

ash wales
cymru

action on smoking and health

Smokefree Beaches Toolkit



www.ashwales.org.uk

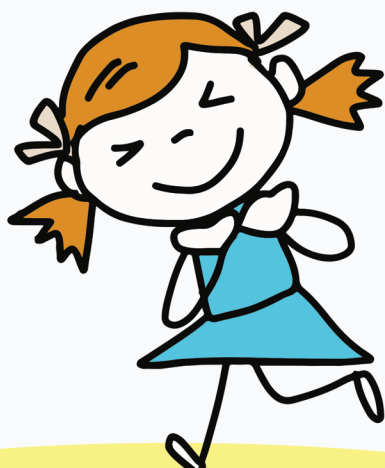
[@ashwalescymru](https://twitter.com/ashwalescymru)

[/ashcymru](https://www.facebook.com/ashcymru)



Contents

p3	<u>Introduction</u>
p4	<u>Why smokefree beaches?</u>
p6	<u>Case Studies</u>
	<u>Bibione - Italy</u>
p7	<u>California - USA</u>
	<u>New York - USA</u>
p8	<u>Australia</u>
p9	<u>Frequently Asked Questions</u>
p11	<u>Myth busters</u>
p13	<u>Step by step plan</u>
p15	<u>Support for Smokefree Beaches</u>
p16	<u>Template Press Release</u>
p17	<u>Smokefree Beach Sign</u>
p18	<u>References</u>



Introduction

Smokefree spaces are becoming more common across the world with many countries taking considerable steps to protect the public from second-hand smoke and improve the environment. Smokefree beach policies (byelaws and voluntary bans) have been tried and tested and it is time for Wales to follow suit. Local authorities across Wales have already implemented smokefree playgrounds.

Wales is home to some of the world's most beautiful beaches, which are well used by tourists and residents alike. These beaches can be enhanced with a smokefree policy, offering a more enjoyable experience for visitors, especially families with young children. This policy will have a positive impact on the environment (reduced litter and increased safety of marine wildlife), de-normalise smoking and protect young people from second-hand smoke.



Why Smokefree Beaches?

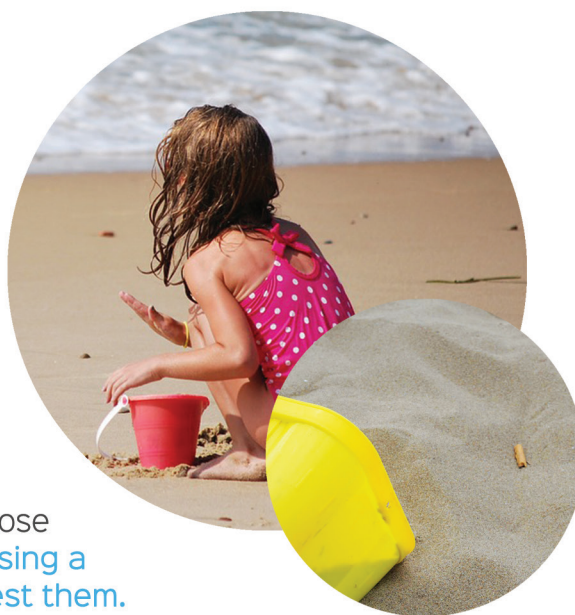
Wales has one of the greatest coastlines in the world, with over 30 Blue Flags (a voluntary eco-label awarded for sustainable development). Countries all over the world (US, Australia and Italy) are creating policies for smokefree beaches; here are some of the reasons why Wales should be joining them.

Preventing Litter and Pollution

Cigarette butts are the most littered item in the world with almost **4.5 trillion butts dropped each year**. A large proportion of these cigarette butts¹ are often found **discarded on the beach and littering the ocean**, spoiling our environment.

Cigarette butts are toxic and filled with deposits of tars and chemicals, which **leach out into the sea and poison marine wildlife**. In addition birds and small animals swallow discarded butts, resulting in poisoning, malnutrition and even death.

Cigarettes are made with a form of plastic called cellulose acetate which takes up to **12 years to biodegrade, posing a danger to animals and young children who may ingest them**. Other common cigarette litter found in beach clean ups include empty cigarette packets, cellophane wrapping, matches and lighters.



De-normalising smoking

Children and young people have the right to play in a clean and healthy environment and to take part in sports and meet their friends. The beach is a common place for young people to meet up and for families to bring their children, especially in the summer months.

