

Smoke-free beaches in Barcelona

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Evidence for supporting the expansion of smoke and aerosol free environments (SAFE) to other indoor and outdoor areas

Joint Action on Tobacco Control 2023 Webinar
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Ajuntament
de Barcelona

C S B Consorci Sanitari
de Barcelona

+B Agència
de Salut Pública

2020 Smoke free beaches in Barcelona

- Smoking on the beach affects smokers, exposes users to secondhand smoke and pollutes the marine environment
- Smoke-free beaches are spreading worldwide, including Spain and Catalonia, but few have evaluated their effectiveness
- The Barcelona Public Health Agency with Council Urban Ecology proposed a smokefree beaches project in summer 2020 aiming:
 - Denormalise tobacco consumption
 - Reduce exposure
 - Keep the beaches clean



2021 Pilot project *Barcelona Platges sense fum*



2020

Preparation: pretest of methods, survey & observations, careful plan, coalition
Urban Ecology and Public Health Agency

2021

Evaluation to assess the effectiveness regarding: 1) Reported smoking, 2) Observed smoking, 3) Cigarette butts collected

2021 Design, sample, intervention

- Design: quasi-experimental pre-post
- 9 beaches: 4 intervention group and 5 comparison group
- Pre period May 15 to May 28
post period May 29 to September 12
- Sample: 2,890 people (2% difference)
- Intervention: 1) **Mayor's Decree declaring SFB 4 beaches**, 2) **Communication campaign** in media and social networks, 3) **Signage**, loudspeakers and personal information



2021 Mayor's smoking ban in 4 beaches



2021 Communication campaign

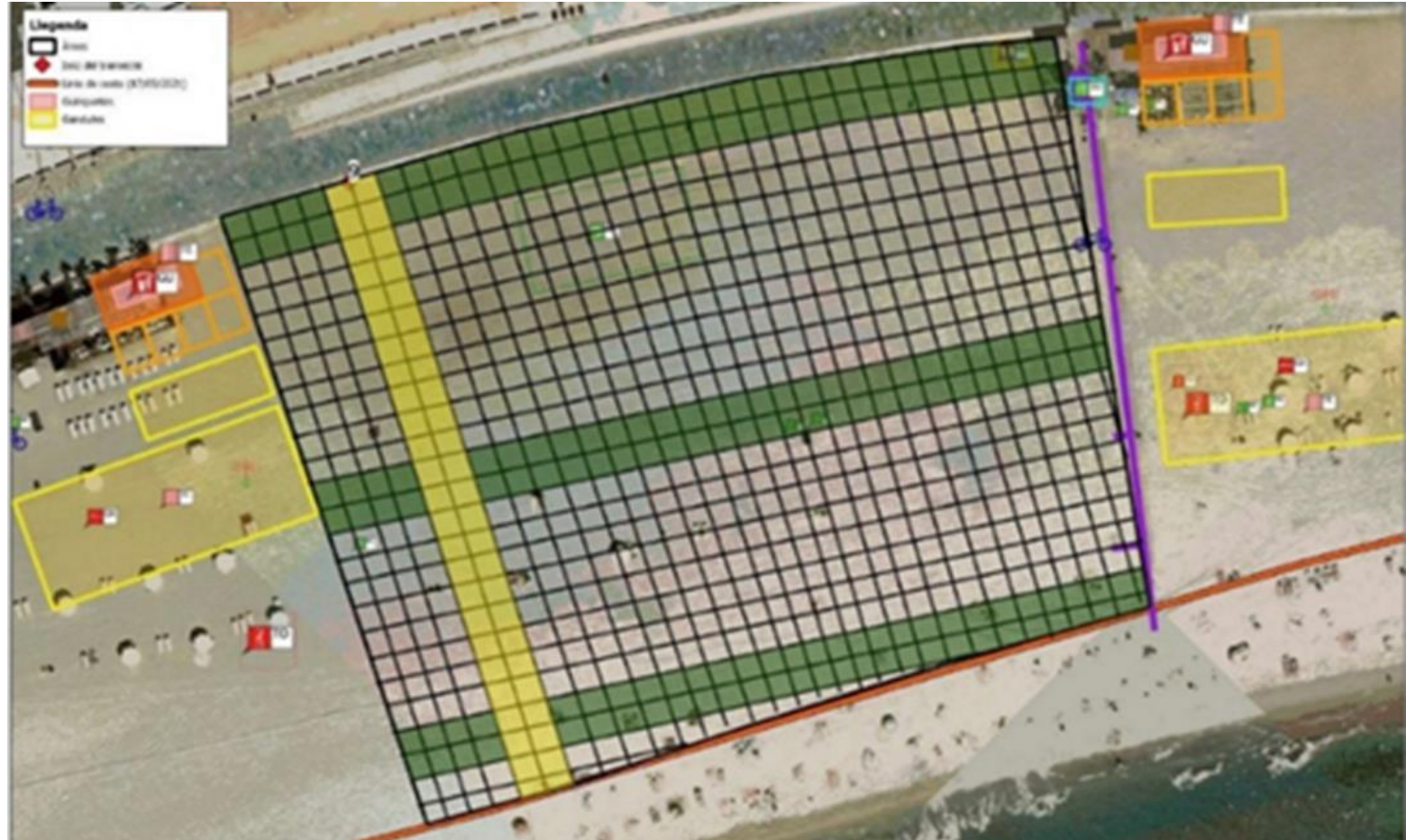


2021 Communication campaign



2021 Transects for data collection

- Transects: two standardized sections perpendicular to the coastline of 3m x 3m per beach (18 transects)
- Yellow transects: survey and observations
- Green transects: butts collection



