# *The Tobacco-Free Sports Playbook: Creating Programs for Healthier Youth, Teams, and Communities*

**U.S. Department of Health and Human Services**
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*The Tobacco-Free Sports Playbook: Creating Programs for Healthier Youth, Teams, and Communities*

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## A Message from the Director of the Centers for Disease Control and Prevention

We are pleased to present this updated edition of *The Tobacco-Free Sports Playbook* and hope the tools and examples will be helpful as you reach out to our nation's young people. These materials can be downloaded at www.cdc.gov/tobacco/youth/educational_materials/sports/00_pdfs/CDC_Sports_Playbook.pdf and you can customize them to meet your specific needs. We encourage your participation in this initiative to promote sports programs through health departments, community organizations, schools, and teams as a healthy and positive alternative to tobacco use.

Since the first edition of *The Tobacco-Free Sports Playbook* was released in 2001, participation in youth sports in the United States has remained strong. Sports activities are still a great way to reach our nation's young people with information about how to make important health decisions related to tobacco use, physical activity, and nutrition. Because health behaviors are usually established in childhood, positive choices must be promoted and reinforced before damaging behaviors start or become habits.

Every day in the United States, around 3,900 youths aged 12 to 17 try their first cigarette.[1] If current patterns continue, an estimated 6.4 million of today's children can be expected to die prematurely during adulthood from a smoking-related disease, including heart disease; multiple cancers, including those of the lung, mouth, bladder, pharynx, and esophagus; stroke; and chronic lung disease.[2] Nationwide, 8 percent of middle and high school students report being current users of smokeless tobacco.[3] Smokeless tobacco use by adolescents is associated with health problems ranging from gum disease to oral cancer.[2]

By working together, we can get young people involved in positive activities like sports, and help them avoid engaging in risky behaviors.

Julie Louise Gerberding, M.D., M.P.H.

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# Introduction

Every day, more communities across the United States are using sports to help kids say "no" to tobacco and "yes" to a healthy lifestyle. Community and school sports programs are a great way to encourage being active, keeping fit, and staying tobacco free. This edition of the *Tobacco-Free Sports Playbook* is filled with information and tools to help you plan, execute, and evaluate tobacco-free sports programs, media campaigns, and policies, as well as model plans and policies that you can incorporate into your own efforts.

If you are with **a health department**, you already know that the popularity of sports makes it a natural vehicle for you to connect with kids. If you have decided to incorporate sports initiatives into your tobacco control program, the guidance and examples in the *Playbook* will show you the kinds of strategies that have worked well for others. These strategies can help you meet local, state, and national objectives to reduce tobacco use and increase physical activity.

If you are **a youth coach**, you are well aware that your players look up to you. You can use your influence to teach them about the dangers of tobacco and how it negatively affects their performance on the field. The planning resources, checklists, and model programs in this guide will help you educate your players and their parents, as well as referees and other coaches, about the benefits of being tobacco free. You will learn how to adopt tobacco-free policies, promote positive tobacco-free messages, and form partnerships with others in the community who share these goals.

If you are **a school administrator**, the *Tobacco-Free Sports Playbook* will help you launch a health education campaign or enhance an existing one to get more kids involved in sports and prevent tobacco use. These strategies can also help to prevent tobacco use by faculty, staff, and parents. You will learn what strategies have worked for other schools, how to market your campaign, and how to establish relationships and work closely with community partners that share your goals. These strategies can help you meet your school's goals for promoting physical activity and for reducing tobacco use among youth.

## How To Use This Guide

The *Tobacco-Free Sports Playbook* will help you plan, implement, and evaluate tobacco-free sports policies, programs, and initiatives, whether small, large, or in-between. They will take you step by step through:

- Creating a Game Plan for Success: Planning Your Program/Event
  - Identifying allies, partners, and sponsors.
  - Getting entertainment and sports celebrity endorsements.
  - Handling the details and logistics.

- Leveling the Playing Field: Establishing Tobacco-Free Policies
  - Selecting realistic policy targets.
  - Establishing a coalition.
  - Gaining community involvement.
  - Taking your message to the media and decisionmakers.

*"I don't smoke because I'm a professional soccer player. I know it sounds so simple to just say that. But my job is to basically run for 90 minutes straight. There is no way that if I smoked I'd be able to perform at even one-tenth of the level I need to. Even if I wasn't a pro, and I was just kicking it with my friends in a men's league, smoking would take away from my game. Competition is what I'm about, and smoking takes away from that."*

*Clint Dempsey*
*New England Revolution and U.S. Men's National Team*

- Filling the Stands: Promoting Your Program/Event
  - Working with the media.
  - Placing public service announcements.
  - Leveraging partnerships.
  - Employing other marketing ideas.

- Post-Game Analysis: Evaluating Your Program/Event
  - Conducting the six steps of evaluation.
  - Following a logic model for evaluation.
  - Making decisions based on your evaluation.

Great examples of tobacco-free sports programs and policies come from all over the United States. This comprehensive initiative includes tobacco-free sports posters and other promotional materials, model policies for tobacco-free parks and sports facilities, and resource guides to help community leaders implement their own initiatives.

## The CDC's Commitment

The CDC Office on Smoking and Health is committed to promoting sports as a healthy alternative to tobacco use among kids. We work with many partners to support sports-related media and education programs that discourage children and teens from using tobacco. Our activities have been diverse and far reaching.

# Creating a Game Plan for Success: Planning Your Program/Event

Sports involvement can provide a powerful vehicle for reaching youth with health-promoting activities and messages, as illustrated by the examples you will find throughout this guide. Since tobacco-free sports activities can take many forms—including disseminating smoking prevention messages, providing alternatives to smoking, and encouraging the adoption of policy changes—it is recommended that you begin by taking a step back to consider if and how sports can help you meet your objectives. At the health department level, how do tobacco-free sports activities fit into your overall tobacco-control plan? If you are a youth coach or school administrator, can you use sports to engage youth in positive activities or deliver messages about a healthy lifestyle, and how does this correspond with your sports league or school district mandate?

Keep your goal in mind as you select the approaches that are most relevant to your target audience and the most likely to produce desired results. Ask yourself and your planning team some pertinent questions. What are you trying to achieve? Who is your audience, and what do you know about them? How can sports help you meet your goals? How will you measure success?

## Identify Tobacco Control Needs in Your Community

An important first step in developing an effective tobacco-free sports event or program is to assess the needs within the community to help tailor your approach. This information will be the foundation of a successful program and will help you understand the information channels and barriers to your message among the target audience. Using this information, you can better set goals and objectives, determine the resources needed, identify partnership opportunities, plan and implement your program, measure your success, and plan for future activities.

The better you know your audience and community, the better you can devise possible solutions to tobacco use concerns in your community, and the more effectively you can personalize messages, materials, and events and help ensure their success. Gather information by asking questions.

### Ask Questions

If you are not aware already of a need in your community that requires attention, here are some sample questions you may want to answer to help identify an objective:

- Do youth in your community recognize the dangers of tobacco? Do they perceive tobacco use as normal and expected among their peers?
- Are parents aware of the influence they have over kids' decisions to try cigarettes or other tobacco products?
- Do retailers adhere to laws governing the sale of tobacco products to youth?
- Are youth in certain population groups or geographic areas more likely to use tobacco products?
- Do youth participating in sports activities observe adults using tobacco products at the same time?
- Where in your community are youth exposed to secondhand smoke?
- Does your community have any policies in place to protect youth from tobacco?
- How many people are affected?

- What prevents parents and other concerned adults from taking steps to protect youth from the dangers of tobacco use?
- What are parents' and youths' values and plans for the future?
- Whom do parents and youth trust to provide health information?
- Where, from whom, and how do youth, parents, and other concerned adults get their health information?
- What opportunities exist to develop a program that will overcome these barriers to tobacco use prevention?
- What benefits and costs would parents and concerned adults consider acceptable for making tobacco control a health priority?

## Find Answers

Finding answers to these questions is the beginning of developing contacts and ideas for your plan. Start with your local health department, social service agency, parks and recreation commission, or planning agency to find out about programs and policies in your community. Volunteer and advocacy organizations that have target audiences in common with your project's focus, such as the Young Men's Christian Association (YMCA)/Young Women's Christian Association (YWCA), Boys and Girls Clubs, Girl Scouts, and Boy Scouts, also may be able to share audience information.

Following are some tips for finding answers to these questions through primary research and secondary sources. The secondary sources are addressed first because they are easier to address than the primary sources.

### *Secondary Sources*

In addition to gathering information through the organizations with which you will work, target audience data can be found via:

- Academic literature or studies (available through colleges and universities). Search through databases, such as Medline, which is free to the public at www.ncbi.nlm.nih.gov/entrez/query.fcgi.
- Universities (public health and urban planning schools may have community data).
- Existing national surveys that include data on tobacco use—such as the Youth Risk Behavior Surveillance System (YRBSS) (www.cdc.gov/nccdphp/dash/yrbs/index.htm) and the National Youth Tobacco Survey (www. cdc.gov/tobacco//data_statistics/surveys/NYTS/index.htm#NYTS2004).
- State or county level census data or health statistics, available in many public libraries or online at www.census.gov.

### *Primary Research*

Secondary sources of information can provide helpful background information, but there is no substitute for talking with (and listening to!) real people—both those who are members of your target audience and those who are in a position to know your target audience and the issue of tobacco use

in your community. Regarding the latter, consider whether you need to talk with appropriate officials, policymakers, politicians, and activist groups. You will likely want to attend city or county council meetings, meetings of the board of education, hearings involving your issues, and meetings of activist or lobbying groups whose interests could affect your work.

Consider focus groups, intercept interviews, or surveys to gather audience data. To keep research costs to a minimum, consider working with local businesses and with the public health, education, communication, and business departments of local colleges and universities. You might involve retirees, school parent/teacher groups, professional organizations, voluntary organizations, and local business leaders in helping you gather or process the information you need.

Ideally, skilled moderators should run your focus groups. However, budget constraints may make this difficult. An alternative is to seek the help of a psychologist or social worker skilled in handling small groups. To find guides or texts that will prepare the novice for running a focus group, search online for the keywords "moderating focus groups"—you can start with online booksellers.

For more information on focus groups, check the online Community Toolbox developed by the University of Kansas with funding from The Robert Wood Johnson Foundation. See "Conducting Focus Groups" at http://ctb.ku.edu/tools/en/section_1018.htm. This section includes information about how to run a focus group as well as a list of readings that you may find helpful. The Community Toolbox also includes a section on "Conducting Interviews" at http://ctb.ku.edu/tools/en/section_1047.htm.

As an alternative to mailing out your survey or fielding it over the telephone, consider leaving multiple copies with service groups, community organizations, shopping centers, libraries, and other locations frequented by your target audience. Include a drop box for completed surveys or postage-paid envelopes for their return.

Additional information on conducting audience research is included in the accompanying table.

*"Plain and simple, smoking is not cool and there isn't one person I know that thinks it looks cool. It stains your teeth, causes bad breath, and affects your breathing. Tell me, would it be cool if I was running on the field and couldn't catch my breath? No. Would it be cool if I was doing an interview and smiled and had yellow teeth? No. Would it be cool if I was doing an appearance and had bad breath? No. Smoking is NOT cool."*

*Ben Olsen*
*DC United and U.S. Men's National Team*

| Audience Research Methods | | | |
|---|---|---|---|
| **Method** | **Description** | **Use Method If** | **Benefits and Limitations** |
| **Focus Groups** Groups of 8–10 people selected from the target audience who serve as a sample. | Small group discussion guided by a skilled moderator to learn about the opinions and needs of a group member. | Group interaction is desirable.<br><br>Participants can be assembled in one location.<br><br>Subject matter is not so sensitive that respondents will withhold information.<br><br>For example, use focus groups to:<br>• Learn more about what your audience sees as the benefits of and barriers to a tobacco-free lifestyle.<br><br>• Find out which components would make a new tobacco-free program interesting and accessible to your target audience. | **Benefits**<br>Allows in-depth discussion and insights into target audience's thinking and motivations.<br><br>Can enhance understanding of quantitative data.<br><br>**Limitations**<br>Relatively small number of participants means that findings may not be representative of the population as a whole.<br><br>Qualitative nature of responses. |
| **In-Depth Interviews** of 10 or more people selected from the target audience who serve as a sample. | Individual interviews consisting of open- and close-ended questions.<br><br>Interviews probe beyond a set of questions to reveal people's ideas and beliefs about various issues. | Group interaction is not likely to enhance responses.<br><br>Topic is sensitive and people might not feel comfortable expressing opinions in a group.<br><br>Gathering audience members at a central site is not feasible (e.g., as with health professionals or policymakers).<br><br>For example, use in-depth interviews to uncover school administrators' challenges in implementing tobacco-free sports programs. | **Benefits**<br>Can deal with more sensitive subject matters.<br><br>Can be conducted by phone or in person.<br><br>A good way to learn about policy makers and decision makers.<br><br>May be more feasible than focus groups for professional audiences, such as physicians or policymakers, because interview time and place can be more flexible.<br><br>**Limitations**<br>Relatively small number of participants means that findings may not be representative of the population as a whole.<br><br>Qualitative nature of responses.<br><br>Time required to conduct interviews. |
| **Central Location Intercept Interviews** of people identified at a key location (e.g., shopping mall or park visitors) who serve as a sample. | Uses a brief questionnaire (5–10 minutes) with a structured set of questions. Questions are administered by an interviewer who seeks respondents at a "central location." | Reactions to specific materials such as posters, ads, or brochures are needed. | **Benefits**<br>Can yield a large number of respondents in a relatively short time span.<br><br>**Limitations**<br>Will not provide in-depth responses due to brevity of interview, but will provide "gut reactions" to topics or materials. |
| **Surveys** of people identified at random or from readily available sample of target audience members. | Uses a questionnaire with a structured set of questions. These may collect both quantitative data and qualitative data. Can be self-administered or interviewer-administered, but survey instrument is not intended to yield in-depth information as focus groups and interviews do. | Quantifiable results are required.<br><br>A baseline measure against which to track progress needs to be established.<br><br>For example, use surveys to determine the extent to which members of your audience are aware of the risks of tobacco use and the benefits of sports participation. | **Benefits**<br>Can yield statistically reliable estimates if properly designed and administered.<br><br>Measures levels, actions, and trends.<br><br>Can provide a baseline for tracking changes.<br><br>**Limitations**<br>May be costly.<br><br>May not yield high response rates, which are important to survey's informational value and statistical reliability. |

## Develop Your Game Plan

Carefully planning your program is critical to success. Defining your program goals first means that you and those working with you can be sure you are clear about the mission. Then, breaking your work down into objectives, strategies, and tactics shows you—and others—exactly how you will go about working toward your goals. And you don't have to work toward your objectives alone. Other individuals and groups may have like interests and be willing to contribute in ways big and small.

Design a plan based on your community's needs and resources in order to specify exactly what steps need to be taken to implement your tobacco-free sports program. The format of the plan depends on the needs of your initiative, but no matter what format and tools you use, the following elements provide a good outline for your own program, large or small. They include:

**Program goal—**the defining mission of your tobacco-free sports program.

**Measurable communication objectives—**intermediate steps that define and quantify the various ways you will achieve that goal. Will you concentrate on individual behavior changes or policy matters or both? Does your budget allow for a major effort, or must you keep your activities modest?

**Strategies—**broad techniques you will use to achieve your objectives. Strategies generally involve long-term plans, and you likely will have more than one, depending on your objectives. They are the big-picture plans that give broad-brush outlines to your work.

**Tactics—**specific steps and activities that will support your strategies. Several tactics may support a single strategy, but each should evolve logically and rationally from your goals and objectives.

**Groups to involve—**other interested parties that have similar goals; access to and credibility among your target audience; time; or other resources to contribute.

**Evaluation plans—**the method by which you will determine if your program was successful.

**Timeline—**specific action steps and dates by which they will be completed.

**Materials—**the products you will use to communicate campaign messages to your audience.

**Resources—**budget, personnel, volunteer, and other materials required to conduct the campaign.

After you share your plan with the others who will work with you, the plan may be revised to reflect their roles and resources.

### Set Objectives

Based on your understanding of the target audience and community needs, you are ready to establish the objectives for your tobacco-free sports program. What problem or issue will you address, and what is the change you hope to see?

