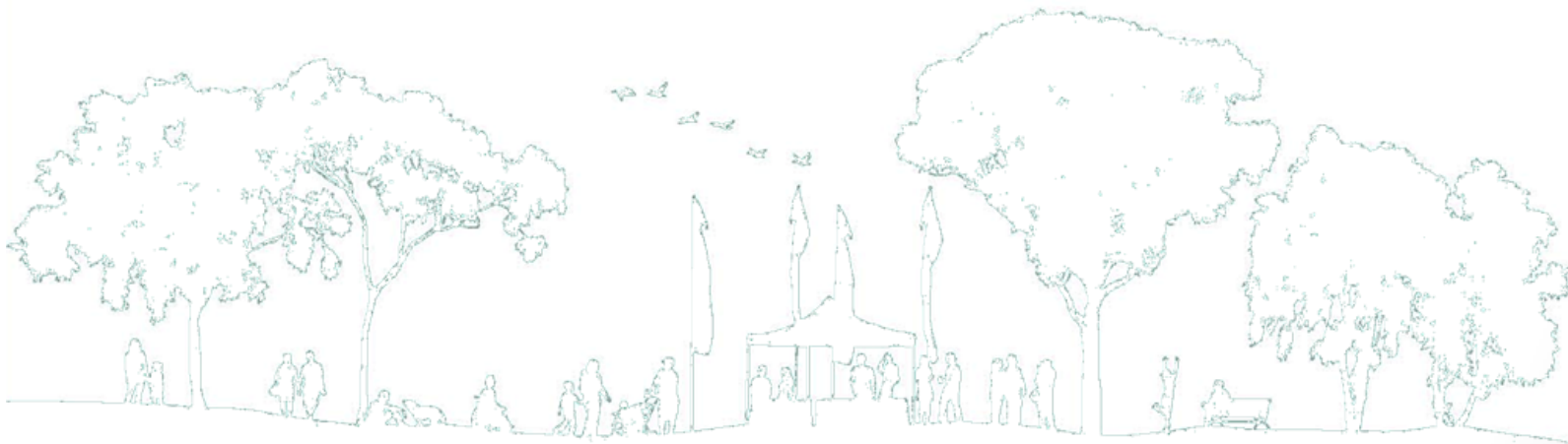
The background of the slide features a close-up of vibrant green leaves with serrated edges, likely from a birch tree. Sunlight filters through the foliage, creating a warm, golden glow and soft bokeh effects. The text is centered in the lower half of the image.

# Communicating Greater Sudbury's Park By-Law 2013-54

# Dual campaign approach

- Two separate yet mutually supporting campaigns
- Same goal / Different focus
- Both organizations represented
- Using different platforms to push the message out





# City of Greater Sudbury

- Strategic message campaign
- Legislation – inform, educate, awareness
- Events, functions, festivals
- Citizens, tourists participants

## Platforms

Social media, radio, print, signage, CGS website.



# SDHU

- Broad and blanketed message campaign
- Healthy Living approach / promoting cessation programs
- Various targets, audiences, locations
- Visual awareness and education
- 60-90 day concurrent campaign

