

Bylaw Enforcement and Implementation

Most commonly, municipalities use the "self-enforcing" or voluntary compliance method to enforce the smoking control bylaws. Educational strategies are used to create awareness of where smoking is allowed or where it is not allowed. In most cases ongoing education will maximize compliance rates.

Most violation complaints usually occur shortly after enactment of the bylaw and then tend to decrease, particularly when responded to with continuing education of employers and staff. Nevertheless, in some cases education does not seem to work completely.

Some Canadian municipalities have reported that the greatest noncompliance problems occur in recreational facilities and bars. A few municipalities have found that "self-enforcement" is not as effective in these places and more active enforcement is required. Some of these municipalities have an environmental health or smoking control officer who primarily develops educational strategies to maximize compliance, but when an acceptable level of compliance is not achieved via educational approaches, the officer can issue fines. As will be seen in the description of the Toronto implementation strategy given below, a blitz of fining, a few times after enactment of the bylaw, can increase compliance in problem areas.

Some municipalities like the cities of Victoria and Toronto have implemented an educational program to promote changes to smoking bylaws respecting smoking or a new bylaw is implemented. The City of Toronto's educational program included many approaches:

- Letters to all affected establishments with NO SMOKING signs enclosed.
- Posters and buttons made and distributed. The City took advantage of places where they could have a booth and distribute the posters and buttons.
- The public places bylaw was photocopied and distributed.
- Pamphlets providing an overview of the workplace bylaw were printed in five different languages.
- A T.V. commercial giving an overview of the workplace by-law was produced and aired.
- A hot-line was set up and many calls were received in the time since the January 1993 workplace bylaw was enacted.