Because objectives define what the communication effort is intended to do, they should be:

- Supportive of the health program's goals.
- Reasonable and realistic (achievable).
- Specific to the change desired and the period during which change should take place.
- Measurable to allow you to track progress toward desired results.
- Prioritized to direct the allocation of resources.

Sample Objectives

Raise awareness so that 95 percent of youth athletes exposed to campaign messages are aware that tobacco use has a negative effect on sports performance.

Increase to 90 percent the proportion of parents of youth athletes who agree that secondhand smoke affects children.

Persuade county recreation league to adopt a ban on tobacco use at league activities.

Encourage community-based recreation programs that serve youth to adopt a "no use or possession" tobacco policy for players.

### Decide on Strategy

There will be, no doubt, more than one way to achieve your objectives. Your job is to decide, based on what you know about your audience and community, which are the most realistic and potentially successful. Will you be able to obtain the buy-in of local coaches? Are schools in your area able to participate? Do you have the resources and volunteers to conduct a sustained effort? Is money available for paid advertising? The answers to questions such as these will lead you to the most appropriate course of action.

Sample Strategies

Involve local college and minor league athletes in educating and motivating youth.

Offer technical assistance and sample materials to youth sports leagues interested in adopting tobacco-free policies.

Promote a tobacco-free brand at youth sporting events.

## Mobilize the Community

Community mobilization is a deliberate process of involving local institutions, leaders, community groups, and members of the community in taking action on a particular issue. It is potentially an effective strategy for creating change in the community because it can:

- Improve the reach of the initiative to a broad audience by involving people who have a variety of roles within a community.
- Reduce the risk of introducing unacceptable ideas or messages that could appear foreign to the community or target audience.
- Contribute to sustained change.
- Promote investment in your objectives.

### Identifying Allies, Partners, and Sponsors

Working with other organizations can significantly expand the reach and credibility

of your program and messages while often reducing costs and multiplying resources. Partners can help you reach individuals to help foster behavior change. In addition, partners can be especially valuable to programs that need to undertake policy or structural changes to remove barriers to behavior change for their audiences.

When you are ready to start your tobacco-free sports initiative, look for existing communication channels and infrastructure to use to maximize your resources. You may find organizations already engaged in youth tobacco use prevention efforts with which you will be able to partner.

Like all other aspects of your efforts, planning your partnership activities should be done with an eye toward how each potential partner fits into your larger strategy and whether partnering with a given organization will actually be an enhancement. Early in your planning, you might want to brainstorm with your team to develop a list of organizations that could be worthwhile and appropriate partners. Consider:

- Your mission.
- Your messages.
- Access to your target audiences and resources.
- The kinds of support you need.
- Potential partners' areas of interest and needs for growth and image-building.

Partners can be individuals and organizations. They can serve as ambassadors, do needed legwork, and provide resources. Local partners who are ambassadors spread the word, loudly and often, about your local initiative and about youth tobacco use prevention in general. They are people

**Sample Tobacco Sponsorship Policy for Event Organizers**

## Tobacco Sponsorship Policy

The _____ [insert name of rodeo] shall not accept or allow any tobacco-related sponsorship or advertising. This policy prohibits accepting money or other compensation from a tobacco company, including for a purse, point fund, or scholarship program. The policy prohibits accepting or allowing any other benefit (such as a scoreboard) that promotes a tobacco brand, product, or company name. The distribution or sale of tobacco products and promotional items identified with a tobacco company or brand on the premises also shall be prohibited. This policy prohibits the use of a tobacco brand, product, or company name to describe livestock in the event program or schedule, or the announcement of livestock with tobacco-related names over the public address system.

This policy extends to any entity that leases, rents, or otherwise holds events on the property [insert this sentence if the rodeo has the authority to bind other events held on the property]. The attached findings supporting this policy are incorporated herein by this reference.

*Used with the permission of the California Department of Health Services, Tobacco Control Section©*

*The California Department of Health Services Tobacco Control Section created "Tack and Tools for Rodeo Organizers," a 34-page booklet that explains the negative impact of tobacco industry financing of rodeo events and how communities can create a more healthy environment for fans and participants. The booklet includes a template policy for rodeos to prohibit tobacco sponsorships.*

*Flynn, Peggy, Belanger, Lolly; California Department of Health Services, Tobacco Control Section, Project SMART Money Workgroup. Tack and Tools for Rodeo Organizers. Sacramento, CA. California Department of Health Services, Tobacco Control Section, 2001. Available from www.tobaccofreecatalog.org*

who already have the respect of families and young people. Some have influence with local schools, policymakers, and community or youth groups that could be invited to get involved. The earlier you bring them into the process, the more they will help your program gain momentum.

Local partners who do legwork have lots of energy, contribute as called upon, and often come up with creative ideas. They may work the phones to invite community members to an event or distribute posters to local businesses. They may pick up and drop off donations of materials from other community members and partners or put together folders of information.

Local partners often are organizations such as high school service clubs, local colleges and community colleges, senior centers, religious groups, and civic clubs. These organizations may provide both volunteers and resources. Consider reaching out and asking large companies to serve as local partners and sponsors if they are major employers in your area.

Many states and communities have established tobacco control organizations with which you also may wish to collaborate.

For examples of the kinds of activities that partners can engage in to extend your program's resources and reach, refer to the "Filling the Stands: Promoting Your Program or Event" section on page 32.

## Entertainment and Celebrity Endorsement

Teaming up with sports figures can help you convey healthy messages to youth. The first step is to identify high-profile, tobacco-free athletes who will be good role models

### Sample Strategies for Working With Partners To End Tobacco Sponsorship

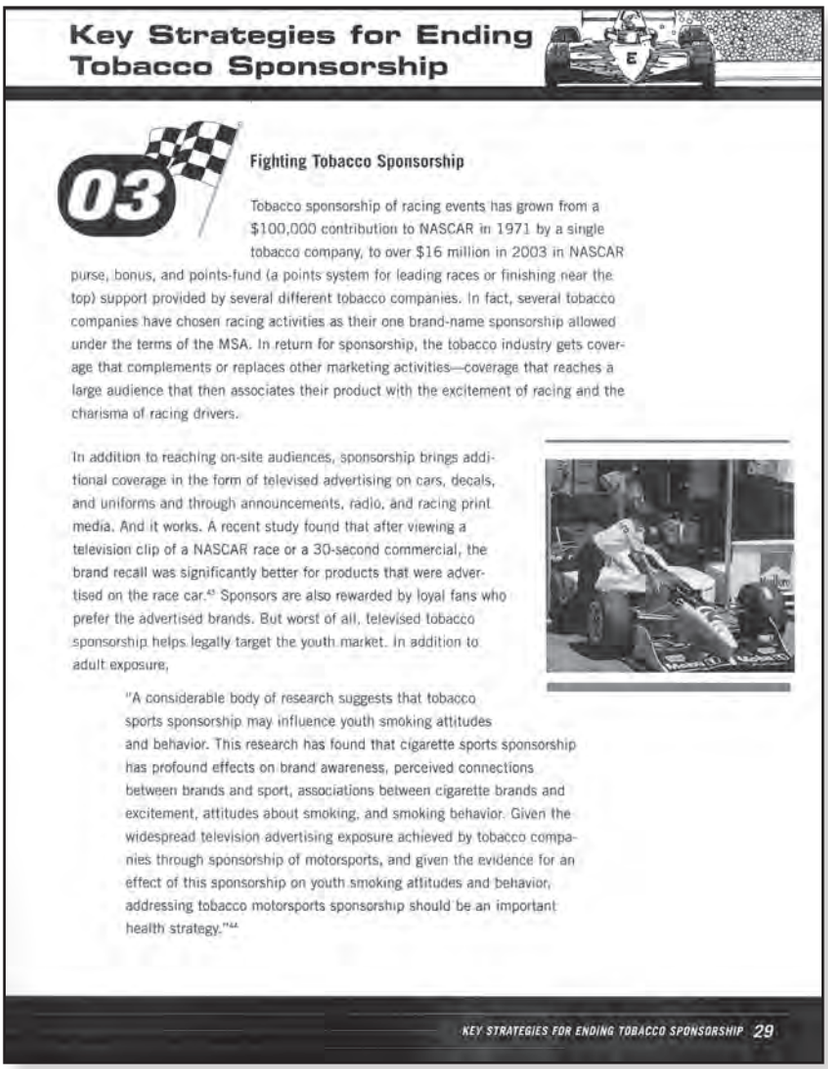
**Approaching Track Managers and Racing Venues Strategy Chart**

| Racing Knowledge | Goals and Resources | Decision Makers | Partnerships | Community Coalitions | Racing Sponsors | Media |
|---|---|---|---|---|---|---|
| **Learn about Racing and the Track:** | **Set Goals:** | **Target Decision Makers:** | **Build Partnerships with Racing Venues:** | **Form Community Coalitions:** | **Target Racing Cosponsors:** | **Obtain Media Coverage:** |
| Learn about the organization and how much they rely on tobacco sponsorship.<br>Attend a race and learn about racing and racing terms. | List long-term goals.<br>State short-term goals.<br>What short-term or small victories can you achieve? | Find out who is on the racing board or committee.<br>Find out who the decision makers or racing promotors are.<br>Determine if anyone on the coalition has links to key personnel at the racetrack or in racing.<br>Focus on people who can exert influence.<br>Develop strategies for owners and/or leasing bodies. | Frame tobacco use as a public health problem that you can work together to solve.<br>Provide letters of support from community members and tobacco fact sheets.<br>Offer to work together to find new sponsors.<br>Offer to provide signage for smoke-free sections. | Identify other groups who have similar interests.<br>Approach health groups, youth groups and sports teams to join the campaign.<br>Form coalitions to work together to stop tobacco sponsorship.<br>Ascertain levels of public support and enlist community members and fans. | Identify cosponsors for other racing events.<br>Approach local sponsors first.<br>Solicit national and regional companies that advertise in other racing events. | Start letter-writing campaigns by community groups.<br>Write editorials, press releases, media advisories and submit newspaper articles.<br>Advertise in local newspapers.<br>Get on radio talk shows or local TV. |
| **Find out:** | **Evaluate:** | | | | | |
| Who attends races<br>Race participants<br>Sponsors<br>Affiliated organizations<br>Tobacco sponsorship, advertising, and signage. | Regularly look at what you have achieved and what you still need to do. | | | | | |
| | **List Resources:** | | | | | |
| | What money, staff, facilities, or other resources do you have?<br>What other resources do you need? How will you get them? | | | | | |

34 RACING TOOLKIT

*Used with the permission of the California Department of Health Services, Tobacco Control Section©*

## Sample Strategy Document for Ending Tobacco Sponsorship of Sporting Events



**Key Strategies for Ending Tobacco Sponsorship**

**03**

**Fighting Tobacco Sponsorship**

Tobacco sponsorship of racing events has grown from a $100,000 contribution to NASCAR in 1971 by a single tobacco company, to over $16 million in 2003 in NASCAR purse, bonus, and points-fund (a points system for leading races or finishing near the top) support provided by several different tobacco companies. In fact, several tobacco companies have chosen racing activities as their one brand-name sponsorship allowed under the terms of the MSA. In return for sponsorship, the tobacco industry gets coverage that complements or replaces other marketing activities—coverage that reaches a large audience that then associates their product with the excitement of racing and the charisma of racing drivers.

In addition to reaching on-site audiences, sponsorship brings additional coverage in the form of televised advertising on cars, decals, and uniforms and through announcements, radio, and racing print media. And it works. A recent study found that after viewing a television clip of a NASCAR race or a 30-second commercial, the brand recall was significantly better for products that were advertised on the race car.[43] Sponsors are also rewarded by loyal fans who prefer the advertised brands. But worst of all, televised tobacco sponsorship helps legally target the youth market. In addition to adult exposure,

> "A considerable body of research suggests that tobacco sports sponsorship may influence youth smoking attitudes and behavior. This research has found that cigarette sports sponsorship has profound effects on brand awareness, perceived connections between brands and sport, associations between cigarette brands and excitement, attitudes about smoking, and smoking behavior. Given the widespread television advertising exposure achieved by tobacco companies through sponsorship of motorsports, and given the evidence for an effect of this sponsorship on youth smoking attitudes and behavior, addressing tobacco motorsports sponsorship should be an important health strategy."[44]

KEY STRATEGIES FOR ENDING TOBACCO SPONSORSHIP 29

*Used with the permission of the California Department of Health Services, Tobacco Control Section©*

*"Racing Toolkit: Helping Motorsports Get Free of Tobacco Sponsorship" was developed by the California Department of Health Services Tobacco Control Section to assist tobacco use prevention advocates in building partnerships with racing fans, tracks, and community associations to reduce or eliminate tobacco sponsorship of racing events. The toolkit contains a rationale for ending tobacco sponsorships and the strategies for approaching track managers and racing venues. These strategies are summarized above.*

*Kent, Susan; Belanger, Lolly; Hagaman, Tonia; Department of Health Services, Tobacco Control Section, Project SMART Money Workgroup. Racing Toolkit: Helping Motosports Get Free of Tobacco Sponsorship. Sacramento, CA. California Department of Health Services, Tobacco Control Section, January 2004. Available from www.tobaccofreecatalog.org*

for youth and can help to ensure that your tobacco-free message will resonate throughout the community. Whether you hope to recruit a world-class professional or a locally famous high school or college athlete, here are some steps you should take to ensure that your player is indeed a good role model for youth:

- Make sure the athletes do not use any tobacco products and are not involved in other unhealthy lifestyle practices, such as the use of steroids or other performance-enhancing drugs, which could hurt their credibility and your campaign.
- Make sure the athletes are not associated with any businesses that are affiliated with a tobacco company (for example, Kraft and Nabisco are owned by Philip Morris, Inc.).
- Keep up with current sports news and the reputations of athletes you would like to use as spokespersons for your awareness campaign or event. Watch ESPN, and look at various sports sites on the Internet.
- Before approaching a professional athlete or sports organization with ideas or a proposal for a campaign, ask if anyone in your state health department, organization, or school has ever worked with the athlete or team in the past. Find out what their experiences were like. Positive? Negative? Get the details.

### Make Your Pitch to Athletes and Their Representatives

Contact the athletes' agent or their team's public/community relations department to set up a meeting to talk about the ways that you can work together. If you have an event in the works, let the agents know as soon as possible so they have plenty of lead time to consider your request. Don't give them a chance to say that their schedule is booked already. When you meet with the athlete or agent, provide background about your state health department, organization, or school and your tobacco-control efforts. Bring samples of newsletters, news clips, and photo albums of previous high-profile community events. Discuss in detail what you expect from the relationship.

- Find out whether the athletes truly believe in the message and are not just using your campaign to get good public relations for themselves in the community.
- Make it clear what you want the athletes to do, and present your entire wish list. (You probably will not get a second chance to ask for more.) For example, do you want them to visit a local school and talk with a group of kids for 20 minutes about the importance of leading a healthy, tobacco-free lifestyle? Would you like them to videotape a message to run on the school television network? Ask if the athletes would mind signing autographs for kids who take part in the event.
- Outline the messages that you would like to stress and put them in writing. When they are addressing their fans, the athletes will appreciate having talking points about the importance of healthy lifestyles free of tobacco and drugs as well as the harmful effects of tobacco use

on athletic performance, strength, and endurance.

- Let the athletes know that as respected and highly visible figures in the community, their presence in your campaign will draw attention to these important public health messages as well as the community education activities and events that you are planning.
- During your conversations or in your correspondence, emphasize the importance of their communicating tobacco-free and other public health messages that could save lives.
- Discuss sponsorship of various activities and approval of outside sponsorship. Make sure that sponsors do not conflict with products that the athletes are endorsing already. Ask the athletes' agent and team community relations departments if they have ideas regarding sponsorship opportunities.

### Get Approval Up Front

If you are developing a poster or other communication product, make sure that it is approved by the athlete, agent, team, school, and in some cases, the national sports league (e.g., Major League Baseball, National Football League) and possibly an international federation, such as the Federation Internationale de Football Association (FIFA) if you are working on an international football/soccer campaign.

