


Halifax Regional Council
July 15, 2003

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: 
Paul Dunphy, Director of Planning & Development Services

DATE: July 2, 2003

SUBJECT: Smoke Free By-law S-200 Awareness and Education Process

INFORMATION REPORT

ORIGIN

On May 6, 2003 Council approved a phase-in enforcement date of July 31, 2003 for drinking establishments under By-law S-203. Staff efforts have focussed on an awareness and education campaign to coincide with that date. Mailouts have gone to bingos, restaurants, drinking establishments, licensed private clubs, and Royal Canadian Legions. The Casino has been contacted and has expressed a keenness to ensure it is in compliance.

DISCUSSION

A Public Awareness and Education Program is underway. The theme of our public awareness campaign is "**Breathe Easier in "HRM"**".

Media to be used includes:

- Printed material - We will disseminate printed information kits to proprietors, public associations, industry associations, and members of Council, etc.
- Radio public service announcements will be on the air;
- Newspaper ads will be in both daily newspapers in late July and in early August;
- Television ads will be out in August to put out key messages to the public and proprietors;
- A schedule of times and dates of publication and broadcast will be made available to Regional Council.

Key messages are:

- How we will enforce the by-law;
- What you can do if you see smoking;
- How you can show support for your smoke-free places- supporting local businesses.

Enforcement efforts are in progress:

- Training of enforcement staff, ie., Fire Prevention Officers and Enforcement Officers has begun;
- We have been tracking all inquiries and complaints;
- Enforcement Team is responding to calls;
- Enforcement will be ready to be out there after August 1st.

Enforcement Approach:

- Contact, educate, and make aware through public messages and distribution of materials;
- Contact, educate and follow-up with Enforcement Officers during regular work hours;
- Contact, educate with Fire Prevention Services at unscheduled hours during night and week ends and special enforcement requests;
- Enforce with sanctions available. Charges will be laid.

BUDGET IMPLICATIONS

None

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

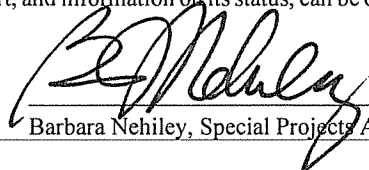
None

ATTACHMENTS

None

Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by:



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