



Building Healthy Communities



Marquette, MI
June 25, 2010



City of Sault Ste. Marie: Tobacco Free Resolution Proposal



Clara James
Chippewa County Health Department
Building A Healthier Community



+ **Playing Tobacco Free: Making Your Parks & Recreational Facilities Tobacco Free**

- Tobacco-free environments protect the health, safety, and welfare of the community.
- A city resolution creates consistency for youth recreation facilities in the community, since most school districts prohibit tobacco use at their outdoor facilities.
- Resolutions for city-owned facilities support local groups (soccer clubs, Little League, etc.) who use city facilities and promote healthy lifestyles.
- Discarded cigarette butts cause litter, require maintenance expenses, and can be ingested by toddlers.



Why Tobacco Free Parks?

- Tobacco Free Parks are not a new concept.
- According to the American's For Nonsmoker's Rights (www.no-smoke.org), there are 600 municipalities that restrict smoking in public outdoor places such as parks and beaches and 312 that restrict smoking in outdoor stadiums and other sports and entertainment venues.
- Some of these states with tobacco-free parks include: Iowa, Minnesota, California, Utah and Massachusetts.
- Provides consistency with new laws being enforced.



+ Groups that Support Tobacco-Free Policies

- The National Alliance for Youth Sports and the National Youth Sports Safety Foundation state that parents must demand a tobacco, drug and alcohol-free environment.
- The National Youth Sports Coaches Association Code of Ethics states that each coach should provide a sports environment that is free of tobacco, drugs, and alcohol.
- Little League
- Sault Soccer Association
- Sault Area High School and Middle School athletic programs and campus policies.



Rationale & Influencing Factors

- Second hand smoke can affect non-smokers and cause death.
- It would provide healthier public park areas for our residents.
- It will compliment the Sault Area School District tobacco-free buildings & grounds policy in which some school grounds and facilities are used for city recreation and sports programs.
- Signage currently exists in some areas where demonstrated needs for controlling cigarette butt litter, chew spit, and second-hand smoke were initially identified.



Rationale & Influencing Factors

- It will create a consistent tobacco-free policy at all city and school recreation and sports facilities, eliminating confusion
- It goes along with our mission and goal to provide a variety of healthy, active and positive recreation opportunities and facilities for Sault Ste. Marie residents.
- Adult actions influence youth. Coaches, parents, referees and leaders involved in recreation are role models for youth and can have a positive effect on lifestyle choices they make.



Types of Commitment

- **Resolution-** Is a suggestion of support adopted by an authority to incorporate identified principles.
- **Policy-** A formal step adopted by an authority to incorporate principles in their master plan.

These are types of policies

- **Regulation-** Enforceable rules typical of a county authority
- **Ordinances-** Enforceable rules typical of a city authority
- **Laws-** Enforceable rules typical of a state authority



Types of Commitment

Expectations of enforcement

- **Resolution:** Education and enforcement to the public is usually through signage
- **Policy:** Specifications on use of a public area is designated through signage and possibly contracts with users . Staff and public responsible to monitor area and call for enforcement if continual resistance results in non-compliance with signage. Loss of use due to contract violations.
- **Ordinance:** Enforcement by fine, with City Council support, and Police support with enforcement



Collaboration

- Building a Healthier Community of Chippewa County Health Department
- Strategic Alliance for Health of Sault Tribe Health Services
- Tobacco Free Living Coalition of Chippewa County Health Department
- Health Education of Sault Tribe Community Health
- Community Services Board of Sault Ste. Marie
- Youth organization leaders





What does a typical city tobacco-free resolution look like?

- Identifies logical facts that present the dangers of tobacco use.
- Identifies a facility or organization's mission statement.
- Provides correlation for the support of a resolution.



What does a typical city tobacco-free resolution look like?

- Identifies the extent of the support an organization or facility is providing.
- Drafts are written and presented to collaborating entities with the request for feedback on changes.
- Can start with other modules but need to make it specific to your needs.



What does a typical city tobacco-free policy look like?

- Formalizes support that is already present.
- Policies outline the specific outdoor recreational facilities that are covered (playgrounds, parks, beaches, etc.).
- Policies prohibit spectators and participants from using tobacco.
- Policies describe how facility users will be notified (user mailings, policy guidebooks, etc.).
- Policies outline how enforcement will occur.



Process

- Identify Mission
- Collaboration
- Work plan
- Education
- Draft
- Survey opinion
- Presentation



How are these policies enforced?