Always express your appreciation by writing thank you notes. You can have the kids in your program write them. Your youth athletes can present celebrity partners with an award at a ribbon ceremony. Be sure to include newspaper clippings and photos for the athlete, agent, and team contacts' files. These kind gestures always are appreciated and will make people want to work with you again.

## Organize Team and Stadium Events

The popularity of sporting events in the United States makes them an effective means of grabbing kids' attention and conveying important health messages. These events also present some terrific opportunities for establishing partnerships with supporting organizations that might be willing to help you. Before approaching a professional team with a proposal for an event, you must know what type of event you'd like to use to promote your messages to youth. Consider these ideas:

- Promote your tobacco-free message to youth during opening ceremonies or half-time events. For instance, identify local "Tobacco-Free Stars"—kids who have been actively involved in local tobacco-control efforts through their schools or teams—and honor them at the game.
- Use the ceremonial first pitch at baseball games or a coin toss at other events to promote your messages. For example, link a school contest to the ballpark game so that contest winners get to throw out the first pitch and share their health messages with the crowd.
- Display your tobacco-free messages on the stadium's jumbo video screens or on banners at the stadium.

- Pass out educational flyers to youth and their parents, and hang banners displaying your messages in the stadium. (Check out the free materials available from the CDC Office on Smoking and Health's Media Campaign Resource Center at www.cdc.gov/tobacco/media_communications/countermarketing/mcrc/index.htm and Publications Catalog at http://apps.nccd.cdc.gov/osh_pub_catalog/PublicationList.aspx)
- Have team members sign autographs for kids, all the while conveying positive messages about sports and the benefits of being tobacco free.
- Set up a booth near the concession stand where the team's physicians and certified athletic trainers can meet with kids and their parents to talk about the addictive effects of tobacco, including bidis, cigars, and spit/chew tobacco. They can also educate youth about the many health benefits of being involved in a sport.
- Find out if your local sports team's radio station allows interviews before the game or during the game's commentary. If so, ask to be on the program to talk about your event and about tobacco-free sports.

## Worksheet—Tobacco-Free Sports Planning

Use the planning worksheet as a reference point for thinking about the approaches, materials, messages, and techniques you'll use to move your program from broad goals to measurable successes.

| |
|---|
| What are we trying to achieve?<br><br>What are our programmatic goals? |
| Who are our audiences?<br><br>1. What are their characteristics?<br>• What do they see as benefits?<br>• What barriers exist?<br>• What motivates them?<br><br>2. How can we reach them? |
| What are the measurable objectives?<br><br>1. Objective 1<br>2. Objective 2<br>3. Objective 3 |
| What are our strategies and tactics?<br><br>How will we achieve our objectives?<br><br>1. Strategy<br>a. Tactic<br>b. Tactic<br>c. Tactic<br>2. Strategy<br>a. Tactic<br>b. Tactic<br>c. Tactic |
| What are our messages?<br><br>1. What action do we want the audience to take?<br>2. How will we motivate them to take this action?<br>3. What do we need to tell them? |
| What are key measures of success? (Evaluation is discussed in detail beginning on page 49.)<br><br>1. How will we know our program is working?<br>2. How are we going to measure our successes? |

## Worksheet—Target Audience Profile

| |
|---|
| Whom do we want to reach?<br><br>List demographic/psychographic characteristics: |
| What does the audience think about tobacco use?<br><br>What does the audience think about sports participation?<br><br>List audience beliefs and attitudes: |
| What would motivate the audience to engage in the desired behavior?<br><br>List key benefits: |
| What prevents the audience from engaging in the desired behavior?<br><br>What behaviors are they doing instead?<br><br>List key barriers: |
| Where can we reach the audience?<br><br>List communication channels: |

# Creating a Game Plan for Success—Sample Game Plan Elements for Anytown, USA Youth Recreation League

**Set your program goal**—the defining mission of your effort.

**Define measurable objectives**—the intermediate steps that define and quantify the various ways you will achieve that goal. Will you concentrate on awareness, individual behavior changes, or policy matters? Does your budget allow for a major effort, or must you keep your activities modest?

**Identify strategies**—the broad techniques you will use to achieve your objectives. Strategies generally involve long-term plans, and you will likely have more than one, depending on your objectives. They are the big-picture plans that outline your work.

**Select tactics**—the specific steps and activities that will support your strategies. Several tactics may support a single strategy, but each should evolve logically from your goals and objectives.

## Sample Program Goal

To keep youth aged 9–12 that participate in Anytown Recreation League (ARL) programs tobacco free.

## Sample Objectives

- To raise awareness so that 95 percent of ARL youth athletes are aware that tobacco use has a negative effect on sports performance.
- To increase adherence to ARL facility smoking bans.

## Sample Strategies

- Promote a tobacco-free brand at ARL youth sporting events.
- Emphasize the performance-related benefits of being tobacco free.
- Involve coaches and parents in message dissemination.

## Sample Tactics

- Distribute branded no-smoking signage to all ARL facilities.
- Include branded messaging in all ARL print and electronic publications such as Web site, schedules, newsletters, and press releases.
- Host youth clinics featuring local tobacco-free minor-league or college athletes.
- Develop a coaches' kit to make it easy to incorporate tobacco-free messaging into practices/drills.
- Encourage parents to write letters to the editor supporting the enforcement of ARL tobacco-free policies.

*"Why do I love sports? They make me feel alive. Soccer allows me to dream big."*

*Gabriela L, Age 9*

## *Case Study*
## *City of Milwaukee's "Tobacco-Free Sports" Program Presents Kick Butts Day*

### Program Overview and Goal

The city of Milwaukee's "Tobacco-Free Sports" Program is a youth-led, adult-guided program of the Milwaukee Public Schools (MPS) Department of Recreation and Community Services. Teens are trained as peer educators to present anti-tobacco education and prevention lessons to younger children who participate in Milwaukee Recreation's fall, winter, and spring sports teams. The program uses a three-pronged approach: tobacco control and prevention mini-sessions for parents and youth, a targeted media advocacy anti-tobacco event, and tobacco prevention trainings for sports program staff, including coaches and officials. Every year, Milwaukee's "Tobacco-Free Sports" presents Kick Butts Day.

### The Game Plan—Objective

Create a fun, memorable experience to reward students for staying tobacco free and making healthy choices.

### The Playbook—Milwaukee's Winning Tactics and Strategies

- Milwaukee planned their event around Campaign for Tobacco-Free Kids' Kick Butts Day, an annual national initiative that encourages youth to participate in positive tobacco-free activities (www.kickbuttsday.org).
- Milwaukee invited special guests including T.J. Ford (point guard for the Milwaukee Bucks), Dana Jones (forward for the Chicago Blaze), Teri Mitchell (Head Coach for Marquette Women's Basketball), and James Wright (forward for the University of Wisconsin, Milwaukee Panthers).
- Milwaukee reached out to local media, including print, radio, and television outlets. Media members received press releases and media kits about the event and invitations to attend.

### The Scoreboard—Results

Hundreds of students from Milwaukee Public Schools participated in the event and spent the morning exercising and listening to presenters. Over the years, students also have received visits from Wisconsin's First Lady Jessica Doyle, Health Commissioner Bevan Baker, and other public officials. TODAY'S TMJ4, the NBC-TV affiliate in Milwaukee, covered the event and ran the story in the evening news. You can view the news report online at www.milwaukeerecreation.net/tobacco-free-sports/.

## Leveling the Playing Field: Advocating for Tobacco-Free Policies

While events and promotions can raise awareness of the benefits of a tobacco-free lifestyle, they may not yield a long-term impact on your target audience. Young people also need ongoing community support and alternative activities to help them resist the pressure or temptation to smoke. The history of tobacco control shows that creating environments that make smoking more costly and less convenient has been critical in lowering usage rates. Tobacco-Free workplaces, taxation, and many other policy changes large and small all have contributed to the decline in smoking over the past four decades.

Tobacco-free policies will send a loud and clear message that tobacco use is not the norm in your community and will provide kids with a healthy, tobacco-free environment in which to play. These policies also educate coaches, referees, and parents about the importance of being tobacco-free role models for youth.

Think of policies that will reinforce your message, and be realistic about the level of policy that you target. It is not necessary to change national or state policy to make a difference. You can start in your own organization or community. The levels at which you might advocate for tobacco-free policies include:

- **Team Level**—propose a ban on the use of tobacco products by players, coaches, referees, and volunteers at sponsored events involving youth. Or work with a local minor league team to make their stadium tobacco free.
- **Association or League Level**—encourage policies that require all participating teams to be tobacco free.
- **Recreation Department Level**—urge your local recreation department to enforce a tobacco-free policy on all grounds they maintain, operate, and regulate.
- **Municipal Level**—push for the adoption of a ban on use of tobacco products on and around city/county property, including office buildings and parks and recreation facilities.

Selecting Realistic Policy Targets

- Consider your resources—how many people are on your policy team and how much time can they devote to the project?
- Do you have the resources to work toward a recreation department, city/county, or federation ban?
- Will all forms of tobacco use be banned or just smoking?
- Which playing fields and parks will be affected by the policy?
- Will the ban be just for the playing area, or will it cover the entire park and parking lot?
- Will you prohibit tobacco advertising, including any ads displayed on T-shirts, caps, signs, or programs or sponsorship of the event?
- Will the policy apply only to youth?

Guides to influencing policy change, including those referenced at the end of this section, provide detailed information on if, when, and how to conduct an advocacy campaign. In the interest of avoiding duplication, what follows is a summary of

*"I know some kids that smoke in school but I'm not interested. Soccer and basketball are too important to me. They think they are cool, they're not."*

*Nicole S., U17 FSASoccerPlus*

the steps that will be involved as they relate to tobacco-free sports. Readers are encouraged to explore the resources listed at the end of this section prior to taking on policy change as a strategy.

## Pre-Season: Assess Your Starting Point and Establish a Coalition

### Know Current Law

Based on the information you uncovered about your target audience and community during the development of the strategic plan, the first step in effectively advocating for policy change is to identify policies that either facilitate or help to discourage smoking. You also will want to become aware of current laws and policies. In some cases there may be no policies at all relating to tobacco control, in which case you will be starting from scratch. But there may already be policies in place. Still others might not be enforced. These might include anything from lack of enforcement of an existing ban on smoking near recreation facilities to a minor league baseball stadium that allows smoking in the stands. Whatever the current situation may be, understanding your starting point will tell you how much of a change you are proposing and how much you need to prepare the community for the changes.

You can contact your local parks and recreation department to find out if there are any current tobacco-free policies in effect; your local health department can help with information on other local tobacco-free policies. CDC's Office on Smoking and Health (http://apps.nccd.cdc.gov/statesystem) and the American Lung Association (1-800-LUNGUSA; www.lungusa.org) are good sources of information on state tobacco-related legislation and regulation.

### Establish a Coalition

To successfully promote any change in policy, it will be necessary to demonstrate broad community support. Enlist support from stakeholders, including the coaching staff, parents, players, local health department, local tobacco-control coalition, teachers, PTA, recreation department staff, voluntary health agencies (such as the American Cancer Society, American Lung Association, American Heart Association, and Campaign for Tobacco-Free Kids), and others with an interest in tobacco-free sports or youth health. Ideally, your coalition will be representative of the population of your community and will include people with a variety of skills, contacts, and experience.

## Seed the Ground

### Develop a Game Plan

Depending on the scope of your proposed ban, determine which official or body will make the final decision. Familiarize yourself with who will make the decision, how decisions are made, what steps your proposed ban will have to go through before being enacted, and the timing. Conduct a who-knows-who session with your policy team—identify who in your group has connections to decision makers.

Map out a strategic plan and calendar, with benchmark goals for each step of the process necessary to enact your policy. As-

sign members of your team responsibility for key areas of work, taking into consideration their relationships with decision makers, experience, and time. And, hold regular meetings to evaluate progress and change course if necessary.

### Educate the Community

You will need to lay the groundwork for your advocacy project by educating the public so that members of the community, including elected officials, understand the health risks associated with smoking and spit tobacco use and the ways to protect youth from those dangers. Public presentations to organizations such as civic clubs, parent-teacher organizations, health agencies, professional societies, and home-owner groups provide an opportunity to find people who care about the issue and are willing to support or work on your campaign. The more support you can build, from a variety of citizens, the stronger your position will be in advocating for policy change.

## Run Your Plays

### Mobilize Community Support

Generate calls, e-mails, postcards, petitions or letters to decision makers from community members. Ask people to speak from their own experience about why a tobacco-free policy is important to them. When decision makers hold meetings on the issue, have supporters attend to speak out.

### Work With the Media

Using the techniques discussed in the "Promotion" section of the *Playbook* on page 32, use the news media to deliver an in-depth analysis of the issues under consideration and your key message points. Take care in selecting spokespersons for your coalition, choosing those who can be articulate under pressure, know the issue, and will be prepared to counter the opposing viewpoint.

You also can work through the media to expose tobacco industry interference and opposition during the campaign. The American Nonsmokers' Rights Foundation Tobacco Industry Tracking Database (www.tidatabase.org) is a valuable resource for making the connections between front group activity and the tobacco industry and is available to coalitions and the media.

### Meet With Decisionmakers

Determine in advance your two to three key points and who will make them. Do not leave the meeting without asking the decisionmaker to pledge her or his support for the tobacco-free policy. After the meeting, send a thank you letter and follow-up material to bolster your case.

Here are some possible message points that will help you make your case in favor of tobacco-free policies:

- Tobacco use is the leading cause of preventable death in the United States[4]. The adverse health effects from cigarette smoking account for an estimated 438,000 deaths, or nearly 1 of every 5 deaths, each year in the United States[5, 6]. More deaths are caused each year by tobacco use than by all deaths from human immunodeficiency virus (HIV), illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders combined[5, 7].

- Each day, an estimated 4,000 teens in the United States try cigarettes for the first time. If current smoking rates continue, an estimated 6.4 million of today's children will die prematurely from a tobacco-related illness in adulthood.[2]
- Spit tobacco is not a safe alternative to smoking. It contains nicotine and at least 28 cancer-causing chemicals and causes cancers of the mouth, cheeks, and gums.[8]
- The Surgeon General has concluded that secondhand smoke causes premature death and disease in children and nonsmoking adults, and that there is no risk-free level of exposure to secondhand smoke[9]. The Surgeon General has found that secondhand smoke exposure causes heart disease and lung cancer in nonsmoking adults and sudden infant death syndrome, acute respiratory infections, middle ear disease, more severe asthma, respiratory symptoms, and slowed lung growth in children[9]. The California Environmental Protection Agency estimates that secondhand smoke causes 22,700 to 69,600 heart disease deaths and 3,423 to 8,866 lung cancer deaths among U.S. nonsmokers annually[10].
- Secondhand smoke causes sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, and more frequent and severe asthma attacks in children. Exposure to secondhand smoke causes respiratory symptoms in children and slows their lung growth. It is responsible for an estimated 150,000 to 300,000 new cases of bronchitis and pneumonia in children aged less than 18 months.[11]
- Communities throughout the United States—in Arizona, California, Maryland, Minnesota, New Jersey, New York, and Texas, for example—are creating tobacco-free outdoor recreational facilities out of concern for the health of their citizens.
- In a tobacco-free environment, coaches and recreational leaders become tobacco-free role models that send a powerful message to youth that tobacco use is not part of a healthy lifestyle.
- For years, the tobacco industry has sponsored and advertised at sporting events. Research indicates that sporting events expose youth to extensive tobacco use by people they view as positive role models.

## Post-Victory

### Implement and Enforce the Policy

If your policy is accepted, take time to educate the community about it as well as any enforcement procedures. In general, tobacco-free policies have proved self-enforcing, much like traffic laws. The majority of smokers refrain from smoking in prohibited areas when they are aware of the law and when nonsmoking areas are well marked. Therefore, it also is important that an adequate number of signs indicating the policy are provided. CDC's Tobacco-Free Sports Web site (www.cdc.gov/tobacco/youth/educational_materials/sports/index.htm) has sample signs you can use to announce your tobacco-free policy. Check with the parks and recreation department or facility management for guidance on posting signs.

### Play Defense

Just because a policy is enacted, effective, and popular does not necessarily mean it will remain in force. Strong grassroots support, committed decision makers, and a well-written policy will go a long way toward protecting the ground you've gained. However, you should remain prepared to defend the policy should the need arise.

