

# Play, Live, Be ... Tobacco-Free



Tobacco-Free Sport & Recreation Guide

Logo



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<b>Toronto Tobacco Control Area Network</b>	<b>Toronto Public Health</b> <a href="http://www.toronto.ca/health/index.htm">www.toronto.ca/health/index.htm</a>	



# CONTENTS:

About this Guide .....	03
What is Tobacco-Free Sport and Recreation? .....	04
Why is Tobacco-Free Sport and Recreation Important? .....	05
How to Develop a Tobacco-Free Sport and Recreation Policy .....	06
Step 1: Create the Tobacco-Free Policy .....	07
Step 2: Promote the Tobacco-Free Policy .....	10
Step 3: Reinforce the Tobacco-Free Policy .....	12
Step 4: Review the Tobacco-Free Policy .....	13
Advocate for Tobacco-Free Outdoor Spaces .....	14

## APPENDIX:

Coach's Factsheet	Cole Harbour Soccer Club Story
Group Pledge Form	Non-Compliance Letter
Participant's Pledge Form	Sample Tobacco-Free Policy
Tobacco-Free Factsheet	Tobacco-Free Survey
Tobacco Industry Products Factsheet	We Have a Tobacco-Free Policy

# About This Guide





This guide explains why tobacco-free sport and recreation is important and how to create, promote, and enforce tobacco-free policies within sport and recreation.

## THIS GUIDE HAS TWO GOALS:

- 1** To encourage community sport and recreation organizations to adopt tobacco-free policies.
- 2** To provide information and resources that will help make tobacco-free policies and programs easy and successful.

We applaud your efforts to create healthy, tobacco-free individuals, families, and communities!

### LEGEND:

-  See Appendix for More Information
-  Keys to Success
-  Helpful Web Site Links
-  Background Information

 For more information on tobacco-free sport and recreation, visit: [www.playlivebetobaccofree.ca](http://www.playlivebetobaccofree.ca)





# What is Tobacco-Free Sport and Recreation?

Tobacco-free sport and recreation means everyone taking part in a sport or recreational activity does not use tobacco industry products.

It means participants, spectators, coaches and leaders do not smoke, snuff, dip, or chew tobacco while engaged in the activities of your organization.



## Think Globally, Act Locally

Tobacco-free sport and recreation is a movement that took hold on May 31, 2002 when the World Health Organization celebrated World No Tobacco Day with the United States Center for Disease Control and Prevention (CDC), International Olympic Committee (IOC), Federation Internationale de Football Association (FIFA), Olympic Aid and other regional and local sports organizations. Tobacco-free events were organized all over the world, including the 2002 Salt Lake City Winter Olympic Games in the U.S. and the 2002 FIFA World Cup in the Republic of Korea and Japan. The tobacco-free sport and recreation movement continues around the world, including Ontario and Canada.

World Health Organization | For more information visit [www.who.int/tobacco/communications/events/wntd/2002/en/](http://www.who.int/tobacco/communications/events/wntd/2002/en/)



# Why is Tobacco-Free Sport and Recreation Important?

Sport and recreation organizations play a vital role in the health and wellness of our community. Incorporating a tobacco-free policy in your organization's programming strengthens the positive impact your organization has on the health of the community.

## *The benefits include:*

### **Preventing youth from starting to use tobacco industry products**



Children and youth model their behaviour after the people they look up to - coaches, leaders, family, and peers.

### **Giving everyone a chance to perform at their best**



Tobacco use counters the health benefits gained by participating in sport and recreational activities.

### **Protecting the environment**



Cigarette butts are the main source of litter in cities and on beaches. It takes 15 years for a cigarette butt to biodegrade.

### **Creating a tobacco-free culture**



It is important for youth to receive the same tobacco-free messages at their local sport or recreation activities as they experience at school and in the wider community.

### **Protecting children from second-hand smoke**



There is no safe level of exposure to second-hand smoke, even outdoors.

### **Helping people trying to quit**



The temptation to use tobacco industry products is reduced when it is restricted in public spaces.

**Smokers' Help Line:**  
1-877-513-5333



# How to Develop a Tobacco-Free Sport and Recreation Policy

A tobacco-free policy sends a clear message that your organization values a tobacco-free lifestyle.

