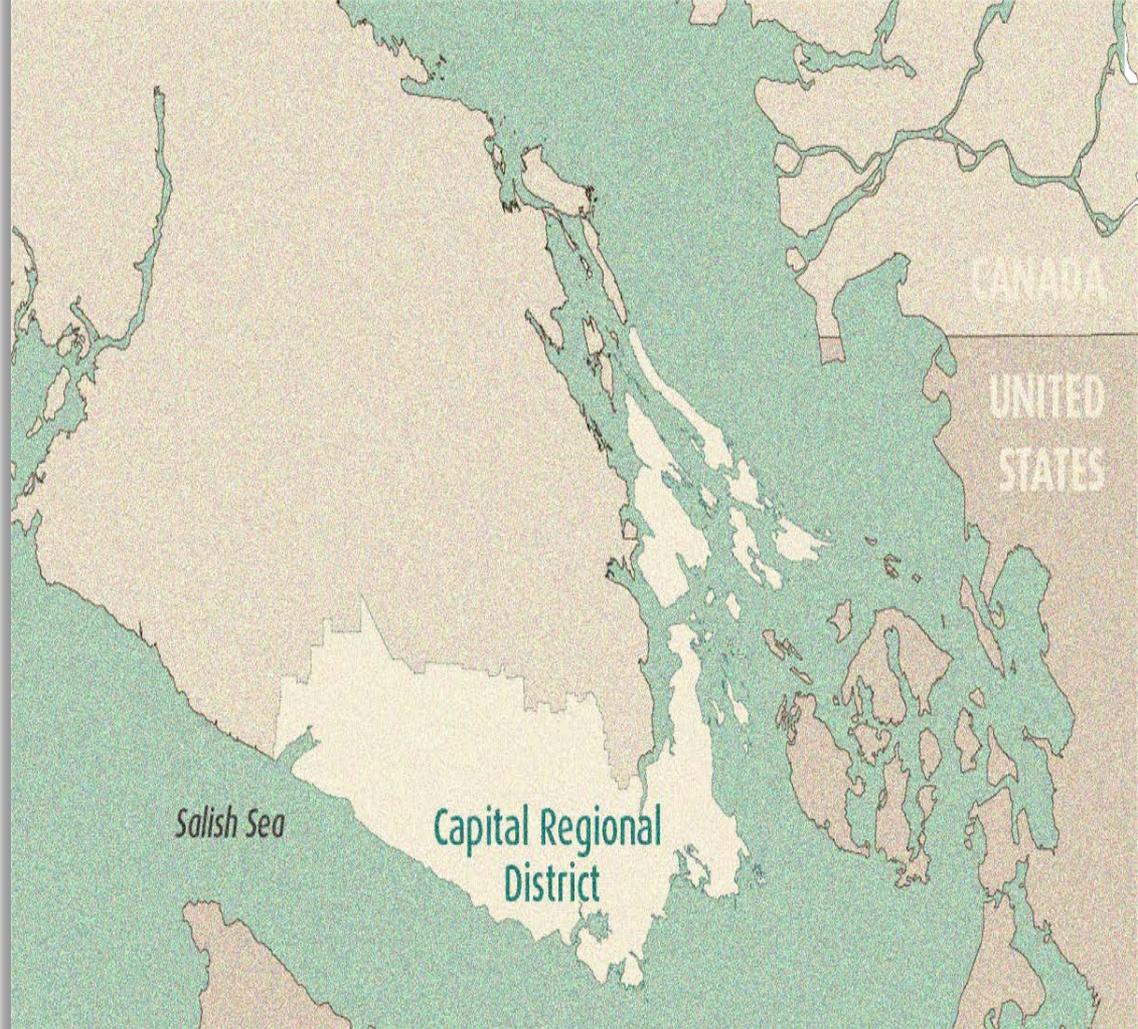
Cannabis Legalisation

- Federal Government legalized non-medical cannabis September 2018.
- Provincial Government of British Columbia legalized cannabis on October 17, 2019
 - ✓ Smoking of cannabis is allowed in spaces where tobacco and vaping are permitted.
 - ✓ Smoking or vaping of medical cannabis will be banned in areas frequented by children, including community beaches, parks and playgrounds.
- The Clean Air Bylaw amendment resulted in CRD restrictions on cannabis being in place before the provincial legalization.



Moving Forward

- CRD Smoke-Free Strategy
- Stakeholder engagement
- Progressive enforcement
- Targeted Education and Awareness
- Complaint intake and investigation
- Rotating patrols



Capital Regional District Smoke-Free Strategy 2019-20

Community-Based Action because Health is Everyone's Business



Capital Regional District Clean Air Bylaw

The Capital Regional District Bylaw No. 3962 makes all parks, playgrounds, playing fields, public squares and bus stops smoke-free. It also extends smoke-free buffer zones outside of business doorways, windows and air intakes to seven metres.

The use of tobacco, vapour devices and cannabis is strictly prohibited.



EFFECTIVE MAY 9, 2018

Enjoy outdoor public spaces in your municipality,
free of smoke from tobacco and vapour devices,
as well as cannabis when legalized:

- parks • playgrounds • playing fields • public squares • 7m buffer zones

Warnings and fines may be issued to keep public spaces smoke-free.

Call 250-360-1450 viha.ca/cleanair
cleanairbylaw@viha.ca
Clean Air Bylaw 3962

 
Making a difference...together | island health



References

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