*"Smoking is out of the question. I want to be the best. I train too hard to risk it all by smoking."*

*Nick, U15 Premier*

## Sample E-mail or Letter

Tobacco use among youth is a serious problem. According to the Centers for Disease Control and Prevention (CDC), around 4,000 youths aged 12 to 17 try their first cigarette every day. If current patterns continue, an estimated 6.4 million of today's children can be expected to die prematurely from a tobacco-related disease, including heart disease; multiple cancers, including those of the lung, mouth, bladder, pharynx, and esophagus; stroke; and chronic lung disease. Almost 7 percent of middle and high school students report being current users of spit tobacco. Spit tobacco use by adolescents is associated with health problems ranging from gum disease to oral cancer.

Why do our young people start smoking or chewing? They are influenced by people around them who use tobacco. Friends, family, athletes, coaches, and other adult leaders are key role models who influence whether or not youth choose to use tobacco. How can we, as a community, work to ensure that youth are surrounded by positive role models? We can start by being positive role models ourselves. One way we can do this is by prohibiting tobacco use at our sports facilities, recreational facilities, and playgrounds. Prohibiting tobacco use reinforces to our youth that tobacco use is unacceptable and shows them that we, as adults, care about their health.

By prohibiting tobacco use at sports and recreational facilities, especially indoor facilities, we are also protecting both youth and adults from the hazards of secondhand smoke. The Surgeon General has concluded that secondhand smoke causes premature death and disease in children and nonsmoking adults[9].

I urge you to support tobacco-free recreational environments for our young people. By adopting a tobacco-free policy, our community can send a clear message that we care about the health of young people and want them to make positive lifestyle decisions.

Thank you very much.

Sincerely,

## Sample Postcard

[Front of postcard] Help protect the health of our youth by supporting tobacco-free sports!

[Back of postcard] I would like you to consider adopting a tobacco-free policy for your youth recreational programs and facilities to protect the health of our youth.

Sincerely,

## Sample Petition

We support tobacco-free policies for our community's recreational and sports facilities.

- Tobacco use is the single most preventable cause of death in the United States. Every year, around 440,000 Americans die from tobacco use.
- Each day, 4,000 teens in the United States try cigarettes for the first time.
- Parents, coaches, and recreational leaders are role models for youth and can have a positive effect on the lifestyle choices they make.
- The Surgeon General has concluded that secondhand smoke causes premature death and disease in children and nonsmoking adults[9].
- Prohibiting tobacco use at our community's recreational facilities protects the health, safety, and welfare of everyone in the community.

Signed:

| Name | Address and Phone | E-mail Address |
|---|---|---|
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## *Case Study*
## *Maryland—Smoking Stops Here Helps Get Policy Passed in Queen Anne's County*

### Program Overview and Goal

Maryland—Smoking Stops Here (www.smokingstopshere.com) is a grassroots movement to mobilize Maryland citizens to adopt a healthy active lifestyle and improve their social environment by changing attitudes and getting involved in existing county-level programs as part of a community-wide movement.

### The Game Plan—Objective

Assist Maryland counties with the development of tobacco-free policies.

### The Playbook—Maryland's Winning Tactics and Strategies

- Develop a coalition with groups and agencies that have an interest in tobacco-free sports or youth health. To develop tobacco-free policies in Queen Anne's County, Maryland—Smoking Stops Here worked with county commissioners, the parks and recreation department, and alcohol and drug abuse services.
- Promote tobacco-free policy development. The "Tobacco-Free Facilities" policy prohibits the use of all tobacco products, including cigarettes, cigars, pipes, and snuff and spit tobacco, within 100 yards of any organized youth activity at a county park. This includes athletic events, concerts, and special events with a defined start and end time. Maryland—Smoking Stops Here helped Queen Anne's County develop this policy.
- Develop materials. Maryland—Smoking Stops Here develops customized "Tobacco-Free Zone" materials that are posted in county parks and recreation facilities. These materials present a unified message across the state about preventing tobacco use.

### The Scoreboard—Results

Government officials unveiled Queen Anne's County's tobacco-free policy for county parks and fields, school facilities, and sports complexes at a press conference featuring the new "Tobacco-Free Zone" signs. These signs were posted on the backstops of more than 22 baseball/softball fields, 16 multipurpose fields, and 3 football fields used for youth athletic events throughout the county. In addition, parks and recreation programs in 7 other counties enacted tobacco-free policies.

*"I have coached the best players in the world. It requires amazing dedication, talent, and fitness. But the interesting thing is that everyone can benefit from what sports have to offer. I hope all young people try sports and find something that fills their heart and soul like soccer has for me and those I coach. In turn, the intangibles of being an athlete are numerous: being healthy, fit, psychologically strong, and confident are great foundations for any future endeavor, and a lot of fun is had along the way. I am a firm believer in the benefits of sports, and certainly, maintaining a tobacco-free lifestyle is at the core of realizing your dreams."*

*Anson Dorrance*
*Head Coach,*
*UNC Women's Soccer*
*18 National Championships;*
*Former Head Coach, U.S. Women's National Team*
*1986-1995; 1991 FIFA World Champion, Head Coach*

## Sample Proclamation

*The Anne Arundel County, MD, Recreation and Parks Department issued this proclamation banning tobacco use in all county recreation and parks fields and outdoor facilities during county-sponsored events.*

Maryland Department of Health and Mental Hygiene's

**Maryland-Smoking Stops Here**
**Tobacco Control Proclamation**

**By Anne Arundel County Recreation and Parks**

**Whereas,** tobacco use is the leading cause of preventable death in the United States, including Maryland. Smoking kills more people in the United States than alcohol, AIDS, car crashes, illegal drugs, murders and suicides combined. *Maryland-Smoking Stops Here*, in conjunction with Anne Arundel County Recreation and Parks, local health coalitions, and Anne Arundel County Department of Health, will help to educate their community on the dangers of tobacco use and secondhand smoke;

**Whereas,** 270,000 Maryland youth are exposed to secondhand smoke in their homes;

**Whereas,** if current smoking rates continue, it's projected that almost 105,000 of today's youth in Maryland will die from smoking;

**Whereas,** cigarette smoke contains over 4,000 poisonous chemicals such as: arsenic, insecticide and carbon monoxide;

**Whereas,** smoking hurts performance– tobacco and sports don't mix!

**NOW, THEREFORE DECLARE**
**Smoking Stops... At Anne Arundel County Recreation and Parks Athletic Fields and Outdoor Facilities.**

**We Resolve** that **Anne Arundel County Recreation and Parks** will take a stand to keep our athletic fields tobacco free.

**We Resolve** that **Anne Arundel County Recreation and Parks** will make a difference by promoting the importance of choosing an active and tobacco-free lifestyle to community organizations and businesses.

**We Resolve** that **Anne Arundel County Recreation and Parks** will get involved, as an ally and a leader in the community, to improve the health of the citizens as a part of Maryland's Department of Health and Mental Hygiene's *Maryland-Smoking Stops Here* movement, in conjunction with the Anne Arundel County Department of Health and local health coalitions.

**THEREFORE,** I, Dennis Callahan, Director, Anne Arundel County Recreation and Parks, declare all Anne Arundel County Recreation and Parks athletic fields and outdoor facilities tobacco-free during county-sponsored activities as of September 1, 2003, so that we may raise awareness about the dangers of tobacco use and promote tobacco-free lifestyles in Anne Arundel County, Maryland.

_____
Dennis Callahan, Director

_____
Anne Arundel Recreation and Parks

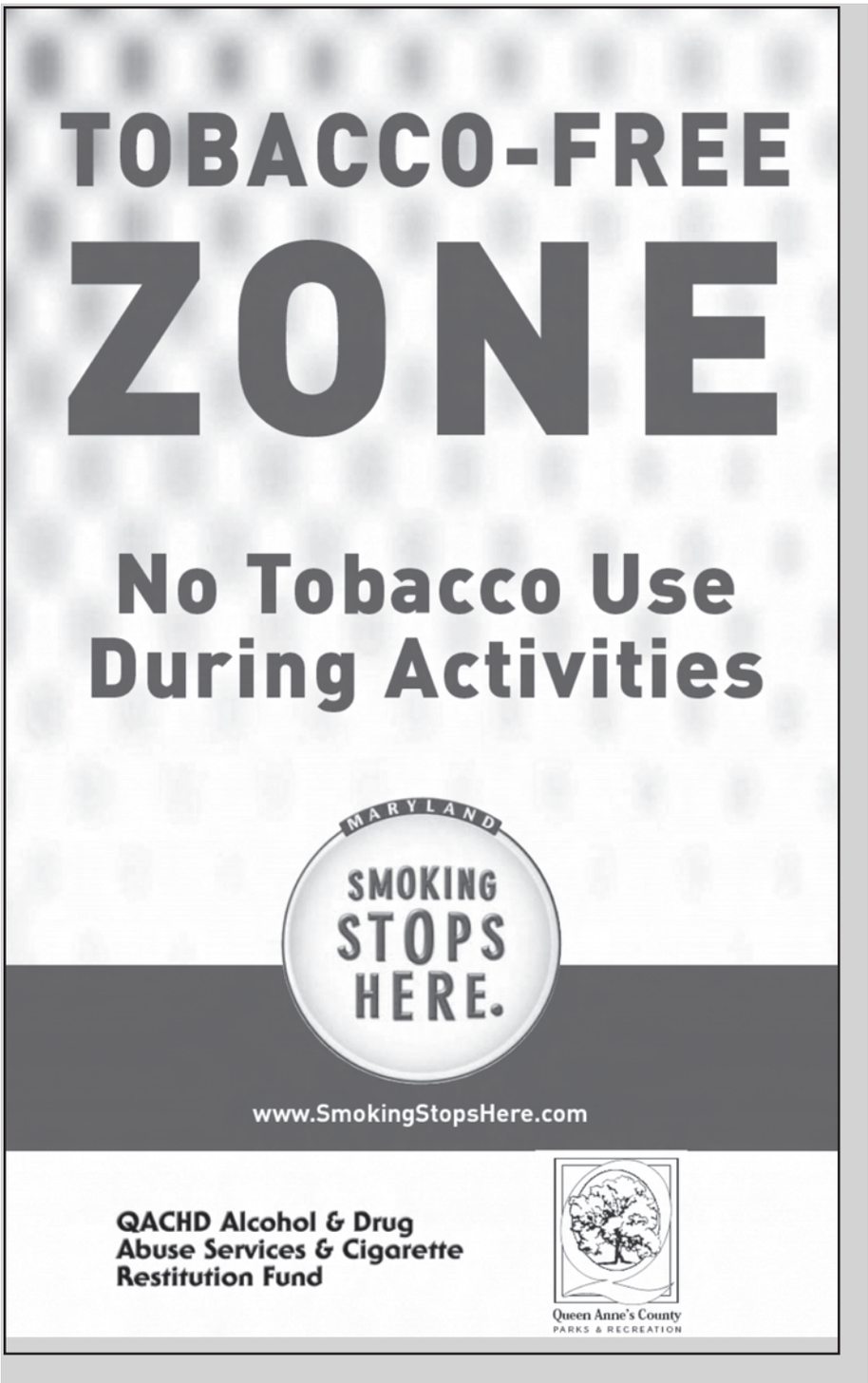
_____
Date

MARYLAND
SMOKING STOPS HERE.

**Center for Health Promotion, Education and Tobacco Use Prevention**
201 West Preston Street • Baltimore, MD 21201 • www.SmokingStopsHere.com

## Sample Signage

*Signage informs constituents of the Maryland—Smoking Stops Here tobacco-free policy.*



## Sample Team Proclamation

*A minor league baseball team in Maryland, the Bowie Baysox, got into the action by issuing a team proclamation to support the tobacco-free campaign.*

### Maryland-Smoking Stops Here
### Tobacco Control Proclamation by the Bowie Baysox

Whereas, tobacco use is the leading cause of preventable death in the United States, including Maryland. Smoking kills more people in the United States than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. Maryland--Smoking Stops Here, in conjunction with the county health departments, local health coalitions, and The Bowie Baysox will help to educate their community on the dangers of tobacco use and secondhand smoke;

Whereas, if current smoking rates continue, it's projected that almost 105,000 of today's youth in Maryland will die from smoking;

Whereas, 270,000 Maryland youth are exposed to secondhand smoke in their homes;

Whereas, cigarette smoke contains over 4,000 poisonous chemicals such as: arsenic, insecticide, and carbon monoxide;

Whereas, smoking hurts performance, tobacco and sports don't mix;

**NOW, THEREFORE DECLARE**
Smoking Stops... With **The Bowie Baysox**

We Resolve that **The Bowie Baysox** will take a stand to keep our athletic fields tobacco free.

We Resolve that **The Bowie Baysox** will make a difference by promoting the importance of choosing an active and tobacco free lifestyle to community organizations and businesses.

We Resolve that **The Bowie Baysox** will continue to get involved, as a leader in the community to improve the health of the citizens as a part of Maryland's Department of Health and Mental Hygiene's Maryland -- Smoking Stops Here movement, in conjunction with county health departments and local health coalitions.

THEREFORE, I Mike Munter declare this day July 3, 2003 Maryland — Smoking Stops Here Day at Prince George's Stadium so that we may raise awareness about the dangers of tobacco use and promote tobacco-free lifestyles in Prince George's county, Maryland.

_____
Mike Munter, General Manager

_____
Bowie Baysox

_____
Date

MARYLAND
SMOKING STOPS HERE.

**Department of Health and Mental Hygiene**
**Center for Health Promotion, Education and Tobacco Use Prevention**
201 West Preston Street • Baltimore, MD 21201 • www.SmokingStopsHere.org

## Sample Tobacco-Free Policy for Outdoor Recreational Facilities

*Tobacco-Free Youth Recreation, Minnesota's statewide recreation-based tobacco prevention program, offers training and technical assistance to local tobacco control advocates, including youth, to help them advocate for tobacco-free park policies in their communities. This model tobacco-free policy for park and recreation areas is one of several materials provided to advocates to help guide their efforts.*

TOBACCO - FREE YOUTH RECREATION

### City-Owned Outdoor Recreational Facilities
### *Model Tobacco-Free Policy*

WHEREAS, the City believes that tobacco use in the proximity of children and adults engaging in or watching outdoor recreational activities at City-owned or operated facilities is detrimental to their health and can be offensive to those using such facilities; and

WHEREAS, the City has a unique opportunity to create and sustain an environment that supports a non-tobacco norm through a tobacco-free policy, rule enforcement, and adult-peer role modeling on City-owned outdoor recreational facilities; and

WHEREAS, the City believes parents, leaders, and officials involved in recreation are role models for youth and can have a positive effect 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, cigarettes, once consumed in public spaces, are often discarded on the ground requiring additional maintenance expenses, diminish the beauty of the City's recreational facilities, and pose a risk to toddlers due to ingestion; and

WHEREAS, the City Park & Recreation Board determines that the prohibition of tobacco use at the City's recreational facilities serves to protect the health, safety and welfare of the citizens of our City.

**Section 1: Tobacco use prohibited in outdoor recreational facilities**
No person shall use any form of tobacco at or on any City-owned or operated outdoor recreational facilities, including the restrooms, spectator and concession areas. These facilities include [insert specific facilities here, e.g. playgrounds, athletic fields, beaches, aquatic areas, parks, and walking/hiking trails].

**Section 2: 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 recreation facility for the remainder of the event.

**Section 3: Effective Date**
This policy statement is effective immediately upon the date of adoption.

_____ _____
Appropriate City Official Date

## Sample Public Service Announcements for Sports Events

*The Kansas Tobacco-Free Sports program's* Tobacco-Free Sports Community Playbook for Recreation and Tobacco Prevention *contains suggested public service announcements to publicize tobacco-free policies at the beginning of and during tobacco-free sports events.*

### *Tobacco Free Policy Public Service Announcement*

**Please announce the following tobacco free messages at the beginning and intermittently throughout every Tobacco Free Sports activity.**

1 "Welcome to tonight's game. In the interest of public health and safety, smoking and the use of tobacco during this event is strictly prohibited. Thank you for your cooperation."

2 "This facility is tobacco free. Smoking or the use of any tobacco product on this property is strictly prohibited. Thank you for your cooperation."