- Similar to other park policies, such as alcohol and litter policies, primary enforcement tool is signage.
- Other methods include policy manual, newsletter, and e-mail updates.
- Signed statements from teams, participants, coaches, and parents are other ways to notify facility users.



How are these policies enforced?

- City officials, park and recreation employees, parents, coaches and park users are asked to help in enforcing the compliance to this policy by bringing the policy to the attention of the persons violating the policy
- Each department's regulation requirements vary – but some departments ask violators to quit the use of tobacco or leave the facility for the remainder of the event.
- Some areas have Park Security to call to address persistent non-compliance. Some city's assigned the City Police to enforce signage. Other towns, cities, parks and schools will end a contract and revoke privileges of use if groups don't abide signage.

Sources to Consider

- ***Tobacco/Smoke Free Parks A Popular New Concept Presenters: Glen Cowan Parks & Recreation Director City of Indianola***

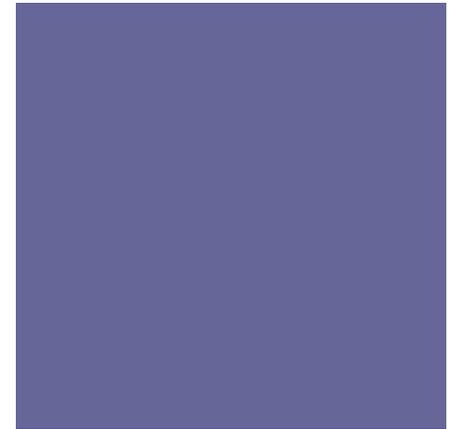
Heidi Weiss



TFYR Model Policy, Examples of various park & recreation policies



Bike Friendly Houghton in the Making: Assessment, Planning, Projects and Policies



Ray Sharp
Western U.P. Health Department





Houghton Bike Task Force History/Vision

- Founded in 2006 as an ad-hoc committee when citizens approached the city council to improve cycling conditions
- Vision: To be a bicycle-friendly city where bicycling is an easy, safe, and convenient form of transportation and recreation for people of all ages and bicycling abilities



Houghton Bike Task Force

- Meets as needed, currently every 2 weeks
- Reports to City Council directly or via Planning Commission
- Diverse membership: city manager, member of council/planning commission, police chief, Michigan Tech professors, officials and students, public health, liaisons from Hancock and Calumet, university and community bike groups, WUPPDR regional planning agency, citizen members



Assessment

- Initial on-line survey of bike commuter routes, trip frequency, problems and concerns (380 respondents)
- Follow-up surveys with Bike 2 Work Day registrations
- American League of Cyclists Bike Friendly Community Application

+ **Bike Friendly Community Survey: A Gap-Analysis Tool**

- 86 questions, many of them multi-part
- Five sections: Evaluation and planning, Engineering (roads and facilities), Enforcement, Education, Encouragement
- Useful as a gap analysis – in which areas do we need to improve?



Planning Process

- Map commonly used routes
- Assess conditions of routes – paving, grades, intersections, parking, signage, and safety concerns
- Propose system of north-south and east-west routes and other facilities
- Improve safety through education, promotion and enforcement
- www.cityofhoughton.com/documents/Bike_Plan.pdf



Bike Commuter Mapping

Cold-weather commuters





Commuter Mapping

Warm-weather riders





Waterfront trail

Unattractive barriers will be replaced Summer 2010





Sharon Avenue

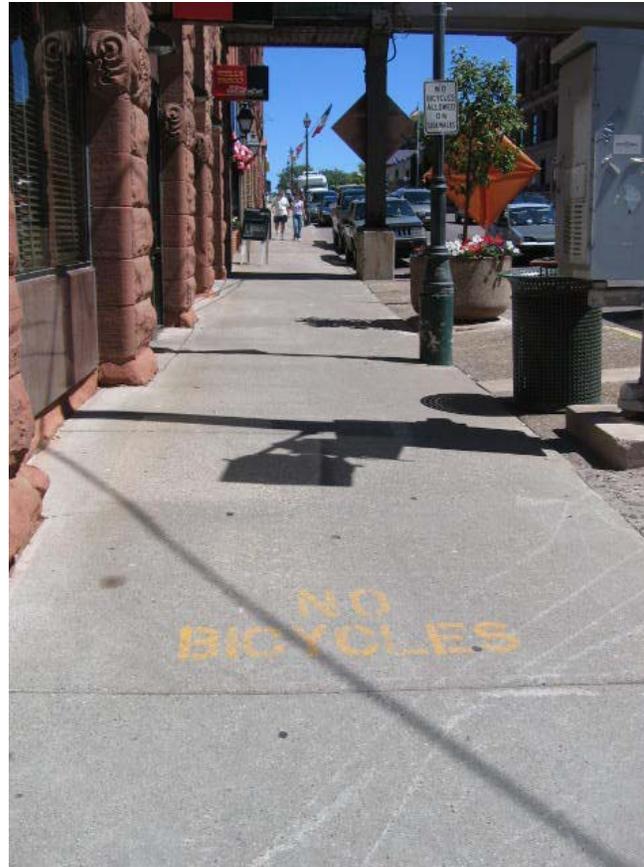
Crumbling shoulders will be repaved 2010





