



A Toolkit for Action

Tobacco-Free Recreational Areas

Parks, Recreational/Sports Facilities, Trails and Farmers Markets

2016

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Background

According to the US Surgeon General, there is no safe level of exposure to secondhand smoke.¹ When people inhale cigarette smoke, either directly or secondhand, they are inhaling more than 7,000 chemicals.¹ Hundreds of these chemicals are hazardous and at least 69 are known to cause cancer.¹ Secondhand smoke is often an irritant to non-smokers and can be both an acute and chronic health hazard to some individuals.

Tobacco-free policies help reinforce anti-smoking norms in communities, including outdoor areas such as parks and recreation centers where youth tend to congregate. Tobacco-free policies have shown to give smokers additional motivation and support to quit.

Tobacco-free parks and recreation centers also help protect the environment. Cigarette butts are the most littered item in the world². Tobacco-free policies help to reduce litter, ease sanitation demands, and lower the risk of fire.

Creating tobacco-free policies in outdoor spaces promotes healthy communities by protecting citizens from the harmful exposure to tobacco smoke and establishing social norms that tobacco use is not an acceptable behavior. This guide can assist you in creating tobacco-free policies for outdoor spaces in your community.

¹ The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General, 2014, <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/>

² <http://www.cigarettelitter.org/index.asp?PageName=Home>

Benefits of Tobacco-Free Policies

- Tobacco-free policies benefit everyone's health including tobacco users.
- Tobacco-free policies help reduce all tobacco waste (butts, wrappers, spit residue, spit containers, etc.).
- All Arkansas public schools prohibit smoking, use of tobacco products or electronic smoking devices on any property owned or leased by the school district. Arkansas public colleges and universities prohibit smoking and use of electronic smoking devices on any property owned or leased by the school. Policies, like these, that create smoke-free environments help to prevent tobacco and nicotine use among youth.
- Tobacco-free policies eliminate the confusion of staff, participants, and visitors about what is and is not allowed.
- Tobacco-free policies assist in changing social norms by sending a message that all tobacco products are unsafe and not part of a healthy and active lifestyle. With smoke-free only policies, youth may perceive other forms of tobacco use as acceptable, which can inadvertently lead to an increase in smokeless tobacco use.

(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)

Action Steps to Creating Tobacco-Free Outdoor Spaces

Step 1: Assess your Readiness and Develop Partnerships

Before you start, assess your tobacco prevention partnership's readiness to work on creating tobacco-free outdoor spaces. Involve as many tobacco prevention partners as possible in this policy initiative, since a larger partnership will increase the likelihood of success in getting a tobacco-free policy passed. Likely partners include the local health departments, regional action councils, local prevention councils, community health groups, American Cancer Society, or American Lung Association volunteers/staff, school personnel, parent organizations, health care staff, and youth groups.

Assess the Community (Steps 2-5)

Step 2: Find Out Who Makes the Decisions

Making your city's outdoor facilities tobacco-free will likely require passage of a policy or city ordinance. The city's park and recreation board typically passes park policies for recreational areas. The city council may need to pass an ordinance for other outdoor spaces. A policy or city ordinance will both achieve the same goal, which is to create tobacco-free outdoor facilities. Gaining support of your park/rec board is important to gain the support of your park and recreation board since the city council relies on the park and recreation board to make policy recommendations relating to the city's recreational facilities. First, contact the city's park and recreation department to find out if an ordinance is required or if the local park and recreation board has the authority to pass its own park policy. For other spaces, and if your city does not have a park and recreation department/board, you can still follow the steps in this handbook by working directly with the city administrator and council.

Step 3: Find out the Facts

Work with local tobacco prevention partners to find out key facts which will help form a policy request. Use the "Facility Inventory" on page 16 to determine what outdoor facilities are present in your community and who owns and uses these facilities. Ask the park and recreation department for a list of these facilities. Determine whether or not those grounds are tobacco-free. If a tobacco-free policy is in place, submit the policy to the Arkansas Department of Health Tobacco Prevention and Cessation Program for tracking purposes; local tobacco control coalitions or partners can assist with this. Then, be certain to verify whether or not signage and other implementation tools were utilized to notify the community (see Step 16). If there is no existing policy, continue by gauging community support.