3 "As a reminder, this event is tobacco free. No form of tobacco may be used at this facility at any time. Thank you for your cooperation."

4 "The use of any tobacco product during this event is strictly prohibited. This policy applies to all adults, as well as youth. Your cooperation is greatly appreciated."

*Kansas Department of Health & Environment- Tobacco Use Prevention Program*
www.kdhe.state.ks.us/tobacco *877.602.0368*

## Sample Event Ideas for Tobacco-Free Sports

*The Kansas Tobacco-Free Sports program promotes a tobacco-free lifestyle for young athletes by providing educational opportunities, promoting community norm change, and ensuring the existence of tobacco-free environments during sporting events. The* Tobacco-Free Sports Community Playbook for Recreation and Tobacco Prevention *contains the tools needed to use recreation as a means for tobacco prevention, including these ideas for tobacco-free sports events.*

# Tobacco Free Sports Event Ideas

Please contact TUPP staff and let us know how we can assist you in planning your next tobacco free sports event.

**Tailgating Event**

Host a tobacco free tailgating event before a big game and serve healthy snacks. Incorporate tobacco free messages into the event.

Hold a tailgating event to recognize organizations that have worked to advance tobacco free sports in the community. Invite the media and present organizations with a certificate for their great work.

**Kids Kicking Their Way to a Healthy Lifestyle**

Have kids get their parent's permission to look for old magazines in their home and remove tobacco ads found in the magazines. Have kids bring the ads to school to construct a mural that would fit the dimensions of a soccer goal (22' by 8'). Invite peer and high-profile soccer players to the event to remind the children that to be a champion on the field, you must remain tobacco free. The day of the event have the young soccer fans kick the soccer balls through the mural, destroying the ads and freeing the goal for play. This is a great way to illustrate to kids how they are targeted by the tobacco industry.

**Tobacco Free Olympics**

Work with local recreational organizations and school districts to recruit participants in an Olympic-style event. Youth can compete in various activities including relay races, the100-yard dash, and a punt, pass and kick competition. During the event you can promote the tobacco free message to those in attendance and ask participants to sign pledges to remain tobacco free.

**Striking Out Tobacco**

Work with a local school to organize and host a 100% tobacco free student/faculty softball game. Integrate tobacco free messages between innings. Ask those in attendance to sign tobacco free pledges.

**Awards Ceremony**

Incorporate the tobacco free message into a sports season. At the beginning of the season, have athletes sign a pledge to remain tobacco free. At the end of a season, incorporate a tobacco free athletes award into the school's award assembly.

## *Case Study*
## *Minnesota Tobacco-Free Youth Recreation Program Promotes Tobacco-Free Policies*

### Overview

Minnesota's Tobacco-Free Youth Recreation (www.ansrmn.org) program began in 2000, and since that time has assisted more than 90 Minnesota cities and four counties in establishing tobacco-free policies for their parks, beaches, athletic fields, playgrounds, and other recreation facilities.

### Signage

Metal signs inform park visitors of the Minnesota cities' ban on tobacco use.

## Filling the Stands: Promoting Your Program or Event

Now that you've developed detailed plans for your tobacco-free policies, programs, and events, you need to make sure that people know about them. A promotional plan based on your audience research will ensure that you get the word out about your activities to the right people at the right time. Successful communication will garner your target audiences' attention so that they support your efforts, participate in them, and tell others about them.

In this section, you will find recommendations for developing and testing a key message for your program or event, sample media materials, guidelines for placing public service announcements, tips for leveraging partnerships to extend your reach, and additional marketing ideas.

### Develop and Test a Key Message

The heart of any communications plan is the key message—a short, well-crafted message to inform your target audience what they should know and do. To develop your key message, you need to determine what messages need to reach your audience and which are most likely to persuade or help them to adopt a tobacco-free, healthy lifestyle. Convene a brainstorming session with a few key stakeholders, share your objectives with them, and come up with several ideas. Select a few of the ideas to share with members of your target audience.

Getting feedback from your target audience before you develop your materials is called pretesting your message. It helps to ensure that your message will appeal to the target audience and that it will be passed along, understood, and acted upon. Pretesting can be as simple as gathering a group that is representative of your target audience from your office, recreation center, health center, or school. If you have the time and money, you can hire a professional focus-testing provider to do this for you. Be prepared to revise the messages one or more times until the messages are clear and appeal to your target audience.

## Work With the Media To Promote Your Program or Event

By working with the media, you can bring exposure to the vitally important issue of tobacco use prevention and your program. Building and maintaining relationships with reporters and assignment editors at your local newspaper and television stations can be valuable to your public education, outreach, and funding efforts. At the end of this section, you will find template media materials that you can customize or use as a guide to develop your own materials.

### Practice the 4 Bs

The media materials contained in this section are tools to help you practice the "4 Bs" of media relations:

- Be prepared.
- Be an educator.
- Be quotable.
- Be in control.

Do not wait until you need to get a story or event covered to introduce yourself to a reporter. Instead, get to know the local reporters who cover health, public policy, or any other topic linked to your tobacco-free sports initiatives. Then, choose one news contact at each media outlet and build a rapport by remaining in contact regularly, developing consistent message points, and becoming a "go-to" source for timely, reliable information.

Create a media list of names and contact information (e.g., phone and fax numbers and mailing and e-mail addresses) for each reporter, especially the health or science reporter. Refer to the tips for creating a media list in the guidelines on how to "Write and Distribute a Media Advisory" in this section, page 34.

### Do Your Homework

In the news business, timing is everything, so you will want to look for opportunities to link your story to local, regional, or national events or observances (e.g., World No Tobacco Day, the Olympic Games). Doing so will make your "pitch" to reporters easier while helping them do their jobs. Keep in mind that reporters operate under tight deadlines, and they rely on professionals like you for stories, information, and interviews.

### Develop Supporting Message Points

In addition to your key message, supporting message points are a useful tool for both internal and external communications related to your tobacco-free sports program and events. The "boilerplate" (fill-in-the-

*"Smoking is a turn-off. I've coached Olympic Gold Medal soccer players and am currently coaching youth players, some just starting to get serious about elite soccer. The margin of success for players that reach their goals or come up short is so narrow. Why would any talented athlete consciously hurt their chances to be their best? Tobacco clearly has no place in a healthy lifestyle. There is nothing sexy or cool about smoking. Be smart! Be healthy! Be tobacco free!"*

*Tony DiCicco*
*Coach, USA Women's National Soccer Team*
*'96 Olympic Gold Medal;*
*'99 World Cup Champions*

blank) message points provided in this section focus on current statistics on youth and tobacco use and the benefits of tobacco-free sports.

You can customize and refine these message points into shorter messages that can be used as talking points or responses during print or broadcast interviews. You also can use them for developing your own media, marketing, partnership development, and presentation materials.

### Write and Distribute a Media Advisory

A media advisory is a simple way to inform local media outlets about an upcoming press conference, briefing, or other event. You distribute this document to media in advance of your event to provide print, broadcast and Internet reporters with the basic details about what your event is and where and when it will be held. Its goal is not to tell the complete story, but instead to entice media to attend your event to learn more.

As you prepare for your tobacco-free sports event, refer to the customizable media advisory template in this section. You may use this template as the basis for your media advisory, making sure to edit it as necessary (particularly updating all of the placeholders that have been listed in brackets throughout) to customize it for your event.

If you choose to write your own media advisory, keep it short (no more than a page). The most essential components are the details of the event: what the event is, where the event is taking place, and the day and time the event will begin. A contact name and number that media can call in advance of the event also are crucial.

Below are some suggestions for successfully distributing your advisory.

Create a media list. Send the advisory to local media outlets in your community 1 week before your event. To do so, you should develop a current media list—a fundamental tool that organizes information about reporters. Your list of media outlets must be accurate and up to date to effectively reach reporters with your story. This list also can be used when distributing your press release, which will contain more information about your event.

Here are some tips on creating a media list:

- Check your local library or bookstore for media directories of daily and weekly newspapers, television stations, radio stations, newswire services, Internet news outlets, magazines, newsletters, and business trade publications in your community. Some examples include Bacon's directories, the Yellow Book, and Gebbie's All-in-One Directory. Use the phone book or the Internet to supplement your list.
- Once you have developed a list of phone numbers and addresses, call each outlet to verify the information and to determine which editors and reporters are the most appropriate for your news, such as health reporters.
- For each media outlet, create a list with the following information: name of media outlet, address, telephone number, fax number, e-mail address, and the names and titles of specific reporters or editors who cover tobacco use and health-related issues.

- Today, most reporters and editors prefer information to be e-mailed to them; therefore, secure an e-mail address when possible. When calling to verify contact information, you also should ask about the best time to call each reporter about your event (i.e., how far in advance/what time of day).

Be sure to include specialized media on your list, such as African-American, Hispanic/Latino, or other minority newspapers or radio stations. Other specialized media you may wish to include are university/college newspapers; television and radio stations; small community papers or neighborhood newsletters; and publications produced by local organizations, such as businesses, hospitals, women's centers, health care clinics, professional associations, churches and other faith-based institutions, drug stores, and local civic clubs.

Place the media advisory on the "daybooks" and in "week ahead" columns. "Daybooks" are daily listings of all activities that media are invited to attend—they are not read by the general public. In contrast, "week ahead" columns reach a wider audi ence because they are published in local newspapers and business publications. Both of these tools can help you spread the word about your event. Call the local bureaus of newswire services, such as the Associated Press and Reuters, in your city or state and ask for the name of the daybook editor and that person's fax number. Fax your advisory and ask the daybook editor to place it on the newswire's "daybook" the week before, the day before, and the day of the event. (Some media services, such as PR Newswire, charge for posting such information, so you may wish to inquire first.) Also call local newspapers and business publications that feature upcoming activities, asking them to place the advisory in their "week ahead" columns or calendar listings to encourage community members to attend your event.

As a follow-up, after you e-mail or fax the media advisory, contact reporters by phone to determine their interest in attending or covering the event. This type of personal effort often can make a difference in generating media interest.

### Write and Distribute a Press Release

A timely, well-written press release is an important tool in an effective media outreach plan. While small newspapers may run the release word for word or with minor changes, other media (in fact, the majority) use it as background information to craft their own articles. Either way, the release is the key vehicle for generating media interest; thus, taking the time to make it as powerful as possible is worth the effort.

As you prepare for your tobacco-free sports events, you may want to distribute a press release announcing your program's most important and newsworthy activity. Whether you use the sample press release provided in this section or write your own, you can follow these guidelines for writing an effective press release.

A press release distributed to local media by fax or e-mail on the day of your event, as well as in press kits handed out at your event, provides more detailed information than the snapshot you may provide in a one-page media advisory sent to media in advance of your event.

While the brief media advisory serves to entice media attendance at your event, a press release can help the media flesh out their stories. For example, the press release can contain quotes from local officials and mention other activities your organization is planning along with the main event. If you have multiple newsworthy activities planned, you may wish to distribute a separate press release for each of your other activities, if they can stand on their own. Or you may wish to issue a news release with an attached fact sheet describing all of the events being hosted in your community for the entire tobacco-free sports program.

For example, your tobacco-free sports event release may be considered newsworthy if your organization:

- Honors a local individual or organization as part of the celebration.
- Plans an event to issue a tobacco-free sports proclamation by a local lawmaker or other official.
- Conducts seminars or workshops featuring a local or national celebrity speaker.
- Publicizes the local impact of a national news event or campaign, such as World No Tobacco Day (http://www.who.int/tobacco/communications/events/wntd/en/).
- Announces the results of a poll, survey, or study on youth and tobacco use.
- Launches a new public education campaign.

Refer to the press release template in this section when writing your tobacco-free sports initiative press release. You may use this template as the basis of your press release, making sure to edit it as necessary for your event (particularly updating all placeholders that have been highlighted in bold and listed in brackets throughout the release). Here are some tips to help you write your release.

- **Stick to a traditional format.** Releases should be issued on your organization's letterhead. At the top of the page, include the name and phone number of a contact for more information. The release should begin with the name of your city and the date. If the release is longer than one page, type "more" at the bottom of each page except the last. Signify the end of the release by typing "###" centered after the last sentence.
- **Keep it short.** A press release should be no more than two pages, double-spaced; it should contain short sentences and paragraphs.
- **Give the most important details first**. Begin with a headline that summarizes the release. The first paragraph should answer the five basic questions about your event—who, what, where, when, and why.
- **Be careful with language.** Avoid using slang or technical terms dealing with tobacco use or sports initiatives. If necessary, explain terms.
- **Check for accuracy.** Be sure to verify all spelling, statistics, names, and titles in your tobacco-free sports initiative release.
- **Write factually.** Opinions should be expressed in direct quotes only. When quoting an individual in your press release, get consent before publishing.

- **Seek placement.** Distribute your tobacco-free sports initiative release at your event and via e-mail or fax to local print, broadcast, and Internet reporters in your community on the day of the release's date. An explanation of how to develop a media distribution list is provided with the sample media advisory in this section. Follow-up by phone to encourage reporters to write or air a story. Try to schedule an interview with an official of your organization to give the media additional information. Collect samples of any resulting coverage to document your outreach efforts. If you invite the media to your event, have a place for them to sign in so you can keep track of who attended and monitor for resulting media coverage.

### Write and Place an Op-Ed

Most newspapers publish a page of opinion columns and letters opposite the editorial page; hence the term "opinion editorial," or "op-ed." Important ideas and issues are debated on the op-ed pages—an ideal place to raise awareness of your tobacco-free sports initiative and to address important issues related to tobacco use and prevention.

Writing an op-ed places you in the role of a columnist—expressing your views while presenting the facts. Whether you use the sample provided at the end of this document or write your own, here are some tips for writing an op-ed:

- **Develop an outline.** It will help you stay focused and act as a reminder to cover key points.
- **Stick with one subject.** Choosing one theme will most effectively persuade the reader and drive home your point.
- **Express an opinion.** Be clear about your point of view from the beginning of the piece.
- **Provide background information.** Do not assume your readers are aware of the issue or your viewpoint, so paint a general picture of the issue or problem.
- **Support your position.** Statistics or study results add credibility, but take care not to bury your readers in numbers.
- **Use appropriate anecdotes.** Reference a recent news event, story, or personal anecdote to bring your piece to life.
- **Localize it.** Include local statistics about tobacco use. Refer to local tobacco-free programs and resources that have a direct impact on your community.
- **Contact a local authority or expert to request a quotation.** Including a relevant quote can provide additional context to your argument and demonstrate that other respected figures in your community support tobacco-free initiatives.
- **Ascertain specific word limits and required submission information.** Word limits are generally 400–600 words. Be succinct—less is more.
- **Identify yourself.** At the end of your piece, include in italics your full name, daytime telephone number, e-mail address, and a brief description of who you are and what you do that makes you an expert on the subject.

*"Playing sports is a fun way to develop lifelong habits of exercise, eating right, and setting your priorities. You can accomplish whatever you want in life through such discipline, hard work, and staying healthy and fit. Take that first step that will carry you through a lifetime and start playing sports on any level, and you too will see and feel the rewards."*

*Bruce Arena*
*Head Coach, U.S. Men's National Soccer Team*
*2006, 2002 World Cup Qualifier*

To submit your op-ed for publication, get the process started about 2 months before your tobacco-free sports event. Begin by calling your local newspaper to find out the name of the appropriate editor to contact. Establish a rapport with the identified editorial page member and brief this person about the tobacco-free sports initiative.

The paper may require that you send a written copy of the op-ed to the editorial page editor and may specify a word limit for your piece. Submit your op-ed by e-mail, fax, or mail, depending on the newspaper's preference. Send an accompanying letter that explains who you are and provides some background information about your initiative and the topic. It should briefly, but clearly, state the issue and why your thoughts on the subject are important. Give the editorial staff a week or so to review the piece, and then call to be sure the op-ed was received and to answer any questions.

### Speaking Effectively With the Media About Tobacco-Free Sports

It is important to remember that most reporters are "generalists" who cover a wide range of topics and may not have an in-depth knowledge of tobacco-related issues. That is why you should view the relationships you cultivate with the media as partnerships—you provide useful information to them and their audience, and they provide access to the public you want to reach.

