



Tobacco-Free Parks & Beaches in Santa Barbara

For the Health of our Families

Presented by:
Dawn M. Dunn, MPH
Tobacco Prevention Settlement Program
Public Health Department
December 8, 2009

What's the Problem?

❖ Secondhand Smoke (SHS)

- ✓ There is no safe level of exposure
- ✓ Kills approximately 53,000 non-smokers annually
- ✓ Especially harmful to infants, children, the elderly & people with asthma and lung disease



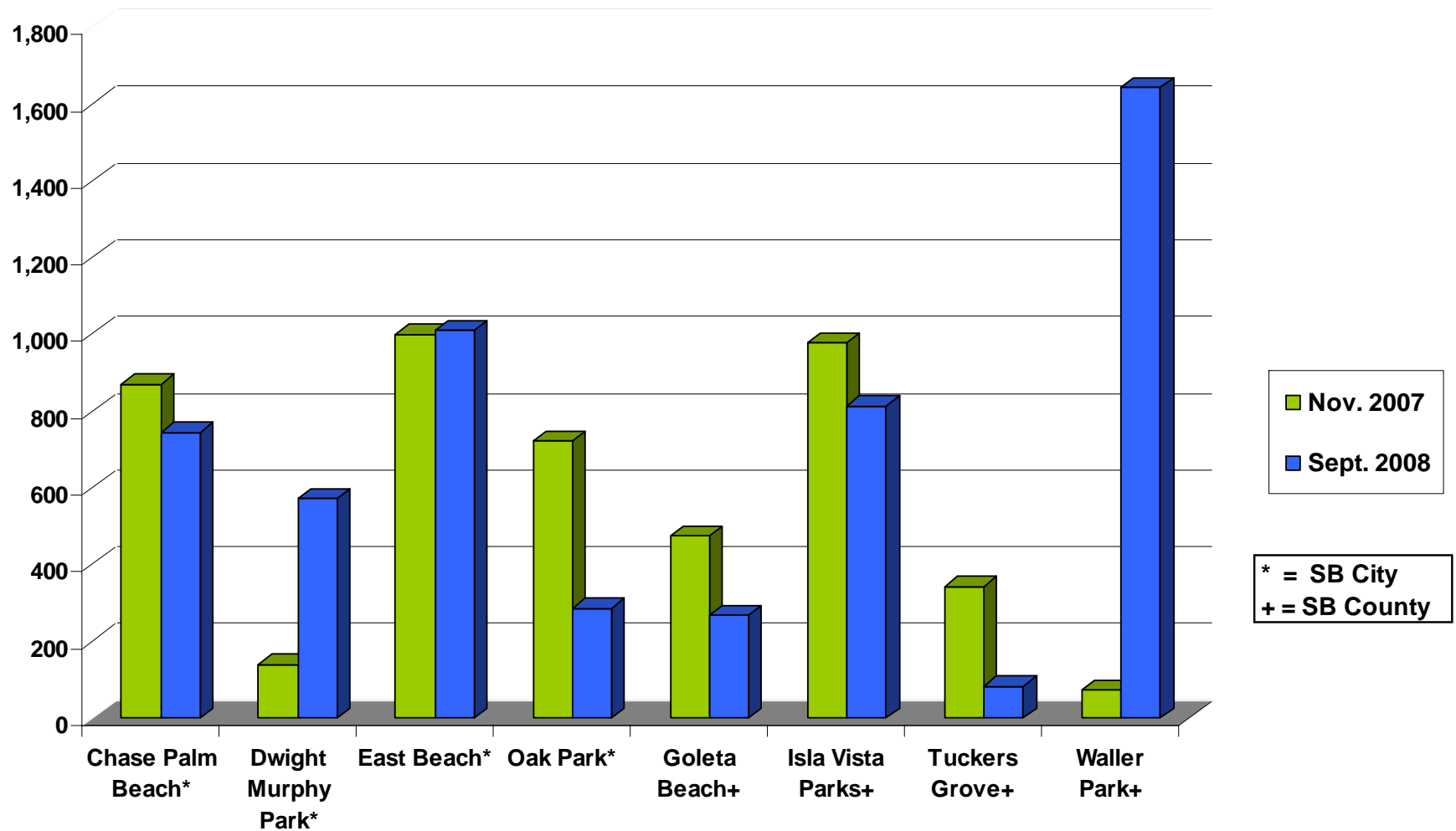
❖ Cigarette Butt Litter

- ✓ Cigarette filters are made of plastic
- ✓ Animals mistake them for food
- ✓ Younger children tend to pick them up and put them in their mouths
- ✓ Poses a fire danger



