



2019-2020 SURVEY FINDINGS REPORT

The Share The Air campaign is an initiative of the Virginia Foundation for Healthy Youth, supported by Y Street, VFHY’s youth-led movement, to create 100% tobacco-free and e-cigarette-free outdoor recreational areas and public events across Virginia through voluntary policy adoption. During the 2019-2020 school year, Y Street youth members collected surveys from community members to assess their perceptions of tobacco use and the harms of secondhand smoke and vape aerosol outdoors.

RESPONDENT PROFILE

- A total of **4,944** participants completed the Share the Air Opinion Survey.
- **19.7%** of participants indicated they are parents of children under the age of 18.
- **17.5%** of participants reported that they used a tobacco product (including vapes or e-cigarettes like JUUL or Suorin) in the past 30 days.

4944
OVERALL

860
TOBACCO
USERS

PERCEPTIONS OF TOBACCO-RELATED RISKS

Participants were asked how much they agreed or disagreed with statements about tobacco use and the harm it presents to others and the environment. Over 80% of all participants were concerned that when children see adults using tobacco or e-cigarettes in family-friendly places, they see the behavior as acceptable and are more likely to use tobacco or e-cigarettes in the future. Many participants were also concerned about discarded tobacco products being poisonous to children, pets, wildlife and the environment (Table 1).

STATEMENTS	AGREE/STRONGLY AGREE	
	OVERALL	TOBACCO USER
When children see adults using tobacco or e-cigs (like JUUL or Suorin) in family-friendly places such as playgrounds, they see the behavior as acceptable and are more likely to use tobacco or e-cigs in the future.	84.2%	74%
Cigarette butts and e-cigs (like JUUL or Suorin) liquids/vape cartridges are poisonous to children, pets and wildlife.	89.6%	78.2%
Cigarette butts and e-cigs (like JUUL or Suorin) liquids/vape cartridges damage the environment.	88.4%	74.5%
Secondhand smoke outdoors is a health hazard.	85.7%	70.2%
Aerosol from electronic cigarettes (“e-cigs”) (like JUUL or Suorin) is harmful to people exposed to it.	85.3%	68.7%

Table 1. Perceptions of Tobacco-Related Risks



TOBACCO-FREE AND E-CIGARETTE-FREE PUBLIC SPACES

Participants shared their opinions and perceptions about tobacco-free and e-cigarette-free public spaces. Over half of participants (56%) were concerned about secondhand smoke or e-cigarette aerosol in outdoor areas. However, less than half of tobacco users shared this concern (44%) (Figure 1).

HAVE YOU BEEN BOTHERED BY SECONDHAND SMOKE OR E-CIGS (LIKE JUUL OR SOURIN) AEROSOL IN OUTDOOR AREAS - SUCH AS A PARK, PLAYGROUND, BEACH, OR FESTIVAL - IN THE PAST 3-6 MONTHS?

