

Sunshine Coast **Smoking Bylaw Survey**

Summary Report

Caitlin Etherington Nov 5th, 2013

Survey Summary

- Statistically significant response rate (1.6% of population)
- Residents of Gibsons, non-smokers and people over 40 were slightly over-represented
- 84% and 95% reported exposure to second hand smoke (SHS) and cigarette litter respectively
- 67% and 74% hold negative attitudes towards SHS and cigarette litter respectively
- Strong support for enhanced bylaws, particularly within 6 meters of doorways, windows and air intakes (83%) and on all hospitality patios (69%)
- Overall there was a high level of support for arguments that support bylaw enhancement. 95% agreed that we all have the right to breathe clean air. Approximately 80% also supported the following points: a total hospitality patio ban would mean no businesses would have an unfair advantage; there is a need for protection from 'big tobacco'; and we need to protect hospitality workers from second hand smoke.
- The level of support for arguments against enhanced bylaws varied from 10-18%. The one exception to this was on whether smoking was a right, with 41% agreeing and 40% disagreeing.

Background

- None of the communities along the Sunshine Coast have 'enhanced smoking bylaws' – such as bans on all patios, beaches and trails – which go beyond the 3 meter ban outlined by the Provincial Tobacco Act. However, similar communities in the region such as Powell River, Squamish, and Pemberton have successfully implemented these more progressive bylaws.
- Previous attempts at enhancing bylaws focused on working directly and primarily with council and local government.

Goals of survey

1. To better understand the level of public support for enhanced smoking bylaws
2. To better understand attitudes and opinions related to smoking bylaws
3. To (re)ignite a public conversation of this issue
4. To identify potential partners, community champions and grassroot support for bylaw enhancement, smoke free public spaces and/or tobacco reduction

Survey development, distribution and analysis

- The survey was originally developed in June 2013 by VCH Regional Tobacco Coordinator Caitlin Etherington with internal VCH input as well as consultation with all four local governing bodies.
- Survey was distributed in hard copy only. Pick up and drop off locations were established at various public locations along the Coast. This included town halls, recreation centers, libraries, coffee shops, and public health lobbies.
- The survey was active from the beginning of July through to the end of September 2013.
- Surveys were inputted into a computer system by administrative support and the results were analyzed by the Tobacco Reduction Coordinator.

Media

→ The Coast Reporter, a local newspaper, picked up the bylaw survey as a story and interviewed the Tobacco Reduction Coordinator for the August 31st issue. This article is available online at: <http://www.coastreporter.net/article/20130831/SECHELT0101/308319999/0/sechelt/smoke-ban-floated-for-parks-beaches-trails>

Participation in survey

- 510 Sunshine Coast residents, or 1.6 % of population, responded (which is statistically significant with a 95% confidence level, confidence interval 4.5%)
- Respondents were over-represented from Gibsons and under-represented from the smaller SCRD communities and the Sechelt Indian Band
- Smokers were slightly under-represented
- Younger residents are under-represented with those over 40 being over-represented

	Difference in proportional representation	Proportion of Survey Respondents	Proportion of Population
Gibsons	+29%	44%	15%
Sechelt	-2%	30%	32%
SCRD community	-24%	25%	49%
SIB	-2%	1%	3%
Non or former smokers	+5%	87%	82%
Current or occasional smokers	-5%	13%	18%
Age 0 - 26	-13%	9%	22 % (under age 24)
Age 26-40	-6%	11%	17 % (aged 25-44)
Age 40 +	+19%	79%	60% (aged 44 +)

Survey Findings

Exposure to Second Hand Smoke (SHS) and Cigarette Litter

- 84% of respondents are “sometimes” or “frequently” exposed to second hand smoke
- 95% of respondents “sometimes” or “frequently” notice cigarette litter

