

**Report to
Rapport au:**

**Ottawa Board of Health
Conseil de santé d'Ottawa**

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**Submitted by
Soumis par:
Dr./D^r Isra Levy,
Medical Officer of Health/Médecin chef en santé publique**

**Contact Person
Personne ressource:
Sherry Nigro, Manager/Gestionnaire
Health Promotion and Disease Prevention/Promotion de la santé et prévention
des maladies
Ottawa Public Health/Santé publique Ottawa
613-580-2424, ext./poste 28971, sherry.nigro@ottawa.ca**

Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2014-OPH- HPDP-0008

SUBJECT: AN UPDATE ON LET'S CLEAR THE AIR: A RENEWED STRATEGY FOR SMOKE-FREE OTTAWA

OBJET: UNE MISE À JOUR SUR « PURIFIONS L'AIR » : UNE STRATÉGIE RENOUVELÉE POUR UNE VILLE D'OTTAWA SANS FUMÉE

REPORT RECOMMENDATIONS

That the Board of Health for the City of Ottawa Health Unit receive this report for information.

RECOMMANDATIONS DU RAPPORT

Que le Conseil de santé de la circonscription sanitaire de la ville d'Ottawa prenne connaissance du présent rapport à titre d'information.

EXECUTIVE SUMMARY

In February 2012, Ottawa's Board of Health approved the "[Let's Clear the Air: A Renewed Strategy for a Smoke-Free Ottawa](#)." This strategy was designed to protect children and non-smokers from second-hand smoke while reducing smoking rates by adopting three evidenced-based recommendations to guide its progress on tobacco control. The three recommendations proposed a significant increase in programming for people who want to quit smoking; that the City Council adopt new smoke-free regulations to protect people from second-hand smoke in outdoor spaces; and a public information and community engagement strategy to increase awareness of the dangers of tobacco use and create more voluntary smoke-free spaces.

Subsequent to the Board of Health's decision to implement a renewed strategy for a smoke-free Ottawa, City Council approved amendments to the municipal smoke-free regulations in February 2012, and by Spring 2012, the by-law amendments were implemented to expand smoke-free spaces in Ottawa to include:

- All outdoor areas on municipal properties including parks, playgrounds, beaches, sports fields, and outdoor areas around City facilities
- ByWard and Parkdale Market stands
- Outdoor restaurant, bar, and food premise patios

There has been considerable support for the regulations from a number of local boards of the City of Ottawa which aligned their policies with the City's. As a result, the Parks and Facilities By-law was expanded in June 2012 to include outdoor properties managed by the Ottawa Police Services Board, and the Ottawa Public Library Board.

Smoke-free outdoor spaces in Ottawa now cover approximately 1,200 parks; 1,100 city properties; four beaches; two Markets (ByWard and Parkdale) and 600 bar and restaurant patios. This progress is attributed to public and partner engagement and sustained integration across the three pillars of protection, prevention and cessation.

Currently, Ottawa has one of the lowest smoking rates in Ontario. Since the implementation of the Let's Clear the Air Strategy and introduction of expanded regulations, the smoking rate in Ottawa has decreased. Further, the number of people using Ottawa Public Health (OPH) cessation services increased from 500 people in 2011 to 2,200 in 2012 and 4,300 in 2013. OPH's outreach efforts included: outreach to residents at local food banks and community houses; post secondary students, young single pregnant and parenting youth, the GLBTQ community and First Nations and Métis residents.

Since the time of strategy implementation, there has been notable momentum across local sectors, with community partners and stakeholders voluntarily adopting smoke-free policies to reduce exposure to tobacco smoke, prevent initiation of smoking, encourage cessation, provide support to those who have recently quit smoking and contribute to the de-normalization of tobacco use.

Tobacco is the leading cause of preventable disease and premature death in Ontario. It kills 13,000 people a year – three times the combined deaths caused by alcohol, drugs, suicide, homicide and car crashes and AIDS.

