

PLAY, LIVE,

A Guide for Developing Tobacco-free Sport and Recreation Policies and By-laws



BE... TOBACCO-FREE

www.playlivebetobaccofree.ca



ACKNOWLEDGEMENTS

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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 environments.

THIS GUIDE HAS THREE GOALS:

- 1.** To encourage community sport and recreation organizations and municipalities to adopt tobacco-free policies and smoke-free outdoor by-laws.
- 2.** To help community sport and recreation organizations and their partners build productive relationships.
- 3.** To provide information and resources that will help make tobacco-free policies and programs easy to develop and implement successfully.

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

PLAY, LIVE, BE TOBACCO-FREE GUIDE PRIMER



TOBACCO-FREE SPORT AND RECREATION

This primer is a brief overview of the Play, Live, Be Tobacco-free Guide. It is intended to provide brief information for people who are interested in learning more about efforts to make areas where outdoor sports and recreation activities take place tobacco-free, and to help them identify what they need to learn more about. The full Guide and other resources are available at www.playlivebetobaccofree.ca. Another important resource is the Ministry of Health Promotion and Sport's website www.mhp.gov.on.ca/en/healthy-communities/hcf/default.asp.

WHAT IS TOBACCO-FREE SPORT AND RECREATION?

Tobacco-free sport and recreation means that everyone taking part in a sport or recreational activity – participants, volunteers, officials, coaches, leaders and spectators – do not smoke, snuff, dip or chew tobacco while participating in the activity. Organizations can help prevent youth from starting to use tobacco industry products with a policy to make their organizations tobacco-free. Another approach used by some communities are smoke-free by-laws which includes outdoor areas. By-laws are legally binding policies or regulations which are enacted by a municipality acting under the authority of a higher law, in this case, the *Ontario Municipal Act*. The *Ontario Municipal Act* permits municipalities to limit where individuals can smoke, however it does not provide them with the power to address tobacco use in general (Government of Ontario, n.d.). Smoke-free by-laws in outdoor areas are effective because they provide a community-wide standard.

Both tobacco-free policies and smoke-free by-laws provide approaches to addressing tobacco-free sport and recreation in your community. They can work in a complementary way to provide comprehensive coverage for your community regarding outdoor tobacco use. Developing relationships and working together with other members of your community, your local public health unit, parks and recreation staff, sports and recreation organizations and your own community or group will be important to be able to make the change you seek.

WHY IS TOBACCO-FREE SPORT AND RECREATION IMPORTANT?

Sport and recreation organizations play a vital role in the health and wellness of our community. A tobacco-free policy strengthens the positive impact your organization has on the health of the community and provides an important message about being tobacco-free to individuals who are part of your organization.

The benefits of tobacco-free sport and recreation include:

- Preventing youth from starting to use tobacco industry products
- Protecting the environment
- Protecting children from second-hand smoke
- Giving everyone a chance to perform at their best
- Creating a tobacco-free culture
- Helping tobacco users quit

How to develop a Tobacco-free Sport and Recreation Policy and Smoke-free Outdoor Spaces By-law

There are six basic steps for making an effective tobacco-free sport and recreation policy. These six steps can also be used to develop smoke-free outdoor by-laws, but different emphases and approaches are used at each step.

STEP 1: UNDERSTANDING YOUR COMMUNITY

Perhaps the most important step in building a community or organizational approach to smoke-free outdoor by-laws or organizational tobacco-free sport and recreation policies is to understand how your community experiences, and sees the issue. Conducting a community assessment or environmental scan will differ based on whether you are interested in passing an organizational policy, or a community-wide by-law. In some cases, the community

assessment will help you decide to change your focus from a tobacco-free sport and recreation policy to a smoke-free outdoor spaces by-law based on what you learn.

TO CONDUCT AN ENVIRONMENTAL SCAN:

1. Gather together a group of community stakeholders who are knowledgeable about community life, especially with regards to rules and policies for smoke-free (or tobacco-free) sports or recreation environments.
2. Plan a series of questions to answer about the issue, focused on a comprehensive view of the community (political, environmental, social and technological) and the strengths, weaknesses, opportunities and threats with regard to your issue. You should also review existing reports on the community's health, and how the community uses parks and recreation facilities to help inform your efforts.
3. Keep notes based on your discussions, and use this information to assess the facilitators and barriers.

STEP 2: BUILDING SUPPORT

A tobacco-free policy for your organization is important because it clearly states your position about tobacco in sports and recreation and how your organization will address tobacco use. A smoke-free outdoor by-law will demonstrate your community's commitment to creating a healthy community. Building support will differ based on your community, organization, resources and supports.

Consider these ideas as a guide for building support for your policy or by-law:

- Host a tobacco-free event and ask attendees to sign a pledge to be tobacco-free.
- Conduct a survey of your members or the community to assess their support for tobacco-free sport and recreation or smoke-free outdoor spaces.
- Work with your local public health agency's tobacco control coordinator to increase awareness of the harmfulness of tobacco industry products and the benefits of a tobacco-free sport and recreation policy and smoke-free outdoor spaces. Public health may also have collected information about the support in your community for tobacco-free spaces.
- Include young voices in the efforts to build support. Children can be powerful advocates of tobacco-free sport and recreation and smoke-free outdoor spaces.
- Link up with your sister (or brother) organizations and/or neighbouring communities to develop comprehensive support for organizational tobacco-free sport and recreation policy.
- Provide information to committee members, members of the public and/or municipal councillors about tobacco use and tobacco-free sport and recreation.
- If youth are a key audience, you may need to provide youth-focused resources. Youth may also need more information about smokeless tobacco.
- Ensure key stakeholders (coaches, volunteers, board of directors, municipal staff, councillors) are informed and involved from the beginning.
- Invite a guest speaker to discuss the importance of tobacco-free sport and recreation.
- Contact your local public health agency to request a consultation.
- Get support from leaders and members by sharing tobacco-free policies or smoke-free by-laws from other organizations and communities.

Resources to support these efforts are in this guide and available at www.playlivebetobaccofree.ca



Once you have gained community support, be sure to demonstrate it to stakeholders. Make sure that the organization and community are aware of people's support for the issue. Some ideas for how to share this information are:

- Support community groups to collect signatures for a petition.
- Draft letters to decision-makers such as council members, members of the executive, or community leaders.
- Encourage supporters to write letters to the editor of the local paper.
- Make sure you provide contact information to the community so that you can respond to information requests.
- Attend local council meetings with your partners whenever this issue is being discussed.
- Select people to provide testimonials at a local council meeting.
- Issue media releases and advisories before your tobacco-free sport and recreation events to profile your activity in the media.

STEP 3: CREATING THE POLICY/BY-LAW

Whether you are working towards creating a tobacco-free policy in an organization, or a smoke-free outdoor spaces by-law at the municipal level, you will need to sit down and create the policy that you want.

While organizational policies and by-laws are very different, each contains the same type of information:

- Background information about the reason for your tobacco-free sport and recreation policy or smoke-free outdoor spaces by-law, and a statement that clearly explains your organization's or the municipalities' position.
- Identifies who will be affected by the tobacco-free policy (spectators, members, administrators, officials, coaches, leaders, participants, family, visitors, volunteers).
- Locations where the policy/by-law will, and will not, apply (playing fields, sidelines, concession stands, parking lots, entrances, parks, trails). Remember that smoke can travel.
- The date when the policy/by-law will come into effect.
- How compliance with the policy/by-law will be handled.

This should include clear, specific and enforceable consequences or impacts for not following the policy/by-law.

Writing a by-law is somewhat different from writing a policy. By-laws are legal documents and should be written in consultation with your municipality's staff and the municipal clerk.

