



Survey of Smoke-free Policies at Football Stadia in Europe

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European Healthy Stadia[®] Network

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Executive Summary

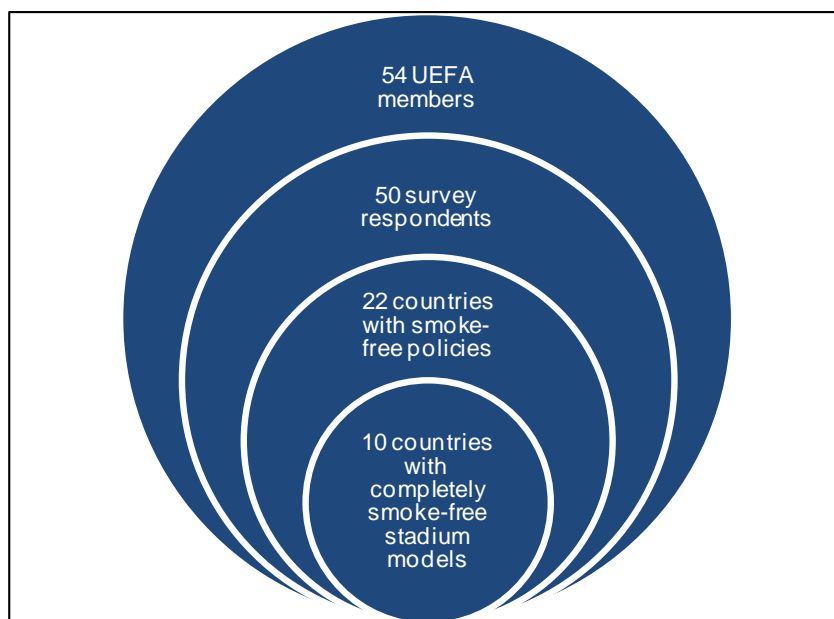
This study set out to establish the extent and nature of smoke-free policies operating at football stadia within Europe. The study was primarily interested in capturing information on football clubs playing in top tier football leagues within UEFA's 54 member association countries, and is based upon findings from the 2013/14 season. The study has been undertaken by the European Healthy Stadia Network, and was funded by the World Heart Federation as part of its partnership with UEFA's Football and Social Responsibility Portfolio.

Inspired by work undertaken by governing bodies of football such as UEFA and FIFA in establishing smoke-free stadia at key tournaments, the study assumed a starting point of WHO's Framework Convention on Tobacco Control (FCTC) as the key policy driver for developing smoke-free environments. The primary purpose of the study was to ascertain the number of countries within the European umbrella of football nations which had adopted a smoke-free policy prohibiting the use of lit tobacco products within the internal aspects of their clubs' stadia. Further consideration was given to whether the smoke-free policies were aligned to national smoke-free legislation, or whether the football association or league had adopted its own policy in lieu of national legislation.

An online survey was devised in consultation with key stakeholders from both tobacco control and sport, and was initially distributed in December 2013 through the digital survey platform 'Survey Monkey'. Football associations and leagues in the 16 priority countries derived from UEFA's country coefficient ranking (see Section 2) were followed-up more proactively in order to maximise the responses from this group.

Of the 54 UEFA member association countries approached, the study obtained responses from 50 countries (92.6%), revealing that 22 countries had a smoke-free policy that was applicable to all football clubs within the country's top league. The study also investigated what type of smoke-free model was adopted at stadia, revealing that of the 22 countries with a 'smoke-free' policy, only 10 had policies that completely prohibited smoking within all internal aspects of football stadia. Key findings are represented in Chart 1 below.

Chart 1: Summary of key survey findings



Additional topics covered by the study investigated levels of compliance with smoke-free policies on match-days, whilst for countries without smoke-free stadium policies, the study asked national associations and leagues for examples of any clubs which had developed their own smoke-free policy, including information on the type of smoke-free model adopted. A final line of inquiry analysed the relationship between the survey's key findings and two other relevant variables: WHO national smoke-free legislation data, and UEFA football performance and country ranking data. Of particular significance to future lobbying and advocacy work promoting smoke-free stadia policies was the finding that there is *no relationship* between countries with high UEFA coefficient rankings, and those countries with smoke-free policies, highlighting the prevalence of clubs and stadia hosting European level matches which do not have a smoke-free policy in existence. Issues and conclusions in light of the findings are drawn, and we provide a list of recommendations for future guidance, training and advocacy work to help governing bodies of football, clubs and related stakeholders develop robust smoke-free stadia policies.