While OPH provides smoking cessation programs and services for all populations, it is focusing efforts on young adults aged 19 to 24 as they represent the highest proportion of current smokers in Ottawa at 18%. Of specific concern are water-pipes and electronic cigarettes (e-cigarettes) which are a growing phenomenon especially among youth for their resemblance to cigarettes, and a variety of available flavors that may appeal to youth. E-cigarettes that do not make any health claim and do not contain nicotine may legally be sold in Canada; however, there is little enforcement occurring. Currently, there are no long-term studies on the health effects of using e-cigarettes, and the products and nicotine cartridges lack regulation and quality control. Further, there is a lack of research to show their efficacy in helping people quit smoking.

In May 2014, the Board of Health adopted a motion advocating that the Ontario Ministry of Health and Long-Term Care and the Ministry of Education prohibit the use of e-cigarettes on all school property. Also in May 2014, OPH supported a resolution championed by the Association of Local Public Health Agencies (ALPHA) to request Health Canada, MOHLTC and its stakeholders to provide for the public health, safety, and welfare of all Ontario residents by: ensuring manufacturing consistency of e-cigarettes, conducting research on the long-term health effects of e-cigarettes and exposure to second-hand vapour; and regulating the promotion, sale and use of e-cigarettes in Ontario.

With respect to water-pipes, OPH continues to work with City partners to explore expansion of Ottawa's smoke-free regulations to prohibit their use to eliminate enforcement complexities and protect Ottawa residents and workers from the harmful effects of second-hand smoke in enclosed public places and outdoor patios.

With the prevalence of tobacco-related emerging issues, OPH recognizes the importance of continued tobacco prevention and control effort and its impact on personal and community health and wellness. In collaboration with our community partners, OPH will continue work to expand protection against second-hand smoke,

increase workplace based cessation support, prevent youth initiation, monitor and review research and best practices related to e-cigarettes, and support increased adoption of policies that increase smoke-free spaces.

RÉSUMÉ

En février 2012, le Conseil de santé d'Ottawa a approuvé « [Purifions l'air : une stratégie renouvelée pour un Ottawa sans fumée](#) ». Cette stratégie visait à protéger les enfants et les non-fumeurs de la fumée secondaire tout en réduisant le taux de tabagisme, grâce à l'adoption de trois recommandations fondées sur des faits pour orienter les progrès de la lutte contre le tabac. Ces recommandations proposaient une importante augmentation des programmes d'abandon du tabac, l'adoption par le Conseil municipal de nouveaux règlements sans fumée pour protéger la population de la fumée secondaire dans les espaces extérieurs, ainsi qu'une campagne d'information et une stratégie d'engagement de la communauté pour sensibiliser davantage la population aux dangers du tabagisme et créer plus d'espaces volontairement désignés sans fumée.

Après la décision du Conseil de santé de mettre en œuvre une stratégie renouvelée pour un Ottawa sans fumée, le Conseil municipal a adopté des modifications aux règlements municipaux sans fumée en février 2012. Elles sont entrées en vigueur au printemps 2012, augmentant ainsi le nombre d'espaces sans fumée à Ottawa pour inclure:

- tous les espaces extérieurs des propriétés municipales, y compris les parcs, les terrains de jeux, les plages, les terrains de sport et les aires extérieures des installations de la Ville;
- les kiosques des marchés By et Parkdale;
- les terrasses extérieures des restaurants, des bars et des dépôts d'aliments.

Les règlements municipaux ont reçu un soutien considérable de plusieurs conseils locaux d'Ottawa, qui ont d'ailleurs aligné leurs politiques sur celles de la Ville. En juin 2012, le *Règlement sur les parcs et les installations* a donc été étendu aux propriétés extérieures gérées par la Commission de services policiers d'Ottawa et le conseil d'administration de la Bibliothèque publique d'Ottawa.

Les espaces extérieurs sans fumée à Ottawa incluent maintenant environ 1 200 parcs, 1 100 propriétés municipales, 4 plages, 2 marchés (Byward et Parkdale) et 600 terrasses de bars et restaurants. Ces progrès sont attribuables à la participation du

public et de différents partenaires ainsi qu'à l'intégration soutenue des trois piliers de la lutte contre le tabagisme, soit la protection, la prévention et l'abandon.