STEP 4: PROMOTING THE POLICY/BY-LAW

Once your policy or by-law is passed, promoting awareness of the new policy or by-law is critical to its long-term success. The more people are aware of, and understand the policy, the more likely they are to comply with it. It is usually a good idea to have enough lead-time before the enactment of a new policy or a by-law to implement a strong promotion and awareness campaign, especially if the passage of the policy or by-law was controversial.

Use the following ideas to promote your new tobacco-free policy or smoke-free outdoor spaces by-law:

- Distribute a fact sheet that summarizes your organization's tobacco-free policy or the municipal by-law to key stakeholders.
- Send letters to influential leaders and people in your organization or municipality to explain the new policy or by-law, encourage them to support the policy and act as positive role-models.
- Make announcements about the new policy before, during, and after games and events, in the newspaper and other community media outlets.
- Include information about the new policy/by-law in materials that are relevant to the organization or community users of the space – like municipal recreation guides, on websites, in handbooks and registration packages.
- Host a special event to highlight the change at the kick-off of the season to inform the community.
- Make information available at community locations – libraries, visitor booths, arenas, Early Years Centres, trail associations, community agencies, among others.
- Use community based media like organization flyers and newsletters and school newsletters to inform the community about the change.

STEP 5: REINFORCING THE POLICY/BY-LAW

It is everyone's responsibility to reinforce the policy or by-law and encourage others to follow it. Most people will follow the policy or by-law when they are made aware of it and why it was put in place. It is important to ensure that a clear understanding of the reinforcement strategy is shared by all those affected by the policy and that they understand their shared and individual responsibility for reinforcing it.

In both tobacco-free sport and recreation policy and smoke-free outdoor spaces by-law, visual reminders are very helpful in reinforcing the new rules. Organizations and municipalities who have implemented tobacco-free policies report that it is helpful to have a prominently displayed sign or logo to point to while reinforcing the by-law or policy.

Your reinforcement strategy should include:

- **Signage and Communication:** Permanent signs where possible that are highly visible and ongoing communication about the new policy/by-law on organization materials and websites.
- **Accountability:** Individuals/groups assigned (and trained) to enforce the policy and by-law.
- **Process:** A step-by-step process for an enforcement strategy that is clear and defined.
- **Consequences:** Tangible consequences for non-compliance that are within scope of the organization/municipality.
- **Training:** People tasked with implementing reinforcement strategy are trained and understand their responsibilities.

STEP 6: ENSURING THE SUCCESS OF THE POLICY/BY-LAW

Efforts to evaluate the tobacco-free sport and recreation policy or smoke-free outdoor spaces by-law will be similar – with only the scope (organization-wide or community-wide) as key differences. The evaluation will help you understand what you did right, what you could have done better, identify significant issues with enforcement, and provide insight into how you might handle the development and implementation of a similar process in the future.

An evaluation process can be very simple:

- Include the issue on the agenda of meetings with key groups affected by the policy/by-law at regular intervals (yearly).
- Put a very brief survey on the organization or municipality's website.
- Conduct a survey with users who attend events or activities at the spaces covered by the policy or by-law.

Ask the following questions:

- Are people aware of the policy?
- Are people following the new policy?
- Is cigarette litter a problem?
- Do staff and volunteers feel comfortable and confident enforcing the policy?
- Is the non-compliance strategy working?

Remember – more support is available for working on tobacco-free sport and recreation. Go to www.playlivebetobaccofree.ca, or contact your local public health unit for more information.





WHAT IS TOBACCO-FREE SPORT AND RECREATION?

Tobacco-free sport and recreation means that everyone taking part in a sport or recreational activity – participants, volunteers, officials, coaches, leaders and spectators – do not smoke, snuff, dip or chew tobacco while participating in the activity. Organizations of every level – international, national, provincial, regional and local – can help prevent youth from starting to use tobacco industry products with a policy to make their organizations tobacco-free. Another approach used by some communities are smoke-free by-laws which includes outdoor areas. By-laws are legally binding policies or regulations which are enacted by a municipality acting under the authority of a higher law, in this case, the *Ontario Municipal Act*. The *Ontario Municipal Act* permits municipalities to limit where individuals can smoke, however it does not provide them with the power to address tobacco use in general (Government of Ontario, n.d.). Smoke-free by-laws in outdoor areas are effective because they provide a community-wide standard.

Both tobacco-free policies and smoke-free by-laws provide approaches to addressing tobacco-free sport and recreation in your community. They can work in a complementary way to provide comprehensive coverage for your community regarding outdoor tobacco use. Information on how to use each approach is included in this guide. As you work on your approach to tobacco-free sport and recreation, it will be important to decide which approach will work for your community or organization. Developing relationships and working together with other members of your community, your local public health unit, parks and recreation staff, sports and recreation organizations and your own community or group will be important to be able to make the change you seek.


This Guide will be useful for individuals and groups who are interested in helping their organizations and communities develop policies and by-laws for tobacco control. Two important resources that can support your work are:

 www.playlivebetobaccofree.ca

 www.mhp.gov.on.ca/en/healthy-communities/hcf/default.asp

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
<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. A tobacco-free policy strengthens the positive impact your organization has on the health of the community and provides an important message about being tobacco-free to individuals who are part of your organization.

The benefits of tobacco-free sport and recreation 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. A tobacco-free policy acknowledges the harmfulness of all tobacco industry products – not just cigarettes, but also snuff, dip and chewing tobacco. Tobacco companies have used sports and other lifestyle activities to promote tobacco products for years.

Protecting the environment

Cigarette butts are a major source of litter in communities and on beaches (Novotny, Lum, Smith, Wang & Barnes, 2009). Cigarette butt takes a long time to biodegrade depending on environmental factors such as temperature, rain, sunlight, etc.

Community-wide protection for children

It is well accepted that there is no known safe level of exposure to second-hand smoke indoors. Recent research shows that under certain conditions, levels of tobacco-smoke outdoors (within one or two metres of a lit cigarette) can be as high as indoors, and that by-products of smoking (like second-hand smoke residue in fabrics and cushions) can also be harmful (Klepeis, Ott, Switzer, 2007; Smoke-free Ontario-Scientific Advisory Committee, 2010). Smoke-free by-laws provide community-wide protection for vulnerable populations including children.

Giving everyone a chance to perform at their best

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

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.

Helping smokers quit

Smoke-free environments offer fewer opportunities to use tobacco and remove visual cues to help smokers stay quit. The Smokers' Helpline provides personalized support and a community of quitters at your fingertips. Call 1-877-513-5333 or visit www.smokershelpline.ca today for help.

HOW TO DEVELOP A TOBACCO-FREE SPORT AND RECREATION POLICY OR SMOKE-FREE OUTDOOR SPACES BY-LAW



A tobacco-free policy sends a clear message that your organization values a tobacco-free lifestyle. Smoke-free outdoor by-laws demonstrate a community's commitment to the health and well being of its members.

This section outlines six basic steps for making an effective tobacco-free sport and recreation policy. These six steps can also be used to develop smoke-free outdoor by-law, but different emphasis and approaches are used at each step. In each step, the concept is explained first, followed by information on how to implement both tobacco-free policies and smoke-free outdoor by-law.

1. Understanding Your Community
2. Building Support
3. Creating the Policy/By-law
4. Promoting the Policy/By-law
5. Reinforcing the Policy/By-law
6. Ensuring the Success of the Policy/By-law

There are numerous guides for developing policies. In this Guide, we use a condensed version of The Health Communication Unit's Eight Steps to Developing a Health Promotion Policy. The Health Communication Unit is a key resource centre within Ontario's health promotion capacity building resource centres. Funded by the Ontario Agency for Health Protection and Promotion, The Health Communication Unit provides training and support for community agencies and groups working on health promotion issues in Ontario.