2021 Survey & observations



- Survey with questionnaire
 - Variables: residence, Barcelona neighborhood, age & gender, smoking status, **having seen someone smoking on the beach in the last 15 days**, satisfaction
- Daily observations
 - 20' per beach, at 5' intervals
 - Counting the **number of people smoking**, putting out or lighting a cigarette and **total number of users**

2021 Butts collection



2021 Results



- 3.840.089 beach users
- 3.751 interviews:
 - IG 1.721
 - CG 2.030
- 1.108 observations
 - IG 498
 - CG 610
- 7.204 people observed

2021 Outcomes before and after by intervention group

		% Pre	% Post	(Post-Pre) difference	Prevalence Ratio (95% CI)
People who had seen someone smoking on the beach in the last 15 days (survey)	Comparison	86,2	74,1	- 12,1	1
	Intervention	87,2	49,7	- 37,5	0,7 (0,6 - 0,8)^a
People observed smoking on the beach (observation team)	Comparison	2,3	9,9	7,6	1
	Intervention	3,8	3	- 0,8	0,3 (0,3- 0.4)^b
Number of cigarette butts collected per 100 m2	Comparison	17	47		
	Intervention	25	38		p< 0,001

a: Robust Poisson regression with pre-post interaction adjusted by age, gender and smoking status; b: Crude

2021 Satisfaction

Intervention group: **8.3**

Comparison group: **8.1**



2021 Strengths and weaknesses



- Strengths
 - Results of the pilot project
 - High public satisfaction
 - Coalition: Environmental and health entities, public health, urban ecology
- To enhance
 - No completely clear legal base
 - Political opposition
 - Signal communication approaches
 - Local police role, sanctions

2021 Conclusions

- 30% reduction in reported smoking
- 70% reduction in observed smoking
- Reduction of cigarette butts
- High satisfaction in both groups
- Good collaboration between citizens, entities and organizations
- Recommendation to extend the ban to all Barcelona beaches
- Report to politicians, press conferences, evidence paper prep



2022 European Directive transposition

- Directive (EU) 2019/904 of the European Parliament and of the Council, of June 5, 2019, exposes the problem caused by tobacco product filters on beaches since they contain plastic
- The transposition of this directive: approval on March 31, 2022 of the new State Law on Waste and Polluting Soils for a Circular Economy
- The articles of this law include that city councils can regulate the limitation of prohibiting smoking on beaches through municipal ordinances, as well as establish sanctions in this regard



2022 Extension of smoke-free beaches

- Expansion of the smoke-free beaches to the 10 beaches in the city
- **Modification of the Ordinance on the use of public roads and spaces** in Barcelona to promote:
 - Protection of the environment
 - Health protection
 - Preservation of coexistence, conviviality
- Based in : Law 7/2022, of April 8, on waste and contaminated soils for a circular economy
- Smoking ban **include electronic devices which can liberate nicotine**



PROJECTE NORMATIU

ORDENANÇA PER LA QUAL ES MODIFICA L'ORDENANÇA, DE 27 DE NOVEMBRE DE 1998, SOBRE L'ÚS DE LES VIES I ELS ESPAIS PÚBLICS DE BARCELONA, PER PROHIBIR FUMAR A LES PLATGES DE LA CIUTAT.

Preàmbul

Aquesta Ordenança té per objecte la modificació de l'Ordenança sobre l'ús de les vies i els espais públics de Barcelona, aprovada pel Plenari del Consell Municipal el 27 de novembre de 1998, per tal de prohibir fumar a les platges de la ciutat. Es dona així continuïtat a la prova pilot que es va dur a terme l'estiu de 2021 a les platges de Sant Miquel, Somorrostro, Nova Icària i Nova Mar Bella, que per tant es generalitza per a totes les platges.

El fonament principal d'aquesta prohibició és, fonamentalment, la protecció del medi ambient, i troba el seu emparament legal en la previsió continguda a la Nova Llei Estatal, aprovada definitivament pel Congrés els Diputats el 31 de març de 2022, de residus i sòls contaminats per a una economia circular, que preveu expressament que, amb l'objectiu de frenar la generació de residus a les platges i prevenir i reduir la contaminació marina, els ajuntaments poden regular la limitació de fumar a les platges i sancionar la vulneració d'aquesta limitació, d'acord amb allò establert a la Directiva (UE) 2019/904 del Parlament Europeu i del Consell de 5 de juny de 2019, relativa a la reducció de l'impacte de determinats productes de plàstic en el medi ambient, que considera els filtres de productes de tabac que contenen plàstic el segon article de plàstic d'un sol ús que es troba a les platges de la Unió Europea i que estableix la necessitat de reduir l'enorme impacte mediambiental causat per aquests residus que es llencen de manera incontrolada directament en el medi ambient i de promoure mesures de diversa tipologia per a reduir el seu abocament.