Actuellement, Ottawa a l'un des taux de tabagisme les plus bas en Ontario. Depuis la mise en œuvre de la stratégie Purifions l'air! et des modifications au règlement sans fumée municipal, le taux de tabagisme à Ottawa a diminué. De plus, le nombre de gens recourant à ces services de SPO est passé de 500 en 2011 à 2 200 en 2012, puis à 4 300 en 2013. Les efforts de sensibilisation de SPO ont été faits auprès des résidents dans les banques alimentaires locales et dans les centres d'activités communautaires, des étudiants de niveau postsecondaire, des jeunes femmes seules enceintes, des jeunes parents, de la communauté GLBTQ, des membres des Premières Nations et des Métis.

Depuis la mise en œuvre de la stratégie, il y a eu des progrès remarquables dans plusieurs secteurs, puisque des partenaires communautaires et des intervenants ont adopté de leur propre chef des politiques sans fumée pour réduire l'exposition à la fumée secondaire, prévenir l'initiation au tabagisme, encourager l'abandon du tabac, soutenir les personnes qui ont récemment cessé de fumer et contribuer à dénormaliser l'usage du tabac.

Le tabac est la première cause de maladies évitables et de décès prématurés en Ontario. Il tue 13 000 personnes par année, soit trois fois le nombre de décès causés par l'alcool, les drogues, le suicide, les homicides, les accidents de voiture et le sida réunis.

SPO offre des programmes et des services d'abandon du tabac à toute la population, mais concentre ses efforts sur les jeunes adultes âgés de 19 à 24 ans, puisqu'ils ont la plus forte proportion de fumeurs à Ottawa en ce moment, à 18 %. Les principales inquiétudes concernent les pipes à eau et les cigarettes électroniques, qui font de plus en plus d'adeptes, surtout chez les jeunes, en raison de leur ressemblance avec les cigarettes et de la variété des saveurs offertes. Actuellement, il n'existe aucune étude sur les effets à long terme de l'utilisation de ces cigarettes électroniques sur la santé, et les produits et les cartouches de nicotine ne sont pas encadrés par des règlements ni par un contrôle de la qualité. De plus, il n'existe pas suffisamment de recherches démontrant leur efficacité pour aider les gens à abandonner le tabagisme.

En mai 2014, le Conseil de santé a adopté une motion voulant que le ministère de la Santé et des Soins de longue durée (MSSLD) et le ministère de l'Éducation de l'Ontario interdisent l'utilisation des cigarettes électroniques sur tous les terrains des établissements scolaires. Toujours en mai 2014, SPO a appuyé une résolution

défendue par l'Association of Local Public Health Agencies (alPHa) demandant à Santé Canada, au MSSLD et à leurs intervenants de contribuer à la santé, à la sécurité et au bien-être de tous les Ontariens et Ontariennes en assurant l'existence de normes pour la fabrication des cigarettes électroniques, en réalisant des recherches sur les effets à long terme de la cigarette électronique et de l'exposition à la vapeur secondaire sur la santé, et en réglementant la promotion, la vente et l'utilisation des cigarettes électroniques en Ontario.

En ce qui concerne les pipes à eau, SPO continue de collaborer avec les partenaires de la Ville afin d'examiner la possibilité d'étendre la portée des règlements sans fumée d'Ottawa pour interdire l'utilisation des pipes à eau de façon à éliminer les difficultés d'application de la réglementation et à protéger les résidents et les travailleurs d'Ottawa contre les effets nocifs de la fumée secondaire dans les espaces publics clos et sur les terrasses extérieures.

En raison de la prévalence des problèmes émergents liés au tabac, SPO reconnaît l'importance de poursuivre les efforts de prévention et de contrôle du tabagisme et de maintenir les répercussions positives de ces efforts sur la santé et le bien-être individuels et collectifs. En collaboration avec ses partenaires communautaires, SPO continuera de travailler pour mieux protéger la population de la fumée secondaire, augmenter le soutien au renoncement au tabagisme dans les milieux de travail, prévenir l'initiation des jeunes, superviser et évaluer la recherche et les pratiques exemplaires concernant la cigarette électronique, et favoriser l'adoption de politiques pour augmenter le nombre d'espaces sans fumée.