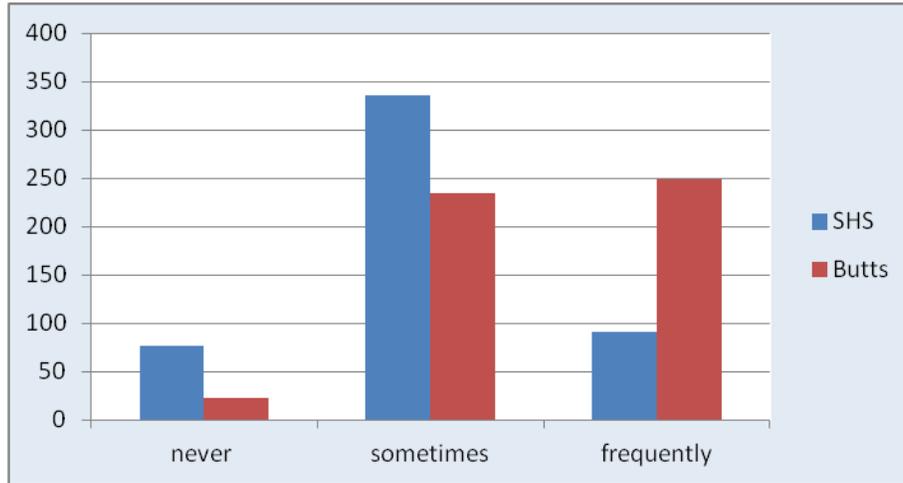


Figure 1: Perceived exposure to second hand smoke and cigarette litter

Opinions of Second Hand Smoke (SHS) and Cigarette Litter

- 67% of respondents view second hand smoke as either “highly annoying” or “a serious health risk”
- 74% of respondents view cigarette litter as either “highly annoying” or “a serious environmental risk”

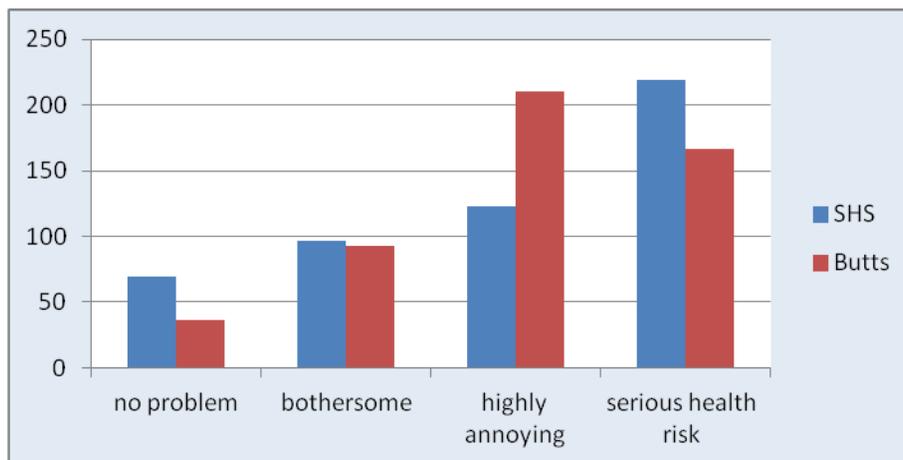


Figure 2: Perception of second hand smoke and cigarette litter

Support for enhanced bylaws

→ Strong overall support for enhanced bylaws, particularly within 6 meters of doorways, windows and air intakes and on hospitality patios.

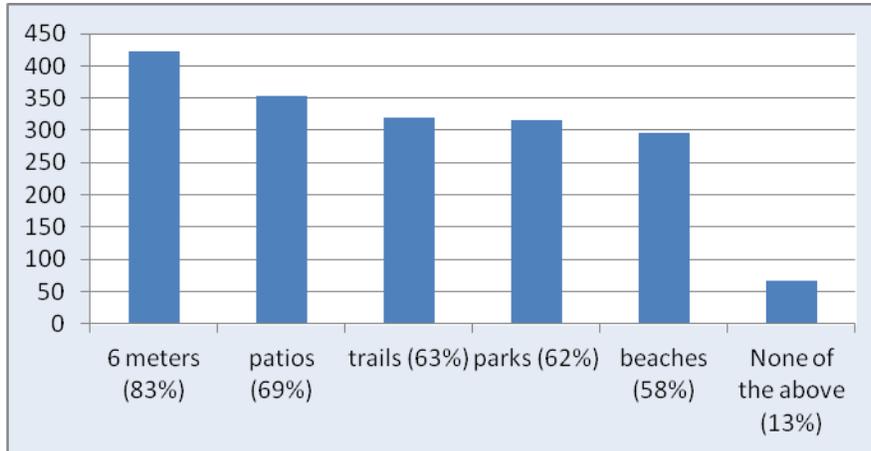


Figure 3: Support for specific bylaws

→ 122 “other” suggestions were made with particular support for a general ban in public spaces, bus stops and areas or spaces involving children.

