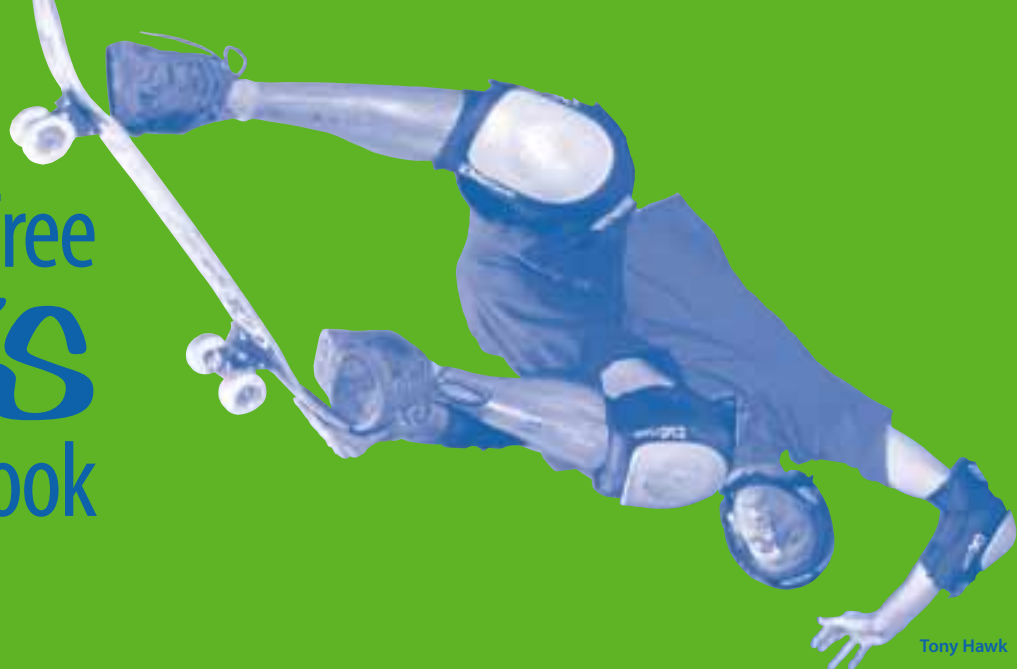


The Tobacco-Free *Sports* Playbook



Tony Hawk

Pitching Healthy
Lifestyles to Youth, Teams,
and Communities



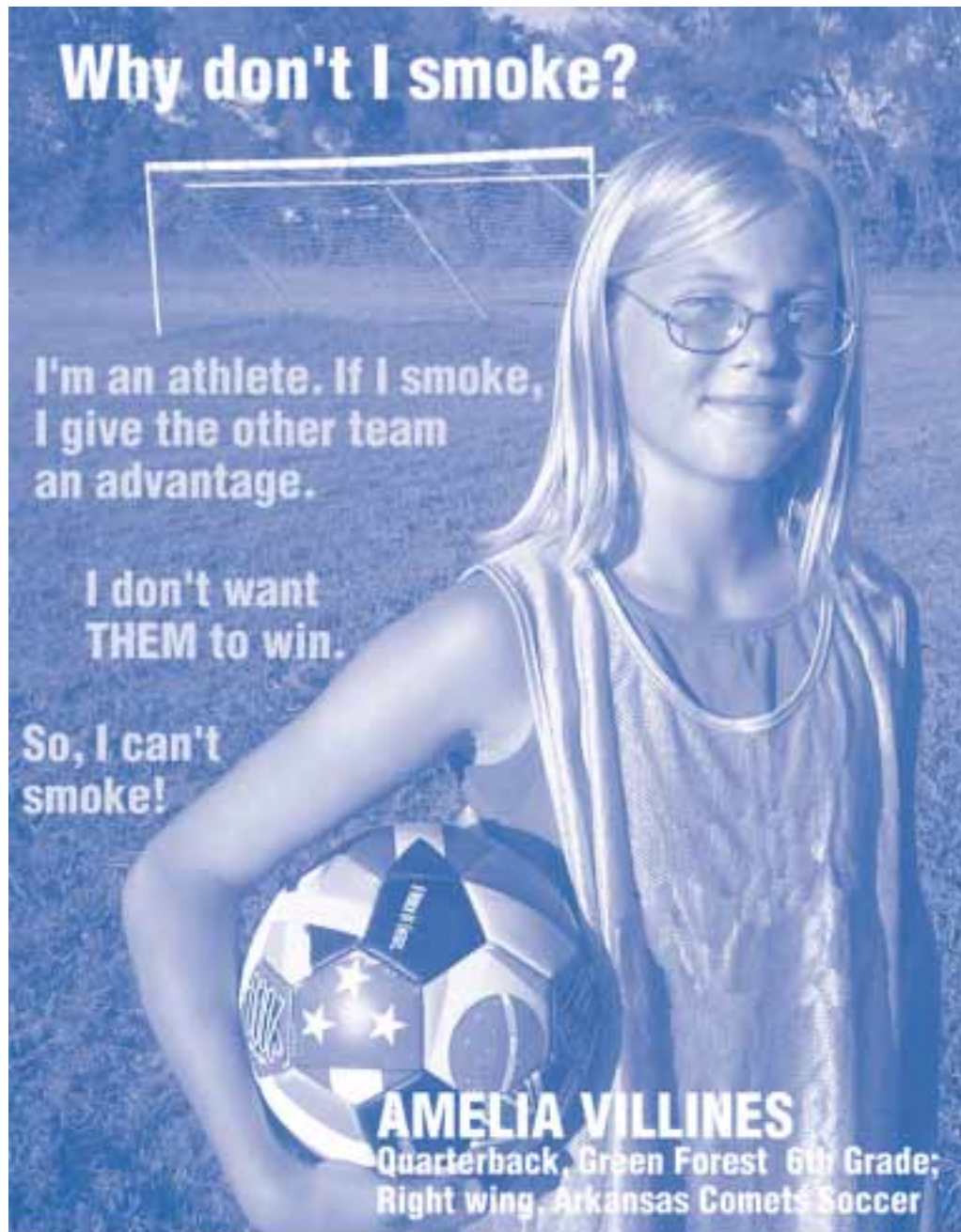
Picabo Street



Sissi



DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention



This newspaper ad targeting soccer kids is a winner, and it is being used by organizations across the country. Photo courtesy of Arkansas Smoke-Free Soccer.

On the cover are professional skateboarder Tony Hawk (photo by Grant Brittain); Olympic gold medalist and world champion Alpine skier Picabo Street (photo by Adam Pretty/Allsport); and Brazilian women's soccer star Sissi (photo by Phil Stephens, courtesy of *Women's Soccer World*).

On the back cover is Oregon State running back and Heisman Trophy candidate Ken Simonton (photo courtesy of Oregon State University Athletics).

The Tobacco-Free **Sports** Playbook



DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion
Office on Smoking and Health
2001

THE TOBACCO-FREE SPORTS PLAYBOOK

The following individuals from the Centers for Disease Control and Prevention wrote and edited this book:

Katy Curran, MS, ATC, CSCS
Tobacco-Free Sports and Physical Activity Initiative
Health Communications Branch
Office on Smoking and Health
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention

Valerie R. Johnson
Technical Information and Editorial Services Branch
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention

Acknowledgments

We thank the many people who contributed examples for this book and those who have been pioneers in efforts to promote sports and physical activity as healthy alternatives to tobacco use. Thanks to the athletes, coaches, certified athletic trainers, health departments, departments of education, sports organizations, and other agencies that have supported tobacco-free sports. We also thank the following individuals from the Centers for Disease Control and Prevention who reviewed this book and provided helpful feedback: Jeffrey W. McKenna, MS, Terry F. Pechacek, PhD, Goldie MacDonald, PhD, Eric S. Pevzner, MPH, Carl J. Caspersen, PhD, Scott M. Presson, DDS, MPH, Frederick L. Hull, PhD, and consultant Susan Giarratano Russell, EdD, MSPH, CHES. We would also like to thank Nicola Gut of the Fédération Internationale de Football Association, Katia Mascagni Stivachtis of the International Olympic Committee, Maria Bacic of Meropa Communications, Roger Le Grove Rogers of *Women's Soccer World*, and David Golub of the American Cancer Society.

A MESSAGE FROM THE DIRECTOR OF THE CDC...

The popularity of youth sports in the United States, especially among girls, continues to grow. Therefore, sports activities are 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 good nutrition. Because health-related behaviors are usually established in childhood, positive choices need to be promoted before damaging behaviors start or become a habit.

Every day, over 6,000 young people smoke their first cigarette. If current youth tobacco use trends continue, 5 million of today's young people will die of tobacco-related diseases. Smokeless tobacco use by adolescents is associated with health problems ranging from gum disease to oral cancer. Nearly all first use of tobacco occurs before high school graduation. This finding suggests that if adolescents can be kept tobacco-free, most will never start using tobacco.

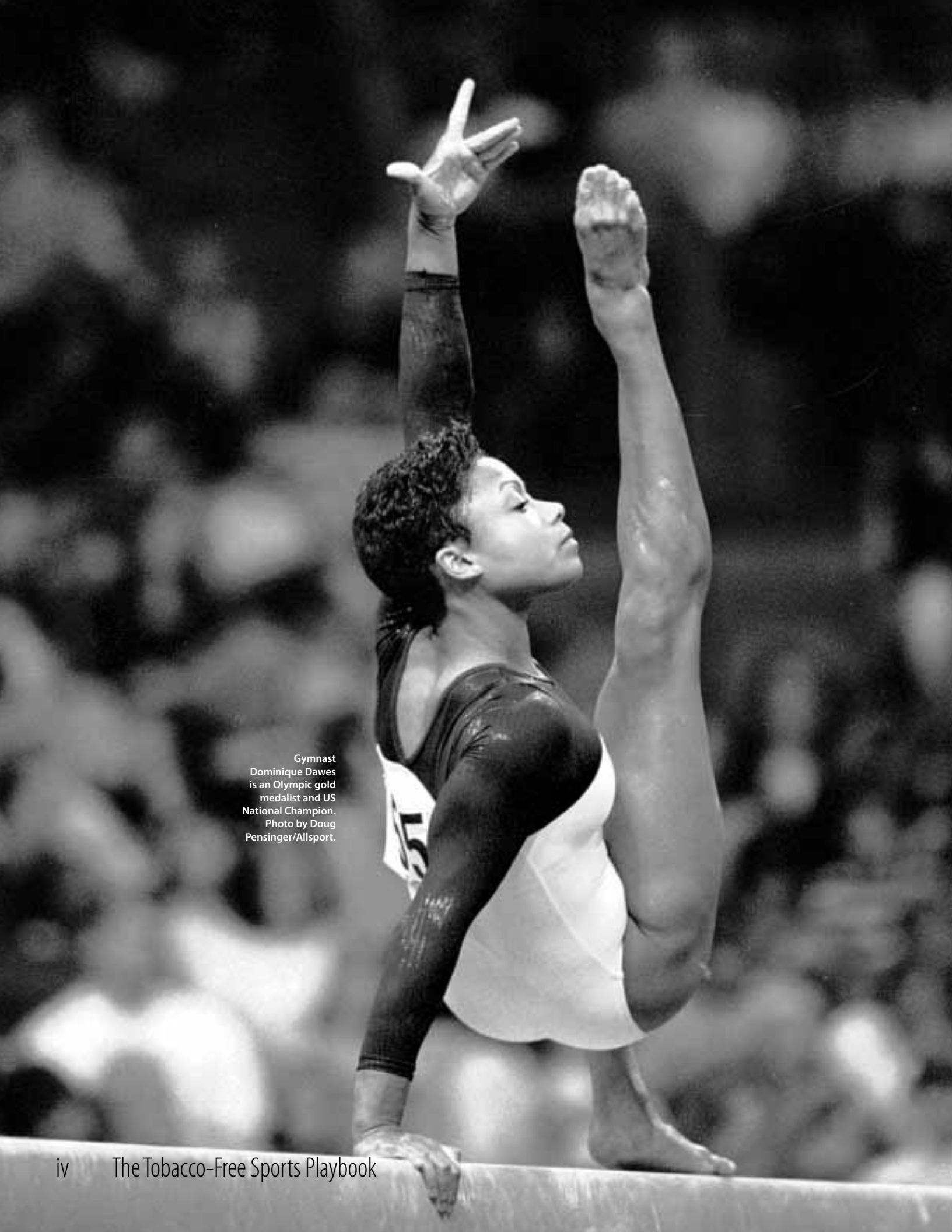
We appreciate your interest in *The Tobacco-Free Sports Playbook* and hope the examples will inspire you to join us in reaching out to our nation's young people with messages about the importance of choosing a healthy, active, and tobacco-free lifestyle. Helping our young people practice healthy behaviors will prevent many premature deaths. We welcome your participation in this campaign to promote sports participation as a healthy and positive alternative to tobacco use through programs involving health departments, community organizations, schools, and teams.

By working together, we have the opportunity to improve the health of young people nationwide.



Jeffrey P. Koplan, MD, MPH
Director
Centers for Disease Control and Prevention





Gymnast
Dominique Dawes
is an Olympic gold
medalist and US
National Champion.
Photo by Doug
Pensinger/Allsport.

CONTENTS

A Message from the Director of the CDC...	iii
Introduction	vii
Preseason Preparation	xix

Policies that Kick Butt

Sacramento, California	3
Carroll County, Maryland	4
Augusta, Maine	4
St. Paul, Minnesota	5
Weston, Florida	5
Concord, New Hampshire	6
Providence, Rhode Island	6
Twain Harte, California	6

Celebrity Athletes as Role Models

New York and New Jersey	13
Wichita, Kansas	14
Minneapolis, Minnesota	14
St. Paul, Minnesota	14
Lincoln, Nebraska	15
Spokane, Washington	15
Enosburg Falls, Vermont	17
Juneau, Alaska	17
South Bend, Indiana	18
Austin, Texas	18, 19
Rochester, New York	19
Phoenix, Arizona	20
Morgantown, West Virginia	20

Successful Sporting Events and Campaigns

Phoenix, Arizona	23
Berryville, Arkansas	24
Indianapolis, Indiana	26
Billings, Montana	26
Augusta, Maine	27
Burlington, Vermont	27
Richmond, Virginia	28
Lincoln, Nebraska	29
Milwaukee, Wisconsin	29
Lansing, Michigan	30
Dover, Delaware	30
Albuquerque, New Mexico	31
West Valley City, Utah	31

Best Offense Is a Good Evaluation

Tallahassee, Florida	35
Indianapolis, Indiana	36

Materials that Score

For Kids, Parents, and Schools	43
For Youth Coaches and Referees	46
For Health Departments and Organizations	47
Resources	55
Summary of State Activities	57
Some Facts About Kids and Tobacco	63

INTRODUCTION

Every day, more communities across the country are using sports to help kids say “no” to tobacco and “yes” to better health. *The Tobacco-Free Sports Playbook* is filled with examples of successful tobacco-free policies, media campaigns, and education programs that we hope will encourage you to think about the many creative and effective ways you can incorporate sports into your tobacco-free activities.

- 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 into your comprehensive tobacco control program, the examples in this booklet will show you the kinds of strategies that have worked well for other health departments. 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 affects their performance on the field. 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 also will learn how to adopt tobacco-free policies, promote 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 to get more kids involved in sports and reduce tobacco use by students as well as faculty,

staff, and parents. Learn what strategies have worked for other schools, how to market your campaign, and how to work closely with community partners that share your goals. Such strategies can help you meet your own goals for promoting physical activity and for reducing tobacco use among youth.

The CDC's Commitment

The CDC's 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.

Soccer and Smoking

Young soccer fans want to be just like the athletes they admire most, and that's at the heart of the SmokeFree Soccer program, launched in 1996 by the Secretary of Health and Human Services, the CDC, and the National Cancer Institute. Members of the US women's national soccer team act as role models for kids (especially girls) as they travel around the country speaking to schools, conventions, and the media about the benefits of being physically active and not smoking. Hundreds of thousands of motivational posters featuring these soccer stars have been distributed nationwide through soccer clubs, public health



Young soccer players in Virginia get the message loud and clear from visiting members of the US women's national soccer team: Tobacco and sports don't mix! Photo courtesy of the Virginia Department of Health.

departments, and community organizations. Ten states currently receive CDC funding, enabling them to expand their SmokeFree Soccer and others sports programs by establishing partnerships with community-based organizations and public health groups.



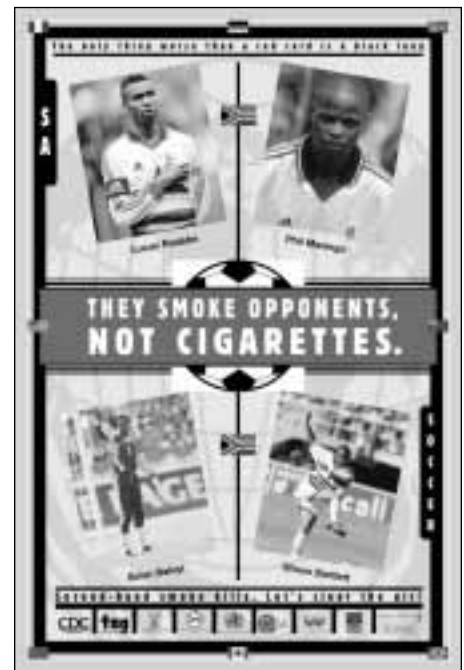
FIFA Fair Play Award winner Julie Foudy works with children with disabilities. Through the FIFA Fair Play program, the association supports SmokeFree Soccer and helps players with physical and mental disabilities to develop their skills as enthusiastic players. Photo courtesy of UNIROYAL.

The SmokeFree Soccer program recently went global when the CDC teamed up with the World Health Organization (WHO) and the Fédération Internationale de Football Association (FIFA) to promote tobacco-free messages worldwide, to girls as well as boys. Women and men soccer stars from the United States, Australia, Brazil, China, and Canada have stepped forward to show their support for the program and appear in posters for kids. Besides posters, many other free products have been developed by the program, including a new SmokeFree Soccer logo, a PBS teen documentary called *Soccer... Kickin' Butts*, and the *SmokeFree Soccer Coach's Kit*, which features creative and fun drills that coaches can use to boost young players' soccer skills and teach them about the harm that smoking can have on their bodies and their performance. For more information about these products, visit SmokeFree Soccer's Internet site at www.cdc.gov/tobacco.

The tobacco-free movement also is scoring points in South Africa, where a smoke-free soccer initiative has been launched by the South African Football Association (SAFA) and WHO. In January 2001, after the government of South Africa banned cigarette advertising in sports, SAFA waved goodbye to 10 million rand (about \$1.25 million) in tobacco sponsorship revenues for the

Rothmans Cup, the country's leading soccer club competition. SAFA is now looking for new sponsors and is using the sport as a platform to promote a healthy lifestyle among its players and the public. The South African Ministry of Health now has a mission to make all sports in the country tobacco-free. The country will be host to the 2003 Cricket World Cup.

Building on this momentum, the CDC and WHO worked for a tobacco-free 2002 FIFA World Cup in Korea and Japan. The kick-off for the 2002 FIFA World Cup in Seoul will fall on World No Tobacco Day, May 31, 2002. WHO has declared the theme for World No Tobacco Day to be "Tobacco-Free Sports."



Motivational posters featuring members of the South African National Football Team have been distributed as part of the SmokeFree Soccer program targeting youth.

Football, Baseball, and Spit Tobacco

Seeing a revered player on the field chewing tobacco can make a strong impression on a young person. But thankfully, more professional football and baseball players are turning their backs on unhealthy tobacco products and choosing instead to influence kids in a positive way. Former Dallas Cowboys quarterback Troy Aikman and retired quarterback Steve Young wholeheartedly agreed to appear on posters with messages urging kids not to use spit tobacco or drugs. These posters, used by the CDC's Office on Smoking and Health and the White House's Office of National Drug Control Policy, were given out to young fans at the NFL Experience, an interactive game and exhibit held in conjunction with the 2000 Super Bowl in Atlanta.

Baseball stars are also jumping on the tobacco-free bandwagon. Javier Lopez, catcher for the Atlanta Braves, is featured in a public service announcement discouraging youth from using tobacco. And Atlanta Braves pitcher John Smoltz, former Braves first baseman Andres Galarraga, and New York Yankees shortstop Derek Jeter appear in action shots on posters with catchy slogans that discourage kids from using spit tobacco. The posters, produced by the CDC as part of the National Spit Tobacco Education Program (NSTEP), were unveiled to a captive audience of

young fans attending the 2000 Major League Baseball All-Star Game in Atlanta. Former Major Leaguer and broadcaster Joe Garagiola is national chairman for NSTEP, which links many of baseball's most popular stars with the nation's leading oral health experts and agencies such as the CDC and the Robert Wood Johnson Foundation. NSTEP is an initiative of Oral Health America, America's Fund for Dental Health. Major League Baseball and the Major League Baseball Players Association adopted NSTEP spring training activities, which included clubhouse presentations about the dangers of using spit tobacco, oral health screenings, and counseling services to help minor and major league players stop using spit tobacco. NSTEP and the CDC are working with the tobacco control and dental communities to teach youth, parents, teachers, coaches, and athletes that spit tobacco is not a safe alternative to smoking, and it has no place in sports.



Joe Garagiola, retired Major League Baseball player, National Baseball Hall of Fame broadcaster, and national chairman for NSTEP. Photo courtesy of NSTEP.

Right: Surgeon General Dr. David Satcher gives an “Rx for Improved Health” to Mitt Romney, president and CEO of the Salt Lake Organizing Committee for the Olympic and Paralympic Winter Games of 2002. They were among the many tobacco-free supporters who turned out for the Gold Medal Mile Walk, held in April 2001 in Salt Lake City. Photo courtesy of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002.



Below: Jen Davidson (left) and Jean Racine, US women’s bobsled team. Photo by Todd Korol.



The Olympics and Tobacco

Laws forbidding the marketing of tobacco to US children have led the tobacco industry to intensify its efforts to recruit new, young smokers overseas—through promotions during international sports events and TV broadcasts in developing countries. To counter these efforts, the CDC and WHO met with the International Olympic Committee, FIFA, and other influential sports organizations to plan ways of ensuring that media coverage of major sports events is not used as a vehicle for tobacco promotion.