BACKGROUND

In February 2012, Ottawa's Board of Health approved the "[Let's Clear the Air: A Renewed Strategy for a Smoke-Free Ottawa](#)." This strategy was designed to protect children and non-smokers from second-hand smoke while reducing smoking rates by adopting three evidenced-based recommendations to guide its progress on tobacco control. The three recommendations proposed a significant increase in programming for people who want to quit smoking; new smoke-free regulations to protect people from second-hand smoke in outdoor spaces; and a public information and community engagement strategy to increase awareness of the dangers of tobacco use and create more voluntary smoke-free spaces.

Subsequent to the Board of Health's decision to implement a renewed strategy for a smoke-free Ottawa, City Council approved amendments to the municipal smoke-free

regulations in February 2012, and by Spring 2012, the by-law amendments were implemented to expand smoke-free spaces in Ottawa to include:

- All outdoor areas on municipal properties including parks, playgrounds, beaches, sports fields, and outdoor areas around City facilities
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Smoke-free outdoor spaces in Ottawa now cover 1,200 parks; 1,100 city properties; four beaches; two Markets (Byward and Parkdale) and 600 bar and restaurant patios.

Progress to Date

The Let's Clear the Air Strategy has undertaken an ambitious action plan that spans all populations in Ottawa and includes partners across municipal, health, business and community sectors. Progress has been achieved through public and partner engagement and sustained integration across the three pillars of protection, prevention and cessation.

Helping People Quit

Currently, Ottawa has one of the lowest smoking rates in Ontario¹. Since the strategy implementation, the smoking rate in Ottawa has decreased. From 2005 to 2011, the adult smoking rate in Ottawa remained stable at approximately 15%, which represented approximately 105,000 adults who used tobacco products in Ottawa. However, in 2012, the smoking rate decreased to 11.2% and this decrease was maintained in 2013². The result has been approximately 20,000 fewer smokers in Ottawa. Historically, disadvantaged populations have a higher prevalence of tobacco use and as such, experience more adverse health impacts. Smoking rates for those in the lowest household income bracket have also had a significant decline from 27% in 2008 to 19% in 2013³.

Under the current strategy, Ottawa Public Health (OPH) offers comprehensive and evidence based cessation programming in Ottawa. It provides customized cessation services including group programs, short-term cessation counselling, and more intensive counselling targeting priority populations. The number of people using OPH cessation services increased from 500 people in 2011 to 2,200 in 2012 and 4,300 in 2013. OPH's efforts include outreach to: residents at local food banks and community houses; post secondary students, young single pregnant and parenting youth, the GLBTQ community and First Nations and Métis residents.

A pilot project geared to construction industry workers, who report nearly double the average smoking rate, has evolved into a promising practice that is attracting national attention. From January 2013 to August 2014, OPH reached 622 participants in the Fresh Air Challenge (a contest for smokers to make a quit attempt for 30 days and for non-smokers to support co-workers quitting smoking). During the course of the contest, 25 companies participated in the program, and over 200 construction workers made a quit attempt. A three month follow up with 84 participants showed sustained impacts, and preliminary data from the evaluation currently underway by the Ontario Tobacco Research Unit is suggesting that Ottawa's demonstration project is a promising approach to engaging this subpopulation in smoking cessation activities.

In addition, OPH continues to work in partnership with the Champlain Cardiovascular Disease Prevention Network (CCPN) on a regional smoking cessation program. The partnership includes the University of Ottawa Heart Institute, OPH, Eastern Ontario Health Unit, Leeds, Grenville and Lanark District Health Unit, Renfrew County and District Health Unit, Regional Cancer Program and Smokers' Helpline, and has resulted in 42,420 cessation service spots in the Champlain region in 2012-2013. The scope of this reach surpassed the original goal of 15,000 per year. Currently, CCPN is working on an integrated smoking cessation service delivery system to create seamless service delivery for clients, increase reach, intervention quality, cessation outcomes and client satisfaction.