1. Introduction and Rationale

According to the World Health Organisation (WHO), tobacco use is the leading global cause of preventable death¹. There has therefore been increasing international emphasis on implementing measures to reduce the harm caused by tobacco use, including protecting people from exposure to tobacco smoke. This has in turn led to an increasing recognition that sports stadia, as sites for large gatherings of people, represent an important setting for which robust smoke-free policies are needed.

The WHO Framework Convention on Tobacco Control (FCTC) is the key policy driver for smoke-free sports stadia². An international treaty and regulatory strategy, it came into force in 2005 and has 168 signatories, including the European Union. It asserts the importance of non-price measures to reduce the **demand** for tobacco, as well as of provisions to reduce the **supply** of tobacco. The FCTC contains nine measures relating to the reduction of demand for tobacco, including:

- Article 8, concerning ‘Protection from Exposure to Tobacco Smoke’. This article commits signatories to adopt and implement “*effective legislative, executive, administrative and/or other measures, providing for protection from exposure to tobacco smoke in:*
 - *indoor workplaces*
 - *indoor public places*
 - *public transport*
 - **as appropriate, other public places**” (p. 8).
- Article 14, concerning ‘Demand Reduction Measures,’ includes a requirement for programmes aimed at “*promoting the cessation of tobacco use, in such locations as educational institutions, health care facilities, workplaces and **sporting environments***” (p. 13).

The FCTC signatories subsequently adopted guidelines for the implementation of Article 8³. These set out best practice principles to reduce people’s exposure to tobacco smoke, including second-hand tobacco smoke, and recommended definitions of some key terms including:

- Public places: should cover “*all places accessible to the general public or places for collective use, regardless of ownership or right to access*” (p. 4).
- Indoor or enclosed: definitions should be as inclusive and clear as possible, and should include “*any space covered by a roof or enclosed by one or more walls or sides*”....(p. 4).

Since the FCTC came into force, sporting mega-events and hence sports stadia have increasingly come to be seen as presenting key opportunities to influence public opinion and shift social norms towards tobacco-free environments. The FCTC Article 8 guidelines and other WHO publications have developed the definition of ‘other public places’, describing them as ‘*outdoor or quasi-outdoor places such as patios, entryways or crowded outdoor venues such as sports stadia*³⁴. The ‘WHO guide to Tobacco-Free Mega Events¹⁵ defined such an event as: “*an organised planned event normally hosted by a city, governed by a parent organisation, and involving or influencing large numbers of people...they can be social, **sporting**, cultural, religious and political*”. The guide included a sample tobacco-free venue policy using sports venues as the working example.

This focus on sports stadia is also consistent with the WHO's 'healthy settings' approach^{6,7}, which views specific self-contained settings, such as cities, schools and hospitals, as providing opportunities for health promotion interventions to reach individuals who use these settings, including people less likely to access such interventions elsewhere. In this context the healthy settings are sports stadia. The overarching role of the European Healthy Stadia Network, which undertook this survey, is to advocate for sports stadia to become health promoting environments⁸.

This development of smoke-free sports stadia has been assisted by WHO's increasing focus on the implementation of smoke-free policies at national level. It established and now monitors national performance against six MPOWER measures, a package of the most effective tobacco control policies, of which the 'P' measure is '*Protect people from tobacco smoke*'⁹. In the WHO's most recent progress report on global implementation of the MPOWER measures, the key findings include that: "*the creation of smoke-free public places and workplaces continues to be the most commonly established measure at the highest level of achievement*"¹ (p. 45). However although progress has been made in the national adoption of such policies, they are not in place everywhere and compliance varies.

Smoke-free or tobacco-free policies have been adopted for recent and forthcoming major football tournaments. In 2012 UEFA adopted a tobacco-free policy at the 'Euro 2012' European Championships hosted by Poland and Ukraine¹⁰; and in 2013 FIFA announced that the 2013 Confederations Cup and 2014 World Cup, both hosted by Brazil, would be smoke-free¹¹. However there is known to be variation in the definition and implementation in practice of such policies, both at national and tournament level. There are examples of sports stadia which allow smoking in open stands without a roof, or in designated smoking areas within the stadium. Even where smoke-free policies are in place, compliance is not necessarily comprehensive.

The European Healthy Stadia Network has therefore undertaken a survey of smoking policies at football stadia in Europe. The purpose of the survey has been to establish the extent and nature of smoke-free policies at football stadia used by clubs in the top tier leagues of the 54 UEFA member countries in Europe. As part of a wider programme of work on advocating for sports stadia to become smoke-free settings across Europe (and beyond), the survey findings, lessons learned and examples of good practice from current smoke-free stadia initiatives have the potential to inform the development of clear guidance to assist football's national governing bodies, leagues and clubs to develop appropriate and effective smoke-free policies for their stadia.