Cigarette Litter Data 2007 & 2008

Santa Barbara City & County Parks & Beaches



- ✓Data collection is done at selected park/beach locations annually.
- ✓Specific high traffic areas in each location are surveyed.
- ✓Data represents one week's worth of butt litter and details of collection methods can be provided.
- ✓Variations may be due to seasonal influences, changes in policy at Oak Park, & survey done in conjunction w/ Coastal Clean-up.

What's Happening

- ❖ 151 California communities have passed policies prohibiting tobacco use in parks & beaches & other outdoor recreational areas
- ❖ Carpinteria is the only jurisdiction in SB County
- ❖ Majority of Southern California coastline is protected

Southern California Cities with Smoke-Free Beaches

Policy Status

- smoke-free policy
- no policy
- smoke-free resolution



Sources: U.S. Census Bureau 2000 Place Names, California Spatial Information Library (CaSIL) County Boundaries.
 Prepared by Los Angeles County Tobacco Control and Prevention Program, September 2007.
 This material was made possible with funds from Proposition 99 through the Los Angeles County Department of Public Health.

Tobacco-free Policies

- ❖ Policies can be broad or narrow
- ❖ Policies can protect the public from exposure to all forms of tobacco use in outdoor areas
- ❖ Tobacco-free means:
 - ✓ No smoking or use of any tobacco product, which is broadly defined
 - ✓ No use of smokeless tobacco
 - ✓ No use of any other “noxious” plant



Rationale for Tobacco-free Policies

- ❖ There is strong local public support for tobacco-free policies in outdoor areas
- ❖ Other compelling reasons include:
 - ✓ It protects the public's health, safety, and welfare by discouraging smoking around non-smoking individuals, especially children

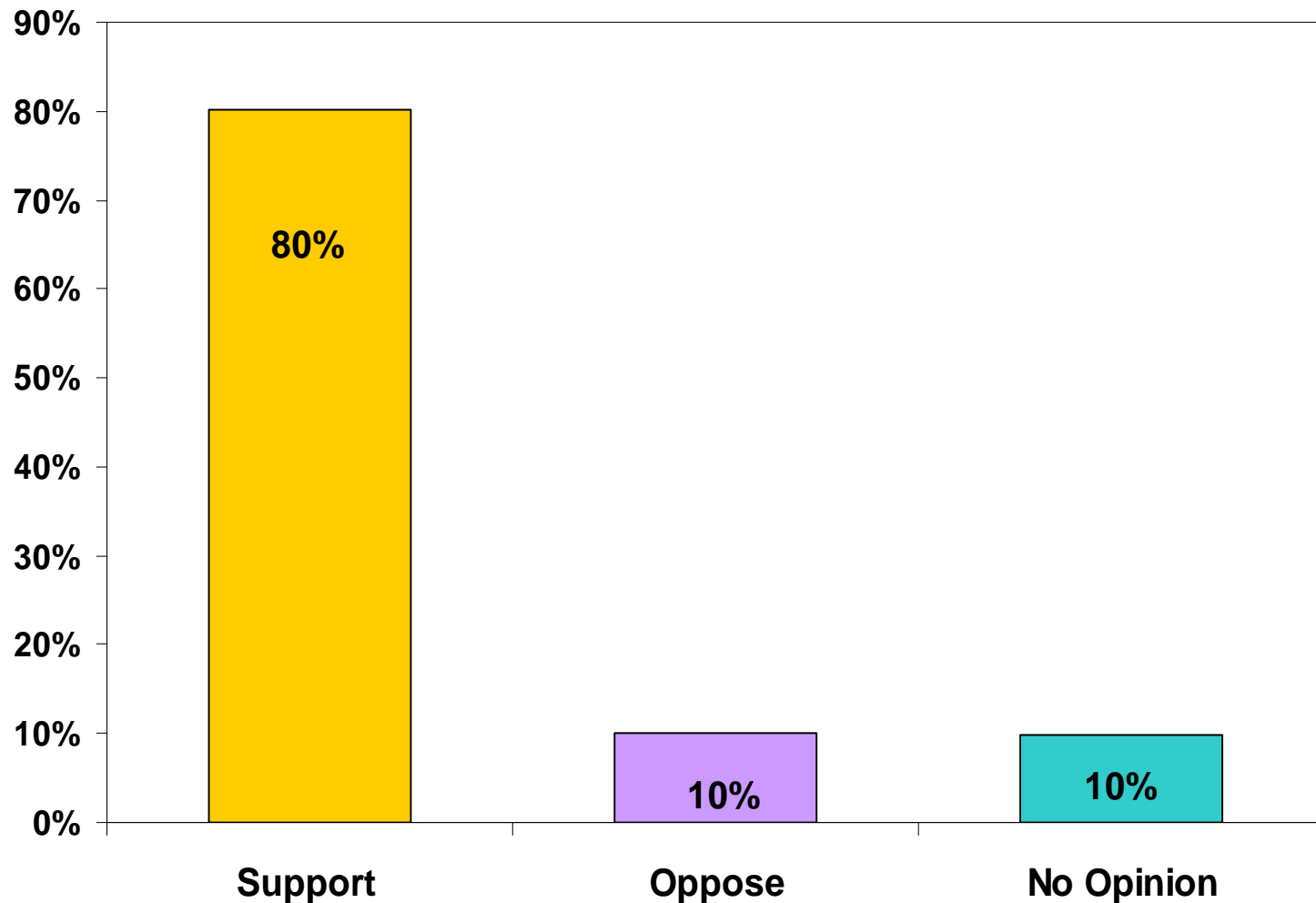
Rationale for Tobacco-free Policies (Continued)