As part of your tobacco-free sports activities, you may generate opportunities to tell your story to local media representatives as part of an in-person or telephone interview. Newspaper reporters normally conduct interviews to gather background information when writing their stories, and this provides an excellent opportunity for you to share your point of view.

Below are five tips on making the most of a media interview as well as some ways to communicate with reporters about your tobacco-free sports initiative.

1. **Keep it simple.** Identify, in advance, no more than three key points you want to convey in your interview and stick to them. Cluttering your interview with numerous messages can be confusing.
2. **Get right to the point.** Reporters generally do not have time (and they may lack the patience) to sit through lengthy speeches. State the most important points first, and then ask the reporter if you should elaborate on any of them.
3. **Remember your audience.** Your interviewer, like the general public, likely does not spend as much time thinking about tobacco use issues as you do. Avoid using terms unfamiliar to those outside the field, and be prepared to explain basic facts about tobacco use and prevention.
4. **Make yourself useful.** Offer to locate additional experts and arrange for the reporter to speak with them after your interview is completed. If you do not know an answer to a reporter's question, offer to research it and get back to the reporter right away with the answer.
5. **Practice.** If you rehearse ahead of time, you are more likely to state your key points clearly during your interview.

You also can anticipate media questions you might receive and prepare appropriate responses.

***Sample Message Points***

Because of their popularity, sports activities are a great way to reach young people with information on how to make important health decisions related to tobacco use. That's why we're hosting [event].

If current tobacco use trends continue, 6.4 million of today's young people will die of tobacco-related diseases. In [insert your city, county, or service area name], more than [insert estimated number of local statistic] youth currently use tobacco.

Keeping youth tobacco free as adolescents and teens can go a long way toward preventing tobacco-related deaths. More than 90 percent of all adult smokers begin while in their teens or earlier, and more than half become regular, daily smokers before they reach the age of 19.

We're holding our event on May 31 to participate in the annual global observance of World No Tobacco Day. The goal of World No Tobacco Day is to inform the public on the dangers of using tobacco and what people around the world can do to claim their right to healthy living and protect future generations.

Our message is that youth tobacco use can be prevented. This week we are focusing on [insert your local activities/events]. Over the next few months [insert your organization's name] will be [insert future activities] to help youth in [insert your city, county, or service area name] live tobacco free.

We invite communities and parents to help us in the fight against youth tobacco use. Encourage local businesses to strongly enforce laws that ban the sale of tobacco to youth. We urge parents to role model the health behaviors they want their children to adopt. If you smoke, try to quit, and tell your children that you don't want them using tobacco.

## Media Advisory Template

[Date]

[Community/State] Celebrates World No Tobacco Day
[Your Organization] Helps Local Youth Stay Tobacco Free by Getting in the Game

WHO: [participants]
WHEN: [date and time]
WHERE: [address of location]
CONTACT: [name and phone number of primary contact for event (including after business hours contact information)]

An estimated [number] of [state or city]'s youth currently use tobacco. In an effort to reduce tobacco use among youth and in observance of World No Tobacco Day, [your organization] will host [an event] on [date].

Sports activities are a great way to reach our nation's young people with information on how to make important health decisions related to tobacco use. More than 90 percent of all adult smokers begin while in their teens or earlier, and more than half become regular, daily smokers before they reach the age of 19, which suggests that if kept tobacco free, most youth will never start using tobacco.

[Insert brief paragraph to elaborate on your organization's efforts for World No Tobacco Day. Note any visuals that will present a good "photo opportunity".]

## Press Release Template

For Immediate Release
[Date]

Contact: [Your Organization]
[Your Name]
[Your Phone Number]

[Community/State] Celebrates World No Tobacco Day
[Your Organization] Helps Local Youth Win the Game of Life by Staying Tobacco Free

An estimated [number] of [state or city]'s youth currently use tobacco. In an effort to reduce tobacco use among youth and in observance of World No Tobacco Day, [your organization] will host [an event].

More than 90 percent of all adult smokers begin smoking while still in their teens or earlier, and more than half become regular, daily smokers before they reach the age of 19. "Sports activities are a great way to educate youth about the dangers of tobacco use, provide them with the skills they need to refuse tobacco, and demonstrate the benefits of living tobacco free," said [name], [title] of [your organization]. "It is critical to reach young people early and to deliver ongoing prevention messages via sports and other youth-oriented channels."

[Insert brief paragraph to elaborate on your organization's efforts for World No Tobacco Day. Include quote from a prominent local official and a youth participant.]

World No Tobacco Day, observed annually on May 31, informs the public on the dangers of using tobacco and what people around the world can do to claim their right to healthy living and protect future generations.

[Add a brief paragraph about your organization and its mission.]

## Sample Op-Ed

*With the Bases Loaded, "Do as I Say, Not as I Do" Not Enough To Keep Kids From Smoking*

Most parents, if asked, would say that they hope to keep their children from using tobacco and would actively discourage them from doing so. I know I would. And my guess is that even smokers feel the same way. But do we, as individuals and communities, go far enough in protecting our kids from addictive and deadly tobacco products? We might tell them not to smoke or use other forms of tobacco. Then we send them into situations, including the great American pastime of baseball and other sports, where they are exposed to secondhand smoke, the wrong role models, and big-budget tobacco marketing.

As the May 31 observance of World No Tobacco Day approaches, let us turn our attention to creating an environment where kids can learn the dangers of tobacco and gain the skills they will need to hang tough against marketing and peer pressure. Sports provide the perfect entrée. Despite the tobacco industry's association with major sporting events and the use of tobacco products by some pro athletes, tobacco use simply is not consistent with sports performance. Not that all of our children are, or should be, elite athletes. But at whatever level they hope to compete, using tobacco will not help them achieve their goals.

Why do our young people start smoking? They are influenced by people around them who smoke. Friends, family, and other adult leaders are key role models when it comes to behaviors like smoking. How can we, as a community, work to ensure that youth are surrounded by positive, healthy role models? We can start by being positive role models ourselves.

One way is to demand that the [city] Department of Recreation and Parks adopt a zero-tolerance policy for tobacco use at recreational facilities and playgrounds. This means posting signs and enforcing a smoking and spit tobacco ban for players, coaches, and spectators. We should ban tobacco company paraphernalia worn by players, coaches, and spectators. And coaches and administrators should incorporate pro-health and anti-tobacco messages into communications with youth players.

We can talk all we want, and coaches can (and should) educate their players about the dangers of tobacco. But we all know that kids have a hypocrisy detector. If after all this talking they play their games in a fog of cigarette smoke from the sidelines, this is a mixed message. If they look up to the stands and see you proudly sporting a tobacco-company logo on your hat or T-shirt, again, this is a mixed message.

By prohibiting tobacco use at municipal recreation facilities and playgrounds, we also would be protecting all of our citizens from the dangers of secondhand smoke.

Consider this staggering fact: If current youth tobacco use trends continue, 6.4 million of today's young people will die of tobacco-related diseases. And the time to prevent it is now. More than 90 percent of all adult smokers begin smoking while still in their teens or earlier, and more than half become regular, daily smokers before they reach the age of 19, suggesting that if kept tobacco-free during this time, most kids will never start using tobacco.

Tobacco use can be prevented, but it will not happen without you. And it will not happen if our children are continually exposed to messages, overt and otherwise, that encourage them to smoke. Take the first step on World No Tobacco Day. Support a tobacco-free policy at [city]'s recreational facilities and playgrounds. Take time to discuss this important issue with Department of Recreation and Parks board members and city council members. Urge them to vote in favor of the future by protecting the health of young people living in our community.

[Insert writer's name, telephone number and affiliation]

## Place Radio Public Service Announcements (PSAs)

Public service announcements (PSAs) are unpaid advertisements that promote the programs of organizations serving the public interest. PSAs can be a powerful and economical way to reach audiences. For a message to qualify as a PSA, it must be:

- Non-commercial in nature.
- Brief and concise (generally 30 or 60 seconds).
- Delivered by, or on behalf of, a nonprofit organization, charity, or other important community group.

Radio is a valuable medium for promoting tobacco-free sports initiatives. Because radio stations are no longer required to use PSAs, competition is intense for the time they choose to donate. However, most station media managers want to respond to a community's concerns and are especially interested in communicating timely and relevant information on public health. This is where you can play a critical role—by meeting or talking to your local station media managers to explain the importance of promoting a tobacco-free lifestyle to their local audience and the importance of disseminating information on physical activity as an alternative to tobacco use.

Some radio stations may prefer to use live-read announcer scripts for brand identity purposes. In addition, when announcers and disc jockeys read a PSA, the audience identifies the familiar voice and recognizes that the information is a public service message meant to benefit their community and listeners.

Included in this section are two live-read scripts, at 60 and 30 seconds. To distribute these scripts, call local radio stations to find out the name and address of the public affairs director at each station. If there is no one with that exact title, ask for the name and title of the person in charge of PSAs. Explain to this person that you are working as part of an initiative to promote tobacco-free sports for youth and want to secure the support of radio stations in promoting sports and healthy activities to youth in your area as an alternative to using tobacco.

Once you have spoken with the public affairs director or other contact, you should either fax or mail copies of the PSA scripts for their consideration. When you retype the scripts to send them out, do not forget to list your contact name, organization, and phone number. Make sure to include a cover letter summarizing the main points you discussed, and convey your appreciation for the airtime these important messages will receive.

*"Sports have been such an important part of my life. Growing up, I played all kinds of sports, both organized and pickup with friends. There are so many wonderful benefits. It was a way to express myself, a great way to stay in shape, meet new friends, challenge myself, and travel the world. I always did better in school when I played sports because I organized my time better. And I learned how to become fit and understand the importance of taking care of my body. That includes saying no to smoking and drugs, despite the pressures you may feel. Having others around you committed to the same goal can make that an easy choice. I hope that each of you finds a sport that you are passionate about and that makes you feel good about yourself."*

*Lauren Gregg*
*Player and Coach, U.S. Women's National Team*
*Two-time World Champion; Olympic Gold Medalist*

## World No Tobacco Day: Sample Tobacco-Free Sports Live-Read Radio PSAs

Public Service Announcements

: 60

Hey, parents! Get your kids in the game!

May 31st is "World No Tobacco Day." It's a great opportunity to talk with your kids, give a clear message about not using tobacco, and encourage healthy activities instead.

More than 90 percent of all adult smokers begin in their teens, or earlier, and more than half become regular, daily smokers before they reach 19. It's no wonder, then, that roughly one-third of all youth smokers will eventually die prematurely from a disease caused by tobacco use.

Sports offer a great alternative. Kids will have a better chance of making the team—and staying on it—if they don't use tobacco. And kids who get involved in sports now are more likely to stay tobacco free for life.

So get your kids in the game! This May 31st, celebrate "World No Tobacco Day" —take your kids for a swim, go for a run, or challenge them to a family soccer game in the park. Show them that tobacco free is the way to be.

This message is brought to you by [insert local organization].

: 30

Hey, parents! Get your kids in the game!

May 31st is "World No Tobacco Day." It's a great opportunity to talk with your kids, give a clear message about not smoking, and encourage something healthy instead.

Sports offer a great alternative. And, kids will have a better chance of making the team—and staying on it—if they don't smoke. And kids who get involved in sports now are more likely to stay tobacco free for life.

So get them in the game!

This message is brought to you by [insert local organization].

## Equip Partners To Spread the Word

Partnerships with sports celebrities, teams, organizations, sponsors, and others offer opportunities to reach target audiences in ways that will leave a lasting impression of the experience and your message. For this reason, it is important to have a well-planned strategy to be successful among the fierce competition for goodwill activities beyond the endorsements, advertisements, and promotions paid by advertisers.

Learn about other individuals and organizations that promote for-profit and not-for-profit activities. Learn who your competition is and find a niche that a relationship with your group can fill without

creating competition for existing responsibilities. Develop a clear understanding of how your partners will benefit from the relationship as well as how they can help your cause.

For example, if the local semi-pro team were to sponsor a tobacco-free sports night, could you generate increased ticket sales by promoting the event with the media and in schools and other venues where advertising would normally have to be paid for?

As you think about how your ideal partnership would work, be prepared to make adjustments to fit with the objectives of potential partners. For example, if a local team already sponsors youth practice sessions, you could work at the registration desk for participants and at the same time distribute materials or provide giveaways with your message on them. Keep in mind, there are many ways to work with individuals and organizations, including:

- Arrange celebrity appearances.
- Participate in scheduled events.
- Add messages to team sponsored activities.
- Tie-in with local observances.
- Plan special promotions.
- Use public service advertising space.
- Provide volunteers.
- Coordinate media events.
- Distribute promotional materials.

It is better to start small and establish a solid foundation for a long-term partnership than to expect more than what can reasonably be expected at the outset.

## Additional Marketing Ideas

To build awareness and motivate people to take action, you want your target audience to see, hear, or read your message repeatedly in a variety of places over time. In addition to working with the media to promote your program or event, your communications plan should include a variety of outreach vehicles. For example:

- Print materials (fact sheet, brochure, or newsletter).
- Information posted on the Internet (a Web site of your own, information on the city or town site, an online "chat").
- A PowerPoint presentation for use at group meetings.
- A speech by a local leader.
- Posters (placed in settings relevant to your target audience such as parks, schools, doctors' offices, grocery stores, and libraries).
- A paid advertisement in a newspaper or magazine or on the radio.
- Banners at shopping malls or events.
- Collateral materials such as T-shirts, baseball caps, water bottles, refrigerator magnets, buttons, sticky notes, or key chains.
- A staffed table at a health fair or sporting event.

Please refer to the "Materials That Score" section on page 54 for sample materials.

## *Case Study*
## *Maryland—Smoking Stops Here Introduces HERE Club Card*

### Program Overview and Goal

Launched by the Maryland Department of Health and Mental Hygiene's Maryland—Smoking Stops Here program (www.smokingstopshere.com) the HERE Club Card is a unique partnership that brings together businesses and citizens who strive for a healthier, tobacco-free community by combining consumer discounts with promotions at participating businesses throughout the state.

### The Game Plan—Objective

Develop a partnership that provides consumers with a way to support the state's economy, supports tobacco-free lifestyles, and provides businesses with a tool to increase revenue.

### The Playbook—Maryland's Winning Tactics and Strategies

- Make it a win for businesses. Participating business partners agree to reward HERE Club Card members with special discounts for their personal support of tobacco-free lifestyles. In return, businesses have an opportunity to increase revenue, attract new customers, retain regular patrons, and decrease both smoking-related productivity losses and smoking-attributable medical expenditures.
- Make it a win for consumers. Marylanders choosing to join the HERE Club Card program will have the chance to save money by taking advantage of special HERE Club Card member discounts while making a personal commitment to a tobacco-free lifestyle. People become members by agreeing to pledge their support for the Maryland—Smoking Stops Here program goals, which include smoking cessation and the reduction of tobacco-related illnesses.
- Actively promote the program and tobacco-free messages. The HERE Club is actively promoted at the hundreds of community events in which the Maryland—Smoking Stops Here program regularly participates. The program serves as a new tool to deliver positive tobacco-free messages to Maryland's youth, young adults, and parents.

### The Scoreboard—Results

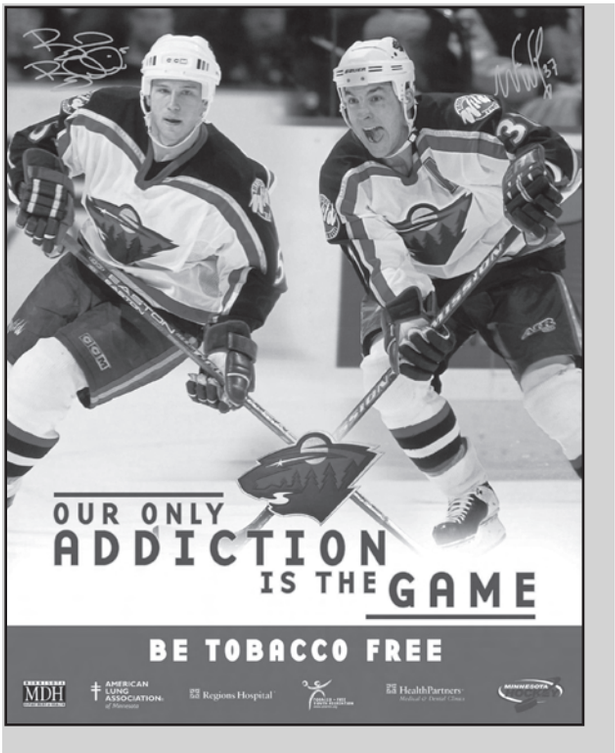
Eighty-seven businesses representing 123 locations throughout the state of Maryland have joined the program as founding business partners. The partners include national chains, regional companies, and several independently-owned businesses representing a variety of industries.