*This section outlines four basic steps for making an effective tobacco-free sport and recreation policy.*

**1** Create the tobacco-free policy

**3** Reinforce the tobacco-free policy

**2** Promote the tobacco-free policy

**4** Review the tobacco-free policy



# Step 1:

## Create the Tobacco-Free Policy

*Assess the current situation*

### 1 Find out if your organization already has a tobacco-free policy

- 🌀 If so, is it written? Are people aware of it? Is the policy promoted and reinforced? Does it need to be updated or expanded?

### 2 Find out if there are municipal tobacco-free by-laws that apply to the spaces used by your organization

- 🌀 For example, some municipalities have by-laws that ban smoking in outdoor bleachers, playgrounds, or parks.
- 🌀 Smoking, or holding lit tobacco, is banned on all elementary and secondary school properties in Ontario.
- 🌀 Go to your local municipal website to find out more about local by-laws.



### Keys to Success:

#### Dealing with resistance to the idea of a tobacco-free policy:

- 🌀 Persevere - remember people can and do change their minds
- 🌀 Take time to listen to concerns
- 🌀 Highlight health benefits for children and youth
- 🌀 Highlight benefits for the organization - cleaner facilities, less cost for upkeep and positive image in the community

### 3

### Find out if there is support for a tobacco-free sport and recreation policy

- 🌀 Host a tobacco-free event and ask members to sign a pledge to be tobacco-free.
- 🌀 Conduct a survey of your members to assess their support for a tobacco-free sport and recreation policy.

(See Appendix: Tobacco-Free Survey)







## *Make it a priority*

- Add “tobacco-free policy” to your organization’s board meeting agenda
- Provide information to committee members about tobacco-free sport and recreation
- Ensure coaches are informed and involved at this stage
- Invite a guest speaker to discuss the importance of tobacco-free sport and recreation
- Contact your local Public Health Unit to request a consultation
- Get support from management and members by sharing tobacco-free policies from other organizations  
(See Appendix: Sample Tobacco-Free Policy) 🔍
- Display pledges of those committed to being tobacco-free  
(See Appendix: Participant’s Pledge Form) 🔍



## Keys to Success:

### Include members right from the start

- ☞ Increase support for a policy by involving coaches, parents, youth and others when writing it.

### Allow time for discussion

- ☞ Think of your first attempt as a draft
- ☞ Provide time for discussion and debate of the draft with everyone who will be affected (youth, parents, and coaches/leaders)

### Keep it simple

- ☞ Make sure your policy is clear, easy-to-read, and understandable

## Write the tobacco-free policy

A good tobacco-free policy sends a clear message that the organization does not support the use of tobacco industry products in any form and does not allow their use while engaged in the activities of the organization.

### What to include in a tobacco-free policy:

- ☞ Background information
- ☞ Policy statement
- ☞ Who will be affected by the tobacco-free policy (spectators, members, administrators, officials, coaches, leaders, participants, family, visitors, volunteers)
- ☞ Locations where the policy will and will not apply (playing fields, sidelines, concession stands, parking lots)  
Be aware – smoke can travel.
- ☞ When the tobacco-free policy will come into effect
- ☞ Consequences of not following the policy
- ☞ Promotion and communication of the policy
- ☞ A non-compliant strategy  
See page 12 “Reinforce the Tobacco-Free Policy”

**“The policy was very general, but it’s clear. It’s simple and it’s clear and that’s what you need. If they got something long and complicated they’d just throw it away.”**

*Cole Harbour Soccer Club Executive | Cole Harbour, Nova Scotia*



## Step 2: Promote the Tobacco-Free Policy

The beginning of a new season is usually a good time to introduce the new policy. Promote the policy's start date to all members, patrons, supporters, and spectators. Giving advanced notice will help encourage cooperation and avoid possible resistance.

### Use the following ideas to promote your new tobacco-free policy:



- Distribute a fact sheet summarizing your organization's tobacco-free policy (See Appendix: We Have a Tobacco-Free Policy)
- Formal letters to influential people in your organization encouraging them to support the change and act as positive role models
- Make announcements about your tobacco-free policy before, during, and after games and events.



### *Create promotional materials*

Effective but simple logos or slogans, such as the tobacco-free logo, are essential for relaying the tobacco-free message.