Step 4: Gauge Community Support

Conduct a survey of the community to find out the level of support for the policy request. If you are interested in knowing how the community supports other tobacco-free environments,

recreation-related questions can be added to a larger survey. Survey results can be used in media-related activities (see Step 7) and in planning your presentation to the park board or city council (see Step 11) to demonstrate the community's desire to have tobacco-free outdoor spaces and facilities.

Step 5: Develop your Policy Request

Once you have collected the information required in *Steps Three and Four*, begin to formalize the policy request. A comprehensive policy request will help ensure the decision makers are considering a strong policy which will maximize the opportunity to change social norms and protect citizens from secondhand smoke. A policy request should include the rationale behind the request, facilities you would like included, and recommendations for enforcing the policy. Use the "Sample Policy Request" on page 15 and "Sample Tobacco-Free Policy" on page 16 to help form the specifics of the request. Review the list of facilities that do not have existing policies generated in Step *Three* to help determine what facilities you should request the city make tobacco-free. Decide whether the focus will be on youth facilities or all parks and recreational facilities, as well as, other outdoor spaces, since this will affect the rationale used in your policy request.

Build Policy Support (Steps 6-9)

Step 6: Ask Community Members to Support Policy Request

Once a policy request is developed, begin contacting potential supporters to back the request. Local sports teams and recreational clubs, school officials, faith groups, coaches, parents, and youth are just a few groups and individuals you will want to contact. Use the information in this guide to educate the community members about the importance of having tobacco-free policies in recreational and other outdoor settings. Involving youth in policy initiatives is key since they often bring a different perspective which can help decision makers understand the importance of tobacco-free facilities. Be certain to inform potential supporters about issues and explain why the policy would benefit their community. Ask all supportive organizations and individuals to sign the "Commitment of Support Form" on page 18 to show their support for the policy request.

Step 7: Utilize the Media to Advocate for Policy Request

The local media (newspapers, radio, TV stations) can play a key role in building community support for the policy request. If you have an existing relationship with a reporter or editor, meet with them to discuss the issue. If not, find out who covers health or community beat and set up a meeting with that person. Be sure to plan ahead and bring a few pertinent handouts and ideas for storylines. If a reporter or editor does not have time to write an article, ask if you can submit an article about the harms of tobacco use and the benefits of a tobacco-free policy. Utilize the media by submitting letters to the editor to educate the public about the importance of having tobacco-free facilities. Other media-related activities include hosting an event and inviting the media to cover, placing ads in the local newspaper, and asking local TV or radio stations to play Public Service Announcements about tobacco-free outdoor facilities.

Step 8: Find a Champion from Within

While building support in the community, begin building support with park and recreation staff, board members and city council. If you or other supporters already know a staff or board

member, begin by conducting an informal discussion with that person about the policy request. Use the “Discussion and Presentation Outline: Discussing Tobacco-free Policies with City Officials” on page 19 to help guide the conversation. If there are no existing relationships, then a good starting point is to contact the city’s park and recreation director, property manager or youth recreation programmer. Try to line up his or her support and get advice on how to best approach the issue. Find out who on the board may be in support of this type of policy and how informed the board’s members are on the issues.

Step 9: Hold Informal Discussions with Decision Makers

Before bringing the request to the board or council, try to meet individually with as many board/council members as possible. Bring along just one or two supporters to such meetings, including someone who knows youth advocacy activities to help build support for tobacco-free outdoor facilities:

- Use the resource materials in this guide to educate community members on the importance of having tobacco-free policies in outdoor settings.
- Use petitions to gather support from youth and adults in the community. Create a petition, or use the “Commitment of Support Form” on page 18. Ask community members to write letters to the decision makers in support of the policy request (see Step 14).
- Collect cigarette butts in local outdoor facilities to use as evidence. During the formal policy request, present the findings to the park board or council and explain the dangers of secondhand smoke and cigarette butts left as litter to the person you are meeting with, if possible.

At the meetings, be as informal and educational as possible. Don’t try to box anyone in a corner. If you push decision makers to state their opinion at this stage, it will be more difficult later for them to change their position. Instead, explain what you are trying to do, why it is important, and how they can play a part in helping reduce youth tobacco use in their community. Describe tobacco prevention resources (posters, pledges, etc.) you can provide them for their recreational programs and facilities. As in Step 8, refer to the “Discussion and Presentation Outline” on page 19. Describe the necessity of a comprehensive tobacco-free policy by reviewing the “Sample Tobacco-Free Policy” (see page 16). Offer them help with policy development and implementation. Based on initial feedback from the meetings, determine whether to proceed with the policy request or if further education is needed.