FIFA has not accepted tobacco sponsorship of its World Cup since 1986. Olympic Games have been one of the few major sports events that have never allowed any commercial advertisement or used sponsorship of tobacco companies since the first Olympic Games in 1896. This policy has been further reinforced since 1988, when

the International Olympic Committee and WHO, in cooperation with the Organizing Committees of the Games, forbade smoking in all sports venues.

A successful smoke-free policy was in place during the 2000 Olympic Games in Sydney, in cooperation with government and local health groups. All venues and participants were smoke-free, and messages about tobacco-free and healthy lifestyles were promoted throughout the event. High-profile athletes such as Stacy Dragila, the world record holder in women’s pole vaulting, were on hand to speak out against tobacco use. “Tobacco use and sports just don’t mix,” she said. The Olympic policies and anti-tobacco promotions worked well. In a CDC/WHO evaluation of the smoke-free policy at the 2000 Olympic Games in Sydney, 137 out of 148 athletes, journalists, and spectators surveyed reported they had not noticed any tobacco advertising or promotions during the games.

The 2002 Olympic and Paralympic Winter Games in Salt Lake City also will be tobacco-free and will promote similar healthy lifestyle messages targeting young people. “I am looking forward to being able to live and compete in fresh air during the 2002 Games,” said Jen Davidson, a member of the US women’s bobsled team who is ranked top women’s brakeman in the world and a two-time World Cup overall champion. “It’s not just smoking that can harm you, but breathing in other people’s smoke can also hurt an athlete’s performance.” The Salt Lake Organizing Committee’s



Left: Olympic gold medalist Johann Koss's achievements on ice have been eclipsed by his efforts on behalf of Olympic Aid, a humanitarian organization that provides relief to children in war-torn countries and supports every child's right to play. Olympic Aid emphasizes the importance of healthy individuals and disease prevention and stands behind efforts to promote tobacco-free environments. Photo courtesy of Olympic Aid.

A *Healthier You 2002™* program is motivating Utah residents not only to stop using tobacco but also to get regular physical activity, eat less fat and more fruits and vegetables, drink little or no alcohol, wear seat belts and helmets, and get all recommended screenings and immunizations. To nudge people along this healthier path, doctors in Utah will be giving their patients written prescriptions for regular physical activity, good nutrition, and other healthy behaviors. (See 2002 Olympic Salt Lake City tobacco-free policy, page xv; Rx for Improved Health, page xvi.)

Another supporter of initiatives for tobacco-free environments is Olympic Aid, a humanitarian organization that provides relief to children in war-torn countries and supports every child's right to play. Olympic Aid recognizes that play, including sport, provides many benefits to children and is essential to their healthy physical, social, and emotional development. The organization is driven by athletes such as its current chairman, four-time

Olympic gold medalist Johann Koss. He became involved with Olympic Aid in 1993 when he visited the African country of Eritrea and was profoundly moved by the plight of the children. Olympic Aid programs emphasize the importance of healthy individuals and the prevention of disease.



Below: Stacy Dragila, gold medalist and world record holder in women's pole vaulting, encourages kids not to use tobacco. She spoke out against secondhand smoke at a WHO press conference during the Sydney Olympic Games. Photo by Victah Sailer.

Extreme Sports and Beyond

The tobacco-free movement is gaining support in other sporting arenas beyond baseball, football, and soccer. For instance, athletes have spoken out against tobacco and drug use at the ESPN Winter X Games, which in 2001 alone attracted more than 83,000 spectators to Mount Snow, Vermont. (See Vermont program, page 27.) Pro skateboarder Tony Hawk, who started the extreme sports movement, has turned away big-money offers from tobacco companies. He'd rather use his celebrity status to teach kids about the dangers of using tobacco. In other sports, NSTEP and the CDC are promoting their anti-tobacco messages to rodeo, motor sports, and horse racing professionals and fans.

Snowboarder Rosey Fletcher is a four-time US national champion and World Cup winner. Photo by Donald Miralle/Allsport.



Celebrity drivers such as Steve Knight of KnightHawk Racing are helping kids steer clear of spit tobacco. The National Spit Tobacco Education Program (NSTEP), with CDC support, sponsors KnightHawk Racing's efforts to educate kids and adults about the harms of using spit tobacco. KnightHawk Racing is the leading team contesting the American Le Mans Championship Series in the LMP 675 class. Photo courtesy of KnightHawk Racing.



“Skateboarding has been a huge positive influence in my life, and the same is true for my friends I grew up skating with. It teaches self-discipline and builds self-confidence in kids like few other sports can. Parents have just begun to realize the positive effects of skateboarding on their children, and skating facilities are now commonplace instead of scattered rarities like they once were. Skateboarding is a great way to help kids be healthy, strong, and confident enough to say ‘no’ to cigarettes.”

—*Tony Hawk*
Professional Skateboarder

Photo by Grant Britain

Our Partners Around the World

Here are some of the partners working with us to pitch sports as a healthy alternative to tobacco:



Everyone deserves a chance to enjoy the world's number one sport—regardless of race, religion, culture, age, or gender—and this is the aim of FIFA's Fair Play program. FIFA works with organizations such as the CDC, UNICEF, and WHO to use the sport of soccer to promote child health around the world.
Photo courtesy of FIFA.

- World Health Organization
- Fédération Internationale de Football Association (FIFA)
- International Olympic Committee (IOC)
- Olympic Aid
- UNESCO
- UNICEF
- Fédération Internationale de l'Automobile (Formula One)
- General Association of International Sports Federations
- US Olympic Committee (USOC)
- Salt Lake City Organizing Committee for the 2002 Olympic Games
- US Triathlon Association
- National Collegiate Athletic Association (NCAA)
- USA Track & Field
- National Cancer Institute
- Major League Baseball (MLB)
- National Football League (NFL)
- American Alliance for Health, Physical Education, Recreation and Dance
- National Association for Sport and Physical Education
- Office of National Drug Policy Control
- Governors' Councils on Physical Fitness and Sports
- President's Council on Physical Fitness and Sports
- US Youth Soccer Association
- US Soccer Federation
- Major League Soccer (MLS)
- Women's United Soccer Association
- US Tennis Association (USTA)
- National Clearinghouse for Alcohol and Drug Information
- National Federation of State Highschool Associations (NFHS)
- National SAFE KIDS Campaign
- National Athletic Trainers' Association (NATA)
- Professional Baseball Athletic Trainers' Society
- Professional Football Athletic Trainers' Society
- Professional Hockey Athletic Trainers' Society
- National Basketball Trainers' Association
- National Strength and Conditioning Association (NSCA)
- Joint Commission on Sports Medicine and Science
- American College of Sports Medicine (ACSM)
- National Basketball Association (NBA)
- American Legacy Foundation
- American Cancer Society
- Oral Health America's National Spit Tobacco Education Program

Salt Lake Organizing Committee
for the Olympic Winter Games of 2002

Telephone: 801-212-2002
Facsimile: 801-364-7644

299 South Main Street, Suite 1300
P.O. Box 45002
Salt Lake City, Utah 84145-0002 USA

www.saltlake2002.com



TOBACCO-FREE POLICY

The XIX Olympic Winter Games of 2002 (the “Games”) and the VIII Paralympic Winter Games of 2002 (the “Paralympics”) in Salt Lake City are “tobacco-free,” with smoking permitted only in designated areas.

Smoking and use of other tobacco products will not be permitted at any venue under the control of the Salt Lake Organizing Committee (SLOC) during the Games or the Paralympics, except in specific designated outdoor areas. SLOC may designate specific outdoor smoking areas that are located beyond the building lines but within accreditation zones, and that comply with applicable fire restrictions and requirements of Utah’s Indoor Clean Air Act (which specifies that such areas be located at least 25 feet away from any entrance-way, exit, open window or air intake of a building).

Nonsmoking and tobacco-free areas expressly include:

- any enclosed place of public access
- any indoor venue (competition and non-competition)
- the field of play at any venue
- the seating bowls at any outdoor venue (inclusive of training venues)
- any enclosed bars or restaurants at any venue or in the catering areas of any of the Olympic and Paralympic Villages
- any bedroom, living quarters or other enclosed place in the Olympic and Paralympic Villages
- any enclosed staff break areas
- in any Games and Paralympic transport vehicles
- hospitality suites


No tobacco products will be sold at any Games or Paralympics designated site. Exceptions may be made at areas other than those listed above, if SLOC’s President determines in his sole discretion having regard to the principles of this nonsmoking policy, but the presumption will be against exceptions.

Background

This policy has been adopted by SLOC’s Management Committee in an effort to protect the athletes, SLOC staff, spectators, journalists and other visitors from the harmful effects of tobacco during the 2002 Games. This policy reflects Olympic tradition, as well as community and sports expectations regarding the hosting of healthy sporting events. This policy is supported by the International Olympic Committee (IOC), the World Health Organization (WHO), the U.S. Department of Health and Human Services (DHHS) and the U.S. Centers for Disease Control and Prevention (CDC).

The Salt Lake Organizing Committee, in conjunction with the World Health Organization, Centers for Disease Control and Prevention, and International Olympic Committee, developed this tobacco-free policy for the 2002 Olympic and Paralympic Winter Games.

Rx FOR IMPROVED HEALTH



A HEALTHIER YOU 2002™
UTAH'S HEALTH LEGACY

NAME _____ **DATE** _____

PHYSICAL ACTIVITY
A total of 30 minutes of moderate physical activity per day

NUTRITION
Five servings of fruits and vegetables every day
Decrease fat and sweet intake

HEALTHY BEHAVIORS
No tobacco use
Low risk alcohol use

Comments _____

Provider signature _____

**FOR MORE INFORMATION ON A HEALTHIER YOU 2002
VISIT WWW.SALTLAKE2002.COM**

EXAMPLES OF MODERATE PHYSICAL ACTIVITY

Walking	Swimming	Cleaning
Gardening	Bicycling	Dancing
Jogging	Other activity _____	

GO FOR THE GOLD!

Gold: 30 minutes of physical activity 5-6 times per week
Silver: 30 minutes of physical activity 3-4 times per week
Bronze: Increase your physical activity. Participate in a Gold Medal Mile.

EXAMPLES OF A SERVING SIZE (five a day)

One medium fruit	1/4 cup dried fruit
1/2 cup vegetables	3/4 cup 100-percent juice

HOW TO DECREASE FAT INTAKE

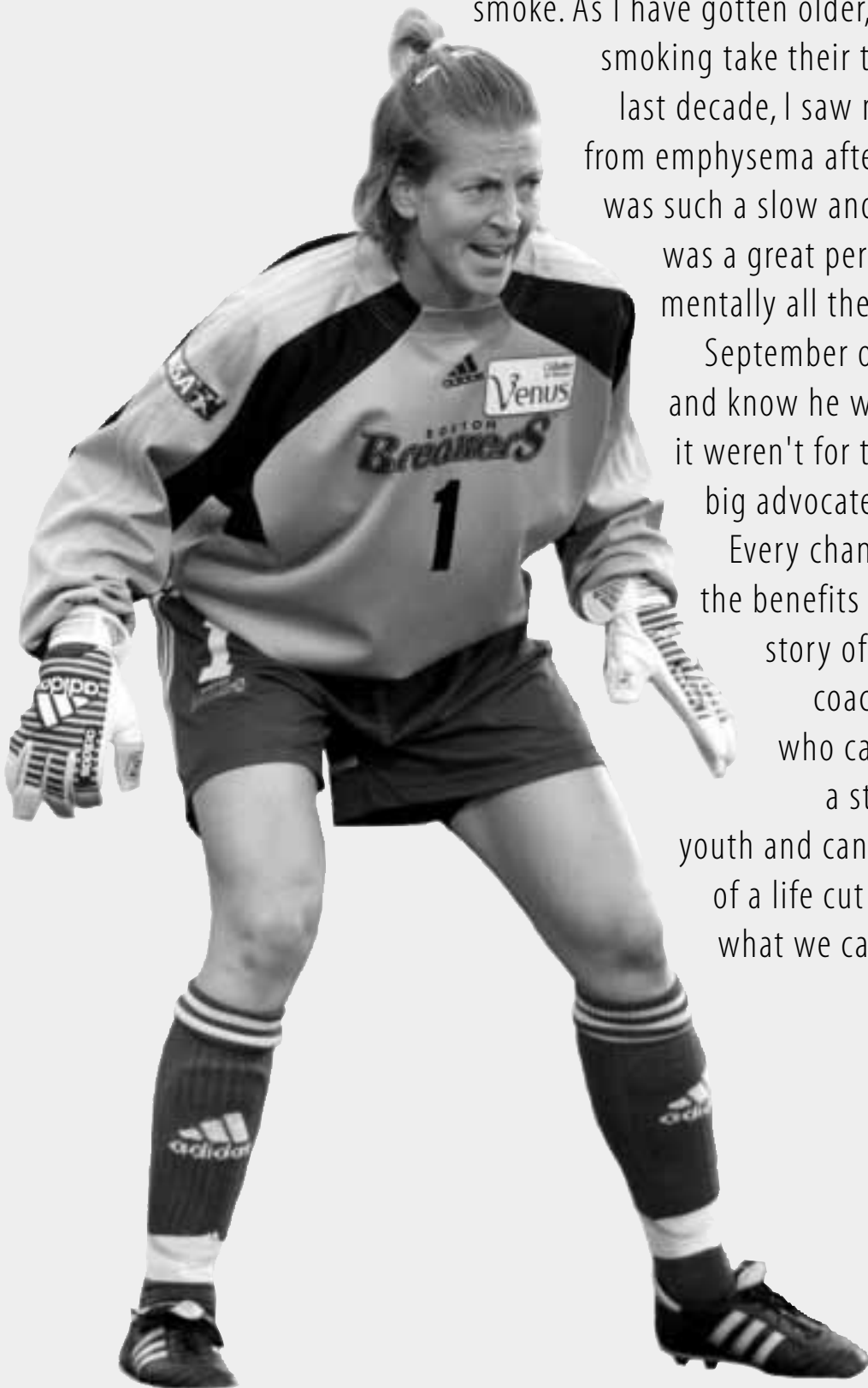
Check food labels for hidden fat
 Substitute fruits and vegetables for chips

© 2002 SLOC. All rights reserved.

This Rx for healthy behaviors is being distributed by Utah doctors as part of the Salt Lake City Organizing Committee's *A Healthier You 2002™* program.



Olympic gold medalist and world champion Alpine skier Picabo Street. Photo by Adam Pretty/Allsport.



“Growing up I never really understood why anyone would smoke. As I have gotten older, I have seen the effects of smoking take their toll on my family. Over the last decade, I saw my grandfather pass away from emphysema after a lifetime of smoking. It was such a slow and miserable way to die. He was a great person and was still so sharp mentally all the way up until his death in September of 2000. I miss him greatly and know he would still be alive today if it weren't for tobacco. This is why I am a big advocate of the smoke-free cause. Every chance I have, I tell kids about the benefits of athletics and relate the story of my grandfather. Athletes, coaches, teachers, and anyone who cares about kids—we have a strong influence over these youth and can help spare them the pain of a life cut short by tobacco. Let's do what we can to support tobacco-free youth.”

—Tracy Ducar
Goalkeeper
Boston Breakers

Photo by David Silverman

PRESEASON PREPARATION

Push Tobacco-Free Policies

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, smoke-free environment in which to play. These policies also educate coaches, referees, and parents about the importance of being tobacco-free role models for kids. When such policies are passed, they often get good media coverage, which gives you the opportunity to reach a broader audience with your tobacco-free messages. Here are some questions to consider:

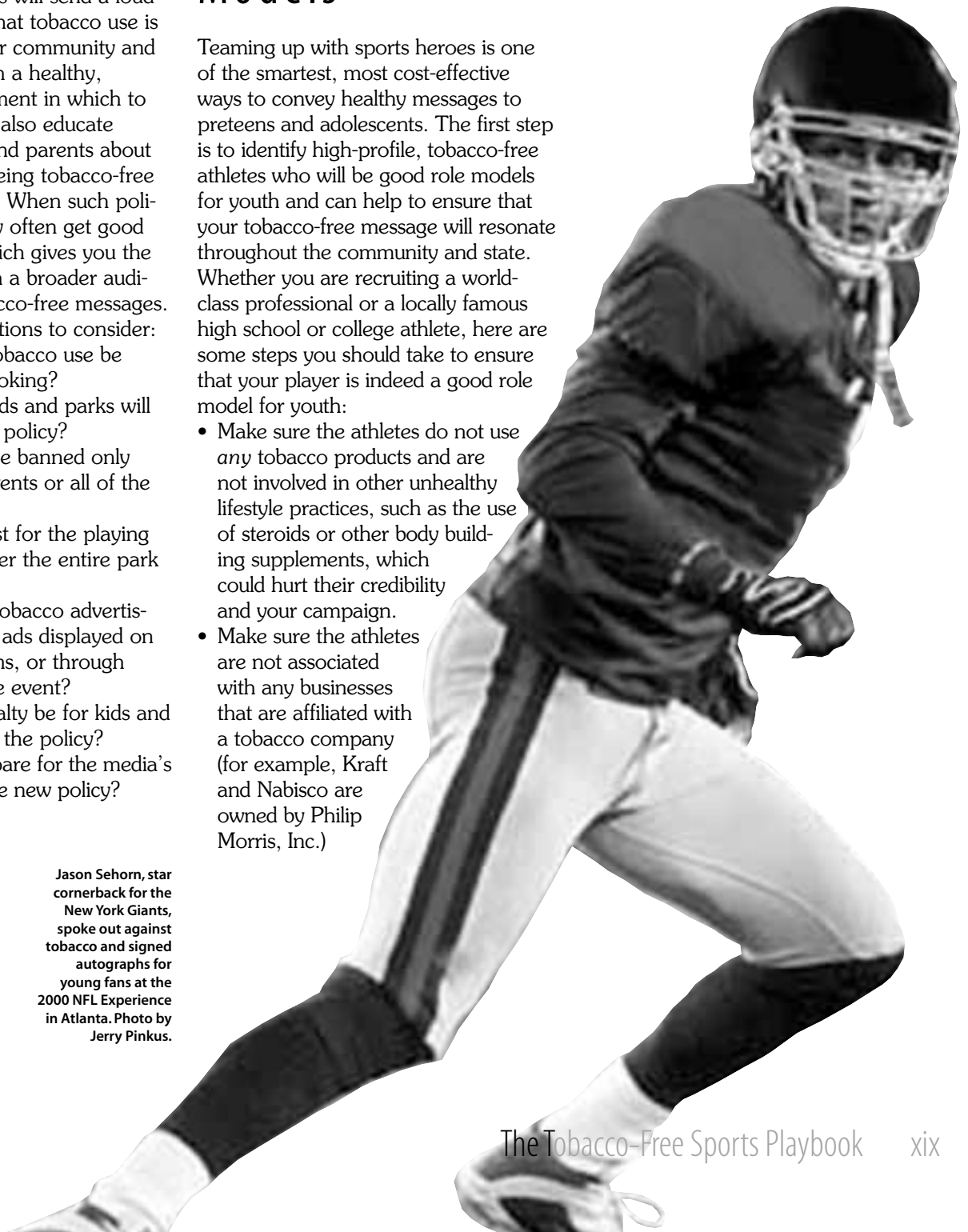
- Will all forms of tobacco use be banned or just smoking?
- Which playing fields and parks will be affected by the policy?
- Will tobacco use be banned only during sporting events or all of the time?
- Will the ban be just for the playing area, or will it cover the entire park and parking lot?
- Will you prohibit tobacco advertising, including any ads displayed on T-shirts, caps, signs, or through sponsorship of the event?
- What will the penalty be for kids and adults who violate the policy?
- How can you prepare for the media's questions about the new policy?

Jason Sehorn, star cornerback for the New York Giants, spoke out against tobacco and signed autographs for young fans at the 2000 NFL Experience in Atlanta. Photo by Jerry Pinkus.

Find Athletes Who'll Be Winning Role Models

Teaming up with sports heroes is one of the smartest, most cost-effective ways to convey healthy messages to preteens and adolescents. The first step is to identify high-profile, tobacco-free athletes who will be good role models for youth and can help to ensure that your tobacco-free message will resonate throughout the community and state. Whether you are recruiting 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 body building supplements, 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 with the athlete. Positive? Negative? Get the details.

Make Your Pitch to Athletes and Their Reps

- Contact the athletes' agents or their team's public/community relations department to set up a meeting to talk about 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 already booked.
- 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, 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. 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? 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 regarding the importance of healthy lifestyles free of tobacco and drugs as well as the harmful effects of tobacco use and its negative effects 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 already endorsing. Ask the athletes' agents and team community relations departments if they have ideas regarding sponsorship opportunities.

Keep People In the Loop

- 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 Fédération Internationale de Football Association (FIFA) if you are working on an international football/soccer campaign.
- Always express your appreciation by writing follow-up thank you notes. Be sure to include newspaper clippings and photos for the athlete, agent, and team contacts' files. These kind gestures are always appreciated. They'll 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 posters 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 Media Campaign Resource Center and Publications Catalog at www.cdc.gov/tobacco.)
- 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.

Before Contacting a Team

- Get to know public relations directors, community events coordinators, and certified athletic trainers from your local professional teams.
- Find out if any of your colleagues have ever worked with the team in the past. Ask them about their experiences with the team and with individuals working for the sports organization. If the experiences were negative, find out why.
- Get names of helpful contacts within the sports organization.
- As you must do when working with individual sports spokespersons, you must make sure that athletes on the team do not use *any* tobacco products and are not involved in other unhealthy lifestyle practices, such as steroid use, or any illegal activities. Also make sure that the team and its members are not associated with any businesses that are affiliated with a tobacco company.

When You Make Contact

- Contact the team's public/community relations department office as soon as possible to set up a meeting so that you have plenty of lead time to organize your event.
- If your state health department or organization has a high-profile honorary chair, be sure to mention that this person will be invited to attend the event.
- Provide sufficient background about your state health department or organization and your tobacco con-

trol efforts. Bring samples of newsletters, news clips, and albums with photos of previous high-profile community events. Discuss in detail what you expect from the event.