## Sample Print PSA

*This print ad informs readers about tobacco-free park policies in Minnesota.*

## Sample Poster

*Members of the Minnesota Wild hockey team are featured in this Tobacco-Free Youth Recreation program poster.*

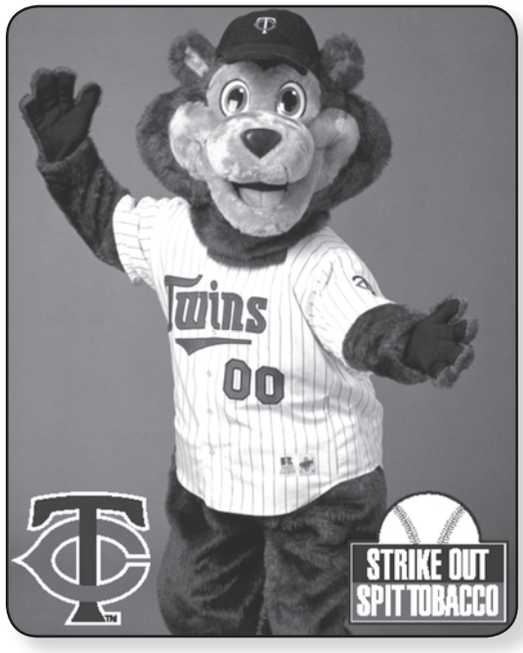



*"As the Captain of the U.S. Women's National Soccer Team, I wanted to do whatever I could to be the best and to help my team win. Along the way I realized that being successful took a lot more than playing well. It was being a role model for the next generation. Working hard was a big part of being fit, but my success came from making good decisions along the way, too—like not smoking. I know the habits I developed will help me lead a healthy and active life. I hope the young people today can help us get back on track as a nation and get fit, stay away from smoking, and make their dreams come true."*

*Julie Foudy*
*U.S. Women's National Team*
*1987–2000*
*Two-time World Champion; two-time Olympic Gold Medalist*

## Sample Trading Card

*Minnesota's Tobacco-Free Youth Recreation program featured the Minnesota Twins mascot in tobacco-free baseball trading cards.*




T.C., Minnesota Twins Mascot

# Post-Game Analysis: Evaluating Your Program/Event

## What Is Program Evaluation?

In sports, it has been said, "It's not just about winning; or losing; it's about how you play the game." In program evaluation, it's about that and more. Evaluation often is defined as the examination of the value, merit, or worth of a program. A public health program, such as Tobacco-Free Sports (TFS), may be broadly defined as any set of organized activities supported by a set of resources to achieve a specific and intended result,[11, 12] thus, almost any organized public health action toward tobacco control can
be seen as able to benefit from program evaluation.

The evaluator may use both qualitative information and quantitative measures to obtain findings for rational decisionmaking about program implementation and whether program goals and objectives have been accomplished. The decisions can be used to help clarify program plans, to enhance communication between partners and stakeholders, and to provide feedback needed for program effectiveness. Program evaluation is a systematic way to improve and account for program actions involving methods that are useful, feasible, ethical, and accurate. In basic terms, does the program do what it was supposed to do? Evaluation helps to answer that question.

Keep in mind that program evaluation is influenced by real-world constraints. Evaluation should be practical and feasible and must be conducted within the confines of resources and time, and contextual factors (e.g., culture, politics, school programs) should be considered. Evaluation should serve a purpose, be conducted in an ethical manner, and produce accurate findings.

### How Should Evaluation Begin?

Before you start your tobacco-free sports program, set up a plan to see how your program is operating and what effects it is producing. A logic model for evaluation can help you do this (discussed with examples on page 51). With a logic model, you can strengthen your program and increase its effectiveness and impact over time.

What you discover through evaluation can help you influence the people who allocate funds and set policies. These findings also show elected officials, policy makers, and others who are interested in your program's success that you are accountable.

To help you plan your evaluation, review and use the six steps recommended in the CDC's Framework for Program Evaluation in Public Health.[13]

The six steps to evaluation are:

1. Engage stakeholders—those involved, those affected, and the primary intended users.
2. Describe the program—the need, expected effects, activities, resources, stage, context, and logic model.
3. Focus the evaluation design—the purpose, users, uses, questions, methods, and agreements.
4. Gather credible evidence—the outcome indicators, sources, quality, quantity, and logistics.
5. Justify conclusions—the standards (utility, feasibility, propriety, and accuracy), analysis and synthesis, interpretation, judgment, and recommendations.
6. Ensure that evaluation findings are used, and share lessons learned—the design, preparation, feedback, follow-up, and dissemination.

*"Smoking and sports don't mix. I want my players to run up and down the field for 90 minutes and they need to have healthy lungs. They need to make good choices about what they put into their body, and inhaling cigarette smoke is not a good choice. Staying fit, healthy, and tobacco free allowed me to accomplish my goals on and off the field. Be sure you reach your dreams by making one important decision—don't' smoke."*

*Amanda Cromwell*
*Head Coach, University of Central Florida*
*U.S. Women's National Team Member*

In addition, the CDC offers technical assistance to state health departments and provides a wealth of information to help you conduct evaluation. For more information, go to www.cdc.gov/eval.

### When Should Evaluation be Conducted?

Evaluate before and during (formative evaluation) the program and after the program (short-term, intermediate, and long-term outcome evaluation). Before a tobacco-free sports program is planned, you can conduct a needs assessment to determine the gaps in community services related to tobacco control and youth, and these needs can be used to shape the program. The results of the needs assessment might determine that a tobacco-free sports program might be an effective tool to reduce tobacco use among youth.

## How Is Evaluation Done?

In sports, coaches informally conduct formative evaluation on a regular basis, to monitor and judge the performance of the team and individual athletes while the performance is still modifiable. Information is collected, which can take the form of quantitative (objective measurements) or qualitative (subjective) data, to help a coach make rational decisions for determining needed changes. For example, during practice or during a game, a coach may consider a player's batting average or pitching speed, a sprinter's run time and the distance, the accuracy of a golfer's swing, or the game score. A coach also may use qualitative measures to assess performance, including a gymnast's stance or position, a punter's kick style, or a batter's swing, to determine if modifications are needed. The coach may then discuss and demonstrate the change with the athlete. Formative evaluation is useful because it allows the coach and player to identify and address problems and make revisions before or during the game, and it increases the likelihood that the team will succeed.

Similarly, in public health programs, formative evaluation allows for continuous evaluation of the program, from conception to planning to development to implementation. It helps stakeholders make rational decisions for changes that will improve the program's performance while it is still modifiable.

The formative evaluation of a TFS program may use process data collection techniques, such as the number of requests for materials, the number of participants who attend or participate in oral screenings, the number of calls for TFS information during a month, the number of TFS-related stories that appear in the local media, focus group testing of messages directed to youth, expert feedback from external and internal reviewers on program materials, and the evaluation of the effectiveness of instructors' presentations to youth.

Formative evaluation can determine whether proposed messages are likely to reach, to be understood by, and to be accepted by the people you are trying to serve; show the strengths and weaknesses of written materials; determine how people in the target population receive information (e.g., which newspapers they read or radio stations they listen to, whom the target

population respects as a spokesperson); and provide details that program developers may have overlooked about materials, strategies, or mechanisms for distributing information. For example, sharing lessons learned from the evaluation of TFS programs helps others to plan, develop, and revise their programs. Formative evaluation strengthens the potential for a positive outcome.

Outcome evaluation is used to assess short-term, intermediate, and long-term effects of the program. Short-term outcomes describe the immediate effects of your program. They might include children's increased awareness of the dangers of using tobacco or changes in their attitudes about tobacco use. Intermediate outcomes describe changes that occur after your program has had a chance to affect behaviors, norms, or policies. They might include changes in children's behaviors, social norms, or the surrounding environment. Long-term outcomes take years to achieve. They might include reductions in tobacco-related illnesses and deaths. Outcome evaluation provides documentation to determine what was right and wrong with the program; the effectiveness of the communication messages, instructional program, materials, and instructors; and which intervention activities are effective in producing changes (i.e., have the goals and objectives of the program have been attained?).

In sports, a coach, team owner, or school reviews the team's win-loss record at the end of the game, tournament, or season. Similarly, at the end of the fiscal year, the sum of the qualitative and quantitative data is analyzed and evaluated to determine whether the tobacco-free sports program has been effective in reaching its goals. In sports, if the results are positive, the team owner, school, or university, may use the results to justify continuing the program, renew the coach's contract, or maintain the same group of players. If the evaluation shows a program as ineffective, then further program activity may not be necessary. If a program coordinator can offer appropriate contextual reasons why the program was ineffective and suggests ways to modify it to be more effective, the program may be continued and could receive further funding.

Common data collection strategies include questionnaires and surveys, self-report inventories; structured interviews, open-ended interviews, and role-play; scenarios; story telling; simulations; direct observation; and document review. Data collection strategies vary and depend on the logic model, evaluation plan, and evaluation questions to be answered.

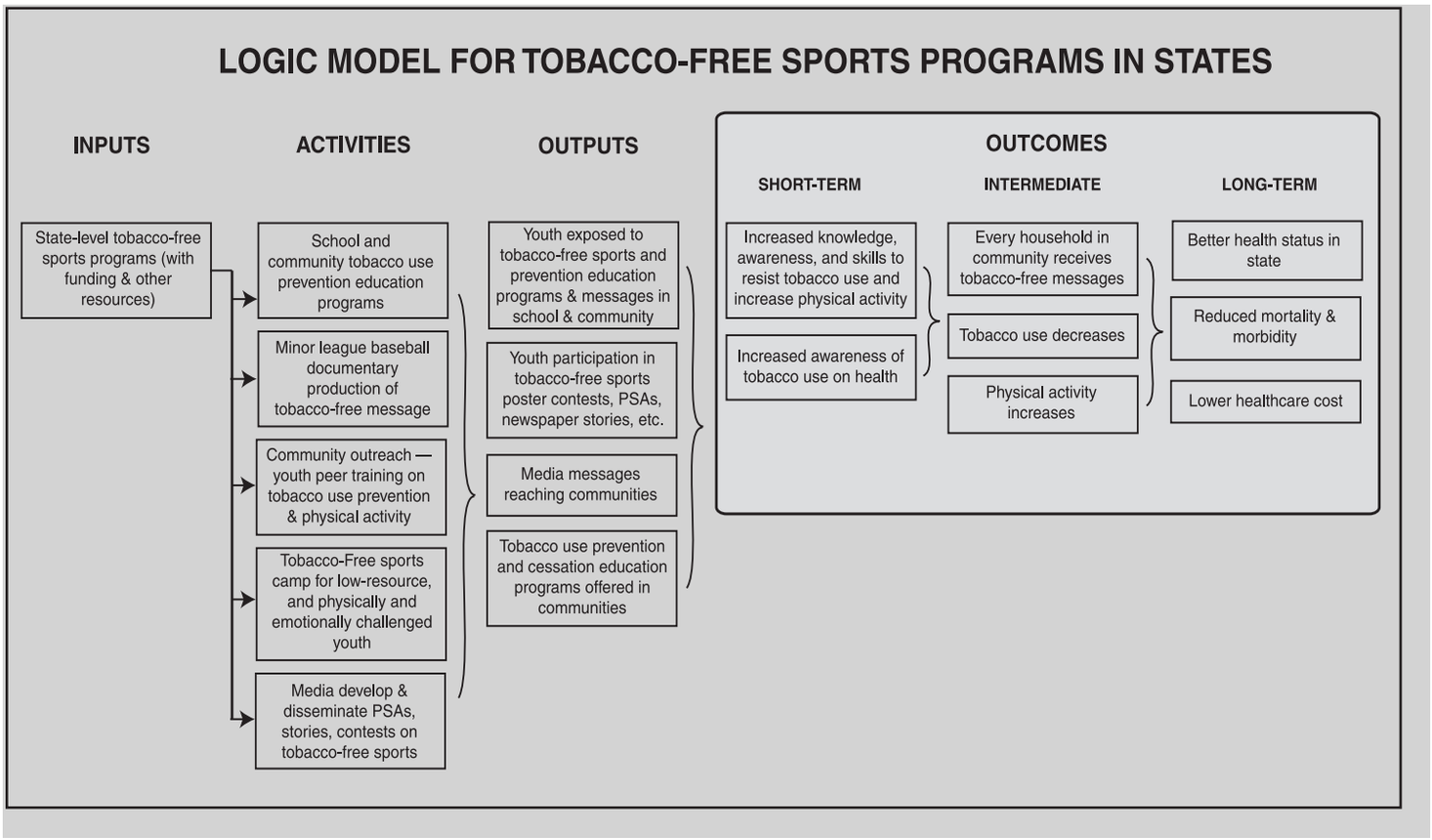
### Why Use a Logic Model for Evaluation?

Simply stated, does the program do what it was supposed to do? The logic model helps answer this question. It describes how a program works either for an existing program or for a potential or proposed program. The logic model makes the underlying assumptions explicit and reveals the inner workings of the program. There are several reasons why a logic model can help your evaluation: (1) It is an explicit blueprint for the evaluation. It improves the evaluation by guiding the efforts to mea-

sure and document progress at each step in the model, to reach the final goal, and to increase the potential for success; (2) It eliminates gaps or logical problems with the program and clearly identifies the consequences or outcomes of the program; (3) It helps build community support and allows the public to clearly know what is expected of the program effort (when programs are clear, the community knows what to expect, and collaborating partners know how they can contribute to the effort); and (4) It helps involved individuals be accountable because it identifies clearly what is expected. The logic model lets others know what the program is supposed to accomplish and gives indications of how you will measure that accomplishment. The vocabulary of evaluation terms used with the logic model are alternate terms and definitions evolve and are used. For example, the terms "impact" and "outcome" refer to the consequences or after-effects of programs. For some, these terms are synonymous and interchangeable. Others make subtle distinctions in the use of these terms. Often there is a time dimension between impacts and outcomes, with outcomes usually referring to more immediate consequences and impact to the longer-term consequences:

- Inputs—the resources invested in the program such as dollars or days.
- Activities—actions and activities that create the outputs.
- Outputs—results of an organization's activities, including programs, products, curricula, etc.
- Outcomes—changes that occur relatively soon after a program starts, sometime after a program has started, or longer-term changes that are a result of the program.

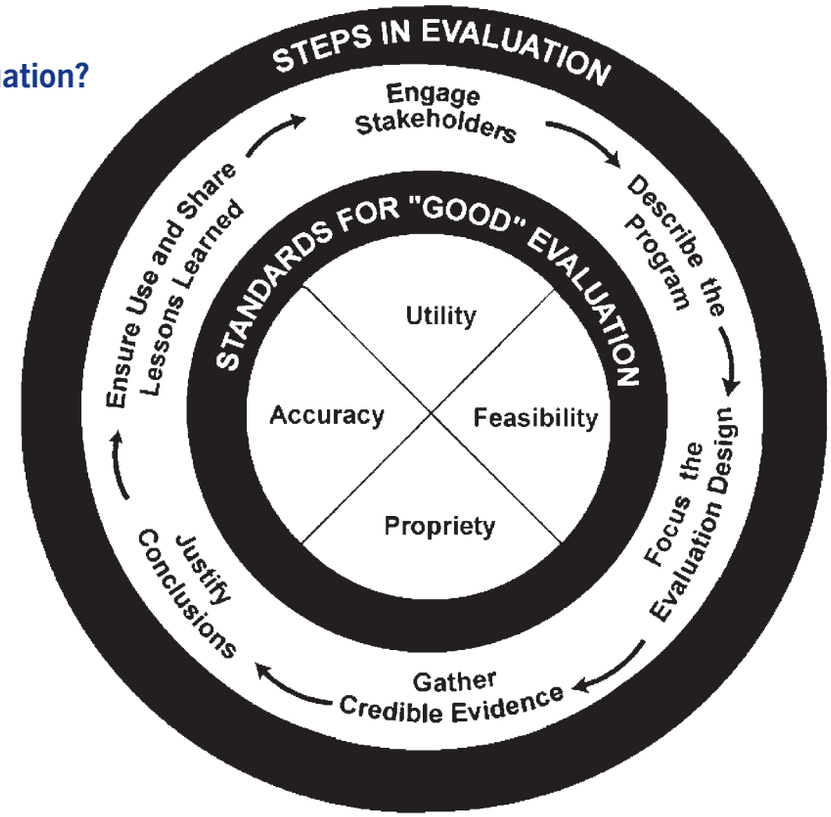
The sample logic model on page 53 describes the inputs, activities, outputs, and outcomes for Tobacco-Free Sports Programs in states.