Momentum across Local Sectors

OPH works closely with community partners and stakeholders to encourage the voluntary adoption of smoke-free policies to reduce exposure to tobacco smoke, prevent initiation of smoking, encourage cessation, support recent quitters and contribute to the de-normalization of tobacco use. Over the past three years significant progress has been made across Ottawa. Highlights across various sectors include:

- Over 50 workplaces have voluntarily made their entrances and/ or properties smoke-free.
- After declaring three new properties 100% smoke-free, Ottawa Community Housing (OCH) followed suit by implementing a no-smoking policy to protect its 32,000 residents through a graduated process for all current tenants. The policy affects new tenants indoor as well as all tenants outdoors on OCH property. This policy has strong support from tenants (69%) and as of September 2014, approximately 6% of OCH leases contain a no-smoking addendum.

- The Canadian Tire Centre (CTC) strengthened its smoke-free policy by prohibiting smoking in the second level outdoor area of the arena previously designated as a smoking area.
- The newly opened TD Place at Lansdowne is a non-smoking venue.
- The National Capital Commission (NCC) has posted smoke-free signage at Canada Day and Winterlude festival events
- 14 other festivals located on non-city property have voluntarily chosen to go smoke-free, including the Greek Festival, Bluesfest and Folkfest.
- 89% (62 out of 70) Ottawa hotel accommodations are 100% smoke-free in 2014, up 12% from 2012.
- Carleton University and the University of Ottawa have designated several on-campus spaces as smoke-free.
- All acute care hospitals in Ottawa have improved signage, strengthened enforcement activities and increased cessation options for staff and patients.
- Please refer to Document 1 for additional highlights of momentum across local sectors

It takes a whole of community approach to reduce tobacco prevalence rates and to create supportive environments for a smoke-free city. The Board of Health and OPH have presented over 26 “Smoke-Free Champion” certificates to community leaders who have made significant contributions to help make Ottawa a smoke-free city.

Support for Municipal Regulations

With the Let’s Clear the Air Strategy and the accompanying regulatory enhancements, a number of local boards of the City of Ottawa aligned their policies with those of the City. The Parks and Facilities By-law was expanded in June 2012 to include outdoor properties managed by the Ottawa Police Services Board, and the Ottawa Public Library Board. OPH worked with the City Real Estate Partnerships and Development Office to ensure that adequate language was inserted into all leases, both new and renewals, providing for a smoke free environment in all municipally owned properties in line with the City of Ottawa’s policy and by-law.

Ottawa residents indicate strong support for the expanded smoke-free outdoor regulations according to the results of a 2014 Harris Decima survey⁴. Over 80% of residents support the current smoke-free regulations banning smoking at public playgrounds and parks; public sports fields and spectator areas; the ByWard and Parkdale Market stands; and outdoor patios; 79% support the by-law making public beaches smoke-free; and 74% support the regulations making outdoor areas of municipal properties and facilities as smoke-free. There is strong support for further

regulations for areas including doorways to public places (83%) and workplaces (80%), hospital grounds (77%) and post-secondary campus grounds (69%).

Compliance with the smoke-free regulations

A high level of compliance and cooperation with the new smoke-free regulations has been reported by Ottawa By-Law and Regulatory Services. Between April 2012 and September 2014, 71 charges were laid; 329 warnings were issued, and 500 public complaints have been responded to. Since 2012, OPH has launched a number of comprehensive, public awareness campaigns to notify Ottawa residents of the smoke-free regulations and the availability of smoking cessation services. The 2014 Harris Decima survey results showed that more than 8 out of 10 residents are aware of Ottawa's modernized new smoke-free regulations.