- Make it clear that you would like to involve their team's health care professionals such as the physician, certified athletic trainer, and dentist, as well as an athlete to serve as spokespersons for your activities and high-visibility events.
- Clearly identify the roles and responsibilities you have in mind. Because they are well-respected health care professionals, the team's physicians and athletic trainers can take charge of educating youth about the negative, addictive health effects of all types of tobacco (including bidis, cigars, and spit/chew) and about the benefits of a healthy, physically active lifestyle. In addition to discussing the harmful effects of tobacco use, they could stress tobacco's negative effects on athletic performance, strength, and endurance. The athlete's role is to draw attention to the event and to highlight the importance of the tobacco-free messages.
- Sell your activity and emphasize why getting involved in this education campaign will benefit the team. Mention all the media coverage you expect to capture and how the team will benefit from such high-visibility support of a good cause to help children.
- Discuss the activities and materials that you intend to provide. If you are planning giveaways touting your anti-tobacco message, avoid items like plastic disks or baseballs, which can be tossed onto the field and disrupt the game.

Scout for Sponsors and Media Support

- Find out if any professional teams in your area have a media partner who could provide advance promotional support, especially on radio stations.
- Discuss the sponsors of your event and seek approval of outside sponsorship. Make sure the events' sponsors do not conflict with any of the team's sponsors. Ask the community relations department for ideas about sponsorship opportunities.
- See if any local businesses, such as sporting goods stores, want to sponsor your tobacco control events. Ask the team's community relations department for ideas, too.
- Check with local departments to see what other sporting events—such as road races—are scheduled during the time that you are planning your awareness events. Find out if you can create a partnership to get your messages out through those events.
- Learn the names of sports editors and writers who cover the team and sporting event you are considering to partner with so they can help promote your activity and message.
- Go to the meeting with a plan for the physical setup of your information booths or activity area. Ask if the team would be interested in having an information van on site where you could distribute education materials as part of the event.
- Ask if the team mascot can be designated smoke-free and participate in activities with the team's physicians, certified athletic trainers, and athletes. Find out if the mascot would also appear for media events and

community activities promoting tobacco-free messages.

- Request free tickets to the stadium event for your state health department or organization volunteers and key community members, or distribute the tickets in a drawing at other health department or organization events.

If You Don't Have a Professional Team

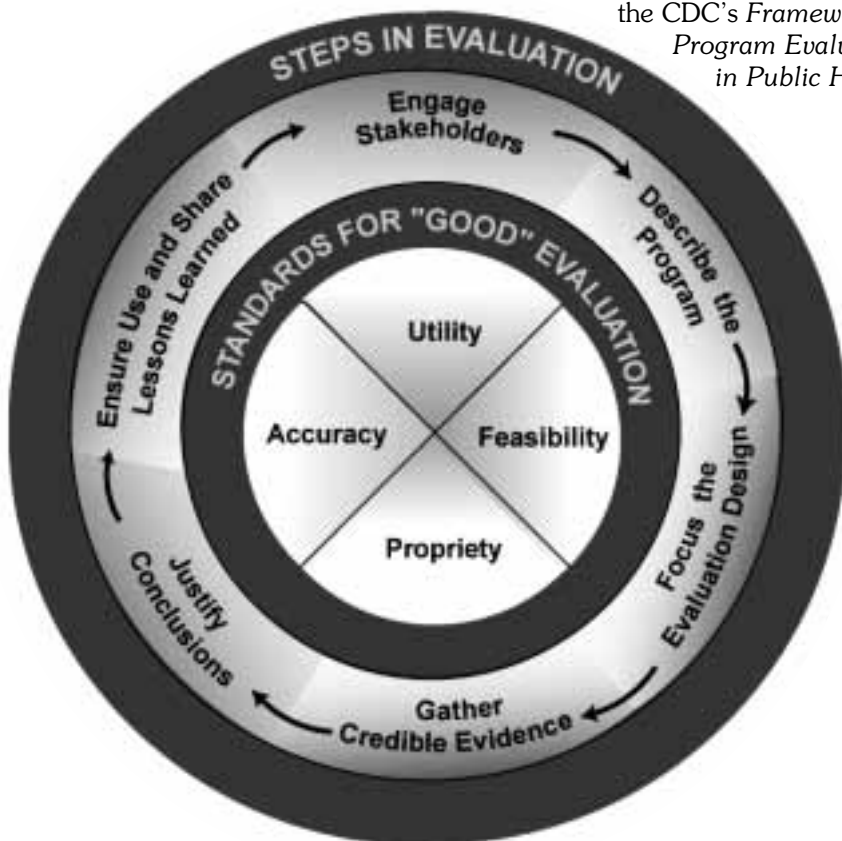
- Find physicians and certified athletic trainers to take part in your state health department or organization activities by going through athletic departments of high school or college athletic programs.
- Check with your local youth soccer league or YMCA sports program for allied health care professionals who might be willing to help emphasize the negative health effects of tobacco use. This individual could also talk with kids about how their athletic performance will be negatively affected.
- Find a hospital with a sports medicine clinic or a physical rehabilitation division, and ask if they know any physicians or certified athletic trainers who might be interested in taking part in your activity or event.

Evaluate To Stay On Track

Before you start your tobacco-free sports program, be sure to set up a plan to see how your program is operating and what effects it is producing. With this information, you can strengthen your program and increase its effectiveness and impact over time. What you discover through evaluations can help you influence the people who allocate funds and set policies. These findings also show elected officials, policymakers, and others who are interested in your program's success that you are accountable.

To help you conduct good evaluations, the CDC offers technical assistance to state health departments and provides a wealth of information that you can access on the Internet (see www.cdc.gov/eval). Summarized next are the six steps recommended in the CDC's *Framework for Program Evaluation in Public Health*:

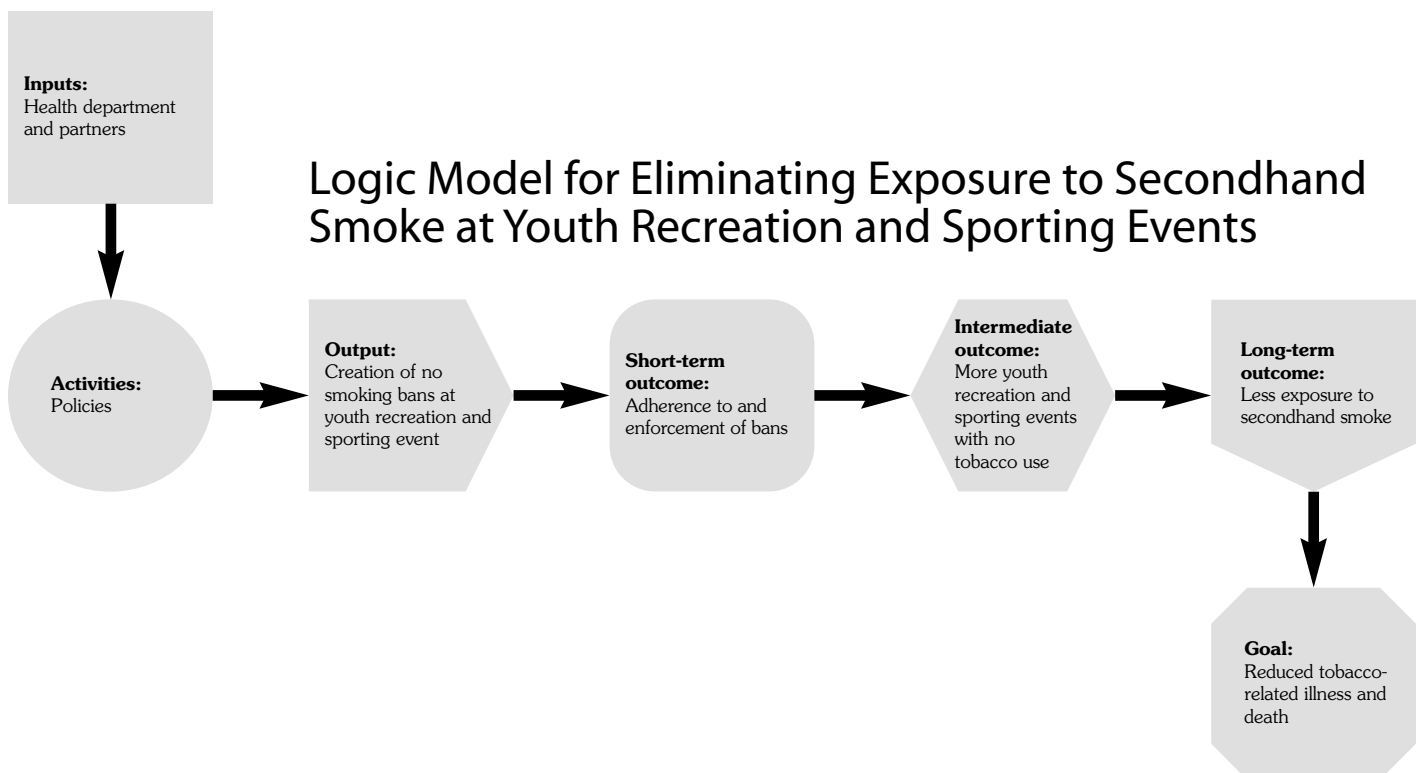
- Step 1. Engage stakeholders.** Stakeholders are the various organizations and people who care about your evaluation findings and who have a stake in how those findings will be used. This can include people involved in program operations (managers, staff, partners, funding agencies, and coalition members); those served or affected by the program (parents, teachers, coaches, athletes, advocacy groups, elected officials); and primary users of the findings who will make decisions about the program (funding agencies, coalition members, and taxpayers). Make these people your partners every step of the way—early on as you are developing the evaluation and throughout the process. Find out what matters to them and what their needs are. Diverse perspectives can then be taken into account when the evaluation is developed and when the findings are analyzed, interpreted, and used. Some programs involve these various organizations and people by forming an evaluation team, which is made up of program staff, external people, and possibly consultants who are experts in evaluation. One person usually serves as the lead evaluator. (See *Finding a Good Evaluator*, page xxviii.)



• **Step 2. Describe the program.** Begin by describing the need for your program: What is the problem you are targeting? How is it affecting your community? How big is this problem overall and in various population segments? Who is your target group? What changes or trends are occurring? Next, indicate the results you expect the program to produce. Be sure to include immediate, intermediate, and long-term benefits as well as your program objectives. (See SMART Objectives, page xxvi.) Also make sure that your local objectives are linked to state and national tobacco-control objectives (the *Healthy People 2010* tobacco-control objectives are available at www.health.gov/healthypeople). Describe your program's various activities, indicate how they relate to each other, and link them to your program goals. Indicate the resources needed to conduct the program (money, staff, time, materials, and equipment). Indicate your program's stage of development. Is it

in the planning stages, is it being implemented, or is it a mature program that's producing effects? Describe the environment in which your program operates. Identify any influences—such as social, economical, political, or geographical—that might affect your program. The CDC also recommends that you draft a flow chart (see logic model example below) that shows how your program activities logically lead to the desired outcomes.

• **Step 3. Focus the evaluation design.** Decide the purpose of your evaluation: What questions will you ask? How will you get the answers? What will you do with the information? How will you share the findings? Decide what type of evaluation you use. *Process evaluations* (conducted throughout a program's duration) assess how the program is operating—What activities are taking place? Who is conducting the activities? Who is reached? Are resources being allocated as planned? What



are the program’s strengths, weaknesses, and areas for improvement? *Outcome evaluations* (conducted once a program is mature enough to produce outcomes) assess what effects the program has produced and whether the program has achieved the desired outcomes:

- 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.

Different evaluation designs call for different methods—for instance, focus groups, surveys, interviews, or observations of participants. When you are considering which design is best suited for your needs, consider how you can compare your data with state or national data. One option would be to compare multiple sources—for instance, findings from the Youth Tobacco Surveys (YTS) and Youth Risk Behavior

Surveys (YRBS). Such comparisons allow you to set benchmarks for progress.

- **Step 4. Gather credible evidence.** Choose what outcomes you will measure and which indicators you will use to measure these outcomes (participation rates, attitudes, behaviors, community norms, policies, health status). Decide what data sources you will use. Consider whether you will develop your own surveillance system to collect the data you need or whether you can use or modify existing data systems, such as the YTS or YRBS. Factors that will affect the credibility of your evidence include the quality and quantity of data you collect, the collection method you use, and when and how often the data are collected. Also consider these issues: How will the information be collected (through personal interviews, over the phone, by mail)? How will the data be computerized? Who will collect the data? Will these people be trained?

The following questions are especially important: How will you ensure the privacy and confidentiality of participants? Will you need to get approval from an institutional review board (IRB) before collecting the data? What informed consent procedures will you use?

SMART Objectives

A well-written and clearly defined objective is **SMART**:

Specific:	It identifies a specific event or action that will take place.
Measurable:	It quantifies the amount of change to be achieved.
Achievable and Ambitious:	It is realistic given available resources and plans for implementation, yet challenging enough to accelerate program efforts.
Relevant:	It is logical and relates to the program’s goal.
Time-bound:	It specifies a time by which the objective will be achieved.

• **Step 5. Justify conclusions.** The next step is to analyze and interpret the information. If you are using data from another system such as the YTS or YRBS, the data have already been analyzed and checked. If not, your data must be entered, reviewed for errors, tabulated to provide a number or percentage for each indicator, and analyzed by variables of interest (by sex or age, for example). Next, use statistical tests to show differences between comparison and intervention groups, between geographic areas, or within a target population before and after an intervention. Once the data have been analyzed, they need to be placed in an easy-to-read format such as a map, graph, or table. The last step is to interpret the findings. When interpreting the findings, consider the purpose of your program, what the audience wants and needs to know, and whether there are any problems with the data.

• **Step 6. Ensure that evaluation findings are used, and share lessons learned.** Write a report that describes your findings and includes recommendations for action. Keep the report as short as possible, and write it in a way that's easy to understand. Don't use technical jargon. Do use examples, graphics, and stories. Be sure to have your report reviewed and checked for accuracy before releasing it to the public. Share the lessons you have learned with key people at health agencies, sports organiza-

tions, businesses, and schools. Don't forget to inform parents, coaches, community officials, state legislators, health care providers, youth advocacy groups, and the media. You can do this by sending out copies of your report, or you can make presentations. When you share your results, think about the audience and what *they* think is important. You might need several versions of your report for different audiences. You also may want to use the Internet to further your reach.

Standards for Evaluation

Whether your evaluation is simple or formal, the CDC recommends that you meet these four standards:

- Your evaluation should be useful and answer questions that are directly relevant to the people who'll be using the findings.
- Your evaluation should make sense, take into account the interests of various groups, and be cost-effective.
- Your evaluation should be ethical, and it should be conducted in a way that respects the rights and interests of the people involved.
- Your evaluation should be conducted in a way that ensures the findings are considered correct.

Finding a Good Evaluator

You can find people within your organization (as long as they're in another department) or hire outside experts to evaluate your tobacco-free sports program. Good evaluators will meet the following criteria:

- They did not help develop or run your program.
- They are impartial and have nothing to gain by skewing the results one way or the other.
- They won't give in to any pressure by senior staff or program staff to produce certain findings.
- They won't gloss over or fail to report certain findings.
- They have experience in the type of evaluation you are conducting.
- They have experience with programs similar to yours.
- They communicate well with you and other staff members.
- They consider the realities of your program—for example, a small budget—when designing the evaluation.
- They deliver reports and protocols on time.

- They relate to the program.
- They explain the benefits and risks of evaluation.
- They explain materials clearly and patiently.
- They respect all levels of personnel.
- They see beyond the evaluation to other program activities.
- They educate program staff about how the evaluation is done, thus allowing future evaluations to be done in-house.

Resources

- Centers for Disease Control and Prevention. Framework for Program Evaluation in Public Health. *Morbidity and Mortality Weekly Report* 1999;48(No. RR-11).
- Center for the Advancement of Community Based Public Health. *An Evaluation Framework for Community Health Programs*. Durham, North Carolina: Center for the Advancement of Community Based Public Health, 2000. Available at www.cdc.gov/eval/evalcbph.pdf.



Policies That Kick Butt

“I have seen firsthand the difference that sports and tobacco-free health have made in the lives of children and adults who participate in the Special Olympics. Our organization provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with mental retardation, giving them opportunities to develop physical fitness, demonstrate courage, and experience joy. Through these games, they also share their gifts, skills, and friendships with their families, other Special Olympics athletes, and the community. We have a strict ‘no tobacco and no alcoholic beverages’ policy. The Special Olympics name, symbol, and logo cannot be publicly or visibly connected with the name or trademark of a tobacco product or alcoholic beverage or with any of these products’ manufacturers or distributors. We allow no tobacco or alcoholic beverages at any of our athlete training or competitions. This is beyond statistics. It is about enhancing fitness and wellness in our youth.”

—*Annette K. Lynch*
Vice President, Sports Development and Education
Special Olympics Maryland

POLICIES THAT KICK BUTT

Here are some examples of tobacco-free sports policies:

The Spirit of Health, Tobacco-Free Youth Soccer Project Health Education Council Sacramento, California (916) 556-3344

Staff with the Spirit of Health, Tobacco-Free Youth Soccer Project collaborate with soccer and Little League Baseball groups at the grassroots and association levels to promote the adoption of tobacco-free policies throughout California.

- They give information about tobacco-free policies to parents, coaches, and referees at soccer coaching clinics, annual equipment shows, and soccer games and tournaments.
- They offer technical assistance to soccer associations and other organizations interested in adopting tobacco-free policies.
- They give “No Smoking” signs to schools, parks, and recreation departments for display at local playing fields.

- They publish articles about preventing tobacco use and place related ads in newspapers, newsletters, and local tournament programs.
- They reinforce tobacco-free policies by hosting promotional activities at Knights, Galaxy, and Clash home games and by giving teams and leagues the council’s T-shirts, water bottles, pennants, sports bags, and beverage coolers bearing the tobacco-free soccer message.

One of the many collaborators in this project is the California Youth Soccer Association, which has a policy on tobacco use that goes beyond discouraging kids from using tobacco. It also aims to educate all people attending their games about the dangers of tobacco and to eliminate the mixed messages that children receive through tobacco advertising and its association with sporting events. (See California Youth Soccer Association policy, page 8.)

World-class tandem cyclists Pam Fernandes and Al Whaley earned the first gold medal ever won by a US tandem team in Paralympic history at the 2000 Paralympic Games, where tobacco-free policies were successful. While in Sydney, they also set a new world record and earned a silver medal. Ms. Fernandes, who is blind, began cycling as a way to get in shape after undergoing more than 30 surgeries related to her diabetes. She now uses her celebrity status to raise awareness about diabetes. Mr. Whaley mentors young riders and has spoken out against drug use for the Boys & Girls Clubs of America. Both cyclists encourage youth to lead healthy, active, tobacco-free lives. Photo by Mike Gladu.



**Ban on Tobacco Use at
Recreation Council Activities
Carroll County Department of
Enterprise and Recreation
Services
Carroll County, Maryland
(888) 302-8978**

This policy evolved from a mother's concern over her daughter's severe asthma attacks, which were triggered by secondhand smoke at the girl's soccer games. The policy, the first of its kind in the state of Maryland, attracted a flurry of national media attention—most of it good for the tobacco-free movement. The 12-year-old soccer star played on four county soccer teams. Her mother convinced all 18 of the county's recreation councils to support a ban on any form of tobacco use at all games they sponsor. The policy, which won unanimous support from county commissioners, prohibits the use of tobacco products—including cigarettes, cigars, pipes, chewing tobacco, and snuff—within 50 yards of a public or private playing field in Carroll County when children are playing organized sports. About 24,000 Carroll County children are involved in recreation council sports. Carroll County recreation officials are now sharing their policy with other interested leagues. (See Carroll County policy, page 7.)

**Smoke-Free Kids and
Soccer Program
Partnership for a Tobacco-Free
Maine and United Soccer
Federation of Maine
Augusta, Maine
(207) 990-0662**

The United Soccer Federation of Maine aims to eliminate the mixed messages that youth sometimes receive from coaches, players, and others who are role models. Soccer Maine asks its member clubs to formally adopt and support a tobacco-free policy that goes far beyond banning smoking at games:

- The participating soccer clubs ban tobacco use by all persons during games, practices, and other club- or team-sponsored activities.
- They ban the sale of tobacco look-alike candy at league games and tournaments.
- A dress code prohibits coaches, players, and others from wearing shirts, hats, and other gear bearing tobacco logos at games, practices, and other club- or team-sponsored activities.
- Soccer clubs support the efforts of staff, volunteers, and players who are trying to quit or reduce their use of tobacco around the team. This support includes referrals to cessation services.
- The clubs sign a resolution to support the Smoke-Free Kids and Soccer lifestyle by placing the program's logo on team uniforms; encouraging coaches to promote an active, healthy, tobacco-free lifestyle among players; and encouraging coaches to follow through with one or more of the youth activities from *The Tobacco-Free Athletes Coaches' Handbook*.

**Tobacco-Free Youth Recreation
Association for Nonsmokers—
Minnesota
St. Paul, Minnesota
(651) 646-3005**

Minnesota's Tobacco-Free Youth Recreation (TFYR) program promotes its "no use or possession" tobacco policy to community-based, organized recreation programs serving youth between the ages of 12 and 17. TFYR aims to change social norms behind tobacco use and send the message that adults care about youth's health and want them to remain tobacco-free. The program is based on the belief that most youth participate in organized out-of-school recreation activities where they spend time with their favorite adults and teens—who also happen to be their role models. During these activities, many young people develop attitudes and make important decisions about lifestyle. If tobacco use is subtly promoted by program leaders using it on the sidelines or carrying it in their back pocket, anti-tobacco messages are drowned out by the "do as I say, not as I do" conflict.

To counter these subtle messages, TFYR encourages recreation program leaders, parents, and other teens to promote positive health messages to youth. The program also pushes for the creation of Tobacco-Free Zones—recreation areas or facilities where the tobacco-free policy is in effect and strongly supported by youth as well as parents, coaches, trainers, staff of organized recreation programs, and all others present at youth recreation events. The TFYR model policy is located at www.ansrmn.org. (See TFYR flyer, page 10.)

