



# Fact Sheet

**With the protection of the public's health and safety its top priority, the City of Hermosa Beach is launching the Healthy Air Hermosa public education campaign to ensure residents and visitors can enjoy a smoke-free environment in its public outdoor gathering spots—from the Pier to the parks.**

Beginning March 1, a new city ordinance will establish smoke-free zones in the following locations:

- ✦ All public parks
- ✦ Pier Plaza, the heart of the city's downtown
- ✦ The Hermosa Beach Pier
- ✦ Outdoor dining areas, including within five feet of the outdoor dining areas
- ✦ The Strand, which is the sidewalk and bike path adjacent to the beach
- ✦ The Greenbelt, which is the pedestrian path between Valley Drive and Ardmore Avenue
- ✦ All public parking lots

**With our outdoor lifestyle, the small minority who smoke in public places threatens the health and safety of the majority of our residents, visitors and workers who don't smoke.**

Many cities in Southern California, as well as the County of Los Angeles, have recently adopted ordinances creating smoke-free zones in outdoor dining areas and other public spaces. Hermosa Beach is joining them with its own proactive and all-encompassing approach that establishes smoke-free zones in most of its public spaces.

While their numbers are small in relation to the rest of the population, Hermosa Beach has one of the highest smoking rates in the county, exposing smokers and all around them to a much higher risk of cancer and other diseases.

- ✦ Nearly one out of every five of the city's adults (17.1 percent) is a smoker.
- ✦ The city's smokers are causing harm to themselves and others, with an estimated 586 residents living with chronic bronchitis and 166 living with chronic obstructive pulmonary disease (emphysema) as a result of smoking.
- ✦ Smoking in and around outdoor dining areas endangers the health of restaurant workers and other customers.
- ✦ Secondhand and thirdhand smoke causes heart disease, respiratory disease and lung cancer in adults. In children, secondhand smoke can cause asthma attacks, respiratory and ear infections and sudden infant death syndrome.

**The City of Hermosa Beach is seeking voluntary cooperation with its new smoking ordinance so that all may enjoy healthier air in the city's public places.**

Voluntary cooperation has successfully created smoke-free zones in the city's restaurants and on its beaches. Through its Healthy Air Hermosa public education campaign, the city is working with businesses and law enforcement to educate the public about the new ordinance.

The Los Angeles chapters of the American Heart Association, The American Lung Association and the American Cancer Society; Los Angeles County Department of Public Health, Surfrider Foundation, Beach Cities Health District and the National Council on Alcoholism and Drug Dependence/South Bay (NCADD/SB) have joined with the city and contributed to the public education campaign to ensure Healthy Air Hermosa is a success. Together, we are engaged in a diversity of educational efforts, including:

- ✦ Creating posters and window decals for placement in businesses
- ✦ Providing coasters and table top signs to educate restaurant and bar patrons about the new ordinance
- ✦ Undertaking personal outreach to local businesses to educate them on the new ordinance
- ✦ Placing newspaper advertisements
- ✦ Developing maps showing the designated smoke-free zones
- ✦ Updating the city website to include all educational materials
- ✦ Posting links to information on the websites of the city's partners in this effort
- ✦ Hosting a press conference announcing the launch of the Healthy Air Hermosa campaign
- ✦ Producing new signs designating the smoke-free zones

The Hermosa Beach Police Department will be engaged in an informational campaign about the new ordinance but will have the power to issue citations for those violating the ordinance. Fines will range from \$100 to \$500. After three citations, the city can file a criminal misdemeanor complaint.

