



CLEAN AIR ORDINANCE for Tobacco-Free and Smoke-Free Parks

WHY

Promote and model healthy habits

- **3,700** kids (under 18) in Michigan become new smokers each year*
- **33%** of HS students use electronic vapor products (CDC, 2019)
- Annual health care costs in Michigan directly caused by smoking = **\$4.59 billion***
- Tobacco industry annual marketing expenditures in Michigan = **\$319.7 million***

**Source: Campaign for Tobacco-Free Kids, The Toll of Tobacco in Michigan (08-2020)*

Protect residents from secondhand smoke

- **2 out of every 5 children** (including 7/10 African American children) are exposed to secondhand smoke (American Lung Assoc.)
- There is no safe level of exposure to secondhand smoke

Protect youth and the environment from tobacco-related litter

- Cigarette butts are toxic, slow to decompose, and costly to clean up



PC: Verwell Mind

COMMUNITY SUPPORT

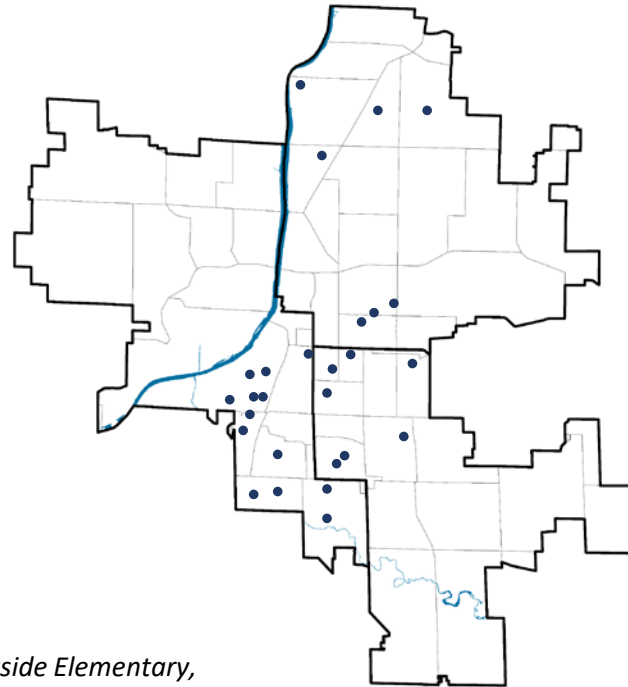
- Pilot locations through Kent County Racial and Ethnic Approaches to Community Health (REACH) grant (2016)
- Youth advocacy through KidSpeak and Mayor's Youth Council

Community groups & organizations involved to date: Parks Advisory Board, Kent County Health Department, Urban League of West Michigan, Friends of GR Parks, Spectrum Health, Cherry Health, GAAH, Roosevelt Park NA, Garfield Park NA, Seeds of Promise, ELNC, OCC, GRPS, Habitat for Humanity, Tobacco Free Network

Pilot Locations: Aberdeen Park, Bike Park, Briggs Park, Brookside Elementary, Buchanan Elementary, Burton Elementary, Campus Elementary, Caulfield Park, Chavez Elementary, Cherry Park, Congress Elementary, Cook Arts Center, Cook Library Center, Dickinson Elementary, Fulton St. Farmers Market, Garfield Park, Gerald R. Ford Academic Center, GR Discovery Center, Huff Park, Kensington Park, MLK Leadership Academy, Mulick Park Elementary, Pleasant Park, Riverside Park, Roosevelt Park, Sigsbee Park, Southwest Community Campus

28

Successful pilot project locations (2016)



85%

of Grand Rapids residents approve or have no opinion of tobacco-free parks (2017)



58

Jurisdictions in Michigan with tobacco-free parks and/or beach policies

CLEAN AIR & PUBLIC PLACES ORDINANCE

Amendments to Chapter 71 - Clean Indoor Air Ordinance

Ord. No 2006-71, § 2, 10-17-06 regulates smoking and related activities in places open to the general public and public worksites.

- Includes parks and playgrounds as public places where smoking is prohibited
- Prohibits all tobacco, electronic smoking devices, and marijuana products
- Prohibits disposal of tobacco waste in public places
- Prohibits intimidation against another person seeking to attain compliance
- Requires clear signage to be posted and removal of any tobacco waste receptacles in parks

IMPLEMENTATION

Inform Community

- *Public hearing*
- *Community education campaign*

Post signage

- *Playgrounds, picnic areas, athletic fences, etc.*

Enforce ordinance *(In effect 01-01-2021)*

1. *Verbal warning and education – request to stop behavior or leave premises*
2. *If patron refuses to comply, they would then be liable for civil infraction OR participation in smoking cessation program*



IMPLEMENTATION

Community Education Campaign

Phase I – Now to Public Hearing

- Benefits of ordinance ('why')
- Opportunity for input at public hearing

Phase II – Adoption to January 1

- Benefits of ordinance ('why')
- Rules and regulations ('what' and 'how')
- Resources for smoking cessation
- Parks staff information and training

Phase III – January – March 2021

- Continued general education on benefits of ordinance
- Resources for smoking cessation



NEXT STEPS

1. Today: Introduction of ordinance
2. Finalize and roll out education campaign
3. Hold Public Hearing
4. Adopt Ordinance and continue education campaign
5. Ordinance goes in effect January 1, 2021