**Smoking Ordinance
City Commission
Weston, Florida
(954) 385-2000**

The City of Weston recently adopted an ordinance that bans smoking within city government buildings, outside these buildings, within 50 feet of the entrances, and within any park owned, controlled, or operated by the city. The park ban prohibits smoking on or within 100 feet of any playing field, court, rink, playground, bleacher area, dugout, team seating area, concession area, or restroom.



Chinese soccer star and Olympic medalist Sun Wen won the Golden Ball (top player) and Golden Boot (top scorer) for her performance in the 1999 Women's World Cup, which was a tobacco-free event. She also helped lead the Chinese National Team to multiple Asian Cup titles and was voted Co-Player of the Century by the Fédération Internationale de Football Association. Photo courtesy of *Women's Soccer World*.

**Tobacco-Free Policies
New Hampshire Department
of Health
Concord, New Hampshire
(603) 271-6892**

Health department staff work with many partners—including the New Hampshire Soccer Association, New Hampshire Alpine Racing Association, and New Hampshire Nordic Association—to educate kids, parents, and coaches about the importance of being tobacco-free. As a result, the soccer club in Manchester, New Hampshire, a soccer league on the Seacoast, most indoor soccer facilities in the state, and the New Hampshire Alpine Racing Association are all tobacco-free.

**Youth Sports Initiative
Tobacco Control Program, Rhode
Island Department of Health
Providence, Rhode Island
(401) 222-3293**

The Youth Sports Initiative is an intervention that tackles tobacco use from various perspectives, including advocacy for tobacco-free policies. Health department staff have teamed up with the American Lung Association of Rhode Island and the Rhode Island Recreation and Parks Association to develop an action kit that includes model policy statements and town ordinances, along with basic information about the program, tips on organizing your community to be tobacco-free, media advocacy tips, and a list of national sports resources. (Also see *Materials That Score*, page 43; City of Newport policy, page 9.)

**No Smoking Policies for
Outdoor Events
Dental Health Foundation
Twain Harte, California
(209) 586-0183**

The Dental Health Foundation has worked with community partners throughout the state to establish no smoking policies for outdoor events that attract kids. As a result, smoking is now restricted at Raley Field in Sacramento, all California High School Rodeo Association events, the California State Fair (Cal Expo), 12 county fairs, as well as Disneyland Resort. The policies vary—several of them ban any form of tobacco use, some allow smoking in designated areas, and a few prohibit tobacco-related sponsorships.

CARROLL COUNTY MARYLAND
225 N. Center Street, Room 100
Westminster, Maryland 21157-5194
410-386-2103 • 1-888-302-8978
FAX 410-876-8284 • TT 410-848-9747
Email Address: ccgrec@ccpl.carr.org



Department of Enterprise
& Recreation Services
Gary L. Horst, Director (410-386-2097)
Richard J. Soisson, Deputy Director

January 24, 2001

RECREATION AND PARKS POLICY STATEMENT #01-1

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 their many volunteers. Studies have shown that exposure to second hand 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 is setting a bad example for the County's youth.

3. Action

In order to establish a uniform approach to addressing the issue of the use of tobacco products 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 the Department of Enterprise & Recreation Services 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 or hardship displayed towards recreation council program leaders. Questions or concerns regarding this policy should be directed to the Department of Enterprise and Recreation Services at 410-386-2103.

4. Effective Date

This policy statement is effective immediately and will remain in effect until canceled or superceded.



Gary L. Horst, Director
Department of Enterprise & Recreation Services

The first of its kind in Maryland, Carroll County's tobacco-free policy attracted a flurry of mostly positive national media attention.

California Youth Soccer Association, Inc.
1249 Quarry Lane, Suite 140 • Pleasanton, CA 94566
Phone (510) 426-5437 • Facsimile (510) 426-9473

CYSA POLICY

Subject: Use of Tobacco Products

The Board recognizes that there is ample research demonstrating the health hazards of the use of tobacco products, including smoking and the breathing of secondhand smoke, and its responsibility to the players and participants to demonstrate and teach acceptable health principles. The California Youth Soccer Association Board of Directors, therefore in the best interest of the health and safety of the players, participants, and general public, directs the development of the following regulations:

The California Youth Soccer Association (CYSA) discourages tobacco use within 25 yards of any CYSA-affiliated activity involving youth players.

This policy shall be established to:

1. Further the goal of consistency among ongoing school and community programs to discourage children from using tobacco products;
2. Promote health and encourage players to adopt healthy lifestyles;
3. Reflect and emphasize the hazards of tobacco use;
4. Protect the health and safety of players, coaches, and the general public;
5. Eliminate the mixed messages that children receive through tobacco advertising and its association with sporting events; and
6. Generate respect among players for league authority, thereby improving discipline by virtue of its application to coaches, officials, players, and the general public.

Adopted: September 10, 1995

Revised: February 23, 1997

The California Youth Soccer Association uses this tobacco-free policy to educate players and spectators about the dangers of tobacco.

THE CITY OF NEWPORT

RESOLUTION

OF THE

COUNCIL

No.

WHEREAS, the City Council of the City of Newport recognizes that the use of tobacco constitutes a health hazard for those who use it and, in the case of smoking tobacco, for those who inhale the second-hand smoke; and

WHEREAS, many children are starting to smoke at an earlier age and the percentage of Newport children that smoke exceed the state's average; and

WHEREAS, the recent Adolescent Substance Abuse Survey which surveyed 995 children in the City of Newport reported that 52.9% (or 526) of the respondents smoke; and

WHEREAS, the use of tobacco at athletic and recreational events, attended by children, sends a negative message to children; and

WHEREAS, the recent Newport Substance Abuse Task Force has recommended a smoking ban at all Little League fields, playgrounds, and the Carousel at Easton's Beach, and a ban during youth activities at other recreational and athletic sites; and
NOW, THEREFORE, BE IT

RESOLVED: that the City Council of the City of Newport finds that it is essential to eliminate tobacco in any form at athletic and recreational facilities owned by the City of Newport during youth events.

THE CITY COUNCIL OF THE
THE CITY OF NEWPORT

IN COUNCIL
READ AND PASSED

Yvonne Smith
City Clerk



WHAT IS TOBACCO-FREE YOUTH RECREATION?

Tobacco-Free Youth Recreation (TFYR) is a statewide program of the Association for Nonsmokers--Minnesota (ANSR--MN). TFYR models tobacco-free lifestyles for young people involved in community based organized recreation programs that serve youth between the ages of 12 and 17. This is carried out by helping establish tobacco-free policies and Tobacco-Free Zones and by promoting positive health messages from recreation leaders, parents, and other teens.

WHAT ARE TOBACCO-FREE POLICIES AND TOBACCO-FREE ZONES?

Tobacco-free policies mean that people refrain from the use *and* possession of tobacco. Tobacco-Free Zones are entire recreation areas or facilities that have this policy. Those that must follow this policy include the young people who participate, parents, coaches, trainers, staff of organized recreation programs, and all others present at youth recreation events.

WHY IS IT IMPORTANT?

Most young people participate in organized out-of-school recreation activities where their favorite adults and teens—in other words, role models—are present. Recreation activities then become an important place where young people develop attitudes and make important lifestyle decisions. If tobacco use is subtly promoted by leaders using it on the sidelines or carrying it in their back pocket, anti-tobacco messages are drowned out by the “do as I say, not as I do” conflict. TFYR helps role models promote tobacco-free lifestyles, whether or not they use tobacco.

It is well known that tobacco is addictive and harmful to health and that youth should not start to use it. Most tobacco users are willing to refrain from using

tobacco in the interest of youth. Recreation activities that have a tobacco-free policy or take place in a Tobacco-Free Zone will not allow youth to start to use or even possess tobacco products, will model positive and healthy lifestyle decisions, and will send the message that adults care about youth’s health and want them to remain tobacco-free.

WHAT CAN WE DO?

Parents and Adult Leaders: Develop written policies that state clearly that young people and adults who participate in the program are expected to model a tobacco-free lifestyle by not using or carrying tobacco at practices, performances, competitions, or outings. Follow the policy at youth events and explain to children why the policy is important. Encourage the leaders of the recreation activities to enforce the policy.

Recreation Leaders/Coaches: Support tobacco-free policies by making sure that the activities’ rules are clear and by not using or carrying tobacco while you are “coach” or “teacher.” Explain to your members and their parents why this is important. Post clear “Tobacco-Free” signs at events and practices. If you do use tobacco products, be willing to talk with your members about your personal struggles to avoid tobacco use as a teen or adult. Smokers/chewers can give very powerful anti-tobacco messages, which are believable and helpful to young people, if the message is heartfelt.

Teens: You are a role model to family members, youth your own age, and youth younger than you even if you do not want to be a role model. If you use tobacco products, do not use them at public events or in front of youth younger than you. Do not offer tobacco products to other kids. Support tobacco-free policies by following the rules and telling your friends that it is important because younger kids are watching...and learning.

HOW COULD I GET MORE INFORMATION?

Recreation associations, youth groups, church groups, coaches, parents, and health organizations that would like more information may contact the Director of TFYR at:

Tobacco-Free Youth Recreation
Association for Nonsmokers—Minnesota
2395 University Avenue West, Suite 310
Saint Paul, Minnesota 55114

or 651-646-3005 by phone or through e-mail at ansrmn@ansrmn.org.

Minnesota’s Tobacco-Free Youth Recreation offers this fact sheet to recreation programs across the state on how to develop “no use or possession” tobacco policies.



Celebrity Athletes As Role Models

“As a father of two and an athletic trainer for some of the world’s most talented athletes, I know how important it is for young people to take care of their health and not smoke. Anyone who can read knows that tobacco can ruin your health and your life. But a lot of kids smoke because they think they look cool. I tell them that guys like Kobe Bryant and the other LA Lakers—they’re really cool, and they don’t smoke. People think Los Angeles is a really cool place. Well guess what? LA is cool because we have a smoke-free environment. I grew up in a time when it was cool to smoke, and I used to smoke, but that was many years ago. I was young and bored and didn’t have anything better to do. I’m so glad my two girls do have something better to do that’s good for their health. One of my daughters does ballet, and the other does gymnastics. They’ll tell you that ballet and gymnastics just don’t go with smoking. Sports and tobacco are the complete antithesis of each other—that’s an important lesson we need to pass along to our young people.”

—Gary J. Vitti, MS, ATC
Head Certified Athletic Trainer
Los Angeles Lakers



Gary Vitti, head certified athletic trainer for the LA Lakers, with forward Horace Grant. Photo by Andrew D. Bernstein / NBAE.

CELEBRITY ATHLETES AS ROLE MODELS

Here are some examples of programs featuring celebrity athletes:

**American Cancer Society
Eastern Division
(New York and New Jersey)
(518) 438-7841, ext. 316**

International superstar and martial arts expert Jackie Chan has joined forces with the American Cancer Society and the Taiwan John Tung Foundation to deliver some butt-kicking messages about tobacco. The advertising campaign was launched on July 25, 2001, when Jackie Chan participated in the “Strike Back Against Tobacco Festival” in New York City. The American Cancer Society used the high-profile event to send the message that Big Tobacco is targeting and addicting young people. The festival featured educational videos, tobacco-free youth advocacy groups, and interactive street theater. The Strike Back Against Tobacco campaign is initially focusing on the New York City market by using outdoor paid advertisements. However, efforts are under way to collaborate with other organizations such as the Centers for Disease Control and Prevention to help spread the message as widely as possible. The American Cancer Society also is working to integrate these pro-health campaign messages into its youth programs. Generation Fit, for example, is a program that seeks to increase youth involvement in nutrition and physical activities. The New York State College Alliance Against Tobacco is building a network of campus advocacy groups to fight the tobacco industry’s influence on youth and to push for tobacco control policies such as smoke-free dorms and sporting events.





Kids at the Tobacco-Free Basketball Clinic, led by the Wichita State University's Shockers.

**Tobacco-Free Basketball,
Hockey, and Soccer Clinics**
American Cancer Society
Wichita, Kansas
(316) 265-3400, ext. 116, or
(800) 478-4788

Boys and girls 6–12 years old jump at the chance to learn from their local idols—players with the Wichita State University's Shockers basketball team and the Wichita Thunder hockey team. These free clinics require that at least one parent per child attend and encourage coaches to be on hand as well. Thus, the tobacco-free messages reach not only the children, but also the adults they look up to the most. Team members and sports medicine athletic trainers teach kids about sportsmanship, teamwork, nutrition, injury prevention, basketball and hockey techniques, and “how to be a champion by taking care of your body”—with a strong emphasis on avoiding tobacco. In addition, kids 6–14 years old can participate in the “Dribble, Pass & Shoot” soccer clinics and games. The winners get to compete for the Major League Soccer national title.

Tom Malchow Ads
American Lung Association
of Minnesota
Minneapolis, Minnesota
(651) 268-7582

In print ads that are part of the “Secondhand smoke...does NOT build champions” campaign, Olympic gold medalist and Minnesota native Tom Malchow notes that secondhand smoke makes his asthma worse. He asks people not to smoke around their kids, our future champions.

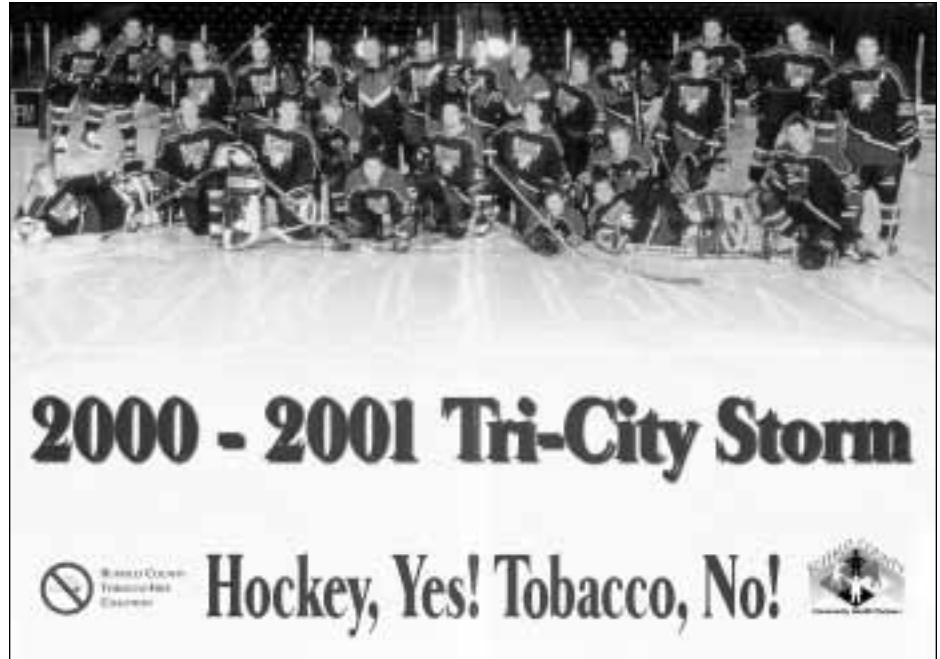
Sports Posters
Minnesota Smoke-Free Kids
and Soccer
Minnesota Department of Health
St. Paul, Minnesota
(651) 281-9801

With help from its partners, the Minnesota Department of Health has signed on some of the state's highest profile athletes to be role models in the tobacco-free sports movement. The Minnesota Thunder men's soccer goalkeeper, John Swallen, is featured on a new tobacco-free poster targeting youth. Also supporting the smoke-free movement are WNBA star Kristen Folk of the Lynx, NBA star Bobby Jackson of the Timberwolves, and Kirby Puckett of the Minnesota Twins. The Minnesota Twins paid half of the cost to have 100,000 of the Kirby Puckett posters printed, and team members gave them away during a special poster night at a Twins game. Minnesota Smoke-Free Kids and Soccer is developing special materials for Hmong- and Spanish-speaking youth players and coaches and works with other groups to promote tobacco-free messages and policies. Collaborators include the Minnesota Youth Soccer Association, Blue Cross/Blue Shield of Minnesota, and Tobacco-Free Youth Recreation. (See Policies that Kick Butt, page 3.)

**Celebrity Hockey, Baseball,
Softball, and Soccer Stars
Nebraska Buffalo County
Tobacco-Free Coalition and
Buffalo County Community
Health Partners
Division of Health Promotion
and Education
Nebraska Health and Human
Services System
Lincoln, Nebraska
(402) 471-2101**

Tri-City Storm players have joined the tobacco-free bandwagon in a big way. The players appear in a poster that proclaims “Hockey, Yes! Tobacco, No!” They distribute the posters at schools and special events. The Nebraska Buffalo County Tobacco-Free Coalition also has sponsored a Storm game and produced public service announcements, radio ads, and billboards. In addition, the coalition bought the rights to place its name and the “You Smoke, I Choke” slogan on 50,000 popcorn bags sold at the Storm games.

In rural areas of Nebraska, high school athletes and coaches are the stars of tobacco-free activities. They wear T-shirts with an anti-tobacco message and make on-the-field presentations to Little League Baseball teams, girls’ softball teams, and boys’ and girls’ soccer teams about the dangers of using tobacco. Their presentations have attracted positive media coverage by TV and radio stations as well as newspapers. The program has been so successful that three other rural Nebraska communities have replicated it. The coalition is now striving to improve tobacco-free policies for teams, coaches, and spectators so that tobacco use is banned during practice and play.



Players on the Tri-City Storm Hockey Team are role models for kids in this anti-smoking poster, displayed at schools and special events throughout Buffalo County, Nebraska.

**Spokane Tobacco Free Kids
Spokane Regional Health District
Tobacco Prevention and
Control Program
Spokane, Washington
(509) 324-1452**

Athletes from the Spokane Youth Sports Association have teamed up with Spokane Tobacco Free Kids and the Spokane Shadow soccer team. Youth participate in an annual tobacco-free event supported by the soccer players and community organizations. The Spokane Shadow and Spokane Tobacco Free Kids also sponsor an annual Tobacco Free Day event where all game participants receive incentives to be tobacco-free. At half time, participants enjoy a tobacco-free skit in which the Spokane Shadow mascot and Ciggy Butts engage in a soccer shoot out. A Shadow player then talks with kids about the importance of a healthy lifestyle. This event includes children from area middle schools as part of their tobacco education and career education days.

“If someone tells you that you cannot do something, that is a better reason to try and work harder and prove them wrong. Bo also said that you should not do drugs or smoke. If you do, nobody would like to be around you because your teeth will be yellow and your breath will smell. If you do those things then you will die quicker than normal.”

—*Anne, 7th Grade*

“If you smoke, it will shorten your life span by almost seven years. Plus, if you want to be a professional in any sport, you are going to have to breathe with no troubles. Bo said that you can do what you want as long as you put your mind to it and never stop until you make your goal or become good at what you are trying to do.”

—*Robbie, 7th Grade*

“It is important to not do drugs or use tobacco because it ruins your life and your family would be so disappointed and never trust you again. Anyways, it destroys your athletic abilities. I love soccer, but I love skateboarding more. I want to try lacrosse. I love sports, so I’m going to stay away from drugs.”

—*Josh, 7th Grade*

“I want to be an actress when I grow up and star in movies. Some people have told me I can’t act. Others have told me I can. I have learned to let the bad comments pass but let the good and encouraging stay in my heart. Bo’s speech gave me a boost of confidence. I will reach my dream. Thank you, Bo.”

—*Hailee, 7th Grade*

Vermont Voltage Tobacco Free Kids

**Tobacco Free Kids
Vermont Voltage Soccer Team
Enosburg Falls, Vermont
(802) 527-2499**

Schoolchildren in Vermont and New York are being inspired in many ways by Bo Vuckovic, owner of the Vermont Voltage professional soccer team.

Since the team launched its Tobacco Free Kids program, Vermont Voltage players have visited more than 40 schools throughout the state and some schools in upstate New York. They talk with children about the importance of being tobacco-free, eating healthy foods, taking care of their health, doing their homework, being a team player, setting goals, following their dreams, and many other important subjects. Each child is encouraged to write an essay about being tobacco-free, and those who write the best essays receive Voltage season passes.

Team members also are proud that all of their Voltage game jerseys have a Tobacco Free patch on the sleeves. Because all Voltage games are televised, the patch gets wide exposure.

In addition, the Vermont Voltage soccer team runs a soccer camp during the summer, and every child attending the camp receives a camp T-shirt with the Tobacco Free logo. For more information, check out the Vermont Voltage's Internet page at www.vermontvoltage.com.

**Trajan Langdon Radio Ad
Alaska Department of Health
and Social Services
Juneau, Alaska
(907) 465-2780**

Skiing and dog mushing aren't the only sports popular in this state, where short days and cold weather limit most people's outdoor activities. Basketball is big here, and so is an anti-tobacco radio ad featuring basketball hero Trajan Langdon, who was a standout player at Duke University and also a star of his high school basketball team in Alaska. In the radio spot, Langdon emphasizes how being an athlete and using any form of tobacco are totally incompatible.

Schoolchildren in the Tobacco Free Kids program are inspired by healthy role models on the Vermont Voltage soccer team.



Soccer star Julie Foudy and her teammates on the US women's national soccer team appear in this poster to discourage youth from smoking.



**Indiana Royals Youth Soccer Clinics
Smokefree Indiana North Central Coalition
South Bend, Indiana
(219) 254-1571**

The Indiana Royals use these soccer clinics to reach youth in the community who are most at risk of smoking at an early age, particularly those in minority groups. At the clinics, players talk with kids about the ills of smoking and give them booklets, posters, and T-shirts bearing smoke-free messages. At the Indiana Royals games, team members carry around banners and give out literature as a reminder to the community to not smoke. The goal is to cut the number of youth who smoke

by more than 90% and make Indiana a shining example for the rest of the country. The budget for holding the clinics and furnishing the materials is \$500 a year.