Show that your organization is tobacco-free by using the logo on:

- Signs and banners
- T-shirts, team jerseys, or group uniforms
- Brochures
- Website
- All written materials:
  - notices to coaches, players, and families
  - registration forms
  - promotional flyers
  - letterheads
  - newsletters
  - programs
  - handbooks
  - advertisements

To download the tobacco-free logo, visit: [www.playlivebetobaccofree.ca](http://www.playlivebetobaccofree.ca)





## Educate staff and volunteers

Staff and volunteers must know about the tobacco-free policy to comply and promote it to participants. Manuals, handbooks, and orientation programs should acknowledge your organization's policy on tobacco.

A training session can be an opportunity to educate existing staff and volunteers about the new tobacco-free policy. At a training session:

- 🌀 Explain why your organization is going tobacco-free
- 🌀 Discuss when the policy will be implemented and where it will apply
- 🌀 Educate staff and volunteers about what to do if someone does not follow the policy
- 🌀 Remind staff and volunteers that it is their role to support and promote the tobacco-free policy
- 🌀 Discuss the concerns and feelings of the staff and volunteers



## Keys to Success:

- 🌀 **A tobacco-free policy is not a personal attack on tobacco users**
  - The issue is not whether people can use tobacco, but *where* they can use it during an activity
- 🌀 **Well informed and supportive coaches encourage voluntary compliance by setting an example for players and others**  
(See Appendix: Coach's Factsheet) 🔍
- 🌀 **Communicate the policy to others**
  - Make sure your youth participants and their parents know what the policy is about, why it was put in place, what it means for them, and how it will be reinforced

## Educate participants and families

Promotion is the key to the success of your tobacco-free policy. It is important to let people know about the policy so they can follow it and let others know about it.


- 🌀 Ask staff and volunteers to explain the policy to the participants at the first meeting of the season
- 🌀 Make sure the written policy is included with the first schedule sent home
- 🌀 Encourage participants to make a pledge to be tobacco-free  
(See Appendix: Group Participants Pledge Form) 🔍
- 🌀 Involve local role models as a way to communicate the tobacco-free message to youth



## Step 3: Reinforce the Tobacco-Free Policy

It is everyone's responsibility to reinforce the policy and encourage others to comply. Most people will comply with the policy when they are made aware of the policy and why it was put in place. It is important that people are able to clearly communicate the tobacco-free policy to others and understand their shared and individual responsibility for reinforcing it.

Visual reminders are very helpful in reinforcing a tobacco-free policy. Evaluations from organizations who have implemented tobacco-free policies indicate that having a sign or logo for an individual to point to while politely asking a smoker to refrain from smoking is helpful.

 **Keys to Success:**  
Spending time early in the year/season to make sure people know about your policy and support your tobacco-free message will be beneficial in the long run. This will result in less time spent reinforcing the policy with people who don't know about it or are unclear about how to comply.

To assist people with reinforcing the tobacco-free policy, consider including a non-compliance strategy in your policy. A non-compliance strategy tells people what to do if someone uses tobacco industry products during your tobacco-free activity. The strategy follows a simple step-by-step process and it is easy for people to follow.



### *Example: Non-Compliance Strategy*

The three-step non-compliance strategy will be followed if anyone breaches the tobacco-free policy.

1. Assume the person is unaware of the tobacco-free policy.
2. Approach the person and remind them about the tobacco-free policy and why it was put in place. Then politely ask them to refrain from using tobacco industry products during the organization's activities.
3. If the person continues to breach the policy, then the most senior staff member will review the policy with the person and provide them with a formal written letter outlining the policy.  
(See Appendix: Non-Compliance Letter)





## Keys to success:

### **Be diplomatic**

Provide first time offenders with a friendly reminder about your policy and what it means.

### **Understand responsibilities**

Communicate to all members and participants their roles and responsibilities in reinforcement of the policy.

### **Involve the players/members**

Have coaches/leaders explain the tobacco-free policy at the first meeting to encourage players/members to share the information with others coming to watch them. Youth involvement results in high compliance with the policy.






### **Clear and consistent promotion**

Make the message visible by adding the logo on your team jerseys and promotional materials such as signs, banners, t-shirts, brochures, websites, and all written materials (e.g., registration forms, notices to coaches, players, parents).

