

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

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

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

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

- **Team Level**—propose a ban on the use of tobacco products by players, coaches, referees, and volunteers at sponsored events involving youth. Or work with a local minor league team to make their stadium tobacco free.
- **Association or League Level**—encourage policies that require all participating teams to be tobacco free.

- **Recreation Department Level**—urge your local recreation department to enforce a tobacco-free policy on all grounds they maintain, operate, and regulate.
- **Municipal Level**—push for the adoption of a ban on use of tobacco products on and around city/county property, including office buildings and parks and recreation facilities.

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

*Nicole S., U17 FSASoccerPlus*

### Selecting Realistic Policy Targets

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

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

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

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

### **Know Current Law**

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

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

### **Establish a Coalition**

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

### **Seed the Ground**

#### **Develop a Game Plan**

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

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

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

### **Educate the Community**

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

### **Run Your Plays**

#### **Mobilize Community Support**

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

#### **Work With the Media**

Using the techniques discussed in the “Promotion” section of the *Playbook* on page 32,

use the news media to deliver an in-depth analysis of the issues under consideration and your key message points. Take care in selecting spokespersons for your coalition, choosing those who can be articulate under pressure, know the issue, and will be prepared to counter the opposing viewpoint.

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

#### **Meet With Decisionmakers**

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

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

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

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

## Post-Victory

### Implement and Enforce the Policy

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

## Play Defense

Just because a policy is enacted, effective, and popular does not necessarily mean it will remain in force. Strong grassroots support, committed decision makers, and

a well-written policy will go a long way toward protecting the ground you've gained. However, you should remain prepared to defend the policy should the need arise.

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

*Nick, U15 Premier*

## Sample E-mail or Letter

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

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

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

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

Thank you very much.

Sincerely,

## Sample Postcard

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

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

Sincerely,

## Sample Petition

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

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

Signed:

Name	Address and Phone	E-mail Address

## Case Study

### **Maryland—Smoking Stops Here Helps Get Policy Passed in Queen Anne’s County**

#### **Program Overview and Goal**

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

#### **The Game Plan—Objective**

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

#### **The Playbook—Maryland’s Winning Tactics and Strategies**

- Develop a coalition with groups and agencies that have an interest in tobacco-free sports or youth health. To develop tobacco-free policies in Queen Anne’s County, Maryland—Smoking Stops Here worked with county commissioners, the parks and recreation department, and alcohol and drug abuse services.
- Promote tobacco-free policy development. The “Tobacco-Free Facilities” policy prohibits the use of all tobacco products, including cigarettes, cigars,

pipes, and snuff and spit tobacco, within 100 yards of any organized youth activity at a county park. This includes athletic events, concerts, and special events with a defined start and end time. Maryland—Smoking Stops Here helped Queen Anne’s County develop this policy.

- Develop materials. Maryland—Smoking Stops Here develops customized “Tobacco-Free Zone” materials that are posted in county parks and recreation facilities. These materials present a unified message across the state about preventing tobacco use.

#### **The Scoreboard—Results**

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

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

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



## Sample Proclamation

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

### Maryland Department of Health and Mental Hygiene's **Maryland-Smoking Stops Here Tobacco Control Proclamation** By Anne Arundel County Recreation and Parks

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

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

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

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

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

#### NOW, THEREFORE DECLARE

Smoking Stops... At Anne Arundel County Recreation and Parks Athletic Fields and Outdoor Facilities.

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

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

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

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

\_\_\_\_\_  
Dennis Callahan, Director

\_\_\_\_\_  
Anne Arundel Recreation and Parks

\_\_\_\_\_  
Date



Center for Health Promotion, Education and Tobacco Use Prevention  
201 West Preston Street • Baltimore, MD 21201 • [www.SmokingStopsHere.com](http://www.SmokingStopsHere.com)



## Sample Signage

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

**TOBACCO-FREE  
ZONE**

**No Tobacco Use  
During Activities**

MARYLAND  
**SMOKING  
STOPS  
HERE.**

[www.SmokingStopsHere.com](http://www.SmokingStopsHere.com)

**QACHD Alcohol & Drug  
Abuse Services & Cigarette  
Restitution Fund**

Queen Anne's County  
PARKS & RECREATION

## Sample Team Proclamation

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

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

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

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

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

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

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

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

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

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


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

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

\_\_\_\_\_  
Mike Munter, General Manager

\_\_\_\_\_  
Bowie Baysox

\_\_\_\_\_  
Date



Department of Health and Mental Hygiene  
Center for Health Promotion, Education and Tobacco Use Prevention  
201 West Preston Street • Baltimore, MD 21201 • [www.SmokingStopsHere.org](http://www.SmokingStopsHere.org)

## Sample Tobacco-Free Policy for Outdoor Recreational Facilities

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



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

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

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

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

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

WHEREAS, cigarettes, once consumed in public spaces, are often discarded on the ground requiring additional maintenance expenses, diminish the beauty of the City's recreational facilities, and pose a risk to toddlers due to ingestion; and

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

#### Section 1: Tobacco use prohibited in outdoor recreational facilities

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

#### Section 2: Enforcement

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

#### Section 3: Effective Date

This policy statement is effective immediately upon the date of adoption.

\_\_\_\_\_  
Appropriate City Official

\_\_\_\_\_  
Date

## Sample Public Service Announcements for Sports Events

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



### **Tobacco Free Policy Public Service Announcement**

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

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- 1 "Welcome to tonight's game. In the interest of public health and safety, smoking and the use of tobacco during this event is strictly prohibited. Thank you for your cooperation."
- 2 "This facility is tobacco free. Smoking or the use of any tobacco product on this property is strictly prohibited. Thank you for your cooperation."
- 3 "As a reminder, this event is tobacco free. No form of tobacco may be used at this facility at any time. Thank you for your cooperation."
- 4 "The use of any tobacco product during this event is strictly prohibited. This policy applies to all adults, as well as youth. Your cooperation is greatly appreciated."



Kansas Department of Health & Environment- Tobacco Use Prevention Program  
[www.kdhe.state.ks.us/tobacco](http://www.kdhe.state.ks.us/tobacco) 877.602.0368



## Sample Event Ideas for Tobacco-Free Sports

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



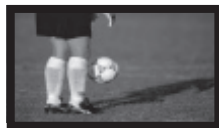
## Tobacco Free Sports Event Ideas

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

### Tailgating Event

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

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



### Kids Kicking Their Way to a Healthy Lifestyle

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

### Tobacco Free Olympics

Work with local recreational organizations and school districts to recruit participants in an Olympic-style event. Youth can compete in various activities including relay races, the 100-yard dash, and a punt, pass and kick competition. During the event you can promote the tobacco free message to those in attendance and ask participants to sign pledges to remain tobacco free.

### Striking Out Tobacco

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



### Awards Ceremony

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