Assist with Policy Adoption (Steps 10-15)

Step 10: Get on the Agenda

If ready to proceed with the policy request, the next step is to get on the agenda for the park and recreation board meeting. Contact the champion, the park and recreation director or board/council chairperson to indicate the interest in making a formal request for a tobacco-free policy at council/board’s upcoming meeting. Determine when and where the meetings are held and how much time you will have at the meeting to make the request. Ask for the deadline to include materials in the meeting packets.

Step 11: Plan your Presentation

Determine who will be speaking on behalf of the group when making the policy request. A short testimonial from local youth, concerned parents, recreational leaders, and other supportive organizations will help demonstrate that tobacco use is a concern that stretches across society, affecting people of all ages. See the “Discussion and Presentation Outline” on page 19 for talking points for the presenters. Anticipate questions relating to the necessity of the policy and how the policy will be enforced. See page 21, “Addressing Policy Myths,” for tips to help address policy arguments that may be mentioned at the meeting.

Step 12: Make the Presentation Count

At the meeting, have a broad cross section of people, including youth, parents, citizens, and supportive organizations in attendance during the presentation. Introduce the groups in attendance and present the list of organizations that have signed the “Commitment of Support Form” (found on page 18) to show community support for the policy. Present the information as the group planned in Step 11. Anticipate arguments and questions that might be asked during the presentation and be ready to respond.

Step 13: Assist in Policy Development

After the presentation, the board will often decide to further study the issue to determine what facilities and enforcement options should be included in the policy. If this is the case, provide them with any requested information or materials so that you can continue the momentum. Ask to be involved in any sub-committee or staff work group that is formed to develop a draft policy. During this time, provide technical assistance and guidance to help ensure the adoption of a strong policy. This will help decision makers avoid pitfalls that could lead to a weak policy (e.g. a policy that only discourages and does not prohibit tobacco use).

Step 14: Continue Building Support

While the decision makers are developing a draft policy, continue recruiting supporters to help secure the policy’s adoption when it is brought back to a board meeting for consideration. During this time, encourage community members to send a letter expressing their support for the policy request. Use this letter to contact interested community members to ask them to support the policy request. Refer to the information in Step 7 on media advocacy and continue those activities until a final decision about the policy request has been made.

Step 15: Attend Remaining Public Hearings

Determine when the board will be ready to vote on their draft policy. Attend the meeting with the policy supporters to answer any final questions and to offer support for the policy. Remember to be respectful of the outcome, even if the request is denied. If denied, continue the relationship with the department and bring the request back at a later date. If the board votes to recommend the policy to the city council for final approval, attend the city council meeting with the supporters in case the council has any questions that need to be answered. Find out ahead of time if the city council will hear testimony and prepare a brief statement in support of the policy request. Once the policy is adopted, be certain to thank them for their decision. Follow Step 16 for ways you can help with the policy’s implementation.

Life after Policy Adoption (Steps 16-17)

Step 16: Assist with Policy Implementation

Be certain to work with the city park and recreation department after policy adoption to demonstrate commitment to involving them in the efforts to reduce youth tobacco use. Start by publicly recognizing the city and the department for its efforts. Help them carry out their implementation and enforcement plan by assisting with signage, user and staff notification, and other strategies outlined in their policy.

Step 17: Look for Opportunities to Promote the Tobacco-Free Message

Look for community events coordinated by the department (activity registration, Team Photo Night, etc.) as opportunities to educate the community on the importance of having tobacco-free environments. Provide recreational leaders and staff with materials so they can explain the policy to youth to help them better understand why they should be tobacco-free. By offering prevention posters, pledges, banners, and other resources you can also help the department reinforce the tobacco-free message.

*(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)*

Enforcing and Publicizing Enforcement the Policy

A well-publicized policy informs park users about the reasons why the policy has been adopted and helps enforce the policy by reducing violations.

Post Signs

The most important way to publicize the tobacco-free policy is by posting signs. Signs inform visitors of the policy and can empower others to say something if a violation occurs.