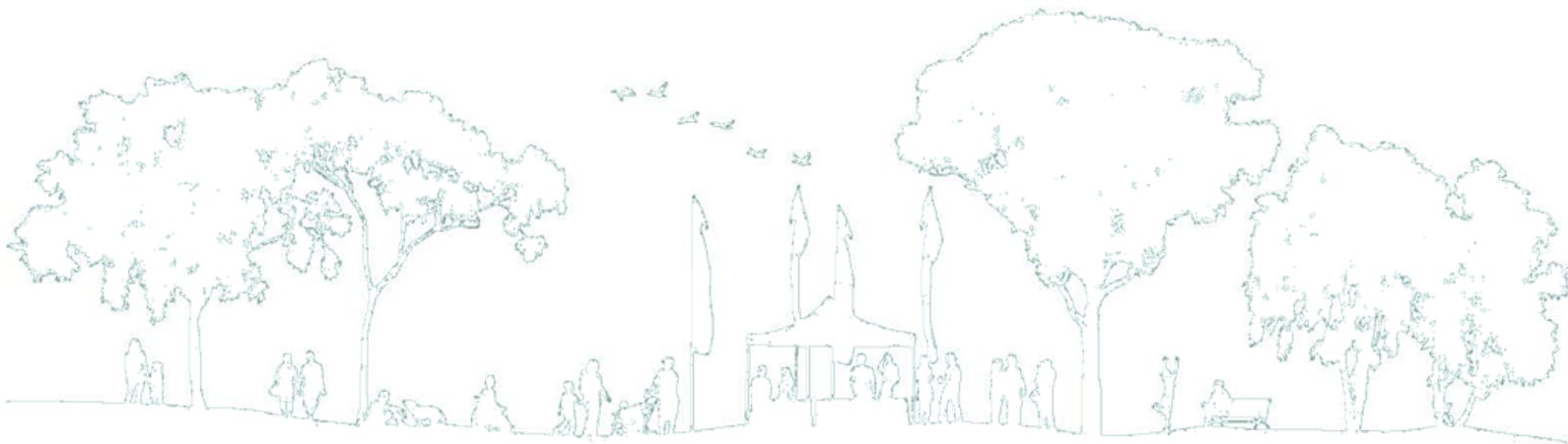
## Platforms

Social media, billboards, cinema ads, SDHU website, digital screens, promotional items for sport teams.



# Launch Date: May 31<sup>st</sup>

- World No tobacco Day
- City and Public Health Officials
- Kids, parents, prominent park backdrop



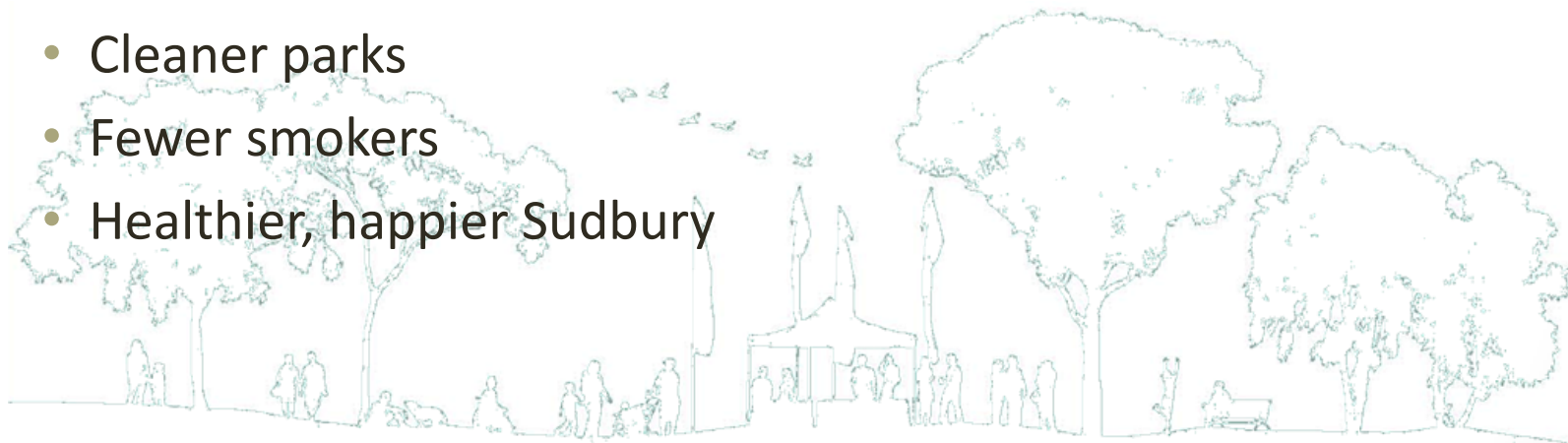
# Goals

## Short term

- Inform
- Educate
- Ready for Enforcement

## Long term

- Cleaner parks
- Fewer smokers
- Healthier, happier Sudbury



# Thanks.

- Eliza Bennett  
Manager, Corporate Communications & French Language  
Services  
City of Greater Sudbury
- Todd Robson  
Manager, Communications and Strategic Support  
Sudbury & District Health Unit