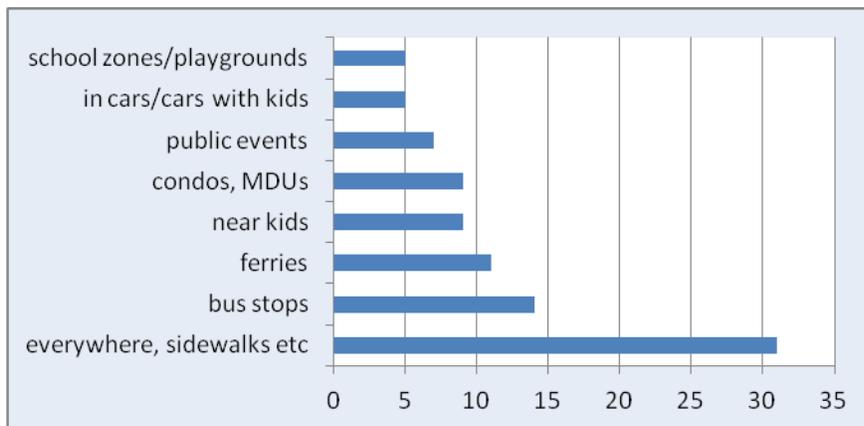


Figure 4: other suggestions for smoke free spaces

Attitudes and opinions that support enhanced bylaws

- The survey asked respondents to reply ‘agree’, ‘disagree’ or ‘unsure’ to seven statements that reflect common arguments to support the enhancement of smoking bylaws – their exact wording can be found in a copy of the survey at the end of this document.
- Overall there was a high level of support for arguments that support bylaw enhancement.
- The most generic statement, addressing the right to breathe clean air, had the highest agreement rate at 95%.

- Approximately 80% also supported the following more specific points: a total hospitality patio ban would mean no businesses would have an unfair advantage; the need for regulation and protection from big tobacco; and the need to protect hospitality workers

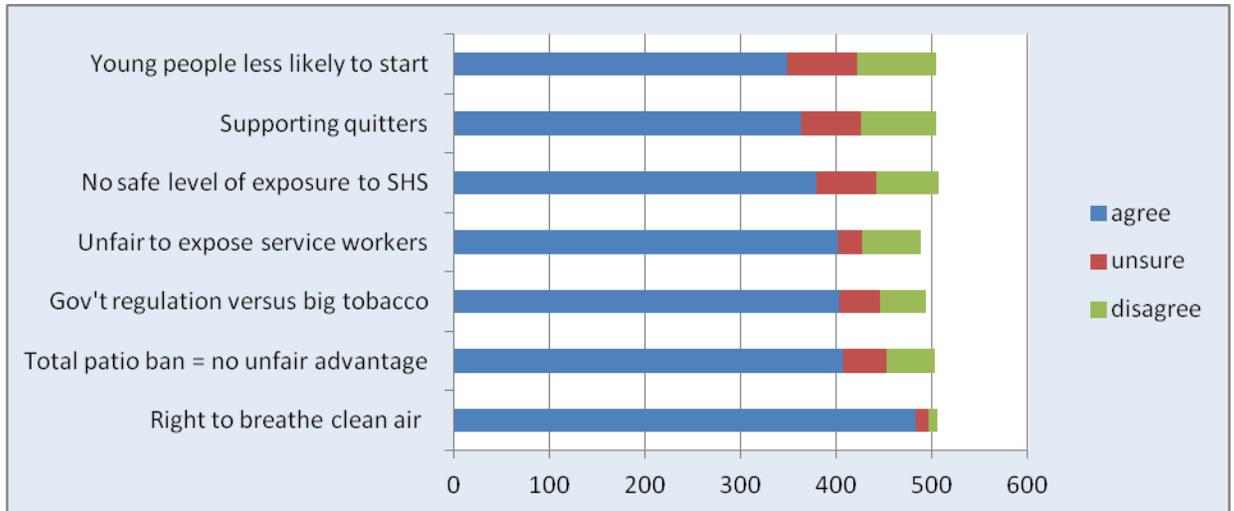


Figure 5: Opinions of pro-bylaw arguments (see attached bylaw for actual wording)

Attitudes and opinions against enhanced bylaws

- The survey asked respondents to reply 'agree', 'disagree' or 'unsure' to five statements that reflect common arguments against the enhancement of smoking bylaws – their exact wording can be found in a copy of the survey at the end of this document.
- Respondents were split on whether smoking was a right, with 41% agreeing and 40% disagreeing.
- Level of support for other arguments varied from 10-18%