In addition to supporting the implementation of the municipal regulations, OPH leads and coordinates activities to ensure compliance with the Smoke-Free Ontario Act (SFOA) and Regulation 48/06 in Ottawa. Compliance with the SFOA includes mandatory inspections related to youth access and tobacco product display and promotion with 545 retailers. This work is done in partnership with By-Law and Regulatory Services and contributes to five tobacco related Public Health Accountability Agreement performance indicators. Three of the indicators are specific to tobacco retailers with Ottawa reporting in 2014 that 95% of tobacco retailers are in compliance with the SFOA youth access laws. The fourth indicator relates to secondary school inspections. According to the provincial SFOA Tobacco Information System database, OPH is on track to reach 100% compliance with secondary school inspections by the end of 2014. The fifth indicator relates to Ottawa youth aged 12 to 18 that have never smoked a whole cigarette. In 2011-2012, 90% of Ottawa youth had never smoked a whole cigarette¹. This exceeds Ottawa's 2013 youth smoking abstinence Accountability Agreement target of 81.8%.

In addition, there has been no significant increase in reported tobacco litter complaints, which have remained stable at less than 20 complaints per year. In part these results reflect high public awareness and engagement, which may be attributed to comprehensive public education campaigns including the City's "Don't Be a Litterbug" campaign as well as continued work with partners such as the ByWard Business Improvement Association, and OC Transpo on tobacco litter mitigation measures.

Preventing Young Adult and Youth Tobacco Use

OPH works in partnership with Ottawa's four post-secondary institutions to recruit, train and engage young adults to de-normalize tobacco use through the [exposé](#) initiative. Post-secondary students are hired to engage their peers to promote a smoke-free lifestyle. Over the past three years these Youth Facilitators have recruited and trained 200 student volunteers, who have gone on to engage 20,000 young adults with tobacco prevention messages at student organized events. An additional 50,000 young adults have been reached through social media tools.

In addition to youth engagement on post secondary campuses, OPH contributes a youth-led campaign titled "Freeze the Industry" to raise awareness about tobacco industry tactics and advocate for a ban on flavoured tobacco products in Canada. The campaign has collected nearly 3,000 signatures in Ottawa in support of a ban on flavoured tobacco products. In September 2014, the federal government announced new proposed regulatory amendments that would further restrict flavoured tobacco products that appeal to youth⁹.

DISCUSSION

Tobacco Related Emerging Issues

Tobacco remains the leading cause of preventable disease and premature death in Ontario. It kills 13,000 people a year – three times the combined deaths caused by alcohol, drugs, suicide, homicide and car crashes and AIDS⁵.

Locally OPH has focused efforts on young adults aged 19 to 24 years since they represent the highest proportion of current smokers in Ottawa at 18%⁶. OPH programming includes surveillance, education and awareness of health risks, and policy development. OPH works closely with regional, provincial and federal regulatory bodies to help ensure the public health needs of our community continue to be met and improved.

Electronic Cigarettes (e-cigarettes)

The exponential increase in e-cigarette availability and use in Ottawa is an emerging issue that OPH is monitoring closely. One in five (20%) Ottawa high school students in grades 9 to 12 have used an e-cigarette at least once in their lifetime⁷. Researchers from the U.S. Centers for Disease Control and Prevention have found that non-smoking children who used e-cigarettes were nearly twice as likely to say they plan to start

smoking tobacco cigarettes compared to those who never used e-cigarettes, roughly 44% versus 21.5%⁸.

Currently there are no long-term studies on the health effects of using e-cigarettes, and the products and nicotine cartridges lack regulation and quality control; nor is there scientific evidence that e-cigarettes are a proven quit smoking aid, although many people have reported using them to quit smoking. There are risks of nicotine poisoning, especially among children, if the e-liquid is ingested or by spilling the e-liquid on the skin. OPH is concerned that the use of e-cigarettes may undermine efforts to prevent youth from starting to smoke if the product glamorizes or normalizes the act of smoking.