Downtown Houghton

“No bicycles” signs removed in 2009 on Sheldon Avenue sidewalks; signs in 2010 will redirect bikes





Projects 2010-2011 (Facilities)

- Paving, striping, signing Sharon Avenue bike lanes
- Bike route and signs on 7th Street
- Waterfront Trail striping and bollards
- Directional signs downtown
- Bike racks downtown

+ New Center-Line on the Waterfront Trail for Bike/Pedestrian Safety



+

**7th Street is lightly traveled;
appropriate for shared lanes**





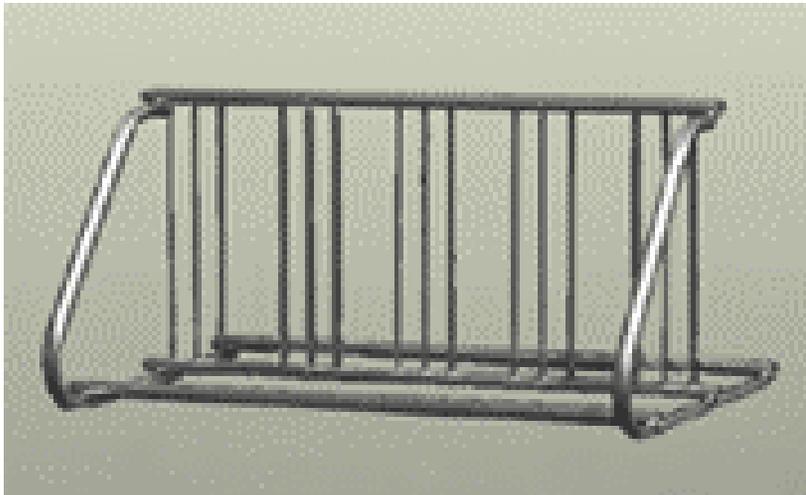
Policy Initiatives

- Bike Parking Ordinance Passed April 2010 – amendments to zoning laws in the parking section
- Bike Friendly Community Resolution Passed May 2010
- MDOT Training Wheels – June 15, 2010
- Complete Streets – Training in summer, policy development and hearings in fall, ordinance winter 2011?

