

Introduction

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

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

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

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

How To Use This Guide

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

- **Creating a Game Plan for Success: Planning Your Program/Event**
 - Identifying allies, partners, and sponsors.
 - Getting entertainment and sports celebrity endorsements.
 - Handling the details and logistics.
- **Leveling the Playing Field: Establishing Tobacco-Free Policies**
 - Selecting realistic policy targets.
 - Establishing a coalition.
 - Gaining community involvement.
 - Taking your message to the media and decisionmakers.

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

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



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

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

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

The CDC's Commitment

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