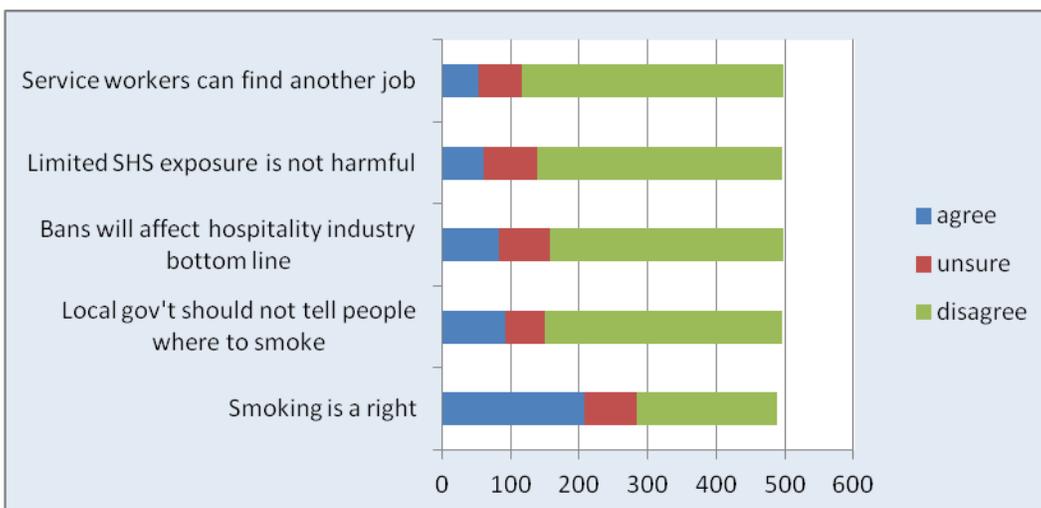


Figure 6: Opinions of anti-bylaw arguments (see attached survey for actual wording)

Interest in further supporting bylaw enhancement in my community

Yes: 30%

No: 70%

Summary

Survey results indicate that there is significant support along the Coast for enhancing smoking bylaws and smoke free spaces. This is based on concern about the health impacts of second hand smoke and our collective right to breathe clean air. There is very little concern about the economic impact of a ban on all hospitality patios. These results indicate a potential to generate grassroots support around the issue of smoke free spaces and enhanced bylaws.

Next Steps

- Two pronged approach: Grassroots mobilization and engaging key stakeholders
- Action Planning Session for all supportive residents of the Coast, Feb 06th 2014

SUNSHINE COAST SMOKING BYLAW SURVEY

RESIDENTS

Provincial law bans smoking within three meters of any public building. Many B.C. communities now have “enhanced bylaws” that extend this ban to six meters and/or include restaurant patios (currently smoking is permitted on patios that aren’t “substantially enclosed”), beaches, parks and trails. This survey is intended to better understand how Coast residents would feel about similar changes.

PROFILE

I am a resident of: Gibsons / Sechelt / A SCR community / SIB land

I am a: smoker / occasional smoker / former smoker / non-smoker

I am: under 18 / 18 -26 / 26 - 40 / over 40

I am: a parent / not a parent

SECONDHAND SMOKE AND CIGARETTE LITTER

Outside of my home, I am exposed to second hand smoke:

Never Sometimes Frequently

I notice cigarette litter in our communities:

Never Sometimes Frequently

My opinion of secondhand smoke is:

No problem Bothersome Highly annoying A serious health risk

My opinion of cigarette litter is:

No problem Bothersome Highly annoying A serious environmental issue

BYLAWS

I support smoking bans in the following places:

- Within six meters of all doors, open windows and air intakes
- On biking and hiking trails
- In parks
- On beaches
- On all hospitality patios
- None of the above
- Other _____

How do you feel about the following statements?

We all have a right to breathe clean, unpolluted air

Disagree Agree Unsure

There is no safe level of exposure to secondhand smoke

Disagree Agree Unsure

If young people see smokers everywhere, they are more likely to smoke as well

Disagree Agree Unsure

It is difficult to quit smoking and we should support quitters by limiting the amount of cigarette smoke they are exposed to

Disagree Agree Unsure

As long as smoking is banned in all restaurants and cafes, no one will have an unfair advantage

Disagree Agree Unsure

It is unfair to expose people who work in the food and beverage service industry to cigarette smoke, even if it is on an outdoor patio

Disagree Agree Unsure

Tobacco companies make a lot of money selling harmful products. It is important that governments create regulations to protect people from “big tobacco”

Disagree Agree Unsure

Smoking is a right

Disagree Agree Unsure

Local government should not tell people where and when they can smoke

Disagree Agree Unsure

Complete smoking bans on food and beverage service industry patios is not fair, it will negatively affect their 'bottom line'

Disagree Agree Unsure

Limited exposure to secondhand smoke is not harmful to people's health

Disagree Agree Unsure

If food and beverage service industry workers don't like the smoke, they can find another job elsewhere

Disagree Agree Unsure

Please enter me in the draw to win \$25.00 gift card for Wheatberries

Yes No

I am interested in helping to changing the bylaws in my community please contact me about this in the future.

Yes No

Name:

Number and/or email (will NOT be shared - optional):

ALL DONE - THANK YOU FOR PARTICIPATING!!