**Tobacco Is A Dead End
Office of Tobacco Prevention and Control
Texas Department of Health
Austin, Texas
(512) 458-7402**

The *Tobacco Is A Dead End* campaign created a media blitz and gave youth in south Texas the chance to boost their baseball skills and meet the White Wings baseball Team as tobacco-free role models. It also gave the health department the chance to network with the community and establish new tobacco-free partners. Thousands of promotional items were given away throughout the region via radio remotes, TV stations, local coalitions and volunteers, schools, and the campaign's main event—a baseball clinic. Children attending the clinic discovered how tobacco products would hurt their ability to achieve their goals in sports, how it is illegal for them to obtain or use tobacco products, and how using tobacco as a kid (under 18) would affect their driving privileges. The campaign had a lasting effect through TV and radio interviews with kids, White Wings Baseball players, the state's tobacco control specialist, and local law enforcement authorities who spoke at the clinic. The interviews were aired throughout the region, thus increasing people's awareness about the state's tobacco laws. In addition, some stations aired follow-up stories and special reports about tobacco use and enforcement of tobacco laws in the region.

Troy Aikman Poster
Texas Cancer Council
Spit Tobacco Prevention Network
Austin, Texas
(512) 443-1064
(800) CDC-1311

Retired NFL quarterback Troy Aikman is among a growing number of celebrity athletes who are using their status to encourage children to play sports and avoid tobacco. He worked with the Texas Cancer Council on a hugely successful campaign against spit tobacco. "I understand the pressures encouraging kids to begin using spit tobacco," said Aikman, a former spit tobacco user himself. "I hope that my speaking out about the dangers of this habit might cause some kids to think twice before they start." Aikman is featured in a compelling poster, which is available free from the CDC (www.cdc.gov/tobacco).

Smoke-Free Kids and Soccer,
Baseball, and Lacrosse
Smoking and Health Coalition of
Monroe County and the Finger
Lakes
New York State Tobacco
Control Program
Rochester, New York
(716) 442-4260

Nearly 700 boys and girls aged 9–14 have attended the annual Smoke-Free Kids and Soccer clinics, held for the past three years in conjunction with the Rochester Raging Rhinos A-League Championship Men's Soccer Team, the W-League Rochester Ravens, and various members of the Women's National Soccer Team, including goalies Tracy Ducar and Siri Mullinix. The event also has attracted many sponsors, such as Snickers, Sunbelt Products, Blue Cross/Blue Shield, and local soccer clubs.



Retired NFL star Troy Aikman appears in this poster warning kids about spit tobacco.

In the spring of 2001, a Smoke-Free Kids and Lacrosse clinic featured members of the local Major League Lacrosse team, and a Smoke-Free Kids and Baseball clinic featured the Triple A Red Wings (Baltimore Orioles) team. The soccer, baseball, and lacrosse clinics have the same format: Several key players speak about choices, health, and the need to stay smoke-free if you want to be a champion. The kids are then separated into age groups, and they rotate through the clinic, interactive displays on tobacco use, and skill challenges such as a speed kick cage. While working with the kids on their sports skills, the professional players talk with them about staying smoke-free, eating healthy foods, staying in shape, and being a good sport. Before the clinics, kids receive an activity booklet, which they fill out ahead of time to be eligible for door prizes. (See Materials That Score, page 43.) There are several activities in each book, and the more activities the children opt to do, the more opportunities they have to win prizes. In addition, each child who participates in the clinic receives a T-shirt, water bottle, and other giveaways bearing the smoke-free message.

**Arizona Tobacco Education and
Prevention Program (AZTEPP)
Arizona Department of
Health Services
Phoenix, Arizona
(602) 364-0824**

Sports and tobacco don't mix—that's the message kids get from stars of the Phoenix Suns, Arizona Diamondbacks, Phoenix Mercury, Arizona Rattlers, and other celebrities who have teamed up with the Arizona Tobacco Education and Prevention Program (AZTEPP). For instance, Diamondback pitcher Armando Reynoso, a great Hispanic role model for Arizona kids, promotes important messages about the dangers of using tobacco by working with AZTEPP, which produces Spanish and English TV and radio spots targeting Hispanics throughout the state. Diamondback outfielder Steve Finley is the official spokesman of the Can Kickers Club, which was designed to promote the "Smokeless does not mean harmless" message. Cynthia Cooper, the most decorated player in WNBA history, is participating in the 2001 season's "Super Cooper" section, which highlights active young people in the community at each Mercury home game. Also supporting AZTEPP is race car driver Billy Boat, who visits schools to present his personal message about the harmful effects of tobacco. (Also see Successful Sporting Events, page 23.)

**Through With Chew
Richard Meckstroth, DDS
Morgantown, West Virginia
(304) 293-5912**

As a dentist who cares about children, Richard Meckstroth has recruited sports celebrities, dentists, and physicians to help him warn West Virginia kids about the dangers of using smokeless tobacco. They visit schools, Little League teams, and baseball fields to give out pamphlets and posters about the dangers of using spit tobacco. Dr. Meckstroth recently placed a large yellow banner—spotlighting a can of chewing tobacco inside the circle-and-slash "no" symbol—at Little League Baseball fields and at Watt Powell Park, home of the Alley Cats Minor League Baseball team. At Dr. Meckstroth's urging, the Alley Cats and other minor league baseball teams have teamed up with the National Spit Tobacco Education Program to help kids say "no" to smokeless tobacco.

A dark blue silhouette of a person in a crouching position on a skateboard, set against a light blue background. The person's right hand is on the ground, and their left hand is on the skateboard deck. The skateboard is positioned horizontally at the bottom of the frame.

Successful Sporting Events and Campaigns

“A big part of coaching youth sports is teaching kids to be healthy. Just because a child is involved in sports, we can’t take it for granted that he or she is making healthy choices off the field. As youth coaches, we’re there to help our players achieve their goals, and without their health, that’s impossible. When we ask them, both boys and girls tell us that when they play sports, it’s important to them to have fun and improve their skills. With that in mind, it’s our responsibility to help them understand that using tobacco will take the fun out of playing and keep them from becoming as good as they want to be at their sport. Down the road, an important measure of our success as youth coaches will be the number of players we’ve coached who never start using tobacco.”

—*Andy Biggs*
Director of Coaching and Player Development
Soccer Maine

SUCCESSFUL SPORTING EVENTS AND CAMPAIGNS

Here are examples of tobacco-free sports events and campaigns:

**Arizona Tobacco Education and Prevention Program (AZTEPP)
Arizona Department of Health Services
Phoenix, Arizona
(602) 364-0824**

Arizona kids are getting the message about tobacco through radio and TV ads, contests, campaigns, and fun activities that tie in with basketball, baseball, football, hockey, skiing, and racing events. Here are just a few of the creative ways in which the Arizona Tobacco Education and Prevention Program (AZTEPP) is reaching kids:

- The Phoenix Suns Benchwarmer Program shines a spotlight on teenagers who have been advocates against tobacco use in their communities. Teens and their chaperones receive center court recognition by a Phoenix Suns player during pregame activities, and they sit behind the players' bench throughout the game.
- The annual Blow Off Tobacco bubble gum blowing contest targets about 100,000 youth in the Arizona Little League. This statewide contest brings together players, coaches, parents, and Little Leaguers to support the message that "Smokeless does not mean harmless." This message is being carried across the state by former Major Leaguer Joe Garagiola, national chairman of the National Spit Tobacco Education Program (NSTEP). Each year, the Arizona Diamondbacks recognize the grand prize winners on the field during a game.
- The Arizona Diamondbacks and AZTEPP have teamed up to sponsor a multimedia anti-tobacco campaign that includes stadium signs, radio spots, and TV commercials, in both Spanish and English. The ads are displayed on the Diamondbacks' network, and in the stadium during games. The Diamondbacks also lead a series of clinics to teach baseball coaches about the dangers of spit tobacco.
- As a sponsor of the 1999 Fiesta Bowl, AZTEPP drew the attention of thousands of Arizona youth. More than 600 kids in rural areas of the state attended "Tackling Tobacco" football clinics. Throughout the 2000 Fiesta Bowl Parade in Phoenix, which featured a brightly painted Hummer bearing the AZTEPP logo, people in the crowd recognized the logo and chanted the media campaign's "Smelly, Puking Habit" slogan.
- For several years, the Phoenix Coyotes, Arizona Cancer Society, and AZTEPP have supported the Great American Smokeout by launching a fun promotional campaign. The Tobacco for Tickets campaign encourages hockey fans to turn in their tobacco and pledge to "Extinguish the Flames" in exchange for tickets to a Coyotes hockey game. Giveaways and contests are held during the month of November to increase people's awareness before and during the Coyotes' annual Smokeout game. The campaign is heavily publicized by area radio and TV stations, which air clips of Coyotes fans at the Smokeout game shooting their cigarettes into the goal with hockey sticks.



More than 600 kids from rural areas of Arizona attended "Tackling Tobacco" football clinics held in conjunction with the 1999 Fiesta Bowl. The Arizona Tobacco Education and Prevention Program sponsored the outreach clinics, where high-profile football personalities promoted healthy, tobacco-free lifestyles to youth.



Arkansas Smoke-Free Soccer Kids in action at the Green Forest Soccerfest.

- AZTEPP took its anti-tobacco messages to the racetrack when it sponsored Motorsports' Ash Kicker Racing Team in 2000 as well as two races in 2001—the USAC National Midget Series 50-mile race and the Supermodified Racing League 50-mile race. AZTEPP co-sponsored Billy Boat's car during the Copper World Indy Series race and found the Phoenix International Raceway to be a useful partner in reaching new target groups with anti-tobacco messages.

**Arkansas Smoke-Free
Soccer Kids
Central Ozarks Soccer League
Berryville, Arkansas
(870) 438 6034**

Arkansas Smoke-Free Soccer Kids sends kids from the Arkansas State Select Teams, the Arkansas Comets, and the Central Ozarks Quest competitive programs into classrooms, public meetings, tournaments, and other venues to conduct soccer-related clinics for youth, presenting strong anti-smoking messages. One of the strengths of the program is that presentations are conducted by trained, at-risk youth, aged

9–18, whose status as a member of a prestigious soccer team and whose personal skills at soccer earn the immediate respect of their young audience. After each session, the hosting teacher, coach, scoutmaster, or other adult is presented a manual of additional soccer-related exercises with anti-smoking messages as well as a whistle lanyard and lapel pin, both with the Smoke-Free Soccer logo. Each young attendee gets a Smoke-Free Soccer sticker and a cloth patch for their uniform or jacket. The Arkansas Department of Health's Prevention Resource Centers have given the program handouts, including the popular Smoke Industry Poster Child poster, a Spider-Man anti-smoking comic book, the Donnie Dinosaur anti-smoking coloring book for kindergartners and first-graders, and a fun brochure of silly jokes with anti-smoking messages that appeal to kids. ("Why did the chicken cross the road? To get away from the turkey smoking a cigarette!")

In its first year, before receiving any CDC SmokeFree Soccer funding, Arkansas Smoke-Free Soccer distributed several hundred anti-smoking soccer posters from the US Women's National Soccer Team and the Centers for Disease Control and Prevention. In its second year, with such funding, the program reached more than 2,500 Arkansas youth with the anti-smoking message and was featured at the Arkansas State American Cup championships for recreational teams in May 2001. In its upcoming third year, its second year with funding, Arkansas Smoke-Free Soccer Kids plans to produce a short instructional video and to hold clinics for another 2,500 Arkansas youth from across the state. Because the video will be youth-produced, the program is being assisted by ATM Productions on a volunteer basis with multiple hours of video being edited down to a tight, entertaining presentation of several fun games that teachers and adult leaders can use with their local groups.

“Exhausted, the 13-year-old climbed into the back of our team van and fell asleep. He'd had a full day at Arkansas' Tide American Cup, our annual state recreational event. For eight straight hours, Matthew had worked hard. And I had watched him bloom. Maybe that's one of the most fulfilling moments in coaching—when a kid suddenly does really good—confident and effective, rising beyond his apparent potential as he discovers his own inner talents. But Matt wasn't playing today. Nor was he refereeing. No, Matt was coaching. I watched in amazement as the seventh-grader came into his own.

“Matt originally had not been invited. Instead, we'd chosen Jose, 15, Trey, 13, and our 11-year-olds Marlon, Emilio, and Mikey. But now, surrounded by scores of 5–8-year-olds, Jose seemed just a little shaken. Trey was unexpectedly tongue-tied and self-conscious. Marlon and Emilio had backed out at the last moment. And Mikey had gone on a Cub Scouts field trip. So, who rose to the occasion? Matthew! With great eye contact, he communicated well with the little guys and gals, staying on their level. He listened for feedback and joked and laughed with them—while he led them in a game in which participants, as he explained, 'Gotta kick cigarettes out of your lives.' As Matt watched approvingly, a second-grader took a mighty kick at a ball and yelled, 'You cigarette, get out of my life! Get outta our lives!' yelled a third-grader, walloping an offending ball. 'You! Get out of here, tobacco!' yelled a 6-year-old, blasting the ball across the center line. Matt nodded in approval. And the kids beamed.”

—*Rob Kerby, Central Ozarks Soccer League*
Arkansas Smoke-Free Soccer Kids

Teens take a break from a full day of sports at the Latino Youth Conference Against Tobacco in Indiana.



**Alcohol, Tobacco, and Other Drugs (ATOD) After-School Prevention Program and Latino Youth Conference Against Tobacco
Smokefree Indiana
Indianapolis, Indiana
(317) 241-6471**

Smokefree Indiana works with community organizations throughout the state to create programs that help youth say “no” to tobacco. In Indianapolis, the True Belief Academy’s Alcohol, Tobacco, and Other Drugs (ATOD) After-School Prevention Program gives kids aged 10–14 the chance to play fun and structured recreational activities while they learn how to avoid harmful substances. The program targets kids in Marion County who are at moderate risk of using alcohol, tobacco, or other drugs. It runs two days a week for eight weeks, with activities that help kids resist peer and social influences, resolve conflicts, make good decisions, and develop their teamwork and communication skills. Kids aged 8–13 can participate in the schools’ NFL Flag Football League, which teaches boys and girls the basics of football and instills in them the importance of teamwork, discipline, and leadership. Smokefree Indiana helped the school develop the ATOD program, which is funded by the Indiana Department of Mental Health.

Smokefree Indiana also funded the first annual Latino Youth Conference Against Tobacco, held in May 2000 at Thatcher Park. This was the first special activity targeting Latino youth in Indianapolis and the first to be presented in Spanish. The all-day event, which attracted youth aged 12–22, included breakfast and lunch, basketball, swimming, soccer, a video on tobacco, and presentations by well-respected Latinos about the physical and emotional dangers of using tobacco. Each youth received a packet of information about tobacco and a conference T-shirt. Other items were given away during tobacco-related games, question-and-answer contests, and raffles. Results of a post-conference evaluation and interviews with youth indicated a strong desire for such activities targeting Latino new arrivals. The conference was run by the Wishard Hispanic Health Project in collaboration with the Mayor’s Latino Affairs Commission, Indy Parks, La Ola Latino-Americana, Nuestra Musica, Latino Soccer group, Wishard Foundation, and the Hispanic Chamber of Commerce.

**Big Sky State Games Fueled by a Tobacco-Free Performance!
Billings, Montana
(406) 254-7426**

The 16th annual Big Sky State Games in 2001 are pitching tobacco-free messages to thousands of Montana youth. This Olympic-style festival is open to Montanans of all ages and abilities. More than 12,000 athletes compete in 29 sports, including basketball, volleyball, soccer, and other team sports as well as karate, kayaking, cycling, disc golf, roller skating, archery, fencing, and bowling. The Big Sky State Games are a great opportunity to reach many Montanans

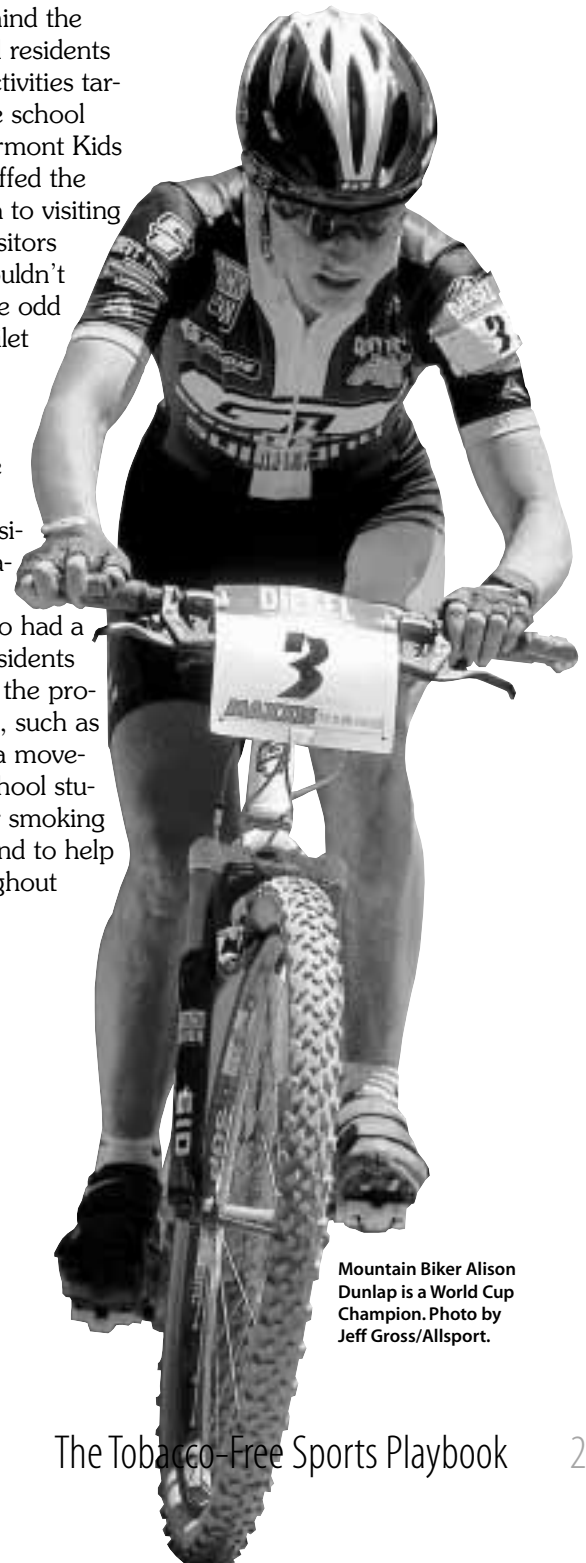
because the festival attracts a large number of Native Americans, children, women of childbearing age, and spit tobacco users. Goals are to discourage youth from starting to use tobacco, encourage tobacco users to quit, reduce secondhand smoke at the games, and promote tobacco-free venues for all competitors. Participants receive a tobacco-free brochure with an incentive inside—a free Wendy’s Frosty. If they pledge to be tobacco-free, they receive a free temporary tattoo. The “Fueled by a Tobacco-Free Performance!” slogan is featured on all athlete and volunteer T-shirts, entry booklets, and printed materials at the games.

**Smoke-Free Kids and Soccer Program Partnership for a Tobacco-Free Maine and United Soccer Federation of Maine
Augusta, Maine
(207) 287-4626**

The Smoke-Free Kids and Soccer Program includes clinics for kids, information booths at tournaments and fairs, a Smoke-Free page on the Soccer Maine Internet site (www.soccermaine.com/pages/smokefree.html), coaching courses that advocate for coaches’ involvement in tobacco-use prevention, and development of the *Tobacco Free Athletes Coach’s Handbook*. The program staff team up with college and pro athletes to give their smoke-free messages higher visibility. For example, they host Kick Butts Day activities with the University of Maine Women’s Soccer Team, and they organize smoke-free celebrations and clinics that feature college soccer stars as well as professionals with Major League Soccer teams.

**Winter X Games Booth
Vermont Department of Health
Tobacco Control Program
Burlington, Vermont
(802) 863-7355**

Having a booth at the 2000 Winter X Games helped the Vermont Tobacco Control Program reach young fans of extreme sports with important messages about the harms of tobacco use. It also put a human face behind the program and got many local residents involved in the program’s activities targeting young people. Middle school students who are part of Vermont Kids Against Tobacco (VKAT) staffed the booth and offered hot cocoa to visiting kids and adults. While the visitors enjoyed their cocoa, they couldn’t help but be curious about the odd display of items—such as toilet bowl cleaner and a bottle of cyanide. The students explained that the products represented just some of the toxic ingredients in tobacco products. They gave each visitor a flier with more information about how tobacco use harms health. The youth also had a sign-up sheet where local residents could volunteer to help with the program’s other youth activities, such as Our Voices Xposed (OVX), a movement led and run by high school students whose goal is to lower smoking among youth aged 13–17 and to help them stay smoke-free throughout their lives.



Mountain Biker Alison Dunlap is a World Cup Champion. Photo by Jeff Gross/Allsport.



Kids are the stars of this Virginia Department of Health billboard promoting smoke-free environments at soccer and baseball stadiums.

**Tobacco and Sports Don't Mix
Tobacco Control Division
Virginia Department of Health
Richmond, Virginia
(804) 692-0002**

Counter marketing efforts have taken many creative forms in Virginia, including paid ads and billboards to promote smoke-free environments within baseball and soccer stadiums. As a result, three baseball stadiums and one soccer stadium have adopted 100% smoke-free policies for their seating arenas. The other four baseball stadiums have adopted a smoke-free family section. One stadium removed tobacco advertising, viewing it as a conflict with the state health department's prevention messages. Several teams have invited staff from the state health department to join them on radio broadcasts about secondhand smoke, and team members have conducted prevention education

programs in local schools. In addition, a coaches' handbook on tobacco use is distributed to youth soccer leagues in Virginia as well as through summer soccer camps conducted by the Hampton Road Mariners semiprofessional soccer team. The health department has also developed a three-panel display to promote tobacco-free messages at all sports venues. The display has been used by coalitions throughout the state and has been featured at the Virginia Youth Soccer Association Conference. Sponsoring teams is another way the state is reaching youth; a local coalition cosponsored the National Babe Ruth Baseball Championship as well as the Pony League Softball Championship when they were held in Virginia, and both events were tobacco-free. The state also hosts Smoke-Free Kids and Soccer events to reach girls and boys with life-saving messages about tobacco.