## What Decisions Can Be Made from Evaluation?

Three basic decisions can be made: (1) replicate the program exactly as it was originally developed and implemented; (2) remedy the program based upon the evaluation (at this point the program may be adapted or modified while the program is still modifiable); or (3) eliminate the program (the program is not replicated as designed).

What makes program evaluation different from the sort of informal assessment that any smart and dedicated coach is doing all the time? Mainly, it is that evaluation is conducted according to a set of guidelines (protocols) that are systematic, consistent, and comprehensive to assure the accuracy of the results.



## Materials That Score

*"Growing up, my grandfather was one of my biggest fans, always on the sidelines cheering me on. Sadly, he lost the ability to be my personal cheerleader when he was diagnosed with emphysema, caused by many years of smoking. Eventually, emphysema took his life. Smoking doesn't just affect the person who lights up, but entire families."*

*Leslie Osborne*
*U.S. Women's National Team*

You can use many free marketing and education materials in your tobacco-free sports campaign. Check out the helpful resources available from national health and sports organizations listed in the "Resources" section of this book starting on page 58. Included in this section are some materials and templates to get you started. These materials, as well as the Tobacco-Free Sports logo, tobacco-free sports posters, and a fact sheet on smoking rates and effects are available on the Web site at www.cdc.gov/tobacco/youth/index.htm.

- Sample speech.
- Tobacco-free policy template.
- Certificate of appreciation template.
- Certificate of participation template.

### Sample Speech

The following text is a generic example of a short speech that you can use to kickoff a local campaign in support of World No Tobacco Day. To make it more relevant to your audience, try to insert local statistics about kids' sports (e.g., the number of youth enrolled in community and school programs). Quotes from local persons also would add interest to your speech. Ask local athletes who have chosen not to smoke or prominent public officials who support your event for inspirational wording. The speech runs about 8 to 10 minutes in length with the addition of a few local notes.

***World No Tobacco Day Kick-Off Event***

Good (morning/afternoon/evening). Thank you for coming to the (community, county, city, state) kickoff for World No Tobacco Day. You now are part of a global team that is playing for very high stakes—the long-term health of our children. World No Tobacco Day highlights the dangers of tobacco use and our right to a healthy life for us and future generations. Here in the United States, with the support of the CDC Office on Smoking and Health, we are targeting the tobacco-free message at youth. All across the nation, concerned coaches, parents, educators, and others who care about kids are encouraging our kids to choose sports over tobacco use.

Yogi Berra, the famed baseball player, put in his good word for youth sports. He said, "I think Little League is wonderful. It keeps the kids out of the house." [PAUSE for laughter.] Sports do so much for kids. Getting kids involved in sports boosts their self-esteem and encourages fair play and self-discipline. Sports participation also increases their level of physical activity, which will help to prevent childhood obesity and its complications.

Participating in sports is an excellent alternative to tobacco use. Research conducted by the CDC's Office on Smoking and Health confirms this. High school kids who participate in at least one sport are 40 percent less likely to be regular smokers. They are 50 percent less likely to be heavy smokers.

Why is this so? Because kids who play sports want to win…and because informed kids are more likely to make smart decisions. Each year, about 20 million American kids sign up for youth sports. [Insert available local statistics here.] Sports are our golden opportunity to let kids know: Smoking reduces athletic performance and

endurance, decreases lung capacity, and elevates the heart rate. To be a strong, winning performer in sports and in life, avoid tobacco.

Here in our [community, city, county, or state], [organization] has teamed up with [sport] to promote the message behind World No Tobacco Day. Our message is that we can prevent our kids from getting hooked on tobacco! This is what research conducted by the CDC's Office of Smoking and Health suggests: If we can keep kids tobacco-free until they graduate from high school, most will never start using tobacco.

[Time period, e.g., today, during the next week, month], we will be holding [insert your local activities/events] to encourage our kids to choose sports participation over smoking. [Describe how you will be promoting the tobacco-free message, such as passing out free anti-smoking posters to all who attend or having a celebrity make a guest appearance.] [If using a celebrity, insert a quote from the person about why they are participating in the event. Hint: many celebrities appreciate having a quote written for them to be used with their approval. Here's an example: "Sports activities are a great way to educate youth about the dangers of tobacco use, provide them with the skills needed to refuse tobacco, and demonstrate the benefits of living tobacco free," said (name), of (organization). "Many health-related behaviors are established during childhood, so we need to help kids make positive choices before damaging behaviors start or become a habit."]

Bring your kids to the events. Encourage your [students/neighbors/coworkers] to attend. Let's get this community involved. We want everyone who cares about kids to cheer them on to a healthy, tobacco-free life.

Every day in the United States, more than 1,500 young people become daily smokers. Most of them mistakenly believe they could quit if they wanted to. In fact, addiction can occur after smoking as few as 100 cigarettes and it can take numerous tries to quit smoking successfully. Smokeless tobacco carries its own risks. Smokeless tobacco use by adolescents is associated with health problems that vary from gum disease to oral cancer. This is the hardest fact to accept: If the current trend of youth smoking continues, 6.4 million of our children eventually will die of tobacco-related diseases.

Preventing youth from smoking is our World Series, our World Cup, and our Super Bowl. Here in [community, county, city, state], we are committed to promoting sports as an alternative to youth tobacco use. World No Tobacco Day is part of our [community, county, city, state's] game plan. We all win when kids know the score about smoking…and pick sports and healthy choices as their winning team for life. Thank you.

*"As a goalkeeper, one of my responsibilities is to be the vocal leader organizing the defense and reading the field. My voice is as important as my ability to save and block shots and clear the ball. Without a strong voice as the final line of defense, my team could falter. If I smoked cigarettes or am even around secondhand smoke, it effects my ability to speak and yell at the loudest level possible to get my team in shape."*

*Hope Solo*
*U.S. Women's National Soccer Team*

## Tobacco-Free Policy Template

[County government seal]

[County government contact information, including contact name and department]

[Date]

RECREATION AND PARKS POLICY STATEMENT # _____

TO:
RECREATION AND PARKS STAFF

SUBJECT:
USE OF TOBACCO PRODUCTS AT RECREATION COUNCIL ACTIVITIES

1. Purpose
   To establish guidelines with respect to the use of tobacco products during recreation council youth activities.

2. Background
   The recreation councils sponsor a wide variety of activities for the county's youth and have direct access to these youth through many volunteers. Studies have shown that exposure to secondhand smoke can have an adverse effect on an individual's health. Furthermore, there is concern that exposure to adults in positions of authority (such as coaches, program leaders, umpires, etc.) who use tobacco products sets a bad example for the county's youth.

3. Action
   To uniformly address the issue of tobacco use at recreation council-sponsored youth activities, the following procedures are established:

   a. The use of tobacco products immediately before, during, or immediately after recreation council-sponsored youth activities is prohibited within 50 yards of the playing field or program site.

   b. This policy will be in effect at all recreation council-sponsored youth programs regardless of location and includes (but is not limited to) school, county park, municipal park, and private locations.

   c. It is not in any way the intention of [agency/department] to deter any potential volunteer from offering their services due to this policy. Further, we remain hopeful that all will cooperate and abide by this policy without confrontation with recreation council program leaders. Questions or concerns regarding this policy should be directed to the [agency/department] at [telephone number/e-mail address]

4. Effective Date
   This policy statement is effective immediately and will remain in effect until canceled or superseded.

   [Signature block of county official]

This tobacco-free policy template was derived from the January 24, 2001, Carroll County, Maryland Department of Enterprise & Recreation Services Recreation and Parks Policy Statement #01-1.

## Certificate of Appreciation Template

[Date]

[Name of organization] extends its sincere appreciation to [name of individual/organization/municipality] for [its/his/her/their] efforts to protect the health of the public by [specific activity, such as adopting a tobacco-free policy for its youth recreational facilities]

[Signature of relevant official(s)]

## Tobacco-Free Player's Pledge Template

TOBACCO-FREE PLAYER'S PLEDGE

I, as a member of

[Team/league/activity]

Know that tobacco use harms my health, hinders my physical performance, and is dangerous to those around me. I pledge to be tobacco free because I care about my health and the health of those around me.

[Date]

[Player]

[Coach]

# Resources

## Campaign Planning

Making Health Communication Programs Work (The "Pink Book"): www.cancer.gov/pinkbook

Tools of Change: Proven Methods for Promoting Health, Safety and Environmental Citizenship: www.toolsofchange.com/

Community Tool Box: http://ctb.ku.edu/tools/en/chapter_1007.htm

Theory of a Glance: A Guide for Health Promotion Practice: www.cancer.gov/theory.pdf

## Campaign Evaluation

Center for the Advancement of Community Based Public Health. *An Evaluation Framework for Community Health Programs.* Durham, NC: Center for the Advancement of Community Based Public Health, 2000. www.cdc.gov/eval/evalcbph.pdf

Centers for Disease Control and Prevention. Framework for Program Evaluation in Public Health. *Morbidity and Mortality Weekly Report* 1999; 48(RR-11)

Patton MQ. Utilization-focused evaluation: The new century text. 3rd ed. Thousand Oaks, CA: Sage, 1997

Scriven, M. Minimalist theory of evaluation: The least theory that practice requires. *American Journal of Evaluation* 1998; 19:57-70

W.K. Kellogg Foundation. Evaluation Handbook. 1998. www.wkkf.org/Programming/ResourceOverview.aspx?CID=281&ID=770

W.K. Kellogg Foundation. Logic Model Development Guide. 2004. www.wkkf.org/Programming/ResourceOverview.aspx?CID=281&ID=3669

## Policy Development

American Nonsmokers' Rights Foundation Tobacco Industry Tracking Database©: www.tidatabase.org/

Americans for Nonsmokers' Rights—Taking Local Action for Smokefree Air: www.nosmoke.org/document.php?id=273

Campaign for Tobacco-free Kids: www.tobaccofreekids.org

Community Tool Box—Advocacy for Change: http://ctb.ku.edu/tools/tk/en/tools_tk_10.jsp

Community Tool Box—Influencing Policy Development: http://ctb.ku.edu/tools/tk/en/tools_tk_11.jsp

National Tobacco-Free Rodeo Project/California Statewide Buck Tobacco Sponsorship Project: http://www.bucktobacco.org/

Now Hear This. The Nine Laws of Successful Advocacy Communications: www.fenton.com/pages/5_resources/pdf/Packard_Brochure.pdf

Smoking Policy for Petco Park, home of the Major League Baseball San Diego Padres: http://sandiego.padres.mlb.com/NASApp/lb/sd/ballpark/petcopark_a-z.jsp#S

Smoking Policy for Raley Field, home of the Minor League Baseball Sacramento River Cats: http://rivercats.com/raley/atoz/#69

Technical Assistance Legal Center—Model Policy for Motor Sports: Prohibiting Tobacco Sponsorship: http://talc.phlaw.org/pdf_files/0004.pdf

Technical Assistance Legal Center—Model Policy for Rodeos: Prohibiting Tobacco Sponsorship: http://talc.phlaw.org/pdf_files/0003.pdf

Technical Assistance Legal Center—Model Policies for Motor Sports: Requiring Smoke-Free/Tobacco Free Grounds or Areas: http://talc.phlaw.org/pdf_files/0036.pdf

Technical Assistance Legal Center—Model Policies for Rodeos: Requiring Smoke-Free/Tobacco-Free Grounds or Areas: http://talc.phlaw.org/pdf_files/0045.pdf

## Tobacco, Health, and Youth

CDC Office on Smoking and Health: www.cdc.gov/tobacco/

CDC Division of Adolescent and School Health: www.cdc.gov/nccdphp/dash

CDC Division of Nutrition and Physical Activity: www.cdc.gov/nccdphp/dnpa

CDC Cancer Prevention and Control: www.cdc.gov/node.do/id/0900f3ec80193c0d

CDC Injury Prevention and Control: www.cdc.gov/ncipc/ncipchm.htm

National Cancer Institute: www.cancer.gov

United States Department of Agriculture's Team Nutrition Program: www.fns.usda.gov/tn

National Clearinghouse for Alcohol and Drug Information: www.ncadi.samhsa.gov

Office of National Drug Policy Control: www.whitehousedrugpolicy.gov

American Legacy Foundation: www.americanlegacy.org

World Health Organization Tobacco-Free Initiative: www.who.int/tobacco

Spit Tobacco Prevention Network: www.nospit.com/nonhome.html

Health Education Council: www.healthedcouncil.org

Tobacco Intervention Network: www.quittobacco.com

Children Opposed to Smoking Tobacco: www.costkids.org

Oral Health America: www.oralhealth-america.org

American Cancer Society: www.cancer.org

American Hospital Association: www.americanheart.org

American Lung Association: www.lungusa.org

National SAFE KIDS Campaign: www.Safekids.org

United Nations International Children's Fund: www.unicef.org

United Nations Educational, Scientific and Cultural Organization: www.unesco.org

## Physical Activity and Sports

National Association for Health & Fitness, The Network of State Governor's Councils: www.physicalfitness.org

President's Council on Physical Fitness and Sports and President's Challenge: www.presidentschallenge.org/

National Heart, Lung, and Blood Institute Hearts N' Parks: www.nhlbi.nih.gov/health/prof/heart/obesity/hrt_n_pk/index.htm

Tucker Center for Research on Girls and Women in Sport: http://education.umn.edu/tuckercenter/

Women's Sports Foundation: www.womenssportsfoundation.org/cgi-bin/iowa/index.html

## Youth, Amateur, and Professional Sports

US Youth Soccer Association: www.youthsoccer.org

Young Men's Christian Association (YMCA) of the USA: www.ymca.net

Girl Scouts of USA: www.girlscouts.org

Boy Scouts of America: www.scouting.org/

US Olympic Committee: www.olympic-usa.org

International Olympic Committee: www.olympic.org

USA Track & Field: www.usatf.org

National Collegiate Athletic Association: www.ncaa.org

Major League Baseball: www.mlb.com

National Football League: www.nfl.com

National Hockey League: www.nhl.com

National Basketball Association: www.nba.com/

Women's National Basketball Association (WNBA): www.wnba.com/

Major League Soccer: www.mlsnet.com

US Soccer Federation: www.us-soccer.com

Women's United Soccer Association: www.wusa.com

US Tennis Association: www.usta.com

Federation Internationale de Football (FIFA): www.fifa.com

Federation Internationale de l'Automobile (Formula One): www.fia.com

General Association of International Sports Federations: www.agfisonline.com

## Publications and Media Resources

***The Sports Market Place Directory.*** This directory contains current information about pro sports teams and athletic organizations, calendars of events, and more. It has a CD-ROM companion and is updated each year. For more information or to order, contact Grey House Publishing at (800) 562-2139 or visit www.greyhouse.com/sports.htm.

***Street & Smith's Sports Business Journal.*** This weekly magazine provides comprehensive and up-to-the-minute information on sports details, politics, and marketing. For more information or to subscribe, contact (800) 829-9839.

ESPN: www.espn.com

CNN/Sports Illustrated: www.cnnsi.com

## Professional Associations

American Alliance for Health, Physical Education, Recreation and Dance: www.aahperd.org

National Association for Sport and Physical Education: www.aahperd.org/naspe/

National Athletic Trainers' Association: www.nata.org

Professional Basketball Athletic Trainers' Society: www.pbats.com

American College of Sports Medicine: www.acsm.org

National Strength and Conditioning Association: www.nsca-lift.org/

## Endnotes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