Suggested places for posting the signs are:

- Fencing around playgrounds and fields
- Backstops
- Picnic Shelters
- Restrooms
- Concession stands
- Park and Beach entrances
- Parking lot entrances
- Lifeguard stands
- Building entrances
- Hiking trail entrances
- Warming houses for winter recreation

Let the Community Know About Your Policy

In addition to posting signs, park and recreation staff has used a variety of ways to educate citizens about their tobacco-free policies:

- Staff notification handouts of the new policy and procedures for handling violations.
- Use small notification cards explaining the policy distributed by park staff or community members to park users.
- Articles in a local or regional newspaper, as the result of a press release or reporters' coverage of city council meetings. (press release sample, page 23)
- Article in park and recreation department and city newsletters.
- Message in recreation program brochures, catalogs, and announcements.
- Rulebooks or policy statements that are distributed to sports league administrators, coaches, officials, parents, and participants.
- Other fact sheets or educational articles about tobacco and secondhand smoke distributed at coaches' meetings, in mailings, or through newsletters.
- Postings on the recreation department's and city's websites.
- Public address announcements at recreation events, or public service announcements on local radio stations or public access cable channels.
- Kick-off celebration or community event with tobacco-free pledges, activities, etc.

(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)

Secondhand Smoke Facts

- Breathing in secondhand smoke is dangerous. There is no safe level of exposure.
- Secondhand smoke is the smoke that is exhaled from smoker's lungs, the smoke that comes off of the end of a cigarette, pipe or cigar and the smoke that lingers in the air and on clothing, furniture, hair and other surfaces after the cigarette is smoked.
- Smoke from the end of a burning cigarette is unfiltered and contains twice as much tar and nicotine as the smoke that a smoker inhales through the filter.
- It is estimated that only 15% of cigarette smoke gets inhaled by the smoker. The remaining 85% lingers in the air for everyone to breathe.³
- Secondhand smoke contains over 7,000 chemicals, 70 of which are known to cause cancer.¹
- Secondhand smoke is the third leading cause of preventable death.¹
- Exposure to secondhand smoke has immediate adverse effects on the cardiovascular system and can cause heart disease, respiratory and ear infections (especially in children), lung and other cancers, stroke, asthma, preterm labor and delivery, Sudden Infant Death Syndrome (SID), learning disabilities and Attention Deficit Hyperactivity Disorder (ADHD) and many other illnesses and diseases.^{4,5,6}

Ingredients in secondhand smoke include:

- Arsenic (rat poison)
- Carbon Monoxide (car exhaust)
- Cadmium (chemical in batteries)
- Mercury (liquid metal)
- Vinyl chloride (found in PVC pipe)
- Formaldehyde (embalming fluid)
- Hydrogen cyanide (chemical weapon)
- Acetone (nail polish remover)
- Nicotine (addictive drug and pesticide)
- Toluene (paint thinner)
- Methanol (rocket fuel)
- Butane (lighter fluid)
- Ammonia (cleaner)
- Lead (metal used in buildings)
- Nickel (metal in batteries)

(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)

¹ The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General, 2014, <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/>

² <http://community.becomeanex.org/pg/blog/read/1688520/secondhand-smoke-facts>

⁴ <http://www.cdc.gov/nccdphp/publications/factsheets/prevention/pdf/smoking.pdf>

⁵ U.S. Department of Health and Human Services. The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.

⁶ <http://psychcentral.com/news/2011/07/11/secondhand-smoke-linked-to-adhd-learning-disabilities/27651.html>

Project Partner Questionnaire

Useful Information to gather about your Project Partners

Name of Organization:

- What are the typical activities in which the youth participate?
- What is the age range of the youth?
- How many youth, adult leaders, and parents are involved in the organization?
- How many teams or groups are in the organization?
- Is the organization affiliated with a statewide or national organization?
- Is there a board of directors or similar governing body for the organization?
- When and how often do they meet?
- Does the organization have a tobacco policy?

- If so, what is it?

No tobacco use ___ No tobacco possession ___ Indoor facilities ___ Outdoor facilities ___

- Who does the policy cover?

Parents ___ Coaches ___ Officials ___ Youth Participants ___ Spectators ___ Staff ___

- What property does the policy cover?

all property owned by the organization ___ all property rented, leased, or used by the organization ___ all places or events sponsored by the organization, regardless of the site ___

- How is the policy communicated?