**Tobacco-Free Soccer Campaign
in Western Nebraska
Division of Health Promotion
and Education
Nebraska Health and Human
Services System
Lincoln, Nebraska
(402) 471-2101**

This education campaign targeted soccer players 4–19 years old, their parents, and coaches in the American Youth Soccer Organization (AYSO), Region 875 in Scottsbluff/Gering, Nebraska. A letter was sent to parents, informing them about the dangers of tobacco products and the negative image tobacco has with sports. The letter had an additional message to soccer players and coaches: Don't expose yourself to secondhand smoke, and always support smoke-free businesses and playing environments. All soccer teams were encouraged to write a letter to the businesses that were not smoke-free, encouraging them to go smoke-free. In addition, Citizens Against Tobacco (CAT) bought 900 sport bottles bearing the "Kick Tobacco Out of Soccer" slogan and the AYSO, Region 875 logo. Team members used a rubber band to attach to each bottle a free drink coupon from Arby's and four pamphlets from Journeyworks Publishing: *How to Say No to Secondhand Smoke*, *How Tobacco Affects Your Body*, *50 Things You Should Know About Tobacco*, and *Smokeless Tobacco*. They put the materials into a plastic bag and handed them out to kids at the beginning of the spring soccer season. The campaign cost about \$3,000. State health officials say responses from kids, parents, and coaches have been extremely positive.

**Milwaukee Smoke-Free
Sports Program
Milwaukee, Wisconsin
(414) 227-3982**

Teenage athletes are the stars of the Smoke-Free Sports Program, which has reached thousands of kids and adults. The teens are trained to educate their younger peers (grades K–8), presenting lessons such as "What's in Tobacco," "Don't Let the Tobacco Industry Count You In," "Sports and Tobacco Don't Mix," "Secondhand Smoke is Everywhere," and "Be a Part of a Winning Team...Eat Healthy." The teens make their presentations at sports sites throughout Milwaukee to reach kids on soccer, football, volleyball, and basketball teams and cheerleading squads. During fall 2000 and winter 2001, the teen presenters led 263 sessions and reached 7,468 children and 2,263 adults. The program has attracted plenty of community support. At a September 2000 kick-off event, the guest speaker was WNBA star Rhonda Mapp, center for the Charlotte Sting. Partners include the Milwaukee Public Schools (MPS) Division of Community Recreation and the MPS Drug Free Schools Program, the City of Milwaukee Health Department, the American Cancer Society Midwest Division - East Region, the American Lung Association of Wisconsin, and the Wisconsin Division of Public Health - Southeast Region.

As part of the program's Kick Butts Day celebration in April 2001, more than 300 Milwaukee school kids in grades 4–6 participated in a Smoke-Free Sports Day at the Pettit National Ice Center. The governor of Wisconsin



These teen athletes are among the stars of the Milwaukee Smoke-Free Sports Program: Cagney Scott, Damien Williams, Antwon Mayfield, Remale Williams, La'Shaunda Payton, Leandra Handford, Amanda Plumley, Damon Easterling, Payal Chawda, Jessica Brzezinski, Michael Monk, and John Maxey.

issued a proclamation recognizing the event and the Smoke-Free Sports Program's success. At a press conference to highlight the program and teen leadership, Olympic speed skating medalist Leah Poulos Mueller and representatives from the Milwaukee Admirals, Milwaukee Bucks, Milwaukee Mustangs, and Milwaukee Wave were on hand to encourage youth to stay smoke-free. Also lending their support were the city's commissioner of health and the superintendent of schools.

**Tobacco Control Program
Michigan Department
of Community Health
Lansing, Michigan
(517) 335-8381**

Michigan is tackling tobacco from all sides. The City of Detroit hosted a Spencer Haywood Basketball Anti-Tobacco Rally for kids, featuring the sports star who made the Olympic basketball team in 1968 just out of high school and went on to play in the

NBA with the New York Knicks and the Detroit Pistons. Through the Michigan Spit Tobacco Project, free materials on the dangers of spit tobacco are distributed and education presentations are made to baseball teams, schools, and other organizations.

**Annual IMPACT Night with the
Wilmington Blue Rocks
IMPACT Delaware Tobacco
Prevention Coalition and
Delaware Tobacco Prevention
and Control Program
Delaware Department of Health
and Social Services
Dover, Delaware
(302) 739-4724**

Each year in June, thousands of kids hear anti-tobacco messages loud and clear at the IMPACT Tobacco Prevention Night at Frawley Stadium, home of the Blue Rocks minor league baseball team. The first 1,500 kids arriving at the game receive a free T-shirt with the IMPACT Night logo on the front and the tobacco use prevention message on the back. At booths and exhibits throughout the stadium, baseball fans are given information about tobacco and other harmful substances. The annual event has kids thinking about tobacco use prevention year-round through its T-shirt design contest, open to middle and high school students in Delaware. The winner of the 2000 T-shirt design contest was 14-year-old Christina Bevenou, whose design featured a ball player at bat with the message, "Hit a Home Run. Don't Smoke or Chew." Not only was the eighth-grader able to see her design on the thousands of IMPACT Night T-shirts printed for the special event, she also was invited to throw out the ceremonial first pitch at the game and got a hug from Blue Rocks mascot Rockey Bluewinkle.

**New Mexico State High School
Sports Championships
New Mexico Department
of Health
Albuquerque, New Mexico
(505) 841-5843**

World No Tobacco Day in 1995 kicked off a flurry of successful tobacco-free media events. The theme in 1995 was “Sports Without Tobacco, Play It Tobacco Free,” and New Mexico’s media advocacy campaign received coverage on local TV stations and on a sports radio talk show. As part of the campaign, baseball coaches were reminded to intervene and encourage their players not to use tobacco, and counter advertising banners were hung at high school boys and girls track and baseball tournaments. Since 1995, New Mexico has produced 11 banners to display at boys and girls championships in soccer, volleyball, basketball, baseball, and track. The colorful banners each bear a different and important message for kids as well as adults. For instance—

- Three strikes you’re out—spit, dip, chew.
- Sports without tobacco, play it tobacco free.
- Protect your loved ones from secondhand smoke.
- Cigars and spit tobacco are just as dangerous as cigarettes.
- Cigarette smoke contains HEXAMINE (which is also used in barbecue lighter fluid).

Anti-tobacco messages are read over the PA system during games, and the event programs include counter marketing ads, available from the CDC Media Campaign Resource Center (www.cdc.gov/tobacco/).

**Youth Anti-Tobacco Campaign
with the E-Center, Utah Freeze
Indoor Soccer Team, and Utah
Grizzlies Hockey Team
Utah Grizzlies Hockey Club
West Valley City, Utah
(801) 988-8000**

This successful marketing campaign reached young soccer and hockey fans in many ways—through on-field and in-ice logos on which the teams played, half-time promotions and radio/TV ads during the games, tobacco control messages broadcast over the arena’s PA system and aired on the video board throughout the games, and in full-page ads in game night programs. Team members also sported the Anti-Tobacco patch on their warm-up jerseys and player jerseys. And 200 group tickets for each Anti-Tobacco-sponsored game were distributed through radio giveaways and at special events. During five of the Grizzlies’ home games, the Anti-Tobacco Campaign was the exclusive sponsor. Fun features during intermissions included on-ice promotions with local DJs and contestants, ticket giveaways, and sponsorship of the Pee Wee Soccer games, where two area youth soccer teams played on the same field as the pros in front of thousands of spectators.



Brazilian women's soccer star Sissi. Photo by Phil Stephens, courtesy of Women's Soccer World.



Best Offense Is a Good Evaluation

“I have had the most wonderful experience watching children in grades pre-K–12 realize that fitness and tobacco do not mix. Florida has 39 projects in schools across the state this year fighting obesity and tobacco. Students learn about keeping fit through fitness centers and sports. They also learn that tobacco has no place in the fit and healthy person, as the following comments show:

‘Fitness helps me by making me proud of myself. It made me lose pounds. The tobacco talk made me believe I can make the b-ball team. I’m glad I made the choice not to smoke.’

—*Tia, 4th Grade*

‘I have learned why smoking is bad. I am going to help my grandmom quit smoking.’

—*T.C., 3rd Grade*

“It’s words such as these that keep me working in the field of health and physical education. Helping children to avoid tobacco and stay fit is a matter of life and death for our society.”

—*Millie Kissinger*
Project Director
Center for the Study of Teaching and Learning
Florida State University

BEST OFFENSE IS A GOOD EVALUATION

Two tobacco-free sports programs that have been evaluated are described:

Evaluation of the American Heart Association Youth Fitness and Tobacco Education/Prevention Program

**Florida Department of Health and Florida State University
Tallahassee, Florida
(850) 644-3419**

This program aims to improve the overall health of Florida's children, primarily by increasing the amount of time students in Florida schools participate in regular fitness activities, reducing the number of kids who currently use or eventually will use tobacco, and reducing the number of kids who are exposed to secondhand smoke. To learn more about the program's performance for the previous two years and areas where improvements could be made, the health department hired a team of professional evaluators, Curva and Associates. Students were tested before and after they participated in the project to assess how increased fitness activities affected tobacco use. (See teacher instructions and sample survey, pages 37–39.)

Questions Addressed

The evaluators asked the kids questions about tobacco use, attitudes, and knowledge, and about fitness attitudes and knowledge. They also assessed students' physical fitness before and after the program. They wanted to address these main questions:

- To what extent does participation in the program affect the students' physical fitness levels, knowledge of

fitness concepts, and attitudes toward participation in physical fitness?

- To what extent does participation in the program affect the students' incidence of tobacco use, including the decision not to use tobacco in the first place and the decision to stop tobacco use completely?
- What are the characteristics of successful program sites?

Strengths and Weaknesses Revealed

- Students in elementary school and middle school showed a significant increase in knowledge about fitness. Elementary school students' scores improved 8.2%, and middle school students' scores increased 16.7%.
- Elementary school students showed significant fitness improvements on three of four fitness measures after participating in the fitness program. Middle and high school students showed significant fitness improvements on two of four fitness measures after participating in the program.
- Of all students who were smokers before the program, 36.7% of high school students, 60% of middle school students, and 100% of elementary students had quit smoking when they were surveyed after the program.

Gymnast Dominique Dawes is an Olympic gold medalist and US national champion. Photo by Doug Pensinger/Allsport.



- There was a statistically significant 9.3% increase in tobacco knowledge among elementary students who participated in the fitness program for one year, and no such increase for the comparison groups.
- Knowledge about tobacco use increased 26% among elementary students who had participated in the fitness program for two years.
- Knowledge about fitness increased 31% among elementary students who had participated in the fitness program for two years.
- A characteristic of successful program sites was collaboration between teachers, school health programs, schools, community-based youth programs, private industries, and local public health organizations.
- School programs that had integrated fitness into other subject areas had the strongest effects on fitness, health, and academic achievement.

How to Strengthen the Program

After assessing two years of evaluation results, the evaluators offered many recommendations for improving the program. For example, they advised the health department to expand the program by adding additional sites so that more students can be exposed to the messages and resources. The evaluators also recommended that the program begin early in the fall for two reasons: the schools could order equipment and supplies sooner, and the students could benefit from a year-long program.

Evaluation of Indianapolis Colts Star's School Visits Indiana State Department of Health Indianapolis, Indiana (317) 233-7299

The health department teamed up with Project American Stop Smoking Intervention Study (ASSIST) and the American Cancer Society in a statewide anti-tobacco campaign that had two mass media components: Anti-tobacco messages were broadcast during all Colts home games, reaching an estimated 251,800 listeners, and a Colts player delivered anti-tobacco messages to 1,675 students in six middle schools in Indiana. Colts radio network brokered the intervention, which cost \$83,000.

To evaluate the effects of the Colts player's visits to the school, a test—developed by an Indiana University School of Nursing professor—was given one week before the presentation to students, immediately after the presentation, and again three months later. Results showed that a one-time presentation was *not* sufficient in bringing about a measurable change in the children's attitudes and behaviors. However, the evaluation also revealed that it might be useful to have an anti-tobacco message delivered by a professional athlete to counterbalance tobacco advertising associated with sporting events, and such a presentation is likely to increase children's motivation for, and receptivity to, other anti-tobacco messages. (See Survey, page 40.)

**AMERICAN HEART ASSOCIATION YOUTH FITNESS
TOBACCO PREVENTION/EDUCATION PROGRAM
TEACHER INFORMATION SHEET**

SCHOOL _____

TEACHER _____

TOTAL SURVEYS INCLUDED _____

CLASSES TO RECEIVE SURVEY _____ CLASS _____ # OF STUDENTS _____

CHECK ONE: AHA Fitness Class _____ CONTROL Group _____

TO THE INSTRUCTOR:

1. Administer the Physical Fitness Questionnaire and Tobacco Attitude and Behavior Survey to the classes indicated above.
2. Administer the Fitness Test. (See attached instructions.)
3. Record students' fitness scores on the Physical Fitness Scorecard.
4. For each class separately, bundle the surveys together with the Physical Fitness Scorecard, place them in the enclosed envelope, and return to FSU.

PLEASE INCLUDE THIS FORM WITH THE COMPLETED SURVEYS

5. If you have any questions, please call or e-mail:
Fely Curva, 850-222-5299



FITNESS AND TOBACCO SURVEY MIDDLE SCHOOLS (P)

Draft

First Name (PLEASE PRINT)

Last Name

Birth Date

Grid for first name input

Grid for last name input

Grid for birth date input

Q1 - How old are you?

- 9 years old or younger
- 10 years old
- 11 years old
- 12 years old
- 13 years old
- 14 years old
- 15 years old or older

Q2 - Are you

- Female
- Male

Q3 - What grade are you in?

- 6th
- 7th
- 8th
- 9th
- Other

Q4 - How do you describe yourself?

- White - not Hispanic
- Black - not Hispanic
- Hispanic or Latino
- Asian or Pacific Islander
- American Indian or Alaskan Native
- Other

Q5 - During the past 30 days, on how many days did you smoke cigarettes?

- I did not smoke during the past 30 days
- 1 or 2 days
- 3 to 5 days
- 6 to 9 days
- 10 to 19 days
- 20 to 30 days

Shade Circles Like This--> ●

Not Like This--> ⊗ ⊙

Q6 - During the past 30 days, on how many days did you use chewing tobacco, snuff or dip, such as Redman, Levi Garret, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

- I did not chew in the past 30 days
- 1 or 2 days
- 3 to 5 days
- 6 to 9 days
- 10 to 19 days
- 20 to 30 days

Q7 - During the past 30 days, on how many days did you smoke a cigar, cigarillo, or little cigar?

- I did not smoke in the past 30 days
- 1 or 2 days
- 3 to 5 days
- 6 to 9 days
- 10 to 19 days
- 20 to 30 days

Q8 - Do you think you will try a cigarette soon?

- I have already tried cigarettes
- Yes
- No

Q9 - What is the youngest age a person can legally buy cigarettes in Florida?

- Less than 16 years old
- 16 years old
- 18 years old
- 21 years old
- Not sure

Q10 - Do you think you will smoke a cigarette at any time during the next year?

Q11 - If one of your best friends offered you a cigarette, would you smoke it?

Q12 - Can people get addicted to cigarette smoking just like they can get addicted to cocaine or heroin?

Q13 - Do you think young people who smoke cigarettes have more friends?

Q14 - Do you think smoking cigarettes make young people look cool or fit in?

Q15 - Do you think it is safe to smoke for only a year or two, as long as you quit after that?

Q16 - Do you think smokers have shorter lives than non-smokers?

Q17 - Do you think smoke from other people's cigarettes is harmful to you?

Q18 - Does Florida have a law that punishes anyone under age 18 who has cigarettes or any other tobacco product in their possession?

Definitely Yes

Probably Yes

Probably Not

Definitely Not

NEXT PAGE

Florida middle school students filled out this questionnaire to evaluate the effectiveness of the American Heart Association Youth Fitness and Tobacco Education/Prevention Program.



Draft

FITNESS AND TOBACCO SURVEY MIDDLE SCHOOLS

Q19 - Warm-ups (stretching) help you to become

- more flexible
- less flexible
- muscular

Q20- Doing push-ups, pull-ups, and sit-ups develops

- muscular endurance
- flexibility
- cardiovascular endurance

Q21 - Which of the following is an aerobic activity?

- Bowling
- Jump Rope
- Golf

Q22 - In aerobics, your goal is to reach your

- lowest weight
- toes
- target heart rate

Q23 - At the end of an aerobic activity, it is important to

- cool down
- sit down
- warm up

Q24 - When jogging, breathing should be

- relaxed
- fast
- stopped

Q25- Aerobic means

- without oxygen
- with oxygen
- strengthening

Q26 - All of the following are benefits of exercise except

- reduces stress
- lowers blood pressure
- increases blood fat level

Q27 - The most important part of physical fitness is

- muscular strength
- cardiovascular endurance
- flexibility

Q28 - How do you feel about the amount of exercise and sports activity that you are involved in?

- I would like to exercise and do physical activity more than I do now.
- The amount of exercise and physical activity I do is about right for me
- I would like to do less exercise and physical activity than I do now.

Q29 - Cool-down exercises are important because they help the heart to

- pump faster
- get stronger
- recover gradually

Q30 - A good activity to help develop cardiovascular fitness is

- jogging
- kickball
- lifting weights

Q31 - To get an aerobic conditioning effect, you should exercise

- three or more times a week
- two times a week
- once a week
- weight training

Q32 - On how many of the past 7 days did you exercise or participate in sports activities that made you sweat and breathe hard (such as jogging, walking, biking, basketball, tennis, aerobics, etc.)?

- 0 days
- 1-2 days
- 3-4 days
- 5-7 days

Q33 - I look forward to doing physical activity (games, sports, and exercise).

AGREE

DISAGREE

Q34 - I am not very good at exercise and sports.

Q35 - I don't know very much about exercise and sports.

Q36 - Physical activity is good for me.

Q37 - I don't like to exercise or play sports.

Q38 - I do not have enough time for exercise or sports.

Q39 - Physical activity is important to me

QUESTIONS? curva@mindspring.com

It is very important to understand how youth your age feel about smoking and tobacco use. You are not required to answer these questions, but it would be very helpful to learn about Indiana youth and smoking. Do not put your name on this sheet. No one will know how you answered or whether you answered the questions. It is important to answer the questions honestly. You may answer all, some, or none of these questions.

Please check the appropriate line:

Male ___ Female ___
 White ___ African American ___ Hispanic ___ Asian American ___ Native American ___ Multi-Racial ___
 6th Gr ___ 7th Gr ___ 8th Gr ___ 9th Gr ___ 10th Gr ___ 11th Gr ___ 12th Gr ___

PLEASE CIRCLE THE ANSWER THAT DESCRIBES YOUR OPINION.

1. I think smoking is dumb.	Agree	Not Sure	Disagree
2. I don't want to smoke when I am an adult.	Agree	Not Sure	Disagree
3. I would tell my friends I don't want to be around them if they were smoking.	Agree	Not Sure	Disagree
4. I don't think that tobacco use is as bad for your health as everybody says it is.	Agree	Not Sure	Disagree
5. I would probably smoke if my friends thought it was cool.	Agree	Not Sure	Disagree

Thank you for participating in this important survey.

This survey helped evaluate the effectiveness of visits by an Indianapolis Colts football player to middle schools as part of a statewide anti-tobacco campaign.

The image features a solid blue background. In the foreground, there are two dark silhouettes of construction workers. The worker on the right is wearing a hard hat and is holding a long-handled tool, possibly a shovel or a pry bar, across his chest. The worker on the left is wearing a hooded jacket and is looking towards the right. The overall scene suggests a construction or industrial environment.

Materials That Score

“Every opportunity that our ‘step team’ students had to be positive role models for students at the adjacent elementary school, it just enhanced their self-esteem. They wore their SWAT (Students Working Against Tobacco) shirts and dog tags with pride. Not only did these students benefit, but several thousand people saw this awesome group of students stand up against tobacco.”

—*Mary Chris Peterika*
Teacher
Sligh Middle School
Hillsborough County, Tampa, Florida

“It was amazingly great to see how teenagers and younger children worked together during the kick-off event for SWAT. The older students served as role models to the younger ones. It was also great to observe the enthusiasm of the students manning the health education/anti-tobacco booths, as well as their sense of pride when playing and working out on the fitness equipment. A student artist drew the SWAT logo in the wet cement, as a symbol for other students to remember that it was their leadership and initiative that made this wish come true. I am pleased to be part of this effort.”

—*Ercilia Rodríguez Westhoff*
Tobacco Prevention Coordinator
Hillsborough County Health Department, Tampa, Florida

MATERIALS THAT SCORE

The CDC's Office on Smoking and Health has many free marketing and education materials you can use in your tobacco-free sports campaign (www.cdc.gov/tobacco). Also check out the many helpful resources available from national health and sports organizations listed in the Resources section of this book. (See pages 55 and 56.) Here are just a few of the many creative products that health departments, coaches, and schools are using to help kids say "no" to tobacco:

For Kids, Parents, and Schools

Smoke-Free Kids Activity Sheets
Smoking and Health Coalition of Monroe County and the Finger Lakes
New York State Tobacco Control Program
Rochester, New York
(716) 442-4260

Rochester kids get to learn a lot about tobacco before they attend any of the Smoke-Free Kids soccer, baseball, or lacrosse clinics offered in their area. (See *Celebrity Athletes As Role Models*, page 19.) Before the clinic, the kids are given a booklet that includes a registration form, tobacco-free pledge, and Smoke-Free Kids activity sheets. These activities teach kids about the harmful effects of cigarettes, the true messages behind tobacco ads, and the cost of a pack-a-day habit. The more activities the children opt to do, the more chances they have to win door prizes at the clinic. (See *Activities from Smoke-Free Kids and Lacrosse*, pages 48–51.)

News from the Field
The Spirit of Health, Tobacco-Free Youth Soccer Project
Health Education Council
Sacramento, California
(916) 556-3344

This quarterly newsletter for kids features puzzles, articles, and essay contests that drive home positive messages about health, fitness, and tobacco-free sports. For instance, some of the articles give kids the inside scoop on tobacco ads and their effects on youth. Others help kids recognize the early signs of mouth cancer and offer tips and toll-free hotlines to call for help with quitting. In addition, the newsletter offers advice on good nutrition and fitness.



