

The Business Case for a Smoke-Free Outdoor Bylaw in Ottawa

Ottawa Residents Support Smoke-Free Outdoor Spaces

- 84% support smoke-free doorways to public places.¹
- 78% support indoor smoke-free hotels, motels and inns.²
- 77% support smoke-free parks and playgrounds.³
- 73% support smoke-free patios.⁴
- 70% support smoke-free festivals, fairs, parades and markets.⁵
- 68% support smoke-free beaches.⁶



Ottawa's Smoke-Free Indoor Bylaws Did Not Negatively Impact the Hospitality & Tourism Industry

“Economic studies in Ontario and internationally show that smoke-free policies do not adversely affect aggregate sales or employment in bars and restaurants; in some cases, these policies have had a positive impact.”⁷

- There is no scientific evidence that Ottawa's smoke-free indoor bylaw negatively affected restaurant and bar sales.^{8,9}
- “Ottawa is a viable tourism destination. Ottawa has benefited from increased tourism visitation and revenues over the past 10 years and this growth can be attributed to the attractiveness of the destination...”¹⁰
- The hotel industry in the Ottawa and Gatineau region generated \$500 million in annual sales in 2010.¹¹

All Hospitality Workers Deserve Equal Protection from Second-Hand Smoke

- Second-hand smoke on a restaurant or bar patio can waft indoors,¹² putting workers and patrons at risk.
- A scientific study of air quality on some restaurant and bar patios in Ottawa found hazardous levels of particulate matter.¹³
- “Short-term exposures to outdoor second-hand smoke might be life-threatening for high-risk persons, since the human cardiovascular system is very sensitive to second-hand smoke.”¹⁴
- **“In many cases, the effects of even brief (minutes to hours) passive smoking are nearly as large as those from chronic active smoking.”¹⁵**
- Hospitality workers are at high risk of exposure to second-hand smoke on patios.¹⁶
- Young women in the hospitality industry are especially at risk because smoking and exposure to second-hand smoke increases their risk of breast cancer.^{17,18}
- Only 100% smoke-free indoor or outdoor workplaces can adequately protect all hospitality employees and patrons.

Heather Crowe wanted to be the last worker to die from exposure to second-hand smoke.¹⁹

Creating a Level Playing Field for all Hospitality Businesses

“Our patios have been smoke-free since 2001. It’s a health issue for employees and customers. Making all patios 100% smoke-free will level the playing field for all businesses. It’s the right thing to do. I don’t expect the smoke-free outdoor bylaw to have a permanent hit on overall business.”²⁰

Phil Waserman, Owner, Courtyard Restaurant and Mamma Grazzi’s

- Many hospitality establishments in Ottawa already have smoke-free patios. 225 out of 480 patios in Ottawa fall under the Smoke-Free Ontario Act.²¹
- 25 more patios in Ottawa are voluntarily smoke-free.²²
- The City of Ottawa consulted with the hospitality industry and business improvement areas and consultations “showed that there is a high level of support for expanding Ottawa’s smoke-free regulations on municipal properties, playgrounds, parks and patios.”²³
- The Ottawa Dragon Boat Festival, the Ottawa Folk Festival, and the Ottawa International Children’s Festival have adopted a 100% smoke-free policy.
- A 100% smoke-free bylaw for **all** patios, festivals, hotels, motels and B & Bs in Ottawa would level the playing field.

Ottawa Council on Smoking and Health

www.smokefreeottawa.com

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Researched and written by Carmela Graziani, February 2012

Reducing High Smoking Rates Among Hospitality Workers Is Good for Business

- 19.8% of Canadian workers in the sales/service industry smoke.²⁴
- 7.8% of young adults (20-34 year olds) in Ontario work in the hospitality industry.²⁵
- Young adults (20-34 year olds) in Canada have the highest smoking rate in Canada.²⁶
- **\$3,396**: Total cost to employers for each Canadian employee who smokes, due to higher absenteeism, decreased productivity and higher insurance premiums.²⁷
- Smoking costs Ontarians **\$4.4 billion**²⁸ in lost productivity and **\$1.6 billion**²⁹ in health care costs for a total of **\$6 billion**.
- Helping staff to quit smoking improves employees' health and productivity and reduces sick days.³⁰
- Smoke-free workplaces help smokers to quit and stay smoke-free.³¹
- The Canadian Restaurant and Food Services Association supports smoking cessation programs.³²



Canadian Municipalities with Smoke-Free Outdoor Bylaws

- **Patios:** Vancouver, Victoria, Whistler, Saskatoon, Thunder Bay, Kingston, Hamilton, Woodstock³³
- **Parks:** Vancouver, Tofino, Whistler, Squamish, Saskatoon, Brandon, Toronto, Barrie, Belleville, Arnprior, Cornwall, Woodstock, L'Anncienne-Lorette, Kentville, Bridgewater³⁴
- **Beaches:** Vancouver, Squamish, Hamilton, Arnprior, Orillia, Timmins, Peterborough, Thunder Bay³⁵



Canadian Provinces with Smoke-Free Outdoor Laws:³⁶

- Newfoundland and Labrador
- Nova Scotia
- Alberta
- Yukon Territory

Popular International Tourist Destinations with Smoke-Free Outdoor Spaces:

- New York City has 1,700³⁷ smoke-free parks; 14 miles³⁸ of smoke-free public beaches; and smoke-free boardwalks, pedestrian plazas (e.g. Times Square), public golf courses and sports stadium grounds.³⁹
- Los Angeles has smoke-free restaurant patios, cafes, food courts, food carts and mobile food trucks.⁴⁰
- The U.S. States of Hawaii, Washington, Maine, Michigan and Puerto Rico have smoke-free outdoor dining areas.⁴¹
- Municipalities in California, Maine, Rhode Island, Massachusetts, New Jersey, Washington, Michigan and South Carolina have smoke-free beaches.⁴²
- Queensland, Australia has smoke-free outdoor dining and drinking areas.⁴³
- 30 councils in New South Wales, Australia have adopted smoke-free patios, parks, playgrounds and beaches.⁴⁴
- Beer tents at Oktoberfest in Bavaria, Germany are smoke-free.⁴⁵
- The 2012 Olympic Games in London, England will have 100% smoke-free outdoor spaces.⁴⁶



(Times Square, New York City)

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