Published in handbook ___ Published in newsletter ___ Communicated via email ___

Distributed to parents ___ Distributed to officials ___ Publicized to youth ___

- Have members of the organization signed statements regarding tobacco?
___ Player's pledge against tobacco use ___ Team pledge against tobacco use ___ Coach's pledge against tobacco use during the organizations' activities ___ Parent's statement of acknowledgement of policy

- How does the organization enforce the policy?
 - Who enforces it?
 - What are the penalties?
 - Do violations occur?
 - Who typically commits the violations?
- Are there tobacco policies enacted by other organizations that cover this organization's activity?
 - ___ State or national governing organization
 - ___ City/Town park and recreation department (either park policy or city ordinance)
 - ___ Local school district
 - ___ Local athletic association
- Does the organization enforce this tobacco policy? How?
- Does the organization have?
 - ___ Coaches' training
 - ___ Parents' meetings
 - ___ A website Newsletters
 - ___ Events such as tournaments, family days, fairs, or registration days

(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)

Facility Inventory

Facility Name/ Address	Facility Type*	Owner/Operator Contact Info.	Decision- Making Body	Existing Policy and Signage	Regular Facility Users

***Examples: City parks, playgrounds, athletic fields, beaches, pools, walk/bike trails, school, fairgrounds, entryway, dog park, bus stop, skate parks**

(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)

Policy Request Sample

As citizens of (City, State), we are asking the City of (City's Park and Recreation Board or City Council) to adopt a tobacco-free policy for the city's outdoor recreational facilities for the following reasons:

- Secondhand smoke is harmful in both indoor and outdoor settings. Exposure to secondhand smoke is the third leading cause of preventable death in the United States.
- Children and adults using city recreational facilities should not be exposed to the deadly effects of secondhand smoke and cigarette butts that are often present in these areas.
- The (City Park and Recreation Department or City Council) has a responsibility to protect the health and safety of our community's children and adults while they use the city's recreation facilities, and adopting a tobacco-free policy is part of this responsibility.
- By having policies, we can ensure that coaches, parents and other role models do not use tobacco in recreational settings, sending our children the message that tobacco use is an unhealthy behavior.

Proposed Tobacco-Free Facilities

All playgrounds, athletic fields/courts/rinks/parks (softball, baseball, soccer, hockey, tennis, basketball, football, skateboard, etc.)

City-owned hiking/walking/biking trails/swimming pools/farmers' markets

Proposed Policy Enforcement Plan

In order to most effectively educate the community about this policy and ensure compliance, we suggest the following enforcement plan:

1. Appropriate signs as directed by the Park and Recreation Director shall be posted in the above specified areas.
2. The community, especially facility users and staff, will be notified about this policy (policy manual, newsletter, pledges).
3. Park and Recreation staff will make periodic observations of recreational facilities to monitor for compliance.
4. Any person found violating this policy may be subject to immediate ejection from the recreation facility for the remainder of the event.

(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)

Sample Tobacco - Free Parks/Recreational and Sport Facilities/Trails/Farmers Market Policy

Title: Tobacco - Free Parks/Recreational and Sport Facilities/Trails/Farmers Markets Policies and Procedures	Date Implemented:	Approved by:
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Section 1: Purpose

WHEREAS, the City of _____ believes that tobacco use in the proximity of children and adults visiting or working at the _____ facilities/campus is detrimental to their health and can be offensive to those using such facilities; and

WHEREAS, the _____ has a unique opportunity to create and sustain an environment that supports a non-tobacco lifestyle through a tobacco-free policy, rule enforcement, and adult-peer role modeling on City-owned Parks/Recreational and Sport Facilities/Trails/Farmers Market; and

WHEREAS, the _____ believes parents, leaders, and officials involved in recreation are role models for youth and can have a positive influence on the lifestyle choices they make; and

WHEREAS, the tobacco industry advertises at and sponsors recreational events to foster a connection between tobacco use and recreation; and

WHEREAS, tobacco use, once consumed in public spaces, are often discarded on the ground requiring additional maintenance expenses, diminish the beauty of the _____ facilities, and pose a risk to toddlers due to ingestion; and

WHEREAS, the _____ board determines that the prohibition of tobacco use at the _____ facilities serves to protect the health, safety and welfare of our citizens of the citizens and visitors to our City.

THEREFORE, be it resolved that tobacco use is prohibited in indoor/outdoor _____ facilities. No person shall use any form of tobacco at or on any _____-owned or operated Parks/Recreational and Sport Facilities/Trails/Farmers Market; indoor/outdoor facility property/campus, including the restrooms, spectator and concession areas.