2. Methodology

The survey was undertaken using the digital survey platform 'Survey Monkey' (see Appendix A for a copy). The survey requested country-level information about smoke-free policies covering football stadia used by top tier clubs. For countries with either compulsory or voluntary policies, further information was requested about the type of model adopted and levels of compliance with such policies, whilst for countries without a standardised smoke-free policy, examples of individual clubs which had adopted voluntary policies were sought.

The survey link was initially circulated by e-mail to all 54 UEFA member football associations. Subsequently, follow-up e mails were sent to non-responding football associations, followed by telephone calls, which were in some cases repeated. Although football associations were the primary target group for the survey, in order to maximise the number of countries from which responses were received, the survey was also circulated by e mail to:

- European Professional Football Leagues (EPFL) members and a few non-member leagues. Follow-up telephone calls were made to football leagues in priority countries (see below).
- European Network for Smoking and Tobacco Prevention (ENSP) members, largely voluntary sector organisations with a role or interest in tobacco control work.

While this approach resulted in more than one response being returned from some UEFA member countries, responses were compared and synchronised to identify any inconsistencies, and to use all the intelligence obtained from each country, while counting each country only once.

During the survey, UEFA football performance data was reviewed to determine the highest priority countries from which responses were needed, on the basis that the football stadia in higher-performing countries were more likely to host European club and international matches which would attract large crowds, and hence it was more important to gather data on their smoking policies. The UEFA 'country coefficient rankings' were selected as the basis for prioritisation. These are based on the results of each national association's clubs in the five previous UEFA Champions League and Europa League seasons, and are updated after each completed round of UEFA club competition matches¹².

The country coefficient data used for this prioritisation exercise is for the 2013/14 season, and was extracted from the UEFA website in December 2013, reflecting club results for the season to date. It informed the prioritisation of the 16 highest-ranked countries, representing 30% of UEFA members, all of which at that time had a **2013/14 coefficient of 4 and above**. The football associations and leagues in these countries were then followed-up more proactively in order to maximise the responses from this group. The UEFA data extract is shown below.

Table 1: UEFA Country Co-efficients, 2013/14, as of December 2013

Country	2009/10	2010/11	2011/12	2012/13	2013/14	Pts	Clubs still in Competition / Participating Clubs
England	17.928	18.357	15.250	16.428	9.500	77.463	7/7
Spain	17.928	18.214	20.857	17.714	9.428	84.141	7/7
Germany	18.083	15.666	15.250	17.928	7.714	74.641	6/7
Italy	15.428	11.571	11.357	14.416	7.666	60.438	5/6
Russia	6.166	10.916	9.750	9.750	7.250	43.832	5/6
Romania	6.083	3.166	4.333	6.800	6.625	27.007	2/4
Czech Republic	4.100	3.500	5.250	8.500	5.500	26.850	2/4
Ukraine	5.800	10.083	7.750	9.500	5.333	38.466	4/6
Austria	9.375	4.375	7.125	2.250	5.200	28.325	3/5
Belgium	8.700	4.600	10.100	6.500	5.000	34.900	4/5
Switzerland	5.750	5.900	6.000	8.375	5.000	31.025	3/5
France	15.000	10.750	10.500	11.750	4.500	52.500	4/6
Turkey	7.600	4.600	5.100	10.200	4.500	32.000	2/5
Portugal	10.000	18.800	11.833	11.750	4.250	56.633	5/6
Israel	7.250	4.625	6.000	3.250	4.250	25.375	2/4
Netherlands	9.416	11.166	13.600	4.214	4.083	42.479	3/6

On the closure of the survey, responses had been received from 50 of the 54 UEFA member countries, representing a response rate of 92.6%. Responses were received from all 16 priority countries. For 90% of the responding countries, responses were provided by either the football association or the top tier football league.

A complete list of stakeholders who responded to or otherwise contributed to the survey is at Appendix B.

3. Findings

3.1. National Smoke-free Legislation

The status of national smoke-free legislation covering public places in UEFA member countries was reviewed using the most recent WHO data on progress against the six MPOWER measures, which comprise the WHO's recommended package of the most effective tobacco control policies^{1,9}. They are:

- Monitor tobacco use and prevention policies.
- Protect people from tobacco smoke.
- Offer help to