

Smoke Free Parks in Washoe County

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Introduction of SF Parks

January 2017 presentation at the joint meeting of the parks commissions: City of Reno, City of Sparks and Washoe County

- Each commission decided SF parks should be a regional effort among the jurisdictions



Smoke Free Parks Workgroup

- Jurisdictions formed a workgroup with representation from each of the three parks commissions.
 - Purpose: provide recommendations to the parks commissions who would make recommendations to the respective city councils and county commission
 - Other workgroup participants included Washoe County Health District, Nevada Cancer Coalition and Carson City Health and Human Services
- Action Group began meeting in **July 2017**

Why Smoke Free Parks Matter

People at a local outdoor event in July were asked why they do/don't support SF outdoor spaces. These were some reasons people gave for support:

- I have asthma that is triggered by smoke
- I used to smoke and being around it makes it hard
- I have lung disease
- I have allergies to smoke



Reasons For Support (cont.)

- I'm asthmatic and the smoke hurts me
- I love the idea of me and my family not being exposed to smoke
- I have friends with asthma so they couldn't attend
- Our son is on oxygen





Bartley Ranch Hawkins Amphitheater

Most Washoe
County residents
do not smoke
(85%)



Tobacco free environments are more family-friendly and less toxic to pets and wildlife



Cigarette waste is not biodegradable and contains toxic chemicals that impact the environment including our waterways



Truckee River Clean-up Day

Maintenance costs are significant: \$0.22 per pack for clean-up of cigarette waste

(San Francisco study)

In clean-up of parks and recreation areas cigarette waste makes up 31.5% of the litter collected

(KeepAmericaBeautiful.org)



Brush fire east of Spark (rgj.com)

Fire risks
are reduced

Over 1,500 municipalities across the US have enacted SF parks ordinances



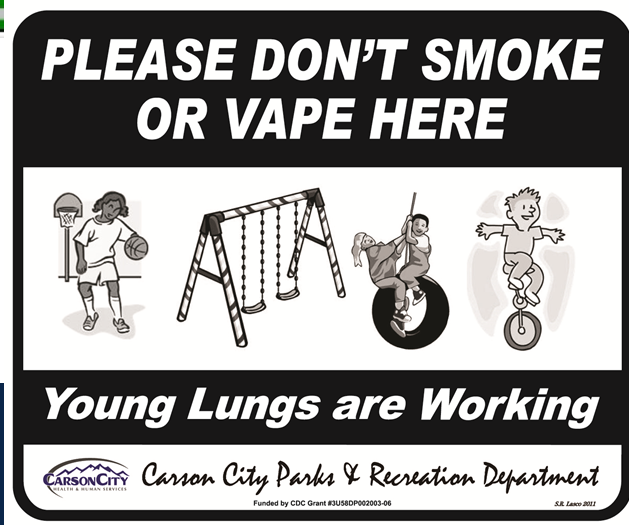


Incline Village has tobacco free parks, beaches, trails, golf course and ski resort

Carson City uses smoke free/vape free signage

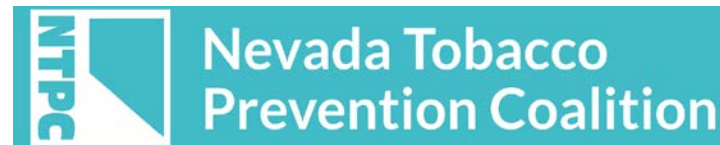
Douglas County has signage for their playgrounds

Henderson has an ordinance prohibiting smoking, vaping and tobacco use



Available Support and Resources

- Model ordinance language (from Americans for Nonsmokers Rights)
- Expertise from tobacco prevention advocates on communication strategies, signage
- Tap into community resources as needed:



Smoke Free Parks Workgroup

- Fairly regular monthly meetings
- Decisions made:
 - Ordinance
 - 100% (not designated smoking areas)
 - Smoke free and vape free parks and open spaces
- Recommendations taken back to the parks commissions and each commission voted to make the recommendations to their city council/county commission



Community Support

- ▶ Surveys: City of Sparks and Truckee Meadows Parks Foundation
- ▶ Letters of support
- ▶ Presence at public meetings



Public Surveys

- City of Sparks (Oct 2017)
 - About 300 online respondents
 - 84% supported some kind of policy (SF, SF/TF, or SF/TF/VF)
- Truckee Meadows Parks Foundation (Nov 2017)
 - About 1000 online respondents
 - Majority support for 100% SF parks



Public Meetings

- In April 2018 each jurisdiction directed staff to move forward with an ordinance
- City of Sparks (June 2018)
- City of Reno (July/August 2018)
- Washoe County Commissioners
 - Adopted smoke free parks as part of the larger update to chapter 95 code update relating to parks



Sun Valley General Improvement District

- Sun Valley GID has four parks
- Their public works director and GID Trustees proposed and implemented a SF/VF ordinance, which passed with an unanimous vote in May 2018



Questions and Concerns

- Common questions
 - How do you enforce? Is it enforceable?
 - Will it be burdensome on law enforcement?
 - Is this unnecessary governmental regulation?
- Others
 - What are penalties for alcohol in parks?
 - Desire not to have ordinance be “heavy-handed”




Compliance and Enforcement

- Best way to increase compliance is education
 - With knowledge about a rule/law most people will voluntarily comply
 - Outreach and education is important – SIGNAGE!
- Use positive messaging
 - Smoke free, Vape free parks create healthy, clean environments
- As an ordinance, each jurisdiction has enforcement measures as needed



Signage

- Examples of images/wording
- Decisions
 - One consistent regional sign
 - Avoid use of circle with line through it  (A blue circle with a white diagonal line through it, over a cigarette icon.)
 - Avoid focus on protecting children (negates other populations, fire risk, waste issue, etc.)
 - Include Spanish messaging



THANK YOU
For Keeping Your Park

& SMOKE
& VAPE
FREE

GRACIAS POR MANTENER SU PARQUE
LIBRE DE HUMO DE CIGARRILLOS Y
VAPORIZADORES



WCC Chapter 95 (Smoking and Vaping Prohibited)

WASHOE COUNTY
HEALTH DISTRICT
ENHANCING QUALITY OF LIFE



Public Health
Prevent. Promote. Protect.

Media and Outreach – August 2019

You Retweeted

 **Steve Sisolak** ✓ @SteveSisolak · Aug 21

I am delighted to see @washoecounty, @cityofreno, and @cityofsparks working together to create a healthier environment for their communities! Learn more: bit.ly/2NiJ73Q

 **Washoe County** ✓ @washoecounty · Aug 19

After hearing from our community, #WashoeCounty, @HealthyWashoe, @CityofReno & @cityofsparks, worked together to make all city & county parks smoke & vape-free! 🌞 We are collaborating for a healthier community, details here: bit.ly/2NiJ73Q



Follow Up Ideas

- Evaluate and monitor success
 - Signage
 - Cigarette waste receptacles
 - Maintenance crews (less waste?)
 - Community survey
 - Environmental scan – Where is cigarette waste?
How much? People observed smoking/vaping?
(intern project?)

Thank you!

- The Washoe County Parks Commission was key to the success of regional smoke free, vape free parks
- Special thanks to the workgroup representative Chris Nenzel as well as Eric Crump
- Thanks to Amy Ventetuolo for communications help
- Certificate of recognition!