*This is a Arkansas Department of Health Sample Tobacco Control Policy developed collaboratively by:
Arkansas Coalition for Obesity Prevention (ArCOP) and Tobacco Cessation and Prevention Program (TCP). 10/05/14*

Sample Tobacco - Free Parks/Recreational and Sport Facilities/Trails/Farmers Market Policy

Title: Tobacco - Free Parks/Recreational and Sport Facilities/Trails/Farmers Markets Policies and Procedures	Date Implemented:	Approved by:
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Section 2: Definitions

- 1. Tobacco-** For the purposes of this policy “tobacco” is to include any product containing, made, or derived from tobacco that is intended for human consumptions, whether chewed, smoked, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means or any component, part, or accessory of a tobacco products to include but not limited to: any lighted or unlighted cigarette, cigar, pipe, and any other smoking product, and spit tobacco, also known as smokeless, dip, chew, snus, and snuff, in any form including, “e-cigarette” and Electronic Nicotine Delivery Systems (ENDS).
- 2. Smoking-** means inhaling, exhaling, burning, or carrying any lighted tobacco product, includes cigarettes, cigars, pipe tobacco, or any other lighted combustible plant material.
- 3. Property and Grounds-** Any and all facilities/grounds, owned, leased, operated by _____ including any and all facilities/grounds owned leased, operated by clients/customers of _____, and all company-owned or company-leased vehicles.
- 4. Exemption-** *Nicotine use: Only FDA approved cessation products are allowed. This includes: nicotine gum, nicotine lozenge, nicotine patch, pharmaceutical nicotine inhaler (this does not include any form of e-products) and nicotine nasal spray.*

Section 3: Enforcement

1. Appropriate signs shall be posted in the above specified areas.
2. The community, especially facility users and staff, will be notified about this policy.
3. Staff will make periodic observations of recreational facilities to monitor for compliance.
4. Any person found violating this policy may be subject to immediate ejection from the _____ facility/campus for the remainder of the event.

Section 4: Effective Date:

This policy statement is effective immediately upon the date of adoption, which is _____, 20__.

Appropriate City Official: _____ Approval Date: _____



This is a Arkansas Department of Health Sample Tobacco Control Policy developed collaboratively by: Arkansas Coalition for Obesity Prevention (ArCOP) and Tobacco Cessation and Prevention Program (TCCP). 10/05/14

Commitment of Support for Tobacco-Free Outdoor Recreational Facilities

We support tobacco-free policies for our community's outdoor recreational facilities for the following reasons:

- Tobacco use in the proximity of children and adults is detrimental to their health.
- Our recreational organizations have a unique opportunity to create and sustain an environment that supports a non-tobacco norm through a tobacco-free policy for our community's outdoor recreational facilities.
- Parents, leaders, and officials are role models for youth and can have a positive effect on the lifestyle choices they make.
- Cigarettes, once consumed in public spaces, are often discarded on the ground requiring additional maintenance expenses, diminishing the beauty of our community's facilities, and posing a risk to toddlers and wildlife due to ingestion.
- Prohibiting tobacco use at our community's recreational facilities serves to protect the health, safety and welfare of the residents of our community.

Name/Org.

Phone/Email

(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)

Discussion and Presentation Outline: Discussing Tobacco-Free Policies with City Officials

Local Policy Request Representative

- Introduce yourself and the supporting organizations/members in attendance.
- Explain the rate of youth tobacco use in your community, and distribute any pertinent information you may have about this topic. Quickly summarize how your group/organization is working to reduce youth tobacco use and your desire to involve the City as well.
- State your policy request by explaining what you are asking them to consider, including the rationale for your request and the specific facilities that are part of the policy request.
- Show the list of cities that have recently made their outdoor recreational facilities tobacco-free (specifically mention cities in your area).
- Explain that this recent trend is occurring for the following reasons:
 - These cities understand the important role they can play in reducing youth tobacco use (stress the health and welfare of the citizens).
 - Policies for city-owned facilities create consistency for youth recreation facilities in the community, since most school districts prohibit tobacco use at their outdoor facilities.
 - Policies for city-owned facilities support local groups (soccer clubs, etc.) who use city facilities and promote healthy lifestyles.
 - Discarded cigarette butts causes litter, maintenance expenses, and can be ingested by toddlers using those facilities.
- Explain what a successful tobacco-free policy looks like:
 - A comprehensive policy prohibits participants and spectators from using all forms of tobacco.
 - The policy outlines the facilities that are included, as well as a strong user notification and policy enforcement plan.
- Share how your group can assist them with policy development and implementation (permanent signage, periodic monitoring by park staff for compliance, and policy awareness such as policy manuals, newsletters, etc.).