## Step 4: Review the Tobacco-Free Policy

It is a good idea to review the policy six months after it has been introduced. Seek feedback on how the policy can be changed to make it more effective.

### **Ask the following questions:**

-  Are people aware of the policy?
-  Are people following the new policy?
-  Are cigarette butts a problem?
-  Do staff and volunteers need more training?
-  Is the non-compliance strategy working?

Be sure to keep the policy up to date over time.



Learn about the process the Cole Harbour Soccer Club went through to develop their tobacco-free policy  
(See Appendix: Cole Harbour Soccer Club Story)



# Advocate for Tobacco-Free Outdoor Spaces

A tobacco-free sport and recreation policy applies to everyone involved in the activities of your organization. Such a policy does not make municipal playing fields, parks, and playgrounds, or beaches tobacco-free all of the time. To strengthen and support your tobacco-free sport and recreation policy, consider advocating for tobacco-free outdoor spaces. This section outlines steps you can take to advocate for tobacco-free outdoor spaces.

## *The role of your local municipality*

Municipalities can make by-laws that meet their community's needs. Such by-laws are created when there is no provincial or federal legislation in place or when the municipality wants to strengthen provincial or federal legislation. For example, prior to the *Smoke-Free Ontario Act*, local municipalities around the province began passing by-laws for indoor smoke-free public spaces and workplaces.



## Smoke Free Ontario

The *Smoke-Free Ontario Act (SFOA)* came into effect on May 31, 2006. It is designed to protect the health of all Ontarians by banning smoking in all enclosed workplaces, school property (indoors and outdoors), and enclosed public places, and by restricting the sale and promotion of tobacco products. Beginning in January 2009, the SFOA will also protect children under 16 from exposure to second-hand smoke in private motor vehicles.

### **Visit:**

<http://www.mhp.gov.on.ca> for more information about Smoke-Free Ontario.








## *Example:*

### **Town of Collingwood**

When Collingwood, Ontario passed their first smoke-free by-law in 2000, it included municipal parks and playgrounds. Parks, skateboard parks, outdoor pools and later, playing fields were added to the by-law. The rationale used to get the by-law passed was to provide safe and healthy spaces for children to play. They demanded outdoor spaces:

-  to be free from cigarette butt litter so children do not touch or put cigarettes in their mouths.
-  where children do not see people smoking and think this is a cool, adult behaviour to copy.
-  where children are not exposed to second-hand smoke

**For more information visit:**

[www.ptcc-cfc.on.ca](http://www.ptcc-cfc.on.ca)



# Steps to Advocate for Tobacco-Free Outdoor Spaces

## **1** *Know Your Cause*

This guidebook has outlined many reasons for going tobacco-free. When approaching municipal government representatives it is important to have a very clear and specific rationale for tobacco-free outdoor spaces.

## **2** *Know What You Want*

- Be prepared and know your facts
- Explain the problem and your recommended solution
- Look at what other municipalities have done.
- Be clear yet flexible about what you want as it may change as you build partnerships

## **3** *Build Partnerships*

There is power in numbers. More people working on tobacco-free outdoor spaces leads to a more powerful group, which demonstrates greater support for the issue. Brainstorm a list of your potential allies and approach them to work with you on this cause. Think outside the box and look for a variety of groups such as:

- Other Sport and Recreation Organizations
- Parks and Recreation Department
- Businesses that sponsor teams
- Public Health Unit
- Schools
- Youth



### **Keys to Success:**

#### **Understand the political process of your municipal government by asking the Town Clerk:**

- How often does council meet?
- How can your item get on the agenda?
- Who is your area representative and what is their role?

## 4 *Find a Champion*

An important part of building partnerships is finding someone on your municipal council who will act as a champion for your cause.

- Using your partnerships, research your councillors and identify who will move the issue of tobacco-free outdoor spaces forward.
- Explain the problem and your recommended solution.
- Communicate frequently with your champion to ensure the issue stays on the table.
- Your municipal councillor(s) may present the resolution or by-law to the council. Assist your champion in preparing the presentation and recommending the resolution or by-law wording.
- Know the opposition.


## 5 *Advocate for the Policy*

In addition to informing municipal government about why tobacco-free outdoor spaces are important, show them that there is community support for tobacco-free outdoor spaces.



