Making Cities **Smoke-free**



World Health Organization

WHO Library Cataloguing-in-Publication Data:

Making cities smoke-free.

1. Smoking - prevention and control. 2. Tobacco smoke pollution - prevention and control. 3. Tobacco smoke pollution - legislation and jurisprudence. 4. Cities. 5. Urban health. 6. Health policy. I. World Health Organization.

ISBN 978 92 4 150283 2 (NLM classification: WM 290)

© World Health Organization 2011

All rights reserved. Publications of the World Health Organization are available on the WHO web site (www.who.int) or can be purchased from WHO Press, World Health Organization, 20 Avenue Appia, 1211 Geneva 27, Switzerland (tel.: +41 22 791 3264; fax: +41 22 791 4857; e-mail: bookorders@who.int).

Requests for permission to reproduce or translate WHO publications – whether for sale or for noncommercial distribution – should be addressed to WHO Press through the WHO web site (http://www.who.int/about/licensing/copyright_form/en/index.html).

The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by the World Health Organization in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters.

All reasonable precautions have been taken by the World Health Organization to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall the World Health Organization be liable for damages arising from its use.

Design and layout by Bernard Sauser-Hall

Printed by the WHO Document Production Services, Geneva, Switzerland

MAKING CITIES SMOKE-FREE 2011





AKNOWLEDGMENTS

This publication is the result of a joint project - Smoke-Free Cities – between the Tobacco Free Initiative (TFI) and the WHO Centre for Health Development (Kobe Centre) of the World Health Organization (WHO).

The lead contributor of this paper is Heather SELIN, WHO consultant. The project leaders for the production of this paper were Francisco ARMADA of the WHO Kobe Centre and Luminita SANDA of the WHO TFI, with the collaboration of Armando PERUGA of the WHO TFI and Mina KASHIWABARA of the WHO Kobe Centre, under the coordination of Douglas BETTCHER of the WHO TFI and Jacob KUMARESAN of the WHO Kobe Centre.

We are grateful for the thoughtful comments received from the participants at the Global Consultation Meeting on Smoke-Free Cities (12-13 April 2010) organized by WHO TFI in Geneva, Switzerland: Eamon Corcoran, Ireland, international consultant for tobacco control; Ronald GOULD, lead politician for Liverpool Smoke-Free campaign, and former Lord Mayor of the City of Liverpool; Alice GRAINGER-GASSER, Project Manager, Global Smokefree Partnership and World Heart Federation; Sylviane RATTE, Advisor, International Union against Tuberculosis and Lung Disease; Itsuro YOSHIMI, National Institute of Public Health, Japan. Technical input from Ulysses DOROTHEO and Domilyn VILLAREIZ of the Southeast Asia Tobacco Control Alliance, member organization of the Global Smokefree Partnership, is gratefully acknowledged.

We would also like to thank the following contributors who provided input for the smoke-free case studies in the project: Armando AHUED-ORTEGA, Lucy ANAYA, S. ANGELIS, H. Siddiq Ali Thamin ANSARI, Rathinam ARUL, María Magdalena Patlán BRISEÑO, Daniela Guedes CAMPELO, Marcelo Ebrard CASAUBÓN, Patricia CRAVIOTO, Jon DAWSON, Wilson ENDAU, Alice Grainger GASSER, Hemant GOSWAMI, G. KAVITHA, Victor MATETE, Martha Olga MILLÁN-JAIME, Mostafa MOHAMED, Joseph MUTAI, Joyce Nanjala NATO, Fredrick Aggrey Akumu ODHIAMBO, Rebeca ROBLES-GARCÍA, Ignacio Federico Villaseñor RUÍZ, Jamilya SADYKOVA and Shanelle UEYAMA.

We appreciate the administrative support received from Miriamjoy ARYEE-QUANSAH, and Yoko INOUE and the editorial support from Richard BRADFORD of WHO and from Diana HOPKINS, external consultant, who edited the report.

WHO TFI and WHO Kobe Centre also acknowledge the work of all of the governments and NGOs that have achieved smoke-free environments and in doing so have provided the evidence and experience that informs this paper.

