



## **Smoke-free outdoor events: Make your outdoor sport and leisure events smoke-free (October 2016)**

This guide will help your organisation develop a policy that promotes a smoke-free culture at outdoor sport and leisure events involving children, young people or families.

The extent to which smoking is prominent, normalised or accepted plays a crucial role in the decisions that young people make about taking up smoking. Smoke-free events aim to create environments which promote healthy living for all through reducing the visibility of smoking and normalising healthy lifestyle behaviours.

The legislation for smoke-free indoor public spaces has clearly helped to shape and change attitudes towards smoking. Yet youth projects, schools and further/higher education institutions can do more to shape the choices that young people make about their health and wellbeing. A subtle shift to support both policy compliance *and* health promotion will help to formalise positive role model behaviour and cement an ethos that encourages young people to make positive choices about their mental wellbeing and physical health.

ASH Scotland can support you to develop your organisation's smoke-free events policy and implementation approach and we can offer signage graphics to help you promote positive messages.

### **Benefits of an outdoor smoke-free event policy**

The health and social impacts of smoking are well known, and creating a tobacco-free culture is important to reducing these impacts. The benefits of smoke-free events include:

- promoting a healthier and safer environment for all students, staff and visitors,
- reducing the visibility of smoking, and so modelling smoke-free as the norm,
- reducing the risk of fire, litter and related clean-up costs at venues,
- enhancing your organisation's profile as a leader in changing culture around tobacco,
- contributing to reaching the Scottish Government's target for a generation free from tobacco by 2034,
- achieving recognition for the progress made by the organisation through [Scotland's Charter for a Tobacco Free Generation](#).

### **Steps to developing your organisation's smoke-free events policy for outdoor sports and leisure events:**

#### **1. Gain organisational buy-in to develop and implement outdoor smoke-free events.**

ASH Scotland can provide information to help you articulate the case for why your outdoor events should be smoke-free events and set out the benefits to your client or user group.

Early buy-in from your organisation's management and key partners is important and agreed developments should be reinforced and updated in your organisation's existing tobacco-free policies.

Consulting and communicating to staff the rationale for smoke-free outdoor events will help develop your implementation approach. It will also reinforce the responsibility of all staff in implementing your policy and promote positive role modelling to young people.

**2. Identify the organisation's current position. Key questions to consider:**

- What is the existing tobacco policy for your organisation; does it apply to the venue where the outdoor events take place?
- Are the grounds already smoke-free?
- Are there designated smoking areas already in place? Will the location of any designated areas undermine a smoke-free events policy?
- What other key organisational health promotion drivers support the development of smoke-free outdoor events?
- How is vaping/e-cigarette use treated within existing tobacco policies; what approach on vaping/e-cigarette use will be taken at events? (*more information on e-cigarettes on our website [here](#)*)

**3. Creating a policy statement for all smoke-free outdoor events should:**

*(See template on page 4)*

- identify the scope of your outdoor smoke-free event policy, stating where the policy applies; who the policy applies too; and emphasise the role and responsibilities of staff and volunteers in implementing it,
- identify any practical limitations and state any exemptions that apply, such as existing designated smoking shelters at the venue and areas where vaping is permitted.

#### **4. The implementation approach of the smoke-free outdoor events policy should:**

- promote the rationale for outdoor smoke-free events to all staff, volunteers and young people via your organisation's webpages, promotional emails, social media and class updates,
- identify opportunities to reinforce your organisation's approach to outdoor smoke-free events prior to and on the day of each event,
- consistently highlight smoking prevention messages, and the links with mental wellbeing and physical health,
- clearly display signage that promotes the outdoor event as smoke-free (*ASH Scotland can provide Smoke-free Event logos that can be used in promotional material*),
- reinforce the rationale and benefits of outdoor smoke-free events to participants, through all welcome/induction processes surrounding the event delivery.

#### **5. Evaluation**

Reviewing your organisation's approach to smoke-free events is important to inform future developments. You may wish to,

- consult with participants, staff and volunteers to assess if events being smoke-free has had a positive impact on their event experience,
- reflect on the evaluation from events, observations and conversations with anyone not complying with the policy to inform future smoke-free events.

#### **Further information and support**

ASH Scotland can support you to develop your outdoor smoke-free events policy and help you gain recognition for the progress you make through [Scotland's Charter for a Tobacco Free Generation](#).

For further information, guidance and resources visit the ASH Scotland website at [www.ashscotland.org.uk](http://www.ashscotland.org.uk).

Please contact ASH Scotland on [enquiries@ashscotland.org.uk](mailto:enquiries@ashscotland.org.uk) or call 0131 225 4725.

***(Organisations Name) Smoke-free outdoor events policy for [name the venue] (date developed)***

**Purpose**

*(Organisation's name)* is committed to creating a culture and environment that is safe, reduces the visibility of smoking, provides smoke-free spaces for all and promotes healthy lifestyle choices.

**Policy statement**

This document is a statement of policy and procedure of *(name of organisation)*. It outlines the organisation's intentions regarding the provision of outdoor smoke-free events, in particular taking into account the existing requirements of Health and Safety at Work Regulations 1999 and the Workplace (Health, Safety and Welfare) Regulations 1992, the Smoking, Health and Social Care (Scotland) Act 2005 and the Prohibition of Smoking in Certain Premises (Scotland) Regulations 2006.

The policy statement extends beyond the indoor legislation to ensure all outdoor events are promoted as smoke-free.