### Keys to success:

#### Ideas for showing community support:

- Collect signatures for a petition (be sure to check out any requirements for formatting).
- Conduct an opinion survey. (See Appendix: Tobacco-Free Survey) 
- Write letters to council members.
- Write a letter to the editor of your local paper.
- Make a personal phone call to local councillors explaining why you care about this issue.
- Attend local council meetings with all your partners whenever this issue is being discussed.
- Select people to provide testimonials at a local council meeting.
- Issue a media release and advisory before your tobacco-free sport and recreation events to profile your activity in the media.

Council meetings are generally open to the public. Consider making a presentation in front of council. Contact your local Town Clerk to find out how to get on to the council meeting agenda. Be prepared with your presentation, respect time limits, and be ready to answer questions that council member may have about your proposal.

## 6 Follow-up with Council and the Local Media

- 🌀 Contact the media to ask them to feature your story.
- 🌀 Connect with your champion to discuss next steps.
- 🌀 Do not give up! Continue to gather support and learn from experience.

## Thank-You

*for your interest in creating supportive environments for healthy living!*

### Sport and Recreation Organizations can play a key role in:

- 🌀 preventing youth from starting to use tobacco industry products.
- 🌀 protecting people from the harmful effects of second-hand smoke.
- 🌀 helping people who are trying to quit remain tobacco-free.
- 🌀 creating a tobacco-free culture.

### Congratulations!

*For more information or assistance in developing a policy, contact your local health unit.*

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# Appendix

Coach's Factsheet  
Group Pledge Form  
Participant's Pledge Form  
Tobacco-Free Factsheet  
Tobacco Industry Products Factsheet

Cole Harbour Soccer Club Story  
Non-Compliance Letter  
Sample Tobacco-Free Policy  
Tobacco-Free Survey  
We Have a Tobacco-Free Policy

# COACH'S

## *You Can Influence Youth*



### Know the facts about youth and tobacco use.

- Young people who do not start using tobacco by age 18 will most likely never start.
- Smoking slows lung growth, decreases lung function and reduces the oxygen available for muscles used in sports.
- Smokers suffer from shortness of breath almost 3 times more often than nonsmokers.
- Other tobacco products such as “chew” (spit tobacco), flavoured and unflavoured cigarillos, cigars, snuff or pipe tobacco are not safe alternatives to cigarettes.
- Tobacco use is the single most preventable cause of death in Canada, causing heart and lung diseases, cancers and strokes.

### Take a stand – early and often.

- Recognize your influence with young people. Don't use tobacco industry products around them.
- Remind participants of the importance of being tobacco-free.
- When talking to players remember they relate more to messages about the immediate effects of tobacco use (such as poorer athletic performance) than to its long-term threats.
- Adopt and reinforce a tobacco-free policy for players, coaches, referees and spectators.
- Send a copy of the tobacco-free policy home for review.
- Challenge spectators to give their personal support to the players by respecting a tobacco-free zone.



Smoking slows lung growth, decreases lung function and reduces the oxygen available for muscles used in sport & recreation.



# The Cole Harbour Soccer Club Story



There are good things happening in the community of Cole Harbour, Nova Scotia. Located in the Halifax Regional Municipality, Cole Harbour has a very active youth soccer club, with over 1,200 members. In the spring of 2003, with the help of their local Community Health Board, parents, coaches, players, and other health organizations, the Cole Harbour Soccer Club (CHSC) became tobacco-free. The CHSC has become a tobacco-free model for other youth sport and recreation organizations.

What did they do? Quite simply – they created a policy, worked to promote the policy and the Tobacco-Free Soccer message, and enforced the policy at games and other club events.

Starting from sample tobacco-free sports policies, “champions” on the club executive drafted a tobacco-free policy discouraging club members, coaches, and spectators from using tobacco products during practices, games, and club events. Executive members had a chance to review the policy and suggested changes. Then club officials presented the policy to the coaches. The coaches and team managers were the ones that would explain the policy to the players, and work to enforce it, so it was important to involve them. Finally, the draft policy was approved for use.

*Continued ...*



## The Cole Harbour **Soccer Club Story**

To promote their policy and enhance the message, the club built their initiative around the Tobacco-Free Soccer (TFS) logo. They had patches made based on the design of the TFS logo, which was freely available from the CDC website. Then they had the logo sewn on team uniforms and printed on coaches t-shirts. In addition, they used the TFS logo on banners, signs, corner flags, and practice nets.