This quarterly newsletter drives home positive messages about health, fitness, and tobacco-free sports as part of The Spirit of Health, Tobacco-Free Youth Soccer Project in California.

**Face Off Against Tobacco Cool
Coyotes Activity Workbook
Tobacco Education and
Prevention Program (AZTEPP)
Arizona Department of
Health Services
Phoenix, Arizona
(602) 364-0824**

Arizona’s Tobacco Education and Prevention Program has used a host of terrific sports-related materials to support its tobacco-free sports activities. For instance, the program has worked with the Phoenix Coyotes hockey team to develop a creative and fun activity workbook for kids. The *Face Off Against Tobacco Cool Coyotes Activity Workbook* includes hockey information for kids, as well as games, puzzles, and a pledge to be tobacco-free. In addition, items such as baseball caps, gloves, bats, yo-yos, individual bags of sunflower seeds, and hockey pucks—all bearing the AZTEPP logo—are given to kids at sporting events, promotional events, and through the program’s merchandise center.

**Spider-Man, Storm, & Cage
Battle Smokescreen
Marvel Comics and American
Cancer Society
Atlanta, Georgia
(800) ACS-2345**

In this full-color comic book adventure, Spider-Man, Storm, and Luke Cage are up against the evil man known as Smokescreen. The superheros win, of course, and convey some powerful messages to kids about tobacco, fitness, and health in the process. The comic book is one of many children’s education materials available from the American Cancer Society.



This pledge is included in an activity book for kids developed by Arizona's Tobacco Education and Prevention Program.

For Youth Coaches and Referees

How-To Guide for Referees To Carry Out the Tobacco-Free Message

**Health Education Council
Sacramento, California
(916) 556-3344**

The Health Education Council has developed many brochures to inform youth, coaches, and others about the harmful effects of tobacco. The council's *How-To Guide for Referees To Carry Out the Tobacco-Free Message* is a handy, tri-fold brochure that advises what referees can do to help youth and why it's so important.

***Tobacco Free Athletes
Coaches' Manual
Smoke-Free Kids and
Soccer Program
Partnership for a Tobacco-Free
Maine and United Soccer
Federation of Maine
Augusta, Maine
(207) 287-4627***

Coaches can use the activities in this handbook to boost players' soccer skills while teaching them about the toxic effects of tobacco. The book can be used for sports other than soccer. It is given to community programs and recreation departments. (See *Tobacco Free Athletes Coach's Manual*, page 53.)



This tri-fold brochure is distributed by the Health Education Council in Sacramento to advise referees on what they can do to help youth and why it's so important.

A Coach's Tobacco Prevention Handbook
Smoke-Free Kids, Coalition for A Smoke-Free Virginia, American Cancer Society, and Virginia Department of Health
Richmond, Virginia
(804) 692-0002

This four-color, 16-page handbook gives youth coaches the tools they need to talk with their players about tobacco and set a good example. It advises coaches about what to say to players and suggests ways they can work with players, parents, and the league to help kids resist tobacco and stay healthy. (See *Coach's Handbook*, page 53.)

SmokeFree Soccer Coach's Kit
Office on Smoking and Health
The Centers for Disease Control and Prevention
Atlanta, Georgia
(800) 422-6237

This kit contains a coaching manual that includes creative soccer drills to help coaches integrate tobacco control and healthy lifestyle messages into their practices. Also included are patches for player uniforms showing the SmokeFree Soccer logo, designed in collaboration with FIFA (Fédération Internationale de Football Association). Finally, each kit contains a lanyard so coaches can show their support and set a good example for kids at every practice and game. Each kit includes a policy sheet that outlines the steps that soccer leagues can take to adopt smoke-free policies to protect the health of players, family members, and fans.

The CDC's *SmokeFree Soccer Coach's Kit* is filled with colorful, fun materials that coaches can use to warn their young players that if "You smoke, you choke." The kit includes a coach's manual with creative soccer drills, patches for player uniforms, a lanyard for coaches, and guidance on how to promote tobacco-free policies.

For Health Departments and Organizations

Youth Sports Initiative Action Kit
Rhode Island Department of Health, Tobacco Control Program
Providence, Rhode Island
(401) 222-3293

This kit, organized in a three-ring binder with tabbed sections, includes a description of the state's Youth Sports Initiative, facts about tobacco, advice to kids on how they can avoid peer pressure to smoke, and tips for organizing a community campaign. It also includes model policies and town ordinances, tips on working with the media, and a list of national sports resources. The health department developed the kit in collaboration with the American Lung Association of Rhode Island and the Rhode Island Recreation and Parks Association.



“Smoke-Free Kids and Lacrosse” Registration Packet



Please complete the Registration Form, Tobacco Free Pledge and activity sheets and return all of them except the front page by March 26, 2001. You will receive a confirmation letter upon our receiving the packet.

****All participants will receive gift bags, however, to be eligible for door prizes the activities inside this packet must be completed and submitted with the registration. The more activities you do, the more chances you have to win! Don't forget to put your name on each activity you complete. Winners must be present for the drawing.***

Before they attend a Smoke-Free Kids Lacrosse Clinic, Rochester kids learn about tobacco's harmful effects by filling out these activity sheets.

Name _____

Activity #1: *Warning Labels*

There are four different warning labels, which appear on cigarette packs. Go to the store or look at advertisements. Write the four warnings below:

1. _____
2. _____
3. _____
4. _____

Can you do better than these? Try writing your own warning label and tell it the way you think it should be said:

Name _____

Activity #2 *Ad Watch*

Look at three magazines which are popular with your age group (the ones people your age really read - not just the mags that say they are targeted at your age). Count the number of ads for tobacco products in each magazine. Notice the models in the pictures. How old do they appear to be? What are they doing in the pictures? Is this something that someone could (or should) do while smoking? What message are they trying to send?

Magazine	# of ads
----------	----------

Comments:

Activity #3

Is It Worth It?

Smoking is a habit, which is not only unhealthy, it is very costly. Find out the average price for a pack of cigarettes (Marlboro, Camel and Newport are the three brands purchased by over 80% of all teens - they are also the most expensive!). Using the formula below figure what a pack-a-day habit would cost you through your teen years (from age 13-20).

(cost per pack) \$ x 365 (days per year) x 7 (years) = \$

Now list at least five things which you hope to own at age 20 that cost about the same amount of money:

1. _____
2. _____
3. _____
4. _____
5. _____

Which would you rather have, one of the things listed above, or a head start on health problems, which will ruin your looks, kill your sports performance, and follow you the rest of your life?

Name: _____

Name: _____

Activity #4

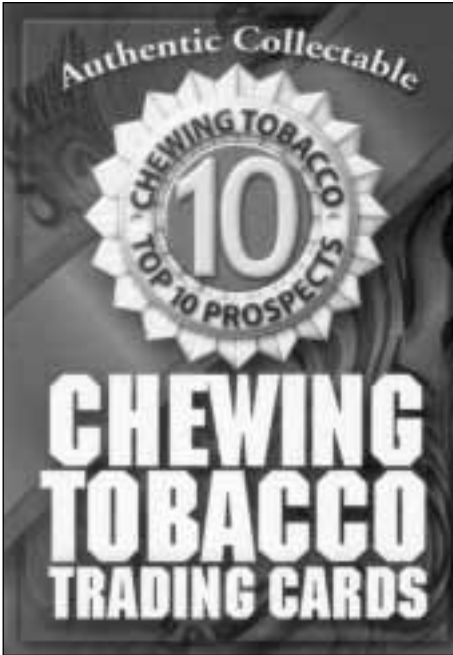
Smoking Takes Your Breath Away

Warning: Do not attempt this exercise if you have asthma, bronchitis, or any condition, which affects your breathing. Do only with your parent's permission.

The problem with smoking is that it damages your body gradually, and it is sometimes difficult to feel the damage right away. Try this one with a friend. Get a drinking straw (cut in half) and two small coffee stirrers that look like a miniature straw. Take the large diameter straw; place it in your mouth (no cheating!). Now run in place or jump rope for 2-3 minutes while breathing only through the straw. Do you feel different than normal? This is how your breathing would feel as a young person when it is damaged by only a few years of light smoking.

While you are still out of breath, try breathing through the small diameter straw. Can you feel the difference? You may feel pressure in your chest and a panicky feeling. You may not be able to do this without breathing through your nose. That is how it feels to have emphysema, a breathing disease caused by many years of smoking. Simple acts such as standing up or walking across the room could make you feel that way. Only with emphysema, you could not go back to breathing normally. Eventually, most people with emphysema have to use an oxygen tank for a few hours a day.

Initial _____ Date: _____



Heard the good news about spit tobacco?

It's not just disgusting. It's really toxic, so you can hurt yourself in a hurry.

Of course, you'll have to work your way through the minor league stuff – stinky breath, rotten looking teeth, gum and tongue damage the doctors call "reversible" – meaning it will clear up if you quit.

But if you make that commitment to chew and stay with the program, you can get to The Big Show before you know it. We're talking irreversible cancer of the tongue, mouth, jaw, throat, stomach.

That's exciting.

©2007 The Dental Health Foundation. All rights reserved.

1 of 10

JAW CANCER



Putting it all together. Forget about those stained teeth and bleeding gums and sore tongue. They're gone. And that could be the good news.

STATS:

There are 30,000 new cases of oral cancer reported each year in the United States. And more than 6,000 absolutely preventable deaths. A new case is diagnosed every hour. For a third of those patients, it will be fatal.

©2007 The Dental Health Foundation. All rights reserved.

10 of 10

STAINED TEETH



Off to a great start with those pearly browns, those worn top surfaces. Shows real promise.

STATS:

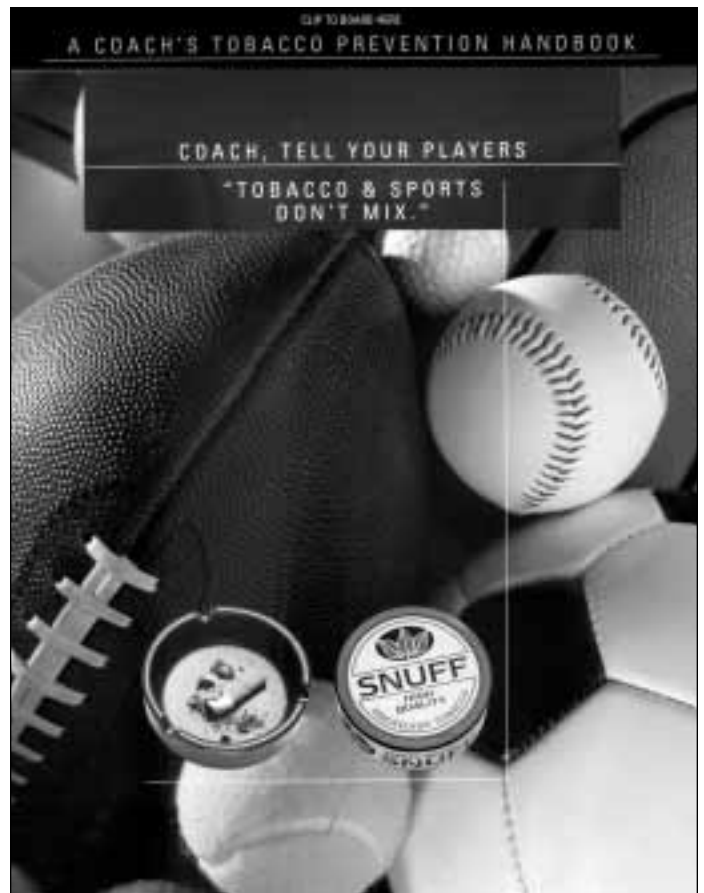
The risk of cancer of the mouth, lip, tongue, cheek or throat is four times greater for smokeless tobacco users than it is for non-users.

©2007 The Dental Health Foundation. All rights reserved.

The Dental Health Foundation distributes these chewing tobacco cards to discourage kids from using smokeless tobacco.



Distributed to community programs and recreation departments in Maine, this handbook includes activities that boost players' sports skills while teaching them about tobacco's toxic effects.



This handbook gives youth coaches in Virginia the tools to talk with their players about tobacco.

THEIR ONLY ADDICTION IS THE GAME

SOCCER kickin' BUTTS!



Alan Frosty & teammates



Scotty Collins, DC United

Teens and soccer stars take the field against tobacco in a new special from:

in the mix

reality television for teens... every week on PBS



Danielle Sedor
US Women's Team



Lisa Hanks
Women's Team

Premieres the week of Oct. 7.

For more information...

www.inthemix.org,
and www.cdc.gov/tobacco



David Papp, DC United



Lisa Hanks, US Women's Team

This poster promotes the PBS teen documentary, *Soccer...Kickin' Butts*, which airs regularly on *In the Mix*, the national award-winning TV series for teens and by teens. In this 30-minute video, women and men from the US national soccer teams talk about the health benefits of soccer and how tobacco smoking affects athletic performance. The CDC funded the documentary and developed a facilitator's guide for coaches and teachers to use with the video. A limited number of copies of the video, poster, and facilitator's guide are available free from the CDC.

RESOURCES

Print

The Sports Market Place

Directory. This detailed sports business resource directory contains current information about pro sports teams and athletic organizations, calendars of events, etc. It has a CD-ROM companion and is updated each year. For more information or to order, contact Franklin Covey, Inc., at (800) 776-7877.

Street & Smith's Sports

Business Journal. This weekly magazine provides comprehensive and up-to-the-minute information on sports deals, politics, and marketing. It is a great way to keep up with the latest information in the sports world. For more information or to subscribe, contact (800) 829-9839.

The Sports Guide. This 1996 National Institutes of Health planning guide is a great resource. Write for a free copy of the book and video. Send your name, address, and a \$6 check to: National Heart, Lung, and Blood Institute Information Center, Attn: Pub #3802, P.O. Box 30105, Bethesda, MD 20824-0105.

Internet

Sites with Information on Tobacco and Sports

- Smoke-Free Kids and Soccer: www.cdc.gov/tobacco
- The CDC's Office on Smoking and Health: www.cdc.gov/tobacco
- The CDC's Division of Adolescent and School Health: www.cdc.gov/nccdphp/dash
- The CDC's Division of Nutrition and Physical Activity: www.cdc.gov/nccdphp/dnpa
- World Health Organization Tobacco Free Initiative: www.who.int/toh/
- Governors' Councils on Physical Fitness and Sports: www.physicalfitness.org
- President's Council on Physical Fitness and Sports and President's Challenge: www.indiana.edu/~preschal
- US Youth Soccer Association: www.youthsoccer.org
- US Olympic Committee: www.olympic-usa.org
- Health Education Council: www.healthedcouncil.org
- Spit Tobacco Prevention Network: www.flash.net/~stopn/
- Tobacco Intervention Network: www.quittobacco.com
- Sports and the Arts Without Tobacco—Play It Tobacco Free! World Health Organization's World No-Tobacco Day Advisory Kit 1996: www.who.int/archives/ntday/ntday96/index.htm
- National Clearinghouse for Alcohol and Drug Information: www.health.org/pubs/qdocs/tobacco/tips.htm
- Children Opposed to Smoking Tobacco: www.costkids.org
- American Alliance for Health, Physical Education, Recreation and Dance: www.aahperd.org
- National SAFE KIDS Campaign: www.safekids.org
- National Athletic Trainers' Association: www.nata.org
- USDA's Team Nutrition Program: www.fns.usda.gov/tn
- Boys & Girls Clubs of America: www.bgca.org
- YMCA of the USA: www.ymca.net
- Girl Scouts of the USA: www.girlscouts.org

- Boy Scouts of America:
www.bsa.scouting.org
 - *Women's Soccer World Magazine*:
www.womensoccer.com
 - Center for Research on Girls and Women in Sport:
www.kls.coled.umn.edu/crgws
 - Women's Sports Foundation:
www.lifetimetv.com/WoSport/
 - Major League Baseball:
www.majorleaguebaseball.com
 - National Football League:
www.nfl.com
 - National Hockey League:
www.nhl.com
 - Major League Soccer:
www.mlssnet.com
 - Fédération Internationale de Football (FIFA): www.fifa.com
 - Women's United Soccer Association: www.wusa.com
 - International Olympic Committee:
www.olympic.org
 - ESPN: www.espn.com
 - *CNN/Sports Illustrated*:
www.cnnsi.com
 - UNICEF: www.unicef.org
 - UNESCO: www.unesco.org
 - Fédération Internationale de l'Automobile (Formula One):
www.fia.com.
 - General Association of International Sports Federations
www.agfisonline.com
 - USA Track & Field: www.usatf.org
 - Salt Lake City Organizing Committee: www.saltlake2002.org
 - National Association for Sport and Physical Education:
www.aahperd.org/naspe/
 - Office of National Drug Policy Control:
www.whitehousedrugpolicy.gov
 - US Soccer Federation:
www.us-soccer.com
 - US Tennis Association:
www.usta.com
 - Professional Baseball Athletic Trainers' Society: www.pbats.org
 - National Strength and Conditioning Association: www.ncsca-lift.org
 - American College of Sports Medicine:
www.acsm.org
 - Olympic Aid: www.olympicaid.org
 - National Basketball Association:
www.nba.com
 - National Collegiate Athletic Association: www.ncaa.org
 - Oral Health America's National Spit Tobacco Education Program:
www.oralhealthamerica.org and
www.nstep.org
- Sites with Information on Tobacco and Health**
- American Cancer Society:
www.cancer.org
 - American Hospital Association:
www.aha.org
 - American Lung Association:
www.lungusa.org
 - American Legacy Foundation:
www.americanlegacy.org
 - Campaign for Tobacco-Free Kids:
www.tobaccofreekids.org
 - National Cancer Institute:
www.nci.nih.gov
 - CDC Cancer Prevention and Control: www.cdc.gov/cancer/nscpep/index.htm
 - CDC Injury Prevention and Control:
www.cdc.gov/ncipc/ncipchm.htm

SUMMARY OF STATE ACTIVITIES

	Policies	Athlete Role Models	Promotional Events, Programs, and Materials	Evaluations
Alaska		Regional sports-related radio spot featuring basketball star Trajan Langdon.	Drug- and tobacco-free rider in the Iditarod. Sponsored by Trampling Tobacco project with the Robert Wood Johnson Foundation. Walk-a-thon sponsored by the Healthy Nations project.	
Arizona	Law that bans smoking in public areas and buses; bans smoking in public, charter, or private schools and on school grounds (grades K–12); prohibits selling or giving tobacco to a minor; and restricts where tobacco vending machines can be placed in order to limit minors' access.	Arizona Tobacco Education and Prevention Program's (AZTEPP) partnerships with many teams and sports stars, including WNBA star Cynthia Cooper, Diamondback outfielder Steve Finley, Diamondback pitcher Armando Reynoso, race car driver Billy Boat, and former baseball Major Leaguer Joe Garagiola, national chairman for the National Spit Tobacco Education Program (NSTEP).	Phoenix Suns Benchwarmer Program, recognizing teen advocates against tobacco use. Fiesta Bowl activities and ads. Tobacco education events and promotions featuring regional and professional athletes. Education activities targeting the 400-plus skiers on the Annual Durango Ski Trip. Phoenix Coyotes Hockey Team's <i>Face Off Against Tobacco Cool Coyotes Activity Workbook</i> , <i>Arizona Diamondbacks Little League Coaches Clinic Handbook</i> , and <i>AZTEPP Sports and Event Sponsorship Highlights</i> booklet. Baseball caps, bats, yo-yos, hockey pucks, and individual bags of sunflower seeds bearing anti-tobacco messages and the AZTEPP logo.	Evaluation of event promotions and sport sponsorships by AZTEPP.
Arkansas		Statewide anti-smoking presentations by members of State Select Soccer Teams in the Olympic Development Program.	Arkansas Smoke-Free Soccer Kids' clinics, conducted by trained, at-risk youth aged 9–18 whose soccer skills and status as member of a prestigious soccer team earn the respect of younger kids.	

	Policies	Athlete Role Models	Promotional Events, Programs, and Materials	Evaluations
California	Spirit of Health/Tobacco-Free Youth Soccer Project, which promotes the adoption of tobacco-free policies in recreational facilities throughout the state.		Baseball, women's and youth soccer, racing, and rodeo events. Brochures, pamphlets, <i>How-To Guide for Referees To Carry Out the Tobacco-Free Message</i> , and <i>News from the Field</i> newsletter for kids, produced by the Health Education Council. Chewing Tobacco Trading Cards, produced by the Dental Health Foundation.	
Colorado	Statewide Tobacco-Free Schools Law prohibiting the use of tobacco products on all school property, including playgrounds, athletic fields, and recreational areas, by students, staff, visitors, or any other persons. No-smoking ordinances for all sport stadiums, sporting events, and sporting facilities and arenas in six counties. Request for proposals to establish recommendations regarding spit tobacco use in Colorado.		Anti-spit tobacco baseball card trading with the Rockies. Athlete oral cancer screenings. After-school programs and presentations.	
Delaware			Annual IMPACT Night with Wilmington Blue Rocks Minor League Baseball team. T-shirt design contest. Throw-first-pitch event. Sky box ticket giveaways.	
Florida	City of Weston's ban on smoking in and around city rec facilities, parks, and city government buildings.		<i>Save Your Face</i> , a newsletter for kids that includes tobacco and sports information, a math quiz, tips from baseball pros, and a testimonial from a track star who dipped snuff and died at age 19.	Evaluation of the American Heart Association Youth Fitness and Tobacco Education/Prevention Program, which targeted Florida schoolchildren.
Georgia			Smoke-free initiatives by the Soccer Association. Spider-Man comic book, produced by the American Cancer Society. <i>SmokeFree Soccer Coach's Kit</i> , developed by the CDC and the National Institutes of Health.	