Però, a més, la prohibició de fumar a les platges també està justificada en la protecció d'altres valors o béns jurídics que l'Ajuntament de Barcelona no pot deixar de costat, com ara el dret de la ciutadania a gaudir d'un espai públic net i no degradat, la convivència ciutadana, la salut pública i la salubritat i la protecció de les persones més vulnerables al fum del tabac com són les persones menors d'edat i les dones embarassades.

Les platges són un dels espais públics de la ciutat d'un major ús intensiu, on s'hi realitzen i s'hi ofereixen múltiples i diversos usos, serveis i activitats, la compatibilitat dels quals cal garantir per fer possible el ple gaudi per part de la ciutadania i evitar que s'hi produeixin conductes que puguin ocasionar molèsties, com pot ser la brutícia que causen les brulles, o el fum de les cigarretes. És evident també que l'Ajuntament de Barcelona, com qualsevol altre poder públic, no pot donar

2023 Barcelona smoke-free beaches

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Smoke-free beaches



Smoke-free beaches in Barcelona

Barcelona is promoting the availability of smoke-free leisure spaces to protect the environment, preserve positive community life and protect people's health by banning smoking on **all Barcelona beaches**, except in beach bars and promenades.

Remember: cigarette butts, once properly extinguished, are for grey containers.

Related files

[Normative project \(PDF 593.31 KB\)](#)

2023 Barcelona smoke-free beaches difusion

Short report



Evaluation of a smoke-free beaches intervention in Barcelona: a quasi-experimental study

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► Additional supplemental material is published online only. To view, please visit the journal online (<http://dx.doi.org/10.1136/tc-2022-057873>).

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ABSTRACT

Background We aim to assess the effect of a smoke-free beaches (SFB) intervention in Barcelona on smoking during the 2021 bathing season.

Methods Quasi-experimental pre-post design (pre-intervention period: 15–28 May; post-intervention period: 29 May–12 September). Based on users' profiles and location, four beaches were assigned to the intervention group (IG) and five to the comparison group (CG). The intervention involved: a mayoral decree (29 May), a communication campaign and beach on-site information. We established two 3 m × 3 m transects per beach from the coastline to the promenade. Trained teams collected smoking-related information in the transects through observations and surveys to beach users. Outcomes are as follows: percentage of people reporting witnessing smoking behaviours the last fortnight and percentage of people observed smoking. We calculated and compared prevalence ratios (PRs) with adjusted Poisson regressions.

Results 3751 interviews (1721 IG; 2030 CG) and 1108 observations (498 IG, 610 CG) were carried out. SFB were associated with a significant reduction in the percentage of people reporting witnessing smoking (IG (pre: 87.2%; post: 49.7%); CG (pre: 86.2%; post: 74.1%); PR (95% CI): 0.7 (0.6 to 0.8)) and in the users

WHAT IS ALREADY KNOWN ON THIS TOPIC

⇒ Smoke-free beach interventions, as well as initiatives to regulate outdoor settings, are increasing worldwide and are widely accepted.

WHAT THIS STUDY ADDS

⇒ The results show a significant decrease in the number of people smoking at those beaches where the smoke-free beaches decree was implemented.

HOW THIS STUDY MIGHT AFFECT RESEARCH, PRACTICE OR POLICY

⇒ There are very few evaluated experiences of smoke-free beaches and none in the Mediterranean context.

most encountered individual item on Europe's coast.¹² Moreover, such tobacco litter is non-biodegradable, contain more than 7000 environmentally toxic chemicals, and at least 50 are known human carcinogens.¹¹

Smoke-free beaches began in the USA three

2023 Barcelona Smoke-free beaches

- Institutional coalition: Environment and Public Health
- Maintenance of the intervention at charge of Urban Ecology: converge methodology to routinary services and surveys
- Communication: align campaigns
- Beach information teams training
- Enhancing collaboration with entities
- Coordination with local Police. Sanctions
- New contract with stalls banning tobacco use



2023 Smoke-free beaches in Spain



Barcelona Smoke Free Beaches Team

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Equipo de Información Ambiental de las Playas de Barcelona (SIRESA)

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Entidades: No Más Colillas en el Suelo (Patrícia Agüera i Joan Hernández) Barcelona, WWF, Associació Barcelona Contra el Càncer (Ainhoa Marín), Lateral Thinking, Fundació Best World, Anel·lides, Surfrider, Oceanogami, Club d'Immersió Biologia de la UB, El peix al Plat, Sin Pasaje de Vuelta, Grup Esportiu de la Guàrdia Urbana, Ocean 52, Vanasdiver, Yotuba, Posidonia Green Festival, Blue Salt, Plastic Attack, Younger Researchers ICM, Project Rescue Ocean, Clean Beach Initiatives y Oceanicos), Agència de Residus de Catalunya (Xavier Delgado) y Sondaxe, S.L.

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Thank you

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