The club decided to kick off the season with a media launch for Tobacco-Free Soccer on their annual team photo day. This was an ideal time to invite the public and the media to view all the teams and coaches proudly wearing their tobacco-free badges and t-shirts. Over 200 members of the soccer club, including children, youth, parents, coaches, and club executives, attended the launch. Two Canada Games soccer team members and 15 representatives of the health community also took part.

During the launch, the club president announced and explained the tobacco-free policy at a podium emblazoned with the Tobacco-Free Soccer logo. Tobacco-Free Soccer t-shirts were given out to key speakers, guests, and role models as part of the event. Young players were encouraged by the Canada Games athletes to “kick off” the soccer season by kicking soccer balls into a net strung with a Tobacco-Free Soccer banner. The banner traveled with the club to soccer games, helping to promote the message across the province. A volunteer public relations specialist helped create the media releases that attracted coverage from radio, television, and newspaper.

The club worked with a number of partners to develop and implement their Tobacco-Free Soccer initiative. The main partners were the Southeastern Community Health Board (SECHB), and the ACT initiative (Action in

Your Community against Tobacco). ACT and the SECHB provided information, resources, and support to the Club Executive throughout the planning and implementation of the project. Partners also assisted with the funding applications to both organizations. Soccer Nova Scotia was also a partner in supporting and promoting the initiative. The soccer club used funds to purchase Tobacco-Free Soccer badges for uniforms and T-shirts and lanyards for the coaches and supporters; to create Tobacco-Free Soccer signs, corner flags, and a banner; and to make copies of the tobacco-free policy and other handouts for parents and spectators.

*“They were also able to reinforce the link to the players that tobacco and fitness don’t mix.”*

CHSC also used role models (coaches, older players and, during the media launch, Canada Games soccer players) to get their message across to players and the public. Busy coaches were not interested in being heavily involved with the development of the policy, but they knew they had a key role to play in “rolling out the program.” For them this meant wearing their Tobacco-Free Soccer t-shirts, adhering to the policy themselves, and letting the players know about both the policy and the Tobacco-Free Soccer initiative. They were also able to reinforce the link to the players that tobacco and fitness don’t mix. In addition, the soccer program included skill development sessions for younger players who were coached by the older players. These older players served as role models by explaining the tobacco-free policy to the younger players.

*Continued ...*

### **EVALUATION RESULTS**

The CHSC Tobacco Free Soccer Initiative was evaluated through a survey distributed to parents and coaches, and focus groups with players, coaches, and the Cole Harbour Soccer Club Executive. Overall, the initiative was successful in achieving a high level of awareness, comprehension, and acceptance of the tobacco-free soccer message and policy among parents and coaches.

Coaches and tobacco users reported that the message motivated them to do something. Coaches most often indicated that they were motivated to promote the message to friends and family, and at soccer games, while tobacco users most often indicated that the message motivated them to not smoke at games and practices.

Parents agreed that the program was effective in creating a smoke-free environment and encouraging kids not to smoke. The initiative motivated one in five parents to do something, which was not an explicit program objective, but rather value added. The initiative motivated three parents to quit and many more to talk to their children about tobacco use/smoking. Parents felt the program was worthwhile, and strong support was expressed among the parents to maintain the initiative at the Cole Harbour Soccer Club, and also expand the program to other sports and recreation events.

In 2004, Dartmouth United Soccer Club and Soccer Nova Scotia adopted tobacco-free policies. Other clubs are also considering similar policy initiatives.



# Group Pledge Form



Organization Logo

We the undersigned members of:

\_\_\_\_\_

know that tobacco use harms our bodies and limits our goals both on and off the team. We pledge to be tobacco-free and active for life because we care about our health and the health of those around us.

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
COACH

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

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Participant

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Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Participant

\_\_\_\_\_  
DATE



# Non-Compliance Letter



To Whom It May Concern:

We ask that you refrain from using tobacco industry products during activities sanctioned by [name of the Association]. On [date], the [name of association] adopted a tobacco-free policy prohibiting the use of all forms of tobacco during association activities and events. This means that all games, activities, tournaments, competitions, sponsored events, and other activities sanctioned by our organization will be tobacco-free. Tobacco-free means no smoking, snuffing, dipping, or chewing tobacco by players/participants, coaches/leaders, parents, spectators, and officials.