Young people consistently over-estimate the prevalence of smoking and 60% think it is the norm² because they see it around them every day. **(21% of adults in Wales smoke³.)** Smoking in family-friendly places such as beaches creates the impression that it is a harmless activity but the **reality is that tobacco kills more than 5,000 people a year in Wales**.



A majority of people in Wales agree with a smoking ban in communal recreational spaces such as parks and beaches. With voluntary smoking bans already in place in playgrounds across Wales, it has been proven that the simplicity of a sign and public support can help people to challenge someone who lights up. This is especially important for parents, as their children are more likely to start smoking than those of non-smoking parents⁴.

Second-hand smoke

Second-hand smoke is just as toxic outdoors as it is indoors. 80% of cigarette smoke is invisible⁵ and contains over 4000 chemicals, 69 of which are cancer-causing. Outdoor second-hand smoke varies depending on wind speed, direction, the number and proximity of smokers.

Current legislation

The UK Scientific Committee on Tobacco and Health concluded in 2004 that second-hand smoke was a 'serious risk to public health' and, as a result, smokefree legislation came into force in Wales in April 2007, ending smoking in enclosed public places and workplaces. In addition, the Public Health Bill will contain further proposed smokefree spaces as part of the increasing movement in Wales.

In 2013, we called for all local authorities in Wales to introduce smokefree playgrounds. 21 out of 22 local authorities in Wales now have voluntary bans, some of these are being extended to other outdoor areas such as leisure centres, sports grounds and outside school gates. The Isle of Anglesey has even introduced a smokefree village.

The Welsh Government is supportive of smokefree beaches and wants local authorities to be an 'exemplar' for smokefree spaces and has asked all councils to develop and consider making more spaces smokefree. Self-enforcement is seen as the most effective way of policing a ban especially when the community is involved.



Case Studies

Smokefree beaches have been successful in America, Australia and parts of Europe. These case studies from across the world, showcase their development and achievements:

Bibione – Italy

Bibione is a beach community which was established in the 1950s and is now the second most popular beach in Italy. It is characterised by family-oriented tourism, the promotion of well-being, sport, the environment and relaxation. The beach is 9 km long and, because of its vast width, is considered attractive for families.

In 2011 a survey of 1500 people, showed that 65% of respondents said they would be in favour of a total ban of smoking on the beach. Subsequently, two non-smoking test zones were set up with signs and information for tourists who rented umbrellas there. A few days later, news of the initiative reached the media with the main Italian and European TV/radio channels and newspapers highlighting the ban.



The Bibione smoking ban aimed to provide a smokefree beach for tourists and residents and to protect everyone from exposure to second-hand tobacco smoke. The initiative was tested in two sites in the summer of 2011 and was positively received. It was fully launched at the beginning of the season in May 2014. The ban focused on the most populated part of the beach; from the first umbrella down to and including the water, areas where children play, pregnant women stay and where most people, especially those with families, spend a considerable amount of time.¹⁰



California - USA

There are over 220 districts in the USA that have a smokefree beach policy⁷, the majority in California. In 2003, the City of Solana Beach in California became the first district to launch a smokefree beach policy⁸.

The campaign for smokefree beaches was led by young people with support from the tobacco-free coalition of San Diego and the American Lung Association. Young people presented their campaign to city council members along with cigarette butts they collected on the beach and surveys they had conducted with beach-goers⁹.

After a year of campaigning, the council voted unanimously in favour of passing an ordinance, making all beaches in Solana Beach City smokefree.

Since the passing of this ordinance, smokefree beaches have become a popular standard in the Southern California Communities⁷. Over 100 miles of shoreline prohibit smoking; including tourist hot spots such as Venice Beach, Laguna Beach, Long Beach, Newport Beach, and Santa Monica.¹¹



New York - USA

In 2011, New York City launched a bill that prohibits smoking within the city's parks, beaches, and pedestrian plazas. The bill covers 14 miles of beaches within the city and is self-enforced through signage and public awareness. During the first year when the bill came into effect, over 700 people were approached by enforcement officers for smoking in areas prohibited by the law.

The mayor and council signed the bill due to the exposure of second-hand smoke being at a higher rate than the national average. It also received high public support with over 65% of New York City residents supporting a smoking ban in parks and beaches. The city continues to educate the public through signage and PR in the hope that compliance will improve over time as the public become increasingly aware of the policy.¹¹



Australia

In 2004, Manly Council in Sydney became the first district in Australia, and only the second country in the world to legislate a smoking ban on a public beach.