Concerned Parent, Youth, and/or Citizen

- Ask one or two community members to follow the speakers above by giving a brief testimony on why they support the policy request. Suggest they describe a specific experience or concern they have relating to tobacco use in outdoor recreational facilities.

Supporting Organization

- Ask one or two community organizations or clubs (e.g. school district representative, YMCA, local soccer club) to give a brief testimony for their support of the policy request and ask them to explain how their own tobacco-free policy has benefited their organization.

Local Policy Request Representative

- Finish the presentation by summarizing your group's desire for the city to protect the health and welfare of the community by passing a tobacco-free policy for its outdoor recreational facilities.

(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)

Suggested Talking Points

- The U.S. Surgeon General states that there is no safe level of tobacco smoke exposure.¹
- Breathing in tobacco smoke is dangerous.
- Tobacco-free policies protect everyone.
- Secondhand smoke is the third leading cause of preventable death in the United States.¹
- In the United States, approximately 53,000 nonsmokers die each year due to exposure to secondhand smoke.⁷
- 75.3% of Arkansas adult resident do not smoke.⁶
- In Arkansas, approximately 5,800 adults die of smoking related causes each year, which is about 16 deaths each day.⁶
- A policy that prohibits tobacco use on all park land, facilities, and open spaces is easier for everyone to understand.
- A tobacco-free policy for recreational facilities provides consistency for recreation facilities in the community, since the school district facilities are already tobacco-free.
- By having policies that create tobacco-free spaces, the community is sending youth the message that tobacco use is an unacceptable behavior.
- By having policies, we can ensure that coaches, parents and other role models do not use tobacco products during recreational events.
- A tobacco-free policy for all park land would protect all residents from tobacco smoke, and toddlers, pets and wildlife from discarded cigarette butts.

(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)

¹ The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General, 2014, <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/>

⁷ [BRFSS 2014](#)

Addressing Policy Myths: The Truth Behind Tobacco-Free Outdoors

Myth

Kids that see adults using tobacco products are not likely to start using tobacco.

vs.

Reality

Thousands of teenagers start smoking every day, in part because they see their adult role models using tobacco or allowing its use in public places. How do children learn to walk? To talk? To play sports? From adults! Adult habits DO affect our youth.

Myth

Cigarette butts discarded on the ground do not really hurt anything.

vs.

Reality

Cigarette butts are not biodegradable, meaning they do not decay and cannot be absorbed by the environment. In fact, cigarette butts remain intact for about 10 years before breaking apart, which amounts to tons of litter. Also, toddlers may ingest the poisonous butts that are discarded on the ground.

Myth

Policies that restrict tobacco use at outdoor recreational facilities will restrict tobacco users from these facilities and events.

vs.

Reality

Tobacco-free policies for outdoor recreational facilities and events do not restrict people from using these facilities or attending these events; rather, they only ensure that tobacco users refrain from using tobacco for the period of time they are there in order to protect the health of community members, and especially children, who are using these facilities.

Myth

Recreation-based tobacco-free policies are needless regulations and a governmental interference

vs.

Reality

Tobacco-free policies are public park policies similar to those prohibiting alcohol use or littering in public parks and recreational facilities. It is the duty of policy makers to enact policies that protect the health and well-being of the citizens of their community

Myth

Tobacco-free policies for recreational facilities will be impossible to enforce.

vs.

Reality

About seventy-five percent of all Arkansas adults do not smoke.⁶ Therefore, tobacco-free policies are largely self-enforcing and can be properly enforced with a combination of adequate signage and community education about the policy. Any infraction can be reported and handled in the same manner as an alcohol or litter complaint that may occur at these facilities.

(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)

⁶ Campaign for Tobacco-Free Kids. <http://www.tobaccofreekids.org/>

Sample Signage

TOBACCO FREE ZONE



The use of cigarettes, cigars, electronic smoking devices, smokeless tobacco, or any other tobacco products are prohibited in all [insert city name here] city properties within city limits. Violators shall be guilty of misdemeanor and fines prescribed in [insert city name here] City Ordinance No. 2015-02.