The [name of association] recognizes that there is plenty of research showing the health effects caused by the use of tobacco industry products. The [name of the association] acknowledges its leadership role in the sport of [name of sport] and aims to be a good role model for youth and other community members. The move to go tobacco-free also complements the [name of the association]'s desire to create a healthy family and community friendly environment.

Patrons who are non-compliant with the tobacco-free policy will be advised of the policy and asked to refrain from using tobacco industry products during the association's functions. We ask that you support our tobacco-free policy as doing so will provide a good example for our youth and show that our community supports and values a tobacco-free lifestyle.

The [name of association] would like to thank you for your cooperation and help in creating a tobacco-free environment. If you would like additional information about the policy, please contact the [name of the association] at [phone number].

Sincerely,

[Name of Association] Executive Committee

# Participant's Pledge



I pledge to be tobacco-free because I choose to lead a healthy, active, tobacco-free lifestyle

\_\_\_\_\_  
Name

\_\_\_\_\_  
Age

\_\_\_\_\_  
Coach / Teacher / Leader

\_\_\_\_\_  
Team / Group

\_\_\_\_\_  
Date



# Participant's Pledge



I pledge to be tobacco-free because I choose to lead a healthy, active, tobacco-free lifestyle

\_\_\_\_\_  
Name

\_\_\_\_\_  
Age

\_\_\_\_\_  
Coach / Teacher / Leader

\_\_\_\_\_  
Team / Group

\_\_\_\_\_  
Date

# Sample **Tobacco-Free** Policy



## Cole Harbour Soccer Club **Tobacco-Free Policy**

The Executive of Cole Harbour Soccer Club (CHSC) recognize that there is ample research demonstrating the health hazards of the use of tobacco products, including smoking and the breathing of secondhand smoke. We believe soccer is a healthy sport and as such we have a responsibility to the players and participants in this sport to demonstrate healthy choices. The Executive of the Cole Harbour Soccer Club, in the best interest of the health and safety of the players, participants, and general public, directs the development of the following policies:

1. CHSC will further the goal of consistency among ongoing school and community

programs to discourage the use of tobacco products during games, practices, and other club or team sponsored activities on HRM sport fields.

2. CHSC will promote tobacco-free soccer using various messages, including logos on team uniforms and encouraging our coaches to promote active, healthy, tobacco-free lifestyles among players.
3. CHSC will support tobacco-free soccer in all our activities, and we will work to eliminate the mixed messages that players receive by encouraging players and participants to respect our tobacco-free policies.



# Tobacco-Free Factsheet

**TOBACCO  
FREE**



**SPORT &  
RECREATION**

## Tobacco Use is linked to

### Cancer:

- Lung
- Bladder
- Esophagus
- Pancreas
- Liver
- Colorectal
- Mouth
- Cervix
- Kidney
- Stomach

### Cardiovascular Diseases:

- Heart attacks
- Stroke
- Aortic aneurysm

### Respiratory Diseases:

- Emphysema
- Chronic bronchitis
- Asthmatic bronchitis

**Smoking  
kills 36 people  
everyday in  
Ontario**

### Short-term effects of tobacco use:

- Shortness of breath
- Coughing
- Increased heart rate
- Decreased levels of physical fitness

### Youth tobacco use is cause for concern:

- Tobacco use often leads to involvement in other risky behaviour, such as drug use
- The younger people are when they begin to smoke, the more likely they are to smoke as adults
- Young people start to smoke at all ages – from their pre-teen years into their early twenties

### The benefits of quitting begin right away

- Decreased blood pressure
- Improved circulation
- Decreased chance of heart attack
- Improved lung function
- Increased energy levels
- For more information call  
Smokers' Helpline: 1-877-513-5333

### Community tobacco-free policies work!

- Tobacco-free policies help support people trying to quit and help to prevent youth from starting
- They are an important part of a comprehensive effort to reduce the use of tobacco in Ontario

**Tobacco use is the #1 preventable cause of death in Ontario**

Adapted From: Tobacco-Free Youth Sport and Recreation. How to Get There.