Manly Council's aim was to reduce cigarette butt litter and to stop damage to the marine environment and animals caused by cigarettes.

Since the ban in Manly, five other cities in New South Wales have also joined with smokefree beaches including the famous Bondi beach in Sydney. Smoking is also prohibited on all beaches in the state of Western Australia.

In 2005, the state of Queensland implemented the first state wide smoking restriction on a variety of outdoor areas. The ban prohibits smoking on patrolled beaches, beaches marked with flags for safe swimming and on artificial beaches.

The legislation also bans smoking at major sports facilities, within 10 meters of children's playgrounds and within 4 meters of non-residential building entrances, including offices, banks, restaurants, snack bars and cinemas.



Frequently Asked Questions

Does current smokefree legislation in Wales cover beaches, outdoor playgrounds, schools and leisure centre grounds?

No, since April 2007, only smoking in enclosed and substantially enclosed public places and workplaces is prohibited in Wales under the Health Act 2006.

In its Tobacco Control Action Plan for Wales, the Welsh Government encourages local authorities to provide an exemplar role for children by introducing smokefree policies.

What sort of signage is required?

There are a number of options regarding signage:

- The internationally recognised [symbol for No Smoking](#) is used by a number of councils and can be easily fixed to existing signage.
- Signage similar to the smokefree playgrounds [signs created by school children can be used](#), which is also cost effective and generates great local publicity for the council.
- [ASH Wales Cymru signage can be found at the back of the toolkit](#). This signage is consistent Wales-wide.

Involving the community and young people also ensures buy-in from local people who are then more likely to help enforce the smokefree policy.



How do we know that local residents and visitors will support smokefree beaches?

Public support for smokefree spaces in Wales is consistently high. Since the 2007 smoking ban in enclosed public places public support has increased.

A recent YouGov survey, commissioned by ASH Wales Cymru, shows that a majority of people agree with a smoking ban in communal recreational spaces such as parks and beaches (53%) and many are still undecided (14%)¹².

Attitudes to smoking have changed among the general population and people are more aware today of the harmful effects of second-hand smoke, particularly affecting children.

It's also important to de-normalise smoking in front of young children as they are more likely to become smokers themselves if they see it as a normal, everyday activity.



How can I help make my local beach smokefree?

Responsibility for drawing up and implementing smoking policies relating to open public places is a matter for the local council. Your council may already have no-smoking policies in place to discourage smoking, particularly in areas where children congregate.

In the first instance you should write to your local authority Chief Executive to ask what their smokefree policies are. If they don't have one for outdoor spaces ask when they plan to implement one. Pressure from local people is a powerful way of ensuring issues are taken seriously.



Myth Busters

Myth #1

Banning smoking on beaches would be impossible to enforce

It is up to councils how they wish to enforce smokefree policies. Examples from around the world have shown that a voluntary ban with no-smoking signs, public awareness and pressure from local residents is enough to deter people from lighting up.

Myth #2

Councils can't afford to implement smokefree beaches

There may be some costs associated with putting up signage but simply adding the internationally recognised no-smoking symbol to existing signs can be an inexpensive way of creating a smokefree beach.

In the longer-term money can be saved by reduced cleaning costs due to the lack of cigarette butts, packaging and other tobacco-related litter. Tourism may increase if the beach is a cleaner place for families to visit.

Myth #3

People will just ignore the signs

Parents tell us that simple no-smoking signs in children's playgrounds have encouraged them to approach someone who was about to light up near their children playing.

Signage designed by youth forums and school children has proved effective in smokefree playgrounds all over Wales. Similar youth-focused signage can be used for beaches.



Myth #4

People won't visit beaches anymore

There is no evidence from other countries who have implemented smokefree beaches that fewer people are visiting beaches; in fact public opinion in Wales is consistently in favour of smokefree spaces. Similar fears about a reduction in people going to bars and restaurants were also raised when the 2007 legislation came into force banning smoking in enclosed public places. The reality is that people are enjoying a cleaner and healthier environment to socialise in.

Myth #5

Councils have more important things to worry about than people smoking on the beach

A classroom (39) full of children aged 11-14 take up smoking every day in Wales. One of the reasons why many children smoke is that they see their parents and other adults smoking and it becomes a normal everyday activity. Second-hand smoke is also dangerous for children and can cause or aggravate asthma and other respiratory conditions.