Press Release Sample

Place your group's logo here

For Immediate Release

[Date]

Contact: [Name]

[Agency]

[Phone number/email]

[Community Name] PROTECTS YOUNG PEOPLE'S HEALTH BY MAKING PARKS TOBACCO-FREE

On [Date], the [community name] City Council voted in favor of the health of the children of [community name] by making [list parks and facilities here] tobacco-free. Effective [date], no person will be allowed to use any form of tobacco under this new policy. The [community name] Park Board and [other supportive groups or coalitions] support this policy and brought it to the City Council for final approval.

[Community name] City Council members adopted this policy because they believe that tobacco use in park areas is detrimental to the health of everyone using the park system and can be offensive to those using recreational facilities. They also feel the tobacco-free policy provides the opportunity to change community norms around tobacco use and will help to reduce youth tobacco use.

"Our goal is to demonstrate to youth that tobacco use is not a part of a healthy lifestyle, and we believe that this policy can play a part in reducing youth tobacco use in our community, which will eventually save lives," said [park board member or city council member], [community name] City Council member.

"___ % of youth in [community name] [19.1% in AR⁸] have used at least one form of tobacco. By adopting this policy, the community of [community name] is helping reduce the rate of tobacco use in our community and is demonstrating their belief that tobacco use and tobacco smoke just don't belong in park areas where people go to improve their fitness and enjoy nature," said [citizen/coalition member], [name of affiliated group]. "5,800 Arkansas adults die each year due to smoking, and \$1.21 billion in annual Arkansas healthcare costs are directly attributable to smoking."

Council member [name] supports the tobacco-free policy because it now complements the [school district name] school district tobacco-free grounds policy. "The [community name] policy will create a consistent tobacco-free policy among all the recreational facilities in our community, which eliminates confusion." The [name of coalition or group] assisted the community of [community name] in the policy development process and will be working with city officials to communicate the new tobacco policy, including posting signage and distributing materials describing the policy and other tobacco prevention resources to all youth leaders, coaches, and parents. Enforcement of the policy will come via the signs and community awareness measures.

"We are pleased to add [community name] to the growing list of Arkansas communities with tobacco-free park policies," said XXXX, (title of spokesperson) with the Arkansas Department of Health, Tobacco Prevention and Cessation Program. Currently, [insert number] communities in Arkansas prohibit tobacco use in their park areas.

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(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)

⁸ Campaign for Tobacco-Free Kids. <http://www.tobaccofreekids.org/>

Cheers to Decision Makers

Once your policy or ordinance has been approved, do not forget to thank the decision makers who helped make it possible. This allows your group to express appreciation of the decision makers' efforts and keeps the line of communication open. Here are a few ways to show your thanks:

- Send a thank you letter from your group.
- Present a Certificate of Recognition to the decision makers at a future meeting.
- Submit a thank you letter to the editor of the local newspaper.

Letter to the Editor Samples

[Date]

Thanks to the [City Name] Park Commission for taking a proactive, healthy step in protecting the health of our community by adopting a tobacco-free policy at all of [City Name]'s park and recreational areas! Our city parks are established as a healthy place for residents to improve their fitness or just relax. Not only do we no longer have to breathe in secondhand smoke, but our parks will be much prettier because cigarette butts will not litter the beaches, playgrounds and picnic shelters.

Sincerely,

[Your Name, Address, Phone Number]

[Date]

I would like to thank the [Company Name] management for taking a proactive, healthy step in protecting the health of our community by adopting a tobacco-free policy on their grounds.

Everyone deserves the right to breathe clean air, especially when working or visiting local businesses. The [Company Name] Management deserves congratulations for making our community healthier!

Sincerely,

[Your Name, Address, Phone Number]

[Date]

Thank you, [City Name] Park Commission, for adopting a tobacco-free policy at all of [City Name]'s park and recreational areas!

As a parent, I completely support this tobacco-free policy because I want my children to grow up in a tobacco-free community with healthy role models. Now I will be able to take them to our city's playgrounds, beaches, and park areas without the fear that they will be exposed to secondhand smoke. Since my children love sports, I now feel confident that I can take them to any [City Name] game or recreational activity without the fear that they will see one of their "role models" smoking or using spit tobacco.

Sincerely,

[Your Name, Address, Phone Number]

(Adapted from *Living and Playing Tobacco-free: Creating Tobacco-free Outdoor Spaces in Your Community*, Connecticut Department of Public Health Tobacco Use Prevention and Control Program, November 2013)

References

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