# Tobacco-Free Survey



We would like to know what you think about creating more tobacco-free recreational places for the youth of our community. Please answer the following questions.

**YOUR AGE:**

- ☐ 6-10                      ☐ 19-29  
☐ 11-18                    ☐ 30+

**ARE YOU A ...**

(check all that apply)

- ☐ Smoker                      ☐ Parent                      ☐ Leader/coach  
☐ Non-smoker                ☐ Grandparent              ☐ Sports official  
☐ Former smoker            ☐ Spectator                  ☐ Participant

**I support NO TOBACCO USE in the following places:**

(For each place, check the number on the scale that best describes how you feel)

- |   |                   |                         |                         |                         |                         |                         |                |
|---|-------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|----------------|
| 1. Community centres (outdoors)                           | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |
| 2. Outdoor sports facilities                              | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |
| 3. Parks  | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |
| 4. Playgrounds  | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |
| 5. Skateboard/bike parks                                  | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |
| 6. Beaches  | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |
| 7. Vehicles transporting youth to recreational activities | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |
| 8. Other _____  | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |

**I support NO TOBACCO USE for the following individuals during youth recreational events:**

- |                                |                   |                         |                         |                         |                         |                         |                |
|--------------------------------|-------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|----------------|
| 1. Coaches/leaders             | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |
| 2. Sports officials            | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |
| 3. Parents attending events    | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |
| 4. Spectators attending events | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |
| 5. Participants                | strongly disagree | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | strongly agree |

# Tobacco-Industry

## Products Factsheet



## What are Tobacco Industry Products?

*When people think of tobacco industry products, they usually think of cigarettes. However, there are many forms of tobacco sold in Canada, including:*

- Spit tobacco
- Cigarillos
- Bidis
- Snus
- Hookah (water pipes)
- Kreteks or clove and other herbal cigarettes

### SPIT TOBACCO

*also known as Smokeless Tobacco*



- Chew**
  - A leafy form of tobacco sold in pouches
  - Is kept between the cheek and gums for several hours at a time
- Plug**
  - Chew tobacco that has been pressed into a hard block
  - Is placed between the cheek and gum.
- Snuff**
  - Ground-up moist tobacco sold in cans
  - Placed between the bottom lip and gum
  - Also known as 'dipping'

### SNUS

- Comes in a small pouch, similar to a teabag
- Placed under the upper lip for extended periods of time
- Does not result in spitting



### CIGARILLOS

- Similar to a cigar, but is the size of a cigarette
- Comes in a variety of flavours

### HOOKAH (WATER PIPES)

- Single or multi-stemmed (often glass-based) water pipe used for inhaling smoke
- Operates by water filtration and indirect heat



### BIDIS

- Thin cigarettes wrapped in leaves and tied with colourful strings
- Sold in a variety of candy-like flavours
- Do not stay lit easily, so people who smoke them need to puff harder and inhale deeper into their lungs to keep them lit

### KRETEKS

- Indonesian cigarettes made of tobacco, ground cloves and other additives

Adapted from: British Columbia Ministry of Health. (2005). *The Harmful Effects of Tobacco Products: Not a Safe Option to Cigarettes*. Tobacco Prevention Series.



# Did You Know?



Organization  
Logo Here

## We Have a Tobacco-Free Policy!

**What?** Summary of the tobacco-free policy. Define which tobacco industry products are included - cigarettes, pipes, smokeless tobacco products...

**Why?** Insert the background information and reasons for going smoke-free.  
- Cut and paste the policy here -

**Who?** List who the policy applies to - participants, coaches/leaders, spectators, parents, officials...

**Where?** List locations where the policy applies - field, stands/sidelines, home/away games... List locations where people can use tobacco industry products

**When?** Specify when the policy came/comes into effect

**How?** Specify how the policy will be enforced - verbal reminders, voluntary compliance...

**Questions:** Insert the contact information



# Did You Know?



Organization  
Logo Here

## We Have a Tobacco-Free Policy!

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**How?** Specify how the policy will be enforced - verbal reminders, voluntary compliance...

**Questions:** Insert the contact information

# TOBACCO FREE



## SPORT & RECREATION

[playlivebetobaccofree.ca](http://playlivebetobaccofree.ca)