Local authorities have to juggle many different priorities but public protection must come top of the list. Creating smokefree beaches and other areas that families and children use is one way of meeting that obligation.



Step by step plan

Step 1

Identify champions

Scope out supportive individuals and groups in the local community, e.g. residents; surfers; local tourist associations; community councils; youth groups; Keep Wales Tidy; people who were involved in the Smokefree playgrounds campaign.

Step 2

Engage and involve stakeholders

Stakeholders are individuals or organisations who stand to gain or lose from a decision, process or initiative.

Stakeholders can be:

- Community-based organisations;
- Residents
- Service providers
- Elected representatives
- Local economic players ranging from small businesses to industry developers and big business
- Public agencies (health, environment, tourism, culture)
- Third sector organisations

Step 3

Organise a litter pick

In order to assess the impact of the ban, a litter pick, counting the amount of cigarette butts and tobacco packaging, pre-ban comparing to a litter pick after the ban is a good PR opportunity.

Step 4

Develop a communications strategy

Design a communications strategy aimed at stakeholders and the wider public, spelling out the positive reasons for the ban.

Step 5

Implement the campaign

- Launch event - Carry out public awareness campaigning on the beach, involving champions.
- Implement the communications strategy with proactive press releases to the local and regional media.

Step 6

Enforcement

The recommended and low-cost option is to pursue a voluntary ban, with signage and public awareness campaigns.

Step 7

Expand smokefree spaces

Following a successful campaign that has gathered public support, use best practice to implement further smokefree spaces in your area, e.g. smokefree parks, sports grounds and school gates.



Support for Smokefree Beaches



Elliot Dudley, Surfers Against Sewage

“From our regular beach clean-ups we know that cigarette ends and packets are some of the most littered items on Welsh beaches. The chemicals in tobacco damage the environment, and the quantity of litter can make using the beach and the sea an unpleasant experience.

“Wales has some of Britain’s best surfing beaches, so we support making them smokefree to ensure that we have a coastline we can be proud of, that people love to visit.”



Elen de Lacy, Chief Executive of ASH Wales Cymru

“The public in Wales are supportive of smokefree spaces. Introducing smokefree beaches in Wales is another important measure to protect young people from second-hand smoke. Following on from our successful campaign for smokefree playgrounds across Wales, beaches are another key space to introduce a ban. With a classroom of children taking up smoking every day in Wales, we want all spaces in Wales where children and young people congregate – to be smokefree. We want everyone to share the clean, fresh air free from cigarette smoke.”



Cerys Humphries, Healthy Lifestyles Development Manager, Gwynedd County Council

“Following on from the work already achieved on smokefree spaces, this toolkit will again aid us as a local authority in planning and implementing our smokefree beaches initiative. Increasing the number of smokefree spaces will allow children to play free from the effects of second-hand smoke and to enjoy clean, fresh air during their time on the beach.”

Template Press Release

INSERT DATE

INSERT COUNCIL BANS SMOKING ON BEACHES

Insert Council has taken the bold step of banning smoking on all of its beaches to protect children from the harm of second-hand smoke and the perception that smoking is a harmless activity.

The official launch will take place on Insert date with local young people who have helped campaign for smokefree beaches.

A survey by YouGov in 2015 for ASH Wales revealed that a majority of Welsh adults now believe that smoking should be banned in communal recreational spaces such as parks and beaches.

Insert Council Spokesman said: “We know children are at particular risk from second-hand smoke and that they are also more likely to start smoking themselves if they see adults doing it in a family friendly environment. It is vital to de-normalise smoking to reduce the rates of young people taking it up and also reduce their exposure to smoke in areas where they gather.”