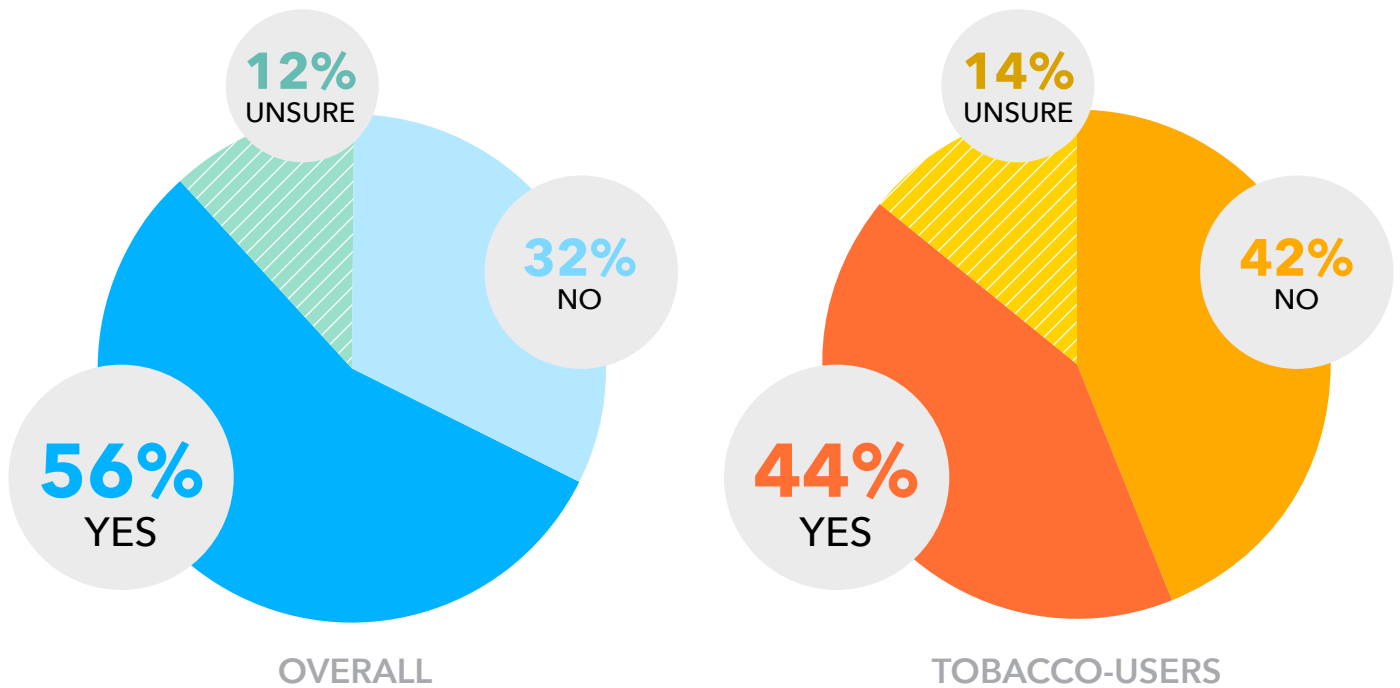


Figure 1. Concern About Secondhand Smoke and Vape Aerosol in Outdoor Areas



SUPPORT TOBACCO-FREE AND E-CIGARETTE-FREE OUTDOOR SPACES

Participants indicated their level of agreement with various statements related to tobacco-free spaces. Among all participants, a majority agreed that parks and playgrounds (88%), outdoor spaces/recreation areas and public events (82%), and public beaches (81%) should be tobacco-free. Among tobacco-users, a majority agreed with these same statements, however to a lesser degree (Table 2).

STATEMENTS	AGREE/STRONGLY AGREE	
	OVERALL	TOBACCO USER
Parks and playgrounds should be tobacco-free and vape/e-cigarette free.	87.8%	72.8%
Outdoor spaces/recreation areas and public events should be tobacco-free and vape/e-cigarette free.	81.8%	62.2%
Public beaches should be tobacco-free and vape/e-cigarette free	80.8%	60%

Table 2. Attitudes About Tobacco-Free Outdoor Spaces

SUPPORT LEGISLATION FOR SMOKE-FREE AND E-CIGARETTE-FREE POLICY

Participants were asked if they support or oppose legislation that would allow counties and cities or towns to pass stronger smoke-free policies. Overall, support for local control was reported by 83% of participants overall. Among tobacco users, 65% endorsed such legislation (Figure 2).