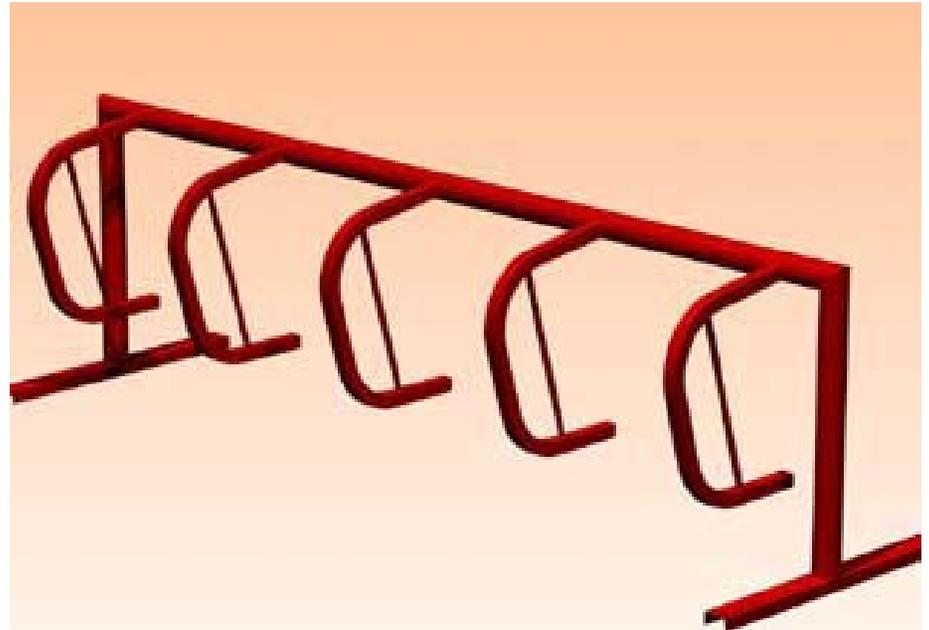
+

Examples of bike racks in new bike parking ordinance

Not recommended



Recommended





BFC Resolution passed 4-26-2010

CITY OF HOUGHTON RESOLUTION #2010-1319

PROCLAMATION FOR BICYCLE FRIENDLY COMMUNITY

At a regular meeting of the City Council of Houghton, Michigan held at the City Center on April 26, 2010, the following resolution was offered by councilor Lankton and seconded by councilor Joachim.

WHEREAS, the Houghton City Council makes decisions affecting the health and safety of our residents, the efficient conduct of commerce and delivery of government services, and the long-term quality of life in our communities;

WHEREAS, we recognize that increasing bicycle use can:

- Boost the economy by creating a community that is an attractive destination for new residents, tourists and businesses;
- Enhance recreational opportunities, especially for children, and further contribute to the quality of life in the community;
- Improve the environment by reducing the impact on residents of pollution and noise, limiting

+ Complete Streets designs consider the needs of walkers





2nd Annual Keweenaw Bike 2 Work Day





A Bike Friendly Community for health and quality of life



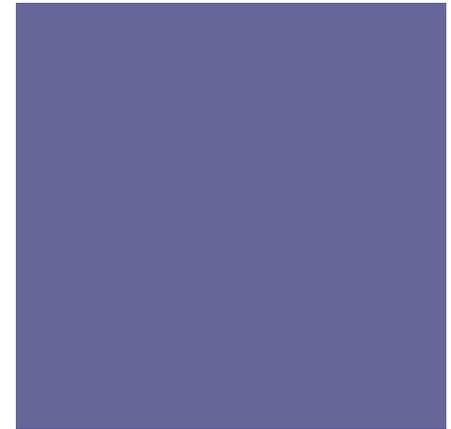


For more information

- Ray Sharp, Western U.P. Health Dept. at 906-482-7382 and rsharp@hline.org
- http://www.cityofhoughton.com/documents/Bike_Plan.pdf



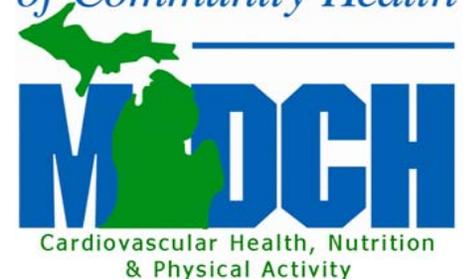
Farmer's Market: Marquette County Experience 2009 – 2010



George Sedlacek, MCHD

Bill Brazier, Market Master,
Negaunee's Jackson Park Market

*Michigan Department
of Community Health*





First Experience: City of Marquette Farmer's Market: 2006



+ City of Marquette's Farmer Market: 2009





Jackson Park: Iron Ore Heritage Trail





Proposed Park: DOWNTOWN LOCATION



Proposed

JACKSON MINE PARK

Negaunee Michigan





Jackson Park Farmer's Market: 2009





2009: 10 local Farmers





2009 Farmer's Market Survey

Surveys conducted
with assistance of
MSUE staff and
Volunteers at:

Marquette Market:
Saturdays

Negaunee Market:
Wednesdays

Gwinn Market:
Thursdays



+ Jackson Park Survey: 97 total over two market days



- Most people are going to the FM to purchase fruits/vegetables (87%), and to support local growers (60%). It was the first visit by many customers (38%) but many also visit the market weekly (36%). Most people (75%) travel less than 5 miles to attend the FM. This year, 86% drove to the FM.
- Most people find the variety of products good (77%); quality is good or better (82%); the price is good or better (82%). Customers find that the hours of operation and the days of operation as good or better (82%). The location is convenient (92%)! Parking is also good or better (79%).