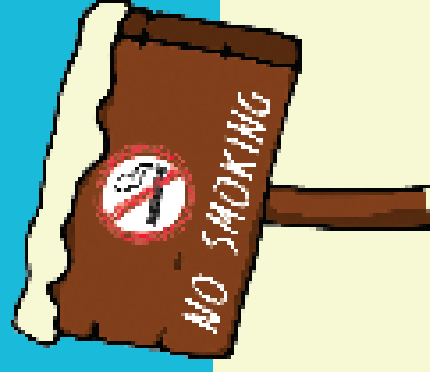
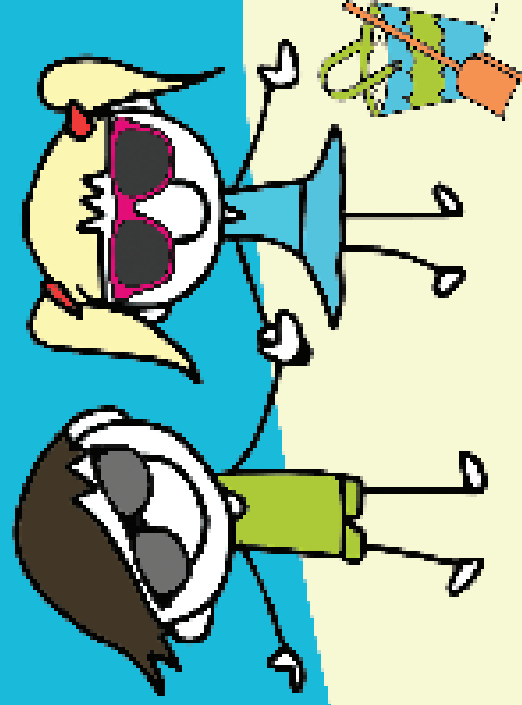
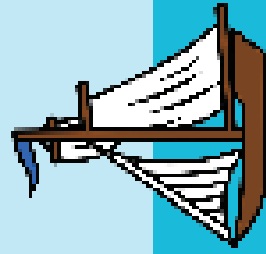
“This policy will also create a positive impact on the environment reducing litter and increasing the safety of marine wildlife.”

“As a council we take public health very seriously and want to do as much as we can to protect our children from smoking.”

Insert
photo



THANK YOU FOR KEEPING OUR BEACH SMOKEFREE



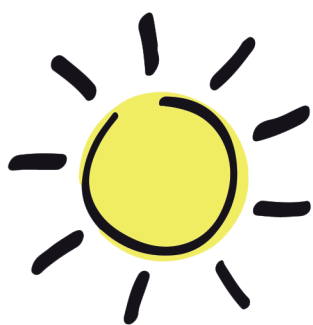
DIOLCH AM GADW EIN TRAETHAU YN DDI-FWG



References

- ¹ Report by Cardiff University Marketing Students for Keep Wales Tidy. September 2009
- ² West. R (2007). Public perceptions of smoking prevalence in the UK:
<http://www.smokinginengland.info/Ref/paper7.pdf>
- ³ Welsh Health Survey 2013:
[http://gov.wales/statistics-and-research/welsh-health-survey/?lang=en03c3c67/\\$FILE/Eng%20Smoking%20Report%20LowRes.pdf](http://gov.wales/statistics-and-research/welsh-health-survey/?lang=en03c3c67/$FILE/Eng%20Smoking%20Report%20LowRes.pdf)
- ⁴ Leonardi-Bee, J, Lisa Jere, M, Britton, J (2011), “Exposure to parental and sibling smoking and the risk of smoking uptake in childhood and adolescence: a systematic review and meta-analysis”, in Thorax International Journal of Respiratory Medicine,
thorax.bmj.com/content/66/10/847.abstract
- ⁵ NHS Smokefree. Smokefree Homes and Cars, 2012,
http://www.resourcesorg.co.uk/assets/pdfs/Smokefree%20Homes%20and%20Cars_A5leaflet.pdf
- ⁶ Action on Smoking and Health Wales. Smoking in Cars,
http://www.ashwales.org.uk/creo_files/upload/downloads/smoking_in_cars.pdf
- ⁷ American Nonsmokers’ Rights Foundation. Municipalities with Smokefree Beach Laws, 2015 <http://www.no-smoke.org/pdf/SmokefreeBeaches.pdf>
- ⁸ National Academy of Sciences. Smoke-free beaches and parks. 2011
http://sites.nationalacademies.org/Tobacco/smokescreen/Tobacco_043064
- ⁹ City of Solana Beach. Our beaches are not an ashtray. 2010
<http://www.earthresource.org/campaigns/smoke-free/overview.html>
- ¹⁰ Bibione Breath by the Sea
euro.who.int/__data/assets/pdf_file/0019/249013/Bibione-Breath-by-the-Sea-updated-version.pdf
- ¹¹ Smoke-Free Beaches in Ontario: Progress and Implications for Practice
www.ptcc-cfc.on.ca/common/pages/UserFile.aspx?fileId=120942
- ¹² YouGov survey. Total sample size was 1,002 adults (aged 18+). Fieldwork was undertaken between 26th February and 12th March 2015.





ash wales
cymru
action on smoking and health