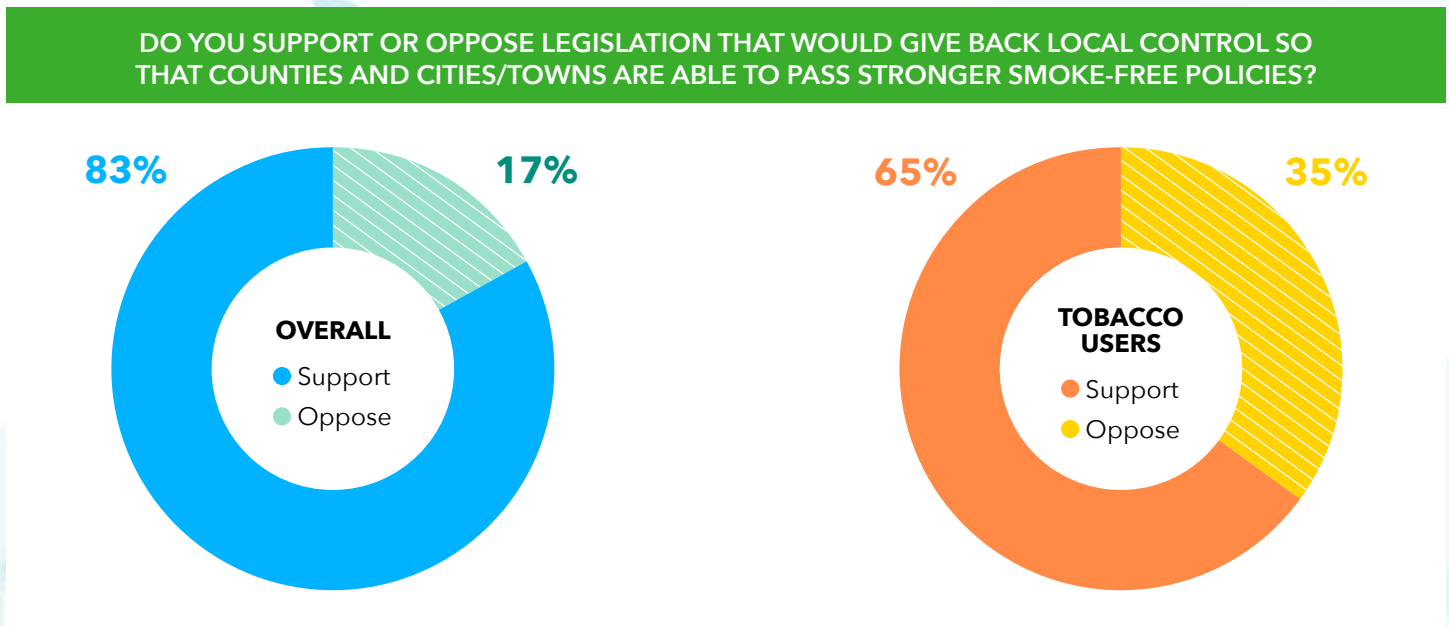


Figure 2. Support Legislation for Smoke-Free and E-Cigarette-Free Policy



DATA SUMMARY

Overall, the majority of respondents support tobacco-free, smoke-free, and vapor-free parks and playgrounds (88%), public beaches (81%), and recreational areas and events (82%). This is encouraging as the data shows that communities are at the early stages of readiness with recognizing that secondhand smoke and vape aerosol in outdoor areas is an issue. In light of this, the campaign will place a heavier focus on making communities aware that they can do something about it by supporting and adopting voluntary tobacco-free outdoor policies.

In addition, 83% of respondents, including 65% of tobacco-users, support legislation for smoke-free and e-cigarette-free policies in outdoor spaces, showing overwhelming public demand for localities to have control to pass local tobacco-free ordinances.

NEXT STEPS

Share The Air is seeking partnerships with Parks and Recreation Departments and Event Organizers across Virginia to create tobacco-free and e-cigarette-free outdoor recreational areas and public events through voluntary policy adoption. Adopting a tobacco-free and e-cigarette-free outdoor policy, voluntarily, allows Parks and Recreation Departments and Event Organizers to respond to their communities' concerns and demand for protection from secondhand smoke and vape aerosol, without municipalities and private entities exceeding the scope of their authority.

The Share The Air campaign will be distributing free tobacco-free signage, as part of its Comprehensive Toolkit, to municipalities and event organizers in Virginia, who adopt a tobacco-free outdoor policy that meets Share The Air's comprehensive policy standard.

To request signage and review and download the comprehensive policy checklist and Toolkit, visit ShareTheAirVA.com.