For more information about THCU's eight step process, go to



The Health Communication Unit Roadmap for Policy Development
www.thcu.ca/infoandresources/roadmap.htm

THE ROLE OF MUNICIPALITIES

Municipalities can make and pass policies – some of which are by-laws – that meet their community's needs. By-laws may be necessary when there is no provincial or federal legislation in place or when the municipality wants to strengthen policy and existing provincial legislation. For example, prior to the *Smoke-free Ontario Act*, local municipalities around the province passed local by-laws for smoke-free indoor and enclosed public spaces and workplaces. The SFOA explicitly states that whichever legislation is stronger, whether it be at the municipal or provincial level, is the one that takes precedence locally.

Typically, provincial legislation gives municipalities the power to pass local laws that restrict the holding of "lit tobacco," but not all forms of tobacco. For that reason, by-laws to restrict tobacco use focus mainly on smoke-free outdoor spaces.

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 and enclosed public places. It also put in place stronger controls on the sale and promotion of tobacco products to anyone under the age of 19. Beginning in January 2009, the SFOA was expanded to also protect children under 16 from exposure to second-hand smoke in private motor vehicles (Ministry of Health Promotion and Sport, 2010).



Visit: www.mhp.gov.on.ca for more information about the *Smoke-free Ontario Act*.

STEP 1: UNDERSTANDING YOUR COMMUNITY

Perhaps the most important step in building a community or organizational approach to smoke-free outdoor spaces by-law or organizational tobacco-free sport and recreation policy is to understand how your community experiences, and sees the issue. It is helpful to consider tobacco-free sport and recreation in the broadest context – considering the social, political, and economic sectors of the community.

For many, particularly those who work or volunteer for an organization, this is a straightforward step. Their “community” (e.g., organization) is small, contained and how they see an issue easily assessed. People may already be discussing the issue, or it is very clear-cut that for a group whose mandate is to support healthy activities for youth, it also will be supportive of tobacco-free sport and recreation.

For others, the community's or organization's support and interest in tobacco-free sport and recreation, or smoke-free outdoor spaces may not be so straightforward. They may receive sponsorship support from groups or individuals who sell or promote tobacco industry products, have a strong and vocal membership who views the issue as restricting behaviour, rather than promoting health for all, or may simply not believe that the issue merits attention.

In either case, understanding how your community sees and experiences the issue will help you identify challenges and facilitators to implementing your tobacco-free sport and recreation policy or smoke-free outdoor spaces by-law, and avoid surprises. To understand your community, conduct research about how your community views the issue. This is usually called a “community assessment” or an “environmental scan.”

Conducting a community assessment or environmental scan will differ based on whether you are interested in passing an organizational policy, or a community-wide by-law. In some cases, the community assessment will help you decide to change your focus from a tobacco-free sport and recreation policy to a smoke-free outdoor spaces by-law based on what you learn.

Tobacco-free Sport and Recreation Policies

Understanding your organization's views towards tobacco-free sport and recreation policies involves some straightforward research.

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?

Does your parent organization(s) (if you have one) have a policy on tobacco-free sport and recreation?

REMEMBER

Rules about player or coach behaviour are sometimes included in “codes of conduct” or embedded in other organization policies. If the policy exists in another form, it means that, at a minimum, the organization has endorsed the tobacco-free, or smoke-free concept. Build on that endorsement to make the existing rule or policy more effective, or to change how the current rule is framed into a policy.

FIND OUT IF THERE ARE MUNICIPAL SMOKE-FREE BY-LAWS THAT APPLY TO THE SPACES USED BY YOUR ORGANIZATION

- For example, some municipalities have by-laws that ban smoking on outdoor bleachers (stadium stands), playgrounds, or parks.
- Under the *Smoke-free Ontario Act* (SFOA), smoking, or holding lit tobacco, is banned on all elementary and secondary school properties in Ontario, at all times.
- Go to your local municipal website to learn about local by-laws. You can also find more information at www.playlivebetobaccofree.com.

Smoke-free Outdoor Spaces By-law

Building support for a smoke-free outdoor spaces by-law is critical. As a municipal initiative, it needs political support. Politicians, while deeply interested in the community good, are also concerned about passing laws or rules that are “right” for the community – and that means supported by the community.

When we are building support for a by-law, we sometimes call it “advocacy.” Advocacy is defined as active support of an idea or cause; especially the act of “pleading or arguing” for something. Normally, advocating for an issue means that you want to change – or keep in place – a policy, law, budget decision at either a formal political or government level, or within a group or organization. People usually advocate for a cause based on their own feelings or beliefs.

Each by-law experience is unique. Some by-law experiences are defined by the leadership of an influential policy maker who simply believes in the cause and has enough influence to pass the by-law without a strong advocacy effort. More typically, building support involves building a strong, broad based partnership to advocate for the by-law, educating stakeholders and the public about the issue and demonstrating community support.

It is important to have a very clear and specific reason for requesting smoke-free outdoor spaces, a broad base of support, a champion and plan for how you will advocate for your issue when approaching municipal government representatives. The steps below will help you develop a plan to advocate for your cause.

1. CREATE YOUR PLATFORM

- Based on the goals and objectives that you identified, develop statements that describe what you want to do.
- Look at what other Ontario municipalities like Collingwood, Woodstock, Belleville, Thunder Bay and Orillia have done. Contact people who worked on those by-laws to learn what worked, and didn’t work, for them. You can find information about other

by-law activities, including case studies of Collingwood and Woodstock by-law activities at www.playlivebetobaccofree.ca

- Contact people in your community who are familiar with the issue, and with the political environment. Tell them what you are interested in doing, and ask them to help you refine your request.
- Make sure you explain what you want in a way so that others can easily understand the issue and your position.



KEYS TO SUCCESS

Understand the policy process of your municipal government. Ask your regional, city or 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?

2. BUILD PARTNERSHIPS

There is power in numbers. A broad base of support is critical for building by-law support. Look for community members and local organizations who share your concerns to work with you. This will demonstrate 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:

- Voluntary health agencies
- Other sport and recreation clubs and organizations
- Child- and youth-focussed organizations
- Parks and Recreation Departments
- Businesses that supply and/or sponsor teams
- Public health agencies
- Schools and parent organizations
- Youth



- “Certification marks” – designation of the organization’s tobacco-free status
- All service agreements

Special events to highlight the change at the kick-off of the season might also be useful in informing spectators and vendors about the policy change.

2. CREATE PROMOTIONAL MATERIALS

Effective and simple logos or slogans, such as the Play, Live, Be Tobacco-free logo in this guide (and available at www.playlivebetobaccofree.ca), can quickly and clearly express your tobacco-free message.

To show that your organization is tobacco-free, use the logo on:

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



KEYS TO SUCCESS

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

- Distribute a fact sheet that summarizes your organization’s tobacco-free policy. (See Appendix M: Promotional Material Template and Appendix N, Sample Certificate).
- Send letters to influential leaders and people in your organization to explain the new policy, encourage them to support the policy and act as positive role-models.
- Make announcements about the new policy before, during, and after games and events.

CASE STUDY LAMBTON COUNTY

Lambton County’s Community Health Services have partnered with local sports and recreation organizations to support promotion activities. These promotional activities included the following:

1. Development and distribution of **media releases** to promote “Play, Live, Be Tobacco-free” seed grant requests and recipients to create public awareness about policy development.
2. Creation of three “Play, Live, Be Tobacco-free” promotional **banners** that are shared with local sports organizations for use during tournaments and team events.
3. **Displays and information booths** at hockey tournaments to promote awareness of tobacco-free sport and recreation. Distributed promotional items with the “Play, Live, Be Tobacco-free” logo free including pucks, coaching clipboards, t-shirts, sport towels, stickers, temporary tattoos and water bottles.
4. Launch of a **public spaces advocacy campaign** to support local efforts, and increase awareness about the need for tobacco-free sport and recreation. Promotional activities included radio and print advertisements, bus ads and interviews on local radio shows, including weekly sports talk show with an elite sports hockey team captain, to demonstrate their support for the initiative.
5. A **promotional partnership** with the Sarnia Sting Ontario Hockey League (OHL) Junior A team to promote tobacco-free sport and recreation message and educate the public about the Play, Live, Be... Tobacco-free (PLBTF) movement. Promotional activities included a “Jumbotron” message (played during intermission), PLBTF rink boards, website links and the creation of an educational video on tobacco-free sport and recreation.