	Policies	Athlete Role Models	Promotional Events, Programs, and Materials	Evaluations
Indiana		Indiana Royals Youth Soccer Clinics, targeting youth who are most at risk of smoking, particularly those in minority groups.	1997 Colts NFL radio broadcasts. Latino Youth conference.	Evaluation of school visits by an Indianapolis Colts player to educate children about the dangers of using tobacco.
Kansas		Clinics for kids featuring Wichita State University's Shockers basketball team and Wichita Thunder hockey team.		
Maine	United Soccer Federation of Maine asks member clubs to adopt tobacco-free policies and to eliminate mixed messages that youth sometimes receive from coaches, players, and others who are role models.	Clinics for kids with college and pro players.	Smoke-Free Kids and Soccer Program, which sponsors Kick Butts Day (women's soccer) and events. Clinics for kids with college and pro players and the YMCA. Coaching courses on tobacco use prevention. Major League Soccer smoke-free celebrations. <i>The Tobacco Free Athletes Coaches' Handbook.</i>	
Maryland	Carroll County's ban on use of tobacco within 50 yards of public or private field during kids' games.			
Michigan	Ottawa County ordinance to ban smoking in parks and fields.		Spencer Haywood Anti-Tobacco Basketball Rally, hosted by the City of Detroit. Michigan Spit Tobacco Project presentations to schools, teams, and sports organizations.	
Minnesota	Tobacco-Free Youth Recreation program, which aims to change social norms behind tobacco use and promote "no use or possession" tobacco policy to community-based, organized recreation programs serving youth aged 12–17. Minnesota Smoke-Free Kids and Soccer's promotions of the Tobacco-Free Youth Recreation model policy. Minnesota Youth Soccer Association's promotion of smoke-free teams.	Olympic gold medalist Tom Malchow ads, which are part of the "Secondhand smoke . . . does NOT build champions" campaign. Tobacco-free posters featuring Minnesota Thunder goalkeeper John Swallen, WNBA star Kristen Folk of the Lynx, NBA star Bobby Jackson of the Timberwolves, and Kirby Puckett of the Minnesota Twins.	Tobacco-Free Youth Recreation signs for fields that say "No Tobacco Use or Possession Allowed."	

	Policies	Athlete Role Models	Promotional Events, Programs, and Materials	Evaluations
Montana		Red Ribbon Run, starring local college athletes who are well-known in the community.	Sports bulletins at games discussing tobacco facts. Big Sky Games tobacco-free campaign.	
Nebraska		Tobacco-Free Coalition, featuring high school athletes and their coaches who lead on-the-field presentations for kids.	Local coalition sponsored a Little League team. Presentations by coaches and high school athletes to all Little Leaguers. Tobacco-free brochures and banners.	
New Hampshire	Many smoke-free soccer clubs, soccer leagues, and indoor soccer facilities throughout the state as well as a smoke-free state alpine racing association.		Work with the New Hampshire Soccer Association on tobacco-free activities. Partnerships with the New Hampshire Alpine Racing Association and New Hampshire Nordic Association. Community coalitions that participate in hockey, baseball, soccer, and basketball — all with tobacco-free arenas and fields.	Evaluation of the number of sports clubs and fields throughout New Hampshire that have adopted smoke-free policies.
New Mexico	New Mexico Department of Education ban on smoking by students, school staff, parents, and school visitors on all public school campuses and ban on smoking by students at school functions away from school property.		World No Tobacco Day media advocacy campaign, which includes: <ul style="list-style-type: none"> • radio show • activities targeting middle and high school students, parents, and coaches • state high school sports championship tournaments, 1996 to the present • 11 banners displayed at events • public service announcements over loud speakers • full- or half-page print ads in tournament programs, from the CDC and the Environmental Protection Agency • local coalitions, which present trophies to winning teams 	

	Policies	Athlete Role Models	Promotional Events, Programs, and Materials	Evaluations
New York		<p>Smoke-Free Kids and Soccer clinics, with the Rochester Raging Rhinos A-League Championship Men's Soccer Team, W-League Rochester Ravens, and members of the Women's National Soccer Team, including Tracy Ducar and Siri Mullinix.</p> <p>Smoke-Free Kids and Lacrosse clinic, featuring the local Major League Lacrosse team.</p> <p>Smoke-Free Kids and Baseball clinic, featuring the Triple A Red Wings (Baltimore Orioles).</p>	Educational booklet that includes a registration form, tobacco-free pledge, and Smoke-Free Kids activity sheets for kids registering for sports clinics.	
Rhode Island	Youth Sports Initiative, which advocates for tobacco-free policies and has developed an action kit with model policies and town ordinances.		<p>Youth Sports Initiative Action Kit with model policies and town ordinances.</p> <p>Diamond Skills event with Pawtucket Red Sox.</p> <p>Smoke-free rec centers.</p> <p>Training, seminars, materials.</p> <p>Tobacco-free messages in game program booklets.</p>	
Texas		Poster featuring NFL star Troy Aikman, who warns kids about the dangers of using spit/chew tobacco.	<p>Regional activities like sports team sponsorship.</p> <p>Tobacco-free events.</p> <p>Distribution of Smoke-Free Kids and Soccer materials.</p>	
Utah	<p>Local ordinance for tobacco-free sports events.</p> <p>Tobacco-free policy for the 2002 Olympic and Paralympic Winter Games in Salt Lake City.</p>	Youth Anti-Tobacco Campaign featuring media blitz and partnerships with the Utah Grizzlies hockey team and Utah Freeze indoor soccer team.	<p>Provo City Athletic League.</p> <p>Educational materials and banners.</p> <p>Tobacco-free logos on all City League jerseys.</p> <p>Working to train coaches about tobacco use prevention.</p> <p>"Buff, Don't Puff" campaign.</p>	
Vermont		<p>Vermont Kids Against Tobacco Day with former class A baseball pros.</p> <p>Vermont Voltage soccer team members wear a Tobacco Free patch on uniforms and distribute anti-tobacco materials.</p>	<p>Winter X Games booth.</p> <p>Sponsor of Physical Activity/Fitness meetings with coaches, educators, and others.</p>	

	Policies	Athlete Role Models	Promotional Events, Programs, and Materials	Evaluations
Virginia			<p>Youth anti-tobacco activities in baseball, soccer, and Little League Baseball and Softball.</p> <p>Sports stadium events—minor league and semi-pro soccer.</p> <p>Coach's handbook on tobacco use prevention and a sports display.</p> <p>Messages about environmental tobacco smoke aired through radio broadcasts.</p>	
Washington		<p>Kids with the Spokane Youth Sports Association attend annual tobacco-free event supported by players with the Spokane Shadow and community organizations. The Spokane Shadow and Spokane Tobacco Free Kids also sponsor a Tobacco Free Day event.</p>		
West Virginia		<p>To warn kids about the dangers of using smokeless tobacco, dentist Richard Meckstroth has recruited dentists, physicians, and celebrity athletes, including the Alley Cats and other Minor League Baseball teams.</p>		
Wisconsin	<p>All Milwaukee Public Schools' sports sites, fields, and buildings are smoke-free. State law prohibits the use of all types of tobacco products on school grounds. This prohibition applies to all premises under the control of the school board, whether owned or rented. It covers all faculty, staff, students, and other persons and applies at all times at school-sponsored athletic or extracurricular events.</p>	<p>High school athletes are presenters and leaders in the Milwaukee Public Schools' Smoke-Free Sports Program. These teen role models lead on-the-field tobacco prevention lessons for younger children participating in sports teams.</p>	<p>Milwaukee Public Schools' Smoke-Free Sports Program features teenage students who teach thousands of children and adults about sports and tobacco, tobacco industry marketing, secondhand smoke, and the ingredients in tobacco products.</p> <p>Milwaukee Public Schools' Smoke-Free Sports Kick Butts Day 2001 included smoke-free sports activities for 300 youth, a press conference, governor's proclamation, support from professional athletic teams, and partnerships with agencies and businesses.</p>	<p>In program evaluations with children in the Milwaukee Public Schools' Smoke-Free Sports Program, 83–97% of respondents supported the program.</p>

SOME FACTS ABOUT KIDS AND TOBACCO

Getting kids involved in sports not only boosts their level of physical activity and self-esteem, it also lessens the likelihood that they will use tobacco.^{1,2}

In recent years, it has become even more important to get kids involved in sports because schools have cut their physical education programs, kids watch more TV, and they have fewer opportunities to be active. As a result, kids are less active today and rates of childhood obesity have increased dramatically nationwide.³⁻⁶

Convincing kids to say “no” to tobacco and “yes” to sports and physical activity is a significant public health challenge. The tobacco industry spends billions of dollars each year to market the use of tobacco products, and often they use sports in their campaigns.⁷ We need new and more effective strategies to counter tobacco advertising in sports and to promote tobacco-free sports and athletes.

The first step is for more sports organizations, athletes, and coaches to choose health over tobacco by associating themselves with sponsors and products that promote healthy behaviors. We should also keep our sporting events tobacco-free. And most importantly, we should set a good example for kids by leading a healthy lifestyle.

To replace smokers who die, the tobacco industry targets new smokers—many of them teenagers.⁷ Every day in the United States, more than 3,000 young people become daily smokers. That’s more than 1 million new smokers each year in this country alone.⁸ More than 80% of youth who are current smokers think they could quit if they wanted to, but in reality,

only 3% of the 20 million people who try to quit smoking each year have long-term success.⁸⁻¹³

Some kids mistakenly think that other forms of tobacco—such as chew/spit tobacco, cigars, bidis, or kreteks—are safer than cigarettes. They’re dead wrong. These tobacco products can lead to many painful, disfiguring, and fatal diseases.¹⁴⁻¹⁷

Many teenagers feel immune to the dangers of tobacco use, especially long-term health consequences such as heart disease, chronic lung disease, and cancer.⁷ Young people tend to be unaware of the more immediate effects of using tobacco, such as reduced athletic performance and endurance, impaired lung function and growth, and elevated heart rates. Youth smoking is also associated with getting into fights, having unprotected sex, drinking, and using other drugs.^{7,18,19}

Secondhand Smoke Kills!

Kids who don’t even use tobacco are in danger when they’re exposed to secondhand smoke. Inhaling smoke from other people’s cigarettes, cigars, pipes, bidis, or kreteks can be deadly. Each year, about 3,000 adults who don’t smoke die of lung cancer as a result of breathing in secondhand smoke.²⁰ Secondhand smoke also causes lower respiratory tract infections in toddlers²¹ and triggers asthma attacks in children and adults.¹³



Teens who do not participate in sports are far more likely to smoke than their physically active peers.

Sports Participation Reduces Teen Smoking!

Scientific evidence shows that teenagers who participate in sports are far less likely to smoke than their peers who aren't involved in sports.^{1,2} In a study conducted by researchers with the CDC's Office on Smoking and Health, high school students who participated in at least one sport were found to be 40% less likely to be regular smokers and 50% less likely to be heavy smokers than students not involved in sports.² The CDC researchers suspect that lower rates of smoking among student athletes could be related to several factors:²

- A boost in self-confidence because of their involvement with sports.
- Additional counseling about smoking from their coaches.
- Less peer pressure to smoke.
- Realization that smoking would hurt their sports performance.
- Awareness of how smoking would harm their health.

In the 1999 National Youth Tobacco Survey, one in three middle and high school students who had never smoked reported that someone else in their home smoked. Among high school students who had never smoked, over half reported being in the same room with someone who was smoking, and over 30% reported being in a car with someone who was smoking 7 days before the survey.¹³

Factors That Increase a Kid's Risk for Using Tobacco

By understanding the factors that place youth at risk for using tobacco, we can develop more effective tactics for discouraging them from ever trying tobacco products. Here are some of the known risk factors for smoking among teenagers:^{7,22,23}

- Having friends who smoke.
- Having parents or an older sibling who smoke.
- Having parents who are not involved in their lives.
- Believing that tobacco use is normal.
- Believing that tobacco use somehow benefits them.
- Having easy access to tobacco products.
- Being exposed to cigarette ads and promotions.
- Having a low self-image.
- Being unable to refuse offers to use tobacco.
- Coming from a family with low-socioeconomic status.

References

1. Page RM, Hammermeister J, Scanlan A, Gilbert L. Is school sports participation a protective factor against adolescent health risk behaviors? *Journal of Health Education* 1998;29:186–92.
2. Escobedo LG, Marcus SE, Holtzman D, Giovino GA. Sports participation, age at smoking initiation, and the risk of smoking among U.S. high school students. *JAMA* 1993;269:1391–5.
3. Kann L, Kinchen SA, Williams BI, et al. Youth risk behavior surveillance—United States, 1999. *Morbidity and Mortality Weekly Report* 2000;49(No. SS-5).
4. Centers for Disease Control and Prevention. *Fact Sheet: Youth Risk Behavior Trends from CDC's 1991, 1993, 1995, 1997, and 1999 Youth Risk Behavior Surveys*. Atlanta, Georgia: Centers for Disease Control and Prevention, 2000.
5. Troiano RP, Flegal KM, Kuczmarski RJ, Campbell SM, Johnson CL. Overweight prevalence and trends for children and adolescents: the National Health and Nutrition Examination Surveys, 1963 to 1991. *Archives of Pediatric and Adolescent Medicine* 1995;149:1085–91.
6. Centers for Disease Control and Prevention. Update: prevalence of overweight among children, adolescents, and adults—United States, 1988–1994. *Morbidity and Mortality Weekly Report* 1997;46:199–202.
7. U.S. Department of Health and Human Services. *Preventing Tobacco Use Among Young People: A Report of the Surgeon General*. Atlanta, Georgia: U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1994.
8. Pierce JP, Fiore MC, Novotny TE, et al. Trends in cigarette smoking in the United States: projections to the year 2000. *JAMA* 1989;261:61–5.
9. Henningfield JE, Clayton R, Pollin W. Involvement of tobacco in alcoholism and illicit drug use. *British Journal of Addiction* 1990;85:279–92.
10. Henningfield JE, Cohen C, Slade JD. Is nicotine more addictive than cocaine? *British Journal of Addiction* 1991;86:565–9.
11. Kozlowski LT, Henningfield JE, Keenan RM, et al. Patterns of alcohol, cigarette, and caffeine and other drug use in two drug abusing populations. *Journal of Substance Abuse Treatment* 1993;10:171–9.
12. Centers for Disease Control. Smoking cessation during previous year among adults—United States, 1990 and 1991. *Morbidity and Mortality Weekly Report* 1993;42:504–7.
13. Centers for Disease Control and Prevention. Youth Tobacco Surveillance—United States, 1998–1999. *Morbidity and Mortality Weekly Report* 2000;49(No. SS-10).
14. U.S. Department of Health and Human Services. *Reducing the Health Consequences of Smoking: 25 Years of Progress: A Report of the Surgeon General*. Atlanta, Georgia: U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control, Center for Health Promotion and Education, Office on Smoking and Health, 1989.
15. U.S. Department of Health and Human Services. *The Health Consequences of Using Smokeless Tobacco: A Report of the Advisory Committee to the Surgeon General*. Bethesda, Maryland: U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control, Center for Health Promotion and Education, Office on Smoking and Health, 1986.
16. U.S. Department of Health and Human Services. *The Health Consequences of Smoking: Cancer*. Rockville, Maryland: U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control, Center for Health Promotion and Education, Office on Smoking and Health, 1982.
17. Gupta PC, Hammer JE, Murti PR, eds. *Control of Tobacco-Related Cancers and Other Diseases: Proceedings of an International Symposium*. Bombay, India: Tata Institute of Fundamental Research, Oxford University Press, 1992.
18. U.S. Department of Health and Human Services. *Healthy People 2010: Understanding and Improving Health*. 2nd edition. Washington, DC: U.S. Government Printing Office, 2000.
19. Arday DR, Giovino GA, Schulman J, Nelson DE, Mowery P, Samet JM. Cigarette smoking and self-reported health problems among U.S. high school seniors, 1982–1989. *American Journal of Health Promotion* 1995;10:111–6.
20. U.S. Environmental Protection Agency. *Respiratory Health Effects of Passive Smoking: Lung Cancer and Other Disorders*. Washington, DC: U.S. Environmental Protection Agency, 1992; EPA publication no. EPA/600/6-90/006F.
21. California Environmental Protection Agency. 1997.21. *Health Effects of Exposure to Environmental Tobacco Smoke*. Final Report. Sacramento, California: California Environmental Protection Agency, Office of Environmental Health Hazard Assessment, 1997.
22. Allen KR, Moss AH, Giovino GA, Shopland DR, Pierce JP. *Teenage Tobacco Use: Data Estimates from Teenage Attitudes and Practices Survey, United States, 1989*. Advance data from Vital and Health Statistics no. 224. Hyattsville, Maryland: U.S. Department of Health and Human Services, Public Health Service, National Center for Health Statistics, 1993.
23. Moss AJ, Allen KR, Giovino GA, Mills SL. *Recent Trends in Adolescent Smoking: Smoking Uptake Correlates and Expectations About the Future*. Advance data from Vital and Health Statistics no. 224. Hyattsville, Maryland: U.S. Department of Health and Human Services, Public Health Service, National Center for Health Statistics, 1993.

The Tobacco-Free Sports Playbook was developed and produced by the National Center for Chronic Disease Prevention and Health Promotion of the Centers for Disease Control and Prevention.

Centers for Disease Control and Prevention

Jeffrey P. Koplan, MD, MPH
Director

National Center for Chronic Disease Prevention and Health Promotion

James S. Marks, MD, MPH
Director

Office on Smoking and Health

Lawrence W. Green, DrPH
Acting Director

Health Communications Branch

Jeffrey W. McKenna, MS
Chief

Tobacco-Free Sports and Physical Activity Initiative

Katy Curran, MS, ATC, CSCS

Technical Information and Editorial Services Branch

Christine Fralish, MLIS
Chief

Valerie R. Johnson
Writer-Editor

This publication was designed by Palladian Partners, Inc., under Contract No. 200-98-0415 for the National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, US Department of Health and Human Services.

Use of trade names is for identification only and does not constitute endorsement by the Centers for Disease Control and Prevention or the US Department of Health and Human Services.

Suggested Citation

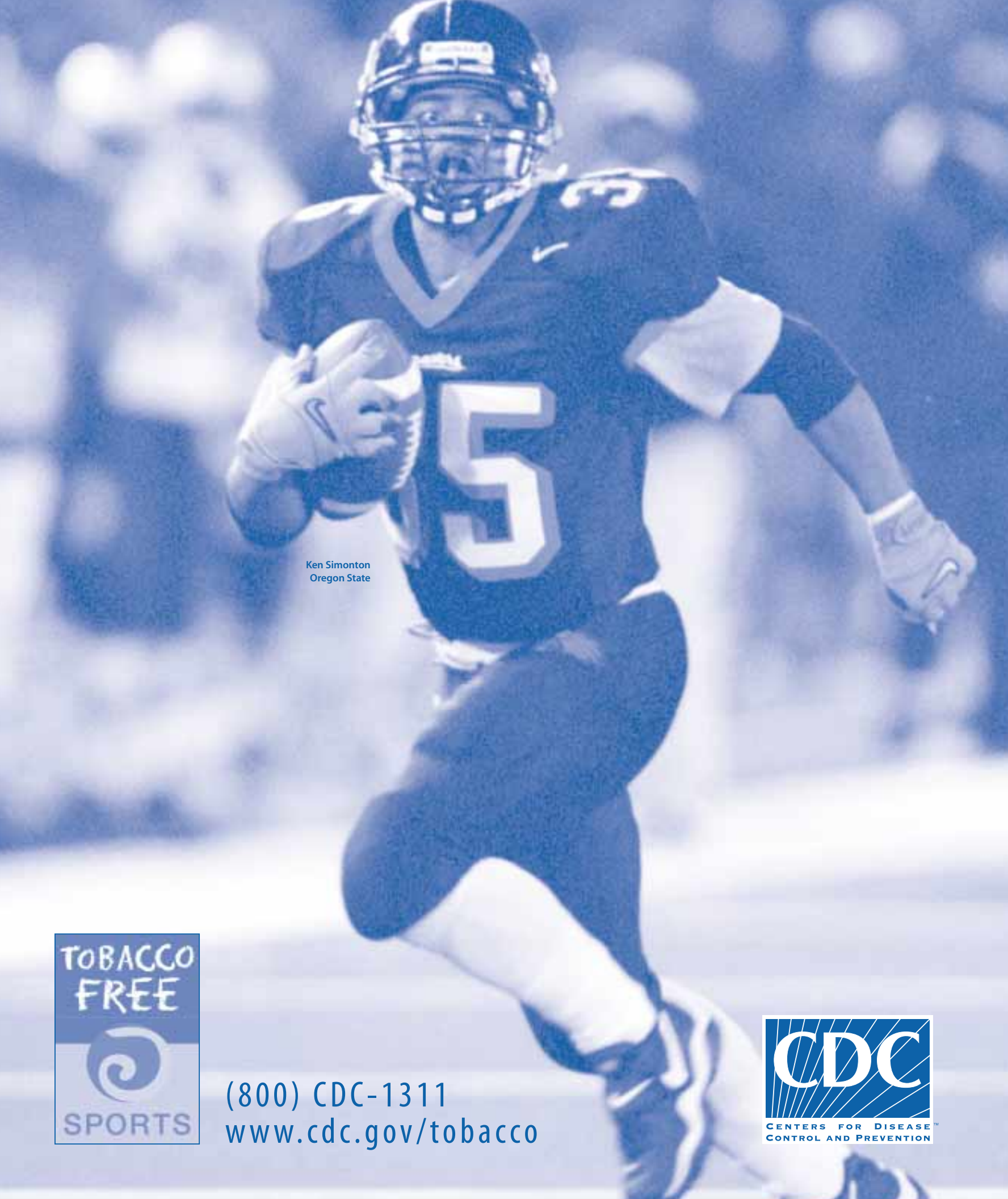
Centers for Disease Control and Prevention. *The Tobacco-Free Sports Playbook*. Atlanta, Georgia: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2001.

For More Information

If you would like to know more about the CDC's tobacco-free sports activities, please contact:

Tobacco-Free Sports Initiative
Office on Smoking and Health
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention
4770 Buford Highway, NE
Mail Stop K-50
Atlanta, Georgia 30341-3717
Web site: www.cdc.gov/tobacco
Toll-free hotline: (800) CDC-1311





Ken Simonton
Oregon State



(800) CDC-1311
www.cdc.gov/tobacco