- ✓ Eliminates exposure to secondhand smoke in places dedicated to recreation, exercise, & relaxation
- ✓ Significantly decreases tobacco-related litter
- ✓ Reduces children's association of tobacco use as a part of a healthy lifestyle
- ✓ Affirms and promotes the family-friendly and healthy atmosphere of the county's parks and beaches

Preferences for Smoke-free Parks & Beaches

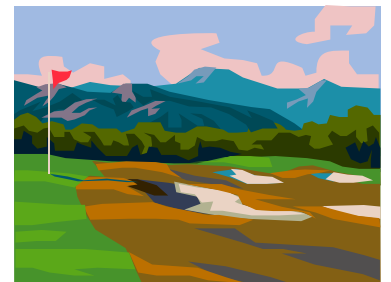
Santa Barbara County 2006-2009

2,400 Survey Respondents



Provisions of the Policy

- ❖ 100% ban, prohibits all tobacco use in recreation areas
 - ✓ Can include or exclude the parking lots
- ❖ Defines specific designated smoking areas
 - ✓ Limit these areas, if they are needed
 - ✓ Consider placing them in parking lots
- ❖ Can exempt or include special areas:
 - ✓ Golf courses
 - ✓ Camping Parks, etc.



Enforcement

- ❖ Enforcement has been an issue when considering this type of policy
 - ✓ Though laws are self-enforcing, they are enforceable
 - ✓ Signage and public education over time are reported to be effective
- ❖ A tiered-enforcement strategy is best
 - ✓ Name many potential enforcement agents:
 - Law Enforcement
 - Health Department
 - Parks staff

Conclusion

- ❖ It is legal to regulate smoking
- ❖ The public wants to be protected from secondhand smoke
 - ✓ Local public opinion polls shows 80% support
- ❖ Tobacco-free policies:
 - ✓ Reduce fire risk, litter, & exposure to secondhand smoke
 - ✓ Promote health, safety, & wellness

Conclusion (continued)

- ❖ First policy initiative before the Board since 2001:
 - ✓ New advancements in the science have occurred:
 - California Air Resources Board classified secondhand smoke as a Toxic Air Contaminant
 - Stanford researchers have proved that outdoor air exposure to SHS in cafés, parks, fairs, etc., can far exceed allowable EPA exposure standards.