STEP 5: REINFORCING THE TOBACCO-FREE POLICY

It is everyone's responsibility to reinforce the policy or by-law and encourage others to follow it. Most people will follow the policy or by-law when they are made aware of it and why it was put in place. It is important to ensure that a clear understanding of the reinforcement strategy is shared by all those affected by the policy and that they understand their shared and individual responsibility for reinforcing it.

In both tobacco-free sport and recreation policy and smoke-free outdoor spaces by-law, visual reminders are very helpful in reinforcing the new rules. Organizations and municipalities who have implemented tobacco-free policies report that it is helpful to have a prominently displayed sign or logo to point to while reinforcing the by-law or policy.

Tobacco-free Sport and Recreation Policy

Your reinforcement strategy should include:

- Signage and Communication: Permanent signs where possible that are highly visible and ongoing communication about the new policy on organization materials and websites.
- Accountability: Individuals/groups assigned (and trained) to enforce the policy.
- Process: A step-by-step process for an enforcement strategy that is clear and defined.
- Consequences: Tangible consequences for non-compliance that are within scope of the organization.
- Training: People tasked with implementing reinforcement strategy are trained and understand their responsibilities.

To help people reinforce the tobacco-free policy, include 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 should follow a simple step-by-step process and be easy for people to follow. However, remember that every organization is unique. Make sure your non-compliance strategy meets your organization's needs.

Non-compliance Strategy

A non-compliance strategy should include a detailed process for addressing non-compliance with the policy that includes:

- Who is responsible at events/activities
- Number of warnings (if any)
- How warnings will be executed, documented and by whom
- How the compliance letter will be delivered, who will sign it, who will deliver it (keep record!)
- How repeat violations will be handled, by whom

Spend time early in the year or season to make sure people know about your policy and support your tobacco-free message. This will mean less time spent explaining the policy to people who don't know about it or are not sure about how to follow it.

Example: Non-compliance Strategy

This three-step non-compliance strategy will be followed if an individual fails to follow the organization's tobacco-free policy.

1. Assume the person does not know about the tobacco-free policy.
2. Approach the person and remind them about the tobacco-free policy. Explain why it was created. Then politely ask them not to use tobacco industry products during the organization's activities.
3. If the person continues to ignore the policy, then a senior staff or volunteer member will review the policy with the person again and provide them with a formal written letter outlining the policy. Have a copy of the letter signed and ready for distribution by all representatives of the organization.
(See Appendix Q: Sample Non-compliance Letter)

Organizations might consider adding an additional step to their non-compliance strategy that includes asking those who do not follow the policy to leave the activity area. Carefully review your facility rental agreement and consult with your organization executive to make sure you have the authority and support to do this.



TIPS ON COMPLIANCE

- Every organization is unique. Consult with the organization's executive and a lawyer to make sure that the non-compliance strategy meets your organization's needs and is supported by the organization.
- Make sure your organization provides information, training and support for individuals who may have to reinforce the policy.
- Contact your local public health agency's tobacco enforcement staff to find out about resources and training opportunities.

KEYS TO SUCCESS

Be diplomatic

Provide people who are found smoking a friendly reminder about your policy and what it means.

Understand responsibilities

Communicate to all members and participants their roles and responsibilities to reinforce the policy.

Involve the players/members

Have coaches/leaders explain the tobacco-free policy at the first meeting and encourage players/members to share the information with others coming to watch them. Keeping youth involved helps to ensure high compliance with the policy.

Clear and consistent promotion

Make the message easy to see 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, etc.).

Smoke-free Outdoor Spaces By-law

How the smoke-free outdoor spaces by-law is reinforced will be detailed in the by-law, including signage requirements, enforcement responsibility, fines and enforcement process. Indeed, much of the reinforcement strategy will be dictated by the by-law, so it is critical that public health tobacco control enforcement staff participate in the development of the by-law.

Usually the health unit's tobacco enforcement staff and municipal by-law officers will be charged with enforcing the by-law, but a good reinforcement strategy should also include:

- Information and training for all staff who are responsible for activities at places where the new by-law will be in effect.
- An enforcement plan from the point that the by-law is passed.
- Regular review of warnings, charges and enforcement approaches.

STEP 6: ENSURING THE SUCCESS OF THE TOBACCO-FREE POLICY

Most groups will feel that once the policy or by-law is passed and enacted, their work is complete. However, this view is short-sighted. There are three reasons that this step is important:

- Communities' and organizations' views, attitudes and behaviours change over time.
- Lack of attention to the policy or by-law can lead to erosion in compliance.
- Evaluation of your efforts in implementing the policy or by-law can provide important information and learnings for other initiatives.

Evaluation of efforts for tobacco-free sport and recreation policy or smoke-free outdoor spaces by-law will be similar – with only the scope (organization-wide vs. community-wide) as key differences. The evaluation will help you understand what you did right, what you could have done better, significant issues with enforcement, and how you might handle the development and implementation of a similar process in the future. An evaluation process can be as simple as putting the issue on the agenda of meetings with key groups (for organizational policy: coaches, parents, referees, participants; for by-law: municipal councillors, community users of included spaces, tobacco enforcement staff), or putting a very brief survey on the organization or municipality's website, or conducting a survey with users who attend events or activities at the spaces covered by the policy or by-law.





Here are key issues to consider:

Issue	Tobacco-free Sport and Recreation Policy	Smoke-free Outdoor Spaces By-law
Timing	6 months or a year after passed	3 months, or one year after enactment
What you want to learn	<ul style="list-style-type: none"> • Awareness • Compliance • Behaviour Change • Support • Problem Areas • Other issues to address 	<ul style="list-style-type: none"> • Awareness • Compliance • Behaviour Change • Support • Problem Areas • Other issues to address
From Whom	<ul style="list-style-type: none"> • Organization members • Volunteers • Participants • Vendors • Staff • Officials 	<ul style="list-style-type: none"> • Tobacco Enforcement Staff • General Public • Space/Facility Users
How you can learn information	<ul style="list-style-type: none"> • Intercept interviews at registration/picture day • Website survey • Mailed surveys with organizational materials • Meeting with key stakeholder groups 	<ul style="list-style-type: none"> • Intercept interviews at space/facilities covered by the by-law • Website survey • Survey with key stakeholder groups • Facility/space organization user survey • General community member survey • Enforcement staff survey

Your questions should be straightforward, focussed on specific aspects of the policy process and brief. Make sure to have a plan to share what you learn with others, both in your organization and those outside of your organization who can benefit from what you did.

SPECIAL FOCUS: QUITTING SMOKING

About half of all current adult smokers in Ontario attempt to quit smoking in a given year (OTRU, 2010).

Although half of all former smokers report that they quit on their first try, others require several attempts and medications before they succeed. (Fiore MC, Jaen CR, Baker TB, et al. 2008)

SUPPORTING PEOPLE TO QUIT

What does a tobacco-free sport and recreation policy or municipal by-law have to do with quitting smoking? As it turns out, quite a bit.

Strong evidence shows that more people reduce or stop using tobacco products when tobacco-free policies are in place. This may be because there are fewer opportunities to use tobacco, or because of the influence of an increasingly smoke-free community environment.

It is important for your organization to help people interested in quitting smoking. This will help position your organization as a helpful resource, and can encourage people to follow your tobacco-free policy. Even more importantly, it will provide a supportive community environment for people who want to quit smoking.