+ Jackson Park Survey: 97 total over two market days



- Product freshness is the most important feature of the FM. It has also helped 35% of the people increase their weekly fruit/vegetable consumption (45%). 51% of the customers do not eat five or more servings before they attended the market (51%).
- Most people spent between \$5 and \$20 at the market (73%). There was a good cross section of ages who attended nearly evenly split between the age groups 18 through 60 and over!
- The most suggestions for the future of the market included more vendors/products.



Bridge Cards/Project Fresh



Senior Project Fresh

- Grant funds the Office of Services to the Aging were used to purchase 375 Project Fresh coupons, educational materials, and supplies to offer educational sessions encouraging increased consumption of fruits and vegetables.
- Sessions were held at four senior centers and fourteen other senior housing buildings and centers.
- Two hundred ninety seniors in the county participated in the coupon program, and seventy six of those came back later in the summer for a second coupon book.



Fitness program combined with FM!





Future Market Area

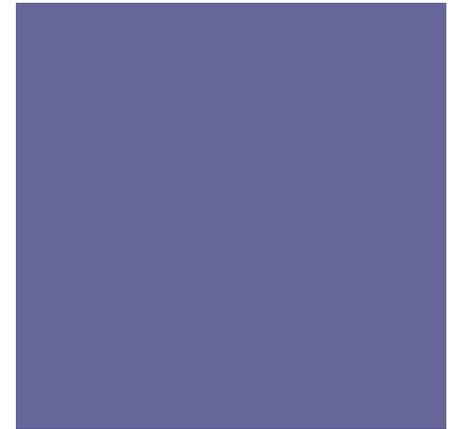




Escanaba Farmer's

Market Assessment

Tools



Bridget Bartol
Public Health Delta-Menominee





Focus Group



- A good way to collect data from a small group of people to represent the larger population.
- Target low-income/underserved areas
- Get a good representation of all ages/groups



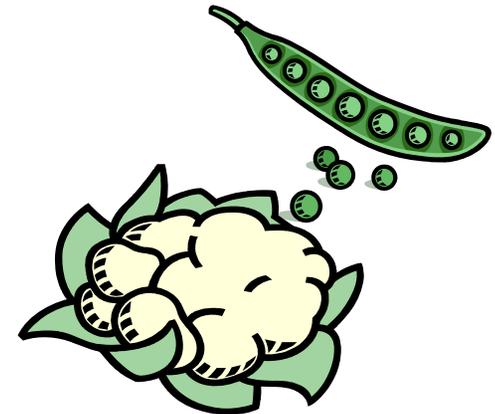
Focus Group



- Carefully choose who will represent your group.
- Some may not open up and give you all of the data you want if they are intimidated by outspoken people.
- Some women may not talk as much if there are men in the group.
- Find out who is more likely to do the grocery shopping in the household. You want the people that do the shopping to answer your questions.
- Ask open-ended questions and don't elude to any "correct"/"implied" answers. This is a representation of what THEY want, not what YOU want them to want.
- These groups take a LOT of time. Approximately 2 hours. Reward them for coming.



- Consider having babysitting services. If these mothers/fathers are stay at home parents and you have the focus group during the day, chances are they won't pay a babysitter to come do a focus group to help their population.
- Have an experienced moderator to facilitate the group. Having someone who knows how to get more information out of people and who can read people is best.
- Have your moderator be someone who is NOT linked with your program or doesn't know much about it.



Parent Surveys

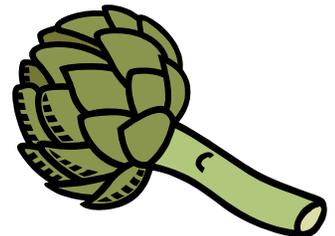
- Send survey home with students in school who have > 50% free & reduced lunch for low-income populations.
- Reward the classroom(s) who bring back the most completed surveys.
- Gives good representation of demographics, personal questions while being completely anonymous.
- Get results very quick!





The Results

- Tally the results!
- What do the people want? Hours, days, times, locations, etc. for their Farmers' Market.
- Do they want fresh foods, somewhere to be entertained, something for their kids to do at the market, locally grown fruits/veggies, etc.
- Tailor/adjust the market to fit their needs. Those are the people that will come!
 - Escanaba FM had \$1,000 worth of EBT sales in the 1st month!





Farmers' Market Family Fun Day!



+

Event in conjunction with WISEWOMAN





QUESTIONS?

- Please contact Bridget Bartol, Health Educator at Public Health, Delta & Menominee Counties with additional questions:
 - bbartol@phdm.org
 - (906) 789-8110