— iii —

CONTENTS

ACRONYMS	vi
FORWARD	vii
1. INTRODUCTION	1
2. WHAT DOES IT MEAN TO BE "SMOKE-FREE"?	2
3. EVERY CITY CAN DO SOMETHING	2
3.1. How should a city choose action priorities?	3
3.2. Where should we start and how long will it take?	4
4. KEY ELEMENTS FOR SUCCESSFUL IMPLEMENTATION	5
4.1 Success element 1: simple, clear, enforceable and comprehensive legislation	6
4.1.1 Legal basis for regulation	8
4.1.2 Effectively defining scope of legislation	9
4.1.3 Designated indoor smoking rooms or areas: neither simple, nor	
comprehensive, nor enforceable (or protective)	11
4.2 Success element 2: anticipation and countering of the opposition	13
4.2.1 Front groups	14
4.2.2 Ventilation and "accommodation", and attacking the science	14
4.2.3 Economic arguments	15
4.2.4 Legal challenges (or threats of legal challenges)	16
4.3 Success element 3: good planning and adequate resources to maximize	
compliance with the law	17
4.3.1 Enforcement strategy	19
4.4 Success element 4: civil society involvement	20
4.5 Success element 5: outreach and communications	22
4.5.1 Outreach to media, the public and political leaders	24
4.5.2 Outreach to businesses and employers	26
4.5.3 Political champions as messengers	26
4.6 Success element 6: monitoring and evaluation of implementation and impact	
of the law	28
4.6.1 Types of monitoring tools	
4.6.2 Getting the message out: the law works and is popular	32
5. TWELVE STEPS TO A SMOKE-FREE CITY	
ANNEX 1. MODEL ORDINANCE WITH COMMENTS	34
ANNEX 2. LEGISLATION REVIEWED	40
ANNEX 3. OTHER RESOURCES	44
REFERENCES	49

.

FIGURES

•	From Argentina, a variation on the traditional "no smoking" sign The welcome sign to Frankfurt's "smoke-free" airport is highly misleading, as evidenced by the smoking areas inside where Camel cigarettes sponsor	7
	the smoking zone	9
•	Billboards and other promotional material in Mecca and Medina	16
Figure 4	Heather Crowe. Died of lung cancer from second-hand smoke in the workplace	
	in 2006, age 61	20
Figure 5	Ireland's mass media campaign highlighted protection of workers,	01
Figure /	the "Smoke-freeworks" campaign.	ΖI
Figure o	Posters promoting the implementation of smoke-free laws in bars and restaurants in Mexico City.	22
Figure 7	Guidance brochures and posters for businesses and their staff produced	~~
i igui o ,	in Hong Kong SAR, Ireland and Scotland	23
Figure 8	Manual Mondragon, former Secretary of Health of Mexico City; Tabaré Vazquez,	
Ū	President of Uruguay.	23
Figure 9	Public support for smoke-free laws pre- and post-implementation (after about	
	one year) in Ireland, New Zealand (data reflects support for smoke-free bars only	y]
	and New York State	27
BOXES		
Box 1	Every city can do something	2
	Smoke-Free Liverpool, as an example of action towards a smoke-free country	3
	Why are signs important?	
	The case of Chandigargh, India	
	Three cities' experiences with designated smoking rooms	
Box 6	Mecca and Medina: unique rationale, familiar implementation strategies	
	Scotland's enforcement protocol	17
Box 8	Chandigarh civil society action leads to implementation and partnership with local government	18
Box 9	Canada: a personal message from a worker	
	Rosario, Santa Fe, Argentina: citizen's action supports smoke-free legislation	
	and makes the news	21
Box 11	Uruguay campaign "Un Millón de Gracias" ("Thanks a Million")	24
Box 12	"Twelve steps"	29

TABLE

Table 1	Sample polling questions and response options from a Mori poll,	
	Uruguay, 2006	25

— v —



ACRONYMS

DSR	designated smoking room
NGO	nongovernmental organization
SHS	second-hand smoke
WHO	World Health Organization
WHO FCTC	WHO Framework Convention on Tobacco Control
WHO TFI	World Health Organization, Tobacco Free Initiative
WHO Kobe Centre	World Health Organization, Centre for Health Development

FORWARD

A message to mayors

With growing numbers of people moving into cities, the challenges facing municipalities today to expand public services under their control are innumerable. In many countries, greater political and financial power is being devolved to city councils and, while this may be a positive development, the financial resources available to the authorities to assume additional responsibilities for more people appear to be shrinking.

Given these challenges, properly protecting the health of your city's residents may seem, at first glance, to be a daunting task. However, there is at least one cost-effective measure you can put in place to greatly improve the health of those who live and work in your city: adopt and implement legislation to prohibit tobacco smoking in indoor public places and workplaces (smoke-free legislation).

This paper is intended to assist your staff and other city officials to prepare for and implement smoke-free legislation that is popular, complied with, and effective in improving health. Implementation of smoke-free legislation is associated with better health amongst workers, improved indoor air quality, and a lower incidence of heart attacks.

The paper draws on the experience of many different jurisdictions to provide practical information about how your city can become smoke-free.

Apart from practical guidance, there is one key ingredient for success that you must contribute: political leadership.

预览已结束, 完整报告链接和二维码如下:



https://www.yunbaogao.cn/report/index/report?reportId=5 28719