HOW YOU CAN HELP

Quitting smoking is a personal decision, and can be a difficult challenge. You can help people who are encouraged to quit smoking because of your tobacco-free sport and recreation policy or by-law.

- Include a brochure or flyer about support for quitting smoking with information about your organization's new tobacco-free policy. (See Appendix R: *Smokers' Helpline* Fact Sheet) Resources are available from your local Canadian Cancer Society office, your public health agency (, or by contacting the *Smokers' Helpline* directly at 1-877-513-5333 or www.smokershelpline.ca.
- Have quit smoking materials and brochures to promote smoke-free homes readily available in your organization office and facilities.

- Refer people to the *Smokers' Helpline* at 1-877-513-5333 or www.smokershelpline.ca to get advice and support.
- If there are enough people involved in your organization who want to quit smoking or learn about the health effects of second-hand smoke, consider bringing in a smoking cessation professional to speak at an organization meeting, or host a quit smoking group. Call your local public health agency for more information.

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 the environment.
- 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.
- Giving everyone a chance to perform at their best.

Congratulations!

For more information or assistance in developing a policy or by-law, contact your local public health agency. To find your local public health agency, see list of Public Health Agencies in Ontario at www.alphaweb.org/ont_health_units.asp.



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Participant's Pledge Form

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 _____

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 _____

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 _____



Tobacco-free Survey

WE WOULD LIKE TO KNOW WHAT YOU THINK ABOUT CREATING MORE TOBACCO-FREE RECREATIONAL PLACES FOR YOUTH IN OUR COMMUNITY. PLEASE ANSWER THE FOLLOWING QUESTIONS.

Your Age:

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

Do You...

- Smoke
- Not smoke

Are You A ... (Check All That Apply):

- Player/Participant
- Parent/Family Member
- Leader/Coach
- Official/Referee
- Organizer/Volunteer
- Spectator

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. 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

Adapted from: Creating Healthy Communities: Using Recreation as a Tool for Tobacco Prevention



Fact Sheet On Tobacco-free Sport And Recreation

WHY IS TOBACCO-FREE SPORT AND RECREATION IMPORTANT?

Sport and recreation organizations play an important role in the health and well-being of people of all ages. The use of tobacco products during sport and recreation events by the participants, volunteers, officials, coaches, leaders and spectators sends a mixed message about tobacco use to youth.

Tobacco-free sport and recreation sends a clear message that sport and recreational activities and tobacco use do not mix.

Tobacco-free Sport and Recreation means that all participants, volunteers, officials, coaches, leaders and spectators, do not smoke, snuff, dip or chew tobacco while participating in a sport or activity.

The benefits of tobacco-free sport and recreation include:

Preventing youth from starting to use tobacco products

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

Protecting the environment

- Cigarette butts are a major source of litter in communities and on beaches. Cigarette butts take a long time to biodegrade depending on environmental factors such as temperature, rain, sunlight, etc.

Protecting children from second-hand smoke

- It is well accepted that there is no known safe level of exposure to second-hand smoke indoors. Recent research shows that under certain conditions, levels of tobacco-smoke outdoors (within one or two metres of a lit cigarette) can be as high as indoors, and that by-products of smoking (like second-hand smoke residue in fabrics and cushions) can also be harmful. Smoke-free by-laws provide community-wide protection for this vulnerable population.

Giving everyone a chance to perform at their best

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

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.

Helping smokers quit

- Smoke-free environments offer fewer opportunities to use tobacco and remove visual cues to help smokers stay quit. *Smokers' Helpline* provides personalized support and a community of quitters at your fingertips. Call 1-877-513-5333 or click www.smokershelpline.ca today for help.





Tobacco Industry Products

WHAT ARE TOBACCO INDUSTRY PRODUCTS?

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

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

SPIT TOBACCO also known as Smokeless Tobacco

Chew

- A leafy form of tobacco sold in pouches
- Placed between the cheek and gums for several hours at a time

Plug

- Chew tobacco that has been pressed into a hard block
- 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.



Smoke-free Fact Sheet For Youth

SMOKING KILLS 36 PEOPLE EVERY DAY IN ONTARIO

Tobacco use is linked to:

- Cancer of the lung, bladder, esophagus, pancreas, mouth, cervix, kidney and stomach.
- Cardiovascular diseases such as heart attacks, aortic aneurysms and stroke.
- Respiratory diseases including emphysema, chronic bronchitis and asthmatic bronchitis.

Short-term effects of tobacco use:

- Shortness of breath
- Coughing
- Increased heart rate
- Decreased levels of physical fitness
- Bad breath and stained teeth
- Leathery looking skin and wrinkling

Youth tobacco use is cause for concern:

- Tobacco may lead to involvement in other risky behaviour, such as alcohol and 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

- Heart rate drops within 20 minutes
- Improved circulation
- Decreased chance of heart attack
- Improved lung function
- Increased energy levels

For information, advice and support call *Smokers' Helpline* at 1-877-513-5333 or www.smokershelpline.ca

Community smoke-free policies work!

- Smoke-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.



Adapted From: Tobacco-free Youth Sport and Recreation. How to Get There. Nova Scotia Department of Health Promotion and Protection. (2005)



Spit Tobacco Fact Sheet

ALSO KNOWN AS SMOKELESS TOBACCO

Types of 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

Spit tobacco contains over 3,000 chemicals and 28 carcinogens (chemicals that cause cancer)

- Polonium 210 (found in nuclear waste)
- Formaldehyde (used to preserve dead bodies)
- Nicotine (an addictive chemical)
- Cadmium (found in car batteries)
- Arsenic (used in rat poison)
- Benzene (used in rubber cement)

SMOKELESS TOBACCO IS NOT HARMLESS!

All types of smokeless tobacco can cause illness and disease:

- Chewing tobacco may cause cancer of the mouth (jaw, lip, tongue, cheek, floor and roof of the mouth), throat and voice box. Almost half of all oral cancer victims die within five years.
- Smokeless tobacco use may cause the loss of the bones around the teeth and jaw.
- Chewing tobacco causes damage to the inside of the mouth – it yellows, scratches and wears down teeth. It may also cause cavities, receding gums, gum disease, loose teeth and bad breath.
- Swallowing tobacco juice may cause cancer of the esophagus, pharynx, larynx and pancreas.
- 40 – 50% of users develop leukoplakia (white leathery patches that can develop into cancer).
- Kidney disease can be caused by the salts inside most chewing tobacco.
- Tobacco use can cause a significant loss of sense of taste and smell even on first use.
- Smokeless tobacco use may lead to increased risk of high blood pressure, heart attacks and strokes.
- Chewing tobacco can result in fatigue, mood swings, depression, muscle weakness, and dizziness.
- Each tin of snuff contains a lethal dose of nicotine.

WEBSITES:

www.health.gov.sk.ca/smokeless-tobacco-facts
dccps.nci.nih.gov/tcrb/less_default.html



Coaches: You Can Influence Youth

Coaches are important role-models for youth. What you do and say about tobacco use impacts on how youth think about, and use tobacco. Studies show that when a coach uses tobacco, young players are more likely to believe that using tobacco is acceptable. When coaches and other sports leaders show that they support being tobacco-free, youth remember, and are more likely to feel positively towards being tobacco-free.

ALL YOUTH ARE AT RISK OF USING TOBACCO

Based on current (2009) youth smoking rates, on the average 16 member team of youth aged 10–17, two will be current smokers. The average age that grade 10–12 students reported having their first cigarette was 14.1 years.

KNOW THE FACTS ABOUT YOUTH AND TOBACCO USE

- Smoking slows lung growth in youth and adolescents, decreases lung function in late adolescence and reduces the oxygen available for muscles used in sports.
- Adolescent smokers report suffering from shortness of breath almost three times more often than non-smokers.
- 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, and remind participants frequently about 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.



Adapted From: Thunder Bay District Health Unit



Tobacco-free Policy

BACKGROUND AND RATIONALE

The *[name of organization]* is committed to providing a healthy environment for participants, volunteers and spectators involved with our organization. We recognize that there is significant evidence demonstrating the negative health impacts of tobacco use and exposure (including second-hand smoke from the use of tobacco indoors and exposure to drifting smoke outdoors) and that no level of tobacco exposure is safe. We also recognize that children and youth gain positive images of tobacco use when they see role-models, leaders and individuals that they respect using tobacco.

COMMITMENT

We believe that *[name of sport]* is a *[healthy activity/sport]* that promotes physical activity and healthy living. Players, coaches and volunteers involved in our *[organization/sport]* have a responsibility to model positive health behaviour with regard to tobacco use.

POLICY

Activities including but not limited to games, tournaments, competitions, practices, training sessions, events (e.g., fundraising) and other performances sanctioned by our organization will be tobacco-free.

Definition: Tobacco-free means that the use of tobacco by players/participants, coaches/leaders, parents/caregivers, spectators and officials is prohibited during all activities sanctioned or engaged in by our organization.

Tobacco products include: cigarettes, cigars, pipes, cigarillos, tobacco chew, plug, or snuff, snus, hookah, bidis and kreteks.

SCOPE AND LOCATION

The *[name of organization]* tobacco-free policy will apply to all activities including, but not limited to games, tournaments, competitions, practices, training sessions, events (e.g., fundraising) and other performances sanctioned by our organization. Locations for each of these activities will vary, however our policy will apply to all locations while the *[name of organization]* sanctioned activity is ongoing.

POLICY IMPLEMENTATION

We will promote the tobacco-free policy at all our activities by:

- Providing a copy of the policy and explaining it to coaching staff. Coaching staff will explain the policy to parents/caregivers.

- Reviewing and sharing the policy with others organizations/groups who may attend or participate in our activities.
- Including the policy in all orientation and information packages provided to coaches, officials, players, members, volunteers and teams/organizations attending or participating in our activities and/or using our facilities.
- Making the policy visible throughout the year using various channels/opportunities including information on our website, banners/signage at events and encouraging coaches and all players to promote a tobacco-free lifestyle.

POLICY ENFORCEMENT

We will enforce the tobacco-free policy to ensure that all those attending and participating in the *[name of organization]*'s activities has access to a tobacco-free environment.

We will use the following steps to enforce our policy:

1. Post signs about our policy where our activities take place, using signs, banners and include in information materials available at the activity.
2. Encourage our coaches, players/members, officials and volunteers to respectfully remind individuals using tobacco at *[name of organization]* activities about the tobacco-free policy.
3. Provide one verbal warning to individuals who repeatedly do not follow the policy. Verbal warning will be delivered by an official representative of the *[name of organization]* including member of the executive, (referee), team coach or manager. The *[name of organization]* representative will inform the *[name of organization]* executive about the verbal warning including the date, location and name of the individual who was warned.
4. The Executive will provide a formal written warning to the individual. Following a written warning, the individual violating the policy again may be brought to the *[name of organization]* for disciplinary actions which could include being banned from all *[name of organization]* events.

POLICY APPROVAL

This policy will be reviewed by the *[name of organization]* Executive Committee annually.

Policy Approved: *[DATE]*

Policy Revised: *[revision date, if applicable]*



Tobacco-Free Policy

Effective Date: May 1st, 2010
Dated: April 13th, 2010
Signature: Aaron MacGillivray
Position: President

Commitment:

Guelph Soccer recognizes that there is ample research demonstrating the health hazards of the use of tobacco products, including smoking and the breathing of secondhand smoke. Soccer is a healthy sport and as such we have a responsibility to the players, participants and the community to demonstrate healthy choices. Guelph Soccer has therefore developed this policy in the best interest of the health & safety of the players, participants, and the general public.

Policy:

All games, activities, tournaments, competitions, practices, training sessions, events and other performances 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 within 9 metres (30 ft.) of any Guelph Soccer activity.

We will promote the tobacco-free policy at all our activities by:

- Having coaches explain the policy to players/members and provide parents with a letter to review and share with others who may come to their game, practice or tournament.
- Including the policy in the startup package provided to coaches every year so all new and returning participants, their parents/guardians, coaches and officials/managers know about the policy from the start.
- Making the policy visible throughout the year using various messages, including a page on the website, banners/signs at events, and encouraging coaches and all players to promote an active, healthy, tobacco-free lifestyle.

We will reinforce the tobacco-free policy at all our activities by:

- Encouraging all coaches, players/members, and parents to respectfully remind someone using tobacco about the tobacco-free policy.
- Consistently applying consequences with people who repeatedly break the policy – repeated violations by players/members, parents/guardian, spectators or coaches may result in a verbal or written warning from the association executive. Following a written warning the individual violating the policy again may be brought to the Club for disciplinary actions which could include being banned from all Guelph Soccer events.

Note: Under the Smoker-Free Ontario Act (SFOA), smoking, or holding lit tobacco, is banned on all elementary & secondary school properties in Ontario.



Fact Sheet For Recreation Organizations

This fact sheet is specific to sport and recreation organizations that have an existing commitment to tobacco-free sport and recreation with a policy, and that use or rent Ontario school property. For information about developing an overall tobacco-free sport and recreation policy, see the steps on how to develop policy in the Play, Live, Be... Tobacco-free Guide.

Smoking or holding “lit” tobacco anywhere – indoors or out – on all public and private school property, anytime, in Ontario is banned in Ontario under the *Smoke-free Ontario Act* (SFOA). This law includes:

- All playing fields on any school property
- Any vehicles parked, or coming onto school property
- Smoking by anyone – parents, visitors, students, spectators

The legislation is in effect 24 hours a day, seven days a week. While it applies to lit tobacco, use of chew tobacco is strongly discouraged. The fine for smoking on school property is \$305. The local Public Health Unit is responsible for enforcing the law, however every organization that uses school property has a role to play in ensuring that children and youth are protected from second-hand smoke, and that individuals using school facilities and property understand and comply with the law.

TFSR POLICIES

Many organizational TFSR policies exceed the restrictions put in place by the SFOA because these bans include all types of tobacco use, not just smoking or holding “lit” tobacco (typically cigarettes, cigars, or pipes). The SFOA is an important tool that supports TFSR policies, but not as extensive as most organizational TFSR policies. Enforcement of TFSR policies on school properties should include the SFOA as part of the overall enforcement plan.

USING SCHOOL PROPERTY? WHAT YOU CAN DO:

Make sure staff, volunteers, coaches, officials and participants know that smoking is not permitted on school property. Most people will follow the law when they know about it. Your organization can:

1. Include school properties that are used by your sport/recreation group in information you share about your existing tobacco-free policy (for example coaches’ information package, participant’s registration package, website, etc.).
2. Ensure that announcements before/during games are made at games that take place on school property.
3. Prior to using school property, visit the location and check the visibility of required signs. Often, the signs are limited to the building and/or parking area and do not make explicit that all school property (including playing fields) are covered by the law. Discuss with school/board representatives your organization’s need/requirement for signage.
4. If signage is not adequate or explicit on school property that is used by your organization, use “temporary signage” (for example, banners) that can highlight the tobacco-free policy while your organization uses the property. This temporary signage can also be used at tournaments/other activities to highlight your tobacco-free policy.

ENFORCING TOBACCO-FREE SCHOOL PROPERTY USED BY YOUR ORGANIZATION

If your organization rents or uses school property, enforce your tobacco-free policy on school property using the same mechanisms as those used generally, however, you can include information about the *Smoke-free Ontario Act* to support your tobacco-free property with regards to smoking. Consider including the following phrases in your organization’s enforcement policy:

- The *Smoke-free Ontario Act* bans smoking, or holding, lit tobacco on all Ontario school property, including playing fields. Individuals who are found smoking on Ontario school property can receive a fine of \$305.
- Where there are repeated infractions of the [organization’s name] tobacco-free policy on school property, the Executive will contact the [name of local public health unit] to attend activities on school property and enforce the SFOA.



Fact Sheet for School Administrators

This fact sheet is designed for use by sports and recreation organizations who are already committed to tobacco-free sport and recreation, who want to provide additional information for school board administrators regarding the *Smoke-free Ontario Act (SFOA)* and their requirements, and how the SFOA can support tobacco-free sport and recreation initiatives. For information about developing an overall tobacco-free sport and recreation policy, see the steps on how to develop policy in the *Play, Live, Be... Tobacco-free Guide*.

USE OF TOBACCO AND SMOKING ON SCHOOL PROPERTY

Sports and recreation organizations across Ontario are embracing tobacco-free sport and recreation policies. Tobacco-free sport and recreation means that all activities (including games, tournaments, practices, training sessions, events and other performances) sanctioned by the organization will be tobacco-free. Tobacco-free sport and recreation policies recognize both the commitment to providing a healthy environment for participants, volunteers and spectators, as well as recognizing that tobacco-free environments are important to keep youth from trying, and using, tobacco industry products.

SMOKE-FREE ONTARIO ACT AND SCHOOL PROPERTY

Smoking is prohibited in public and private schools and on all school property, including all property that is owned, accessed or used by schools by the *Smoke-free Ontario Act (SFOA)*. This law includes:

- All playing fields on any school property
- Any vehicles parked, or coming onto school property
- Smoking by anyone – parents, visitors, students, spectators

The legislation is in effect 24 hours a day, seven days a week. The fine for smoking on school property is \$305.

According to the SFOA, persons responsible for the property (employers or persons in charge) have responsibility for:

- Ensuring that employees, students and visitors are aware of the smoking prohibitions.
- Ensuring that employees, students, and members of the public do not smoke on school property.
- Ensuring that a person who does not comply with the SFOA does not remain on the property.
- Posting no smoking signs at all entrances, exits, washrooms and other appropriate locations in order to ensure that everyone knows that smoking is prohibited.

SPORTS AND RECREATION USERS, SPECIFIC CONCERNS:

Sports and recreation organizations that rent and/or use school property typically use the property after regular school hours and on non-school days when school administrators and staff are not present. For these organizations it is particularly important that school authorities ensure signage and other efforts to increase awareness of the SFOA among those using school properties.

WHAT SCHOOL ADMINISTRATORS CAN DO

- Include information about the SFOA and school property on rental agreements for use of school property. Ensure that the information includes the Board's SFOA compliance strategy.
- Provide SFOA compliance support to all individuals (including school groups) who use facilities outside of regular school hours. Compliance support can include suggested language when approaching individuals who are smoking on school property, and compliance letters that renters can use and distribute to persons who are found to be in contravention of the SFOA. See the end of this fact sheet for suggested materials.
- Use a key fob/keychain for school facilities that includes the telephone number for the local Health Unit in order to report infractions of the SFOA on school property.
- Increase signage on school property (playing fields, play equipment, parking lots) and around commonly rented facilities (gyms, cafeterias, auditoriums) regarding the SFOA and applicability of the legislation 24/7.



COMPLIANCE SUPPORT FOR GROUPS USING SCHOOL FACILITIES

The *Smoke-free Ontario Act* (SFOA) bans the use or holding of lit tobacco. (including holding) of lit tobacco at all times, even when school is not in session. Individuals responsible for the use of school property (including those who are renting or using the property after hours) can support compliance with the SFOA.

Approach Individuals

Approaching individuals who are not complying with the SFOA can be difficult. To facilitate this interaction, always assume that the individuals may not be aware of the ban on smoking or holding lit tobacco on school property that is enforce 24 hours a day, seven days a week. It may be useful to have some “language” prepared for volunteers to use when approaching individuals. An example is provided here but could be modified to suit the needs of your organization.

“You might not be aware that smoking, or holding lit tobacco, is banned on all school property by the *Smoke-free Ontario Act* at all times, 24 hours a day, seven days a week. This applies even when the property is being used for *[name activity]*. We need to ask you to put your cigarette *[or other lit tobacco product]* out, or to leave school property while you use it. Thanks for your consideration.”

Provide Compliance Letters

Supply individuals who use your facilities with a sample letter on Board letterhead that they can photocopy and use to inform people using the facility about the SFOA and school property. Go to www.playlivebetobaccofree.ca for examples of compliance letters that can be modified for your specific organization’s purpose.

Contact the Public Health Unit

Include the phone number for your local public health unit on rental agreements as an option for people who rent the facility to contact, or include the public health unit’s phone number on the facilities’ key fob/key ring so that renters/users have easy access to the contact information to report.

To find your local public health agency, see list of Public Health Agencies in Ontario at www.alphaweb.org/ont_health_units.asp.





Briefing Note: Smoke-free Playing Fields

CITY OF BELLEVILLE COUNCIL

Briefing Note

Smoke-free Playing Fields

DATE: May 22, 2009

ISSUE

UNfiltered is a group of youth from Hastings and Prince Edward Counties who advocate to protect their peers and children from the tobacco industry and its deadly products. In May 2009, UNfiltered is partnering with Hastings and Prince Edward Counties Health Unit and local school children to advocate for smoke-free playing fields through the City of Belleville.

RECOMMENDATION

That the Council of the City of Belleville vote to erect "No smoking within 25 m of boundaries"¹ signage at all municipal playing fields.

RATIONALE

The *Smoke-free Ontario Act* currently covers 100% of indoor workplaces and public places. However, any municipal by-law which is more restrictive is supported. Outdoor recreation facilities and parks are established to promote healthy activities and smoke-free by-laws fit with this idea.

Smoke-free playing fields support the process of changing social norms around tobacco use and children by protecting children from smoking role-models. Smoke-free by-laws also support smokers in quit attempts, protect all spectators (adults and children) from the dangers of second-hand smoke and decrease the amount of litter and dangerous waste from cigarette butts which leach toxins and take over fifteen years to degrade. Smoke-free by-laws will provide consistency among community athletic facilities and groups. Most community sporting events are held at either school fields or municipally-owned playing fields. Tobacco is currently prohibited on school property, therefore by-laws restricting use of tobacco on municipal playing fields provide consistent messaging to community members.

There is also scientific support for the implementation of outdoor smoking bans. A study² completed in 2007 at Stanford University found that the presence of outdoor tobacco smoke can be substantial under certain conditions of wind, proximity and number of smokers. Levels of particles outside have reached spikes of indoor particle

levels making second-hand smoke in outdoor settings potentially as dangerous as indoor settings.

Local public support for the ban of smoking on playing fields is strong. A 2007 telephone survey of over 300 residents of Hastings and Prince Edward Counties age 18 years and older indicates that 75% support smoke-free playing fields.³

Recent implementation in various Ontario municipalities indicates that enforcement is rarely necessary as people tend to self-monitor, therefore there would be little impact on additional enforcement requirements of the City of Belleville. Enforcement of such by-law, if required, would rest with by-law officers and Smoke-free Ontario provincial offenses officers if they were also designated as by-law officers in Belleville for this sole purpose.

There would be no amendments required to by-laws within the City of Belleville. By-law 2007-142 passed July 16, 2007 states:

"Where signs have been erected no person shall smoke or carry a lit cigar, cigarette, pipe or other lit smoking equipment in any park or part thereof designated by signs or markers."

Thus, implementation of smoke-free playing fields would require only posting of approved no smoking signage and public awareness campaigns and enforcement/education as necessary.

Introducing smoke-free playing fields is a move towards reducing the burden of tobacco-related illness and mortality by removing smoking role-models from children and will have a lasting impact on the health of Belleville citizens and preservation of parks and recreation areas.

Background:

Smoke-free outdoor spaces have been implemented in other areas throughout Ontario:

- In July 2000 the town of Collingwood passed a by-law to prohibit smoking within 25 m of boundaries of all parks with playground equipment. They followed with smoke-free playing fields by-law in 2005 and have since had no tickets issued and no complaints from the public. From discussion with former council members and public health employees, children from Collingwood who visit various communities for their sporting events have expressed surprise at seeing adults smoking at their games.



- In July 2007, City of Belleville passed a by-law allowing smoke-free signage to be placed in any designated area and immediately created two smoke-free parks with playground equipment.
- In 2008, Woodstock, Ontario implemented a smoking ban 30 metres from playground equipment, 15 metres from the boundary of any recreational field, 9 metres from the entrance to any municipal building, 4 metres from any bus stop as well as a complete ban in outdoor patios and certain community events.

There are approximately 11,000 children under the age of 19 living in Belleville (23% of the population). All children using playing fields, as well as the hundreds of children from visiting teams and spectators would benefit from this protection.

Approximately 27% of adults in Hastings and Prince Edward smoke on a daily and occasional basis.

In a telephone survey³ completed in 2007 to 300 residents of Hastings and Prince Edward Counties age 18 years and older, further support smoke-free spaces is shown as indicated below:

- 81% support smoke-free playgrounds
- 75% support smoke-free playing fields
- 85% support smoke-free entranceways to public places
- 70% support smoke-free patios where food/drink is sold

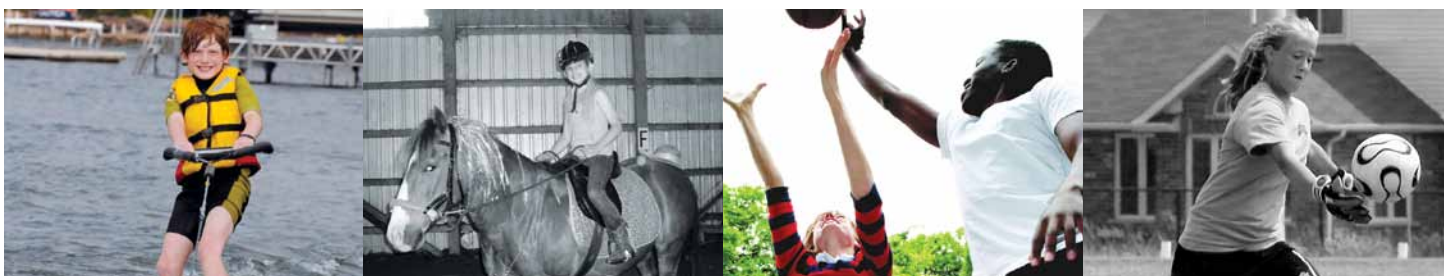
Contact:

Sheryl Farrar, Program Manager, Chronic Disease and Injury Prevention
 Nicole McKinnon, Director, Chronic Disease and Injury Prevention

¹ Distance recommended by Municipality of Collingwood which implemented smoke-free playgrounds and playing fields in 2002

² Klepeis N.E., Ott W.R., and Switzer P. (2007) "Real-time Measurement of Outdoor Tobacco Smoke Particles," *Journal of the Air and Waste Management Association*, 57:522-534.

³ 58% age 50-65+, 78% high school educated or greater, 35% current smokers, 52% smoked at one time in their lives
 (Provided by Jordan Prosper, HPECHU)





Promotional Materials

ORGANIZATION

LOGO HERE

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



Certificate of Achievement

Play, Live, Be... Tobacco-free Certificate of Achievement

[Name of Club, Team or Organization]

The *[Name of Organization]* has demonstrated its commitment to tobacco-free sport and recreation in Ontario, and by doing so, supporting the development of healthier communities in Ontario.

A handwritten signature in black ink, appearing to be "Linda Stobo".

Linda Stobo, co-chair
Play, Live, Be Tobacco-free... Ontario
Steering Committee



A handwritten signature in black ink, appearing to be "Margaret Emin".

Margaret Emin, co-chair
Play, Live, Be Tobacco-free... Ontario
Steering Committee

[add date here]



Organization Pledge Form

**ORGANIZATION
LOGO HERE**

We, the undersigned members of [name of organization]:

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

Participant

COACH

Participant

Participant

Participant

Participant

Participant

Participant

Participant

Participant

Participant

Participant

DATE

Adapted from Thunder Bay District Health Unit



By-law Implementation Plan

BY-LAW IMPLEMENTATION PLAN

Belleville

September 2009–September 2010

DATE	DESCRIPTION	RESPONSIBILITY
September	<ul style="list-style-type: none"> • Meet with parks & recreation staff to review implementation plan/enforcement protocol/media campaign • Determine set fines & short form wording/signs • Develop database for all parks and playgrounds establishments affected by the By-law 	<ul style="list-style-type: none"> • Health Unit (HU) & Belleville Parks & Recreation Department • Belleville city clerk • HU
October–December	<ul style="list-style-type: none"> • Design & produce signs for By-law 142 “Smoke-free Playing Fields” • Media campaign should include information on site visits, tobacco talk line, smoking cessation programs available at the Health Unit • Post By-law & education materials on the Health Unit website 	<ul style="list-style-type: none"> • Belleville Parks & Recreation Department • HU
March 2010	<ul style="list-style-type: none"> • Start site visits • Design media campaign including radio ads, newspaper ads and flyers • Meet with Belleville Police • Information to sports associations • Information in taxation bills and electricity bills 	<ul style="list-style-type: none"> • HU • HU • HU & Belleville Police • HU • HU & City of Belleville
May 2010–Sept. 2010	<ul style="list-style-type: none"> • Respond to complaints/enquiries • Launch of media campaign • Monthly reports to Board of Health and Belleville city council • Monitor compliance • Review protocols and revise as necessary 	<ul style="list-style-type: none"> • HU • HU & Belleville Parks & Recreation Department

(Provided by Jordan Prosper, HPECHU)



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 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 do not follow the tobacco-free policy will be advised of the policy and asked to stop using tobacco industry products during the association's activities. 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



Smokers' Helpline: You Can Quit! We can Help!



smokers' helpline

smokershelpline.ca
1 877 513-5333

Phone Support 

Online Program 

Text Messaging 

CONNECT TO QUIT

Smokers' Helpline has proven tips and tools to help you quit tobacco use and increase your chance of being successful. For free, personalized and non-judgmental support, advice and information, connect to quit today:

Call toll-free 1 877 513-5333

Monday to Thursday: 8 a.m. – 9 p.m. EST
Friday: 8 a.m. – 6 p.m. EST
Weekends: 9 a.m. – 5 p.m. EST

Ready to talk about quitting? Call a Quit Specialist for free, confidential, one-to-one support.

Quit Specialists can help with:

- making a quit plan
- coping with cravings
- quitting methods
- withdrawal symptoms
- managing stress
- finding available services and resources

Register online smokershelpline.ca

Free 24/7 access to a supportive community and self-help program.

Features include:

- discussion forums
- your own "Quit Meter" that provides personalized feedback about financial and health gains
- "Quit Buddies" instant messenger service
- inspirational e-mails

Sign up for text messaging smokershelpline.ca

Interactive text support with helpful messages for up to 13 weeks, depending on your quit date. (Standard text messaging rates apply).

Features include:

- evidence-based messages to support you
- option to choose a message schedule
- keywords to text back for additional support

All services are available in English and French. Interpreter service is available by phone in over 100 languages. **Smokers' Helpline** is operated by the Canadian Cancer Society in support of Smoke-Free Ontario.



www.playlivebetobaccofree.ca