At the May 2014 Ottawa Board of Health meeting, the Board passed a motion supporting a request that the Ontario Ministry of Health and Long-Term Care (MOHLTC) and the Ministry of Education prohibit the use of e-cigarettes on all school property. Also in May 2014, OPH supported a resolution put forth by aIPHa to request Health Canada, MOHLTC and its stakeholders to provide for the public health, safety, and welfare of all Ontario residents by: ensuring manufacturing consistency of e-cigarettes; conducting research on the long-term health effects of e-cigarettes and exposure to second hand vapour; and regulating the promotion, sale and use of e-cigarettes in Ontario.

Locally there has been an increased interest in policies on e-cigarettes to complement tobacco prevention and control efforts. Health care agencies, school boards, and community organizations are at various stages of conversation about restricting e-cigarette use. In September 2014, the federal government announced that the Standing Committee on Health will study the potential risks and benefits of e-cigarettes and will seek the advice of a variety of health stakeholders⁹.

In 2012, the Ontario Ministry of Health and Long Term Care (MOHLTC) advised health units that the SFOA does not cover e-cigarettes, as the products do not contain tobacco. In August 2014, Kathleen Wynne, premier of Ontario, stated that Ontario won't ban e-cigarettes until more research is conducted. In September 2014, the MOHLTC awarded the Ontario Tobacco Research Unit and the Centre for Addiction and Mental Health a grant in the amount of \$500,000 to conduct research on e-cigarettes. The two year project will entail three types of activities – a knowledge synthesis of e-cigarettes, analyses of the evidence from the synthesis, and primary research including population surveys and cessation effectiveness.

Water-pipe use

Currently the SFOA does not apply to indoor use of water-pipes that contain herbal, non-tobacco products. This has led to a number of water pipe bars, restaurants and cafes across the province where indoor smoking of ostensibly 'tobacco-free' products is permitted. With feedback from the public regarding water pipe use in Ottawa, City Council adopted an amendment to the Parks and Facilities By-law in June 2012 to ban water-pipe use on all municipal properties such as parks, playgrounds and beaches. To date, no complaints have been received, and no charges have been issued.

There is emerging research that indicates that water pipe smoking of non-tobacco and/or herbal substances has an adverse impact on indoor air quality and can lead to unhealthy exposures¹⁰⁻¹³. This has been further validated by the Ontario Tobacco Research Unit¹⁴ in testing the levels of particulates and carbon monoxide found in water-pipe cafés in Toronto. The study found that staff and patrons were exposed to air quality levels considered hazardous to human health.

Recent legal proceedings in the Provincial Court of British Columbia resulted in two business owners in Vancouver being convicted under a municipal by-law for allowing customers to smoke herbal water-pipes in their establishments.

Recent data reveals that water-pipes appear to be gaining popularity among youth and young adults: 13% of grade 7 to 12 students in Ottawa have used a water-pipe or hookah at least once in their lifetime, and 14% of high school students have used one in the past year¹⁵. This finding is consistent with the rest of Ontario, and the trend has been increasing among Ontario residents aged 15+ from 7% in 2011 to 10% in 2012¹⁶. In 2012, reported use was highest among those aged 20 to 24 with 30% of men and 29% of women reporting using a water-pipe at some point in their life¹⁶.

OPH will continue to work with City partners to explore expansion of Ottawa's smoke-free regulations to prohibit the use of water-pipes to eliminate enforcement complexities and protect Ottawa residents and workers from the harmful effects of second-hand smoke in enclosed public places and outdoor patios.

NEXT STEPS

Since its introduction in 2012, the "[Let's Clear the Air: A Renewed Strategy for a Smoke-Free Ottawa](#)" has made significant strides in its efforts to increase available programming and services for people who want to quit smoking; in the introduction of new smoke-free regulations to protect people from second-hand smoke in outdoor

spaces; and a public information and community engagement strategy to increase awareness of the dangers of tobacco use and create more voluntary smoke-free spaces.

The success to date can be measured in two areas: the significant decline in the smoking rate in Ottawa, and the increased engagement in tobacco prevention and control activities across multiple sectors. Work to sustain the momentum in Ottawa and ensure its comprehensive approach as best practice will require continued collaboration and partnerships with both municipal and community agencies. Over the next year OPH will work to:

Expand protection against second-hand smoke – OPH is currently consulting with By-Law and Regulatory Services and Legal Services to identify options that would expand smoke-free regulations to include herbal products in water pipes in public places. OPH will continue to request the provincial government to do the same and provide education to target groups about the dangers of water-pipe use.

Increase workplace based cessation supports – OPH has submitted a proposal for funding through the Public Health Agency of Canada (PHAC) in the amount of \$4,240,271 for a five year term. The overall aim of the initiative is to expand the current model of a tailored intervention for construction workers across companies in Ottawa as well as five jurisdictions across Canada.

Prevent youth initiation – There are a number of activities designed to denormalize smoking and thus reduce the risk of youth and young adults being enticed to experiment, initiate and become addicted to tobacco. OPH will work with pre and postnatal women and their families, as well as with schools and school boards to educate, and strengthen tobacco-free policies including prohibiting e-cigarettes on school property. OPH will also work with post secondary schools to raise awareness of tobacco industry tactics and with retailers to reduce youth access to tobacco. OPH will continue to monitor and collaborate with partners to advocate for regulatory changes to tobacco legislation, including banning flavours (including menthol), plain packaging and moratorium of new tobacco products.

Electronic cigarettes – OPH is concerned with the lack of research, regulation and quality control of how e-cigarettes are manufactured, marketed and used, especially the marketing and availability towards youth. OPH will continue to monitor and review scientific research, along with best practices by leading public health agencies including the World Health Organization. To help inform policy decisions in Ottawa, OPH will conduct an environmental scan of various jurisdictions, where policies on e-cigarettes

have been implemented and will continue to work with stakeholders to reduce the risks to youth, including the exploration of policy options. OPH will continue to press the federal and provincial government to properly regulate and enforce e-cigarette regulation, and prohibit use on school property.

Continue to support increased adoption of policies that increase smoke free spaces – This includes work with institutions, landlords, advocates and workplaces to reduce exposure to second-hand smoke. OPH will continue to offer policy development, cessation resources, signage and project support. Active partnerships with organizations like Ottawa Community Housing, post secondary schools, and hospitals will further encourage people to quit smoking, help them stay quit and reduce the exposure to second-hand smoke.

Ottawa has established itself as a City of progressive tobacco control with a robust three pillar approach –protection, cessation and prevention. Continued work on these areas will leverage the progress to date and sustain the momentum, an excellent investment for the health and wellness of Ottawa residents now and for the next generation.

RURAL IMPLICATIONS

There are no rural implications associated to this report.

CONSULTATION

Consultation was held prior to the strategy being approved by the Board.

LEGAL IMPLICATIONS

There are no legal impediments to receiving the information in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated to this report.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

ACCESSIBILITY IMPACTS

There are no accessibility impacts associated to this report.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications in implementing the recommendations of this report.

TECHNOLOGY IMPLICATIONS

There are no technology implications in implementing the recommendations of this report.

BOARD OF HEALTH PRIORITIES

The recommendations in this report support the Board of Health strategic priority: C4: Improving the lives of Ottawa residents by expanding smoke-free spaces, and A4: Increase community participation and engagement.

TERM OF COUNCIL PRIORITIES

The recommendations in this report support the Term of Council priority: Healthy and Caring Communities.

SUPPORTING DOCUMENTATION

[DOCUMENT 1](#): Highlights of momentum across local sectors

DISPOSITION

This report is for information.

¹ Canadian Community Health Survey (CCHS) 2011/2012, Statistics Canada, Ontario Share File, Distributed by Ontario MOHLTC

² Rapid Risk Factor Surveillance System, Ottawa Public Health, 2001-2012

³ Rapid Risk Factor Surveillance System, Ottawa Public Health, 2008, 2012

⁴ Harris Decima Public Opinion Survey, Ottawa Public Health, 2014

⁵ Ontario Health Status Report, Distributed by Ontario MOHLTC, 2011

⁶ Rapid Risk Factor Surveillance System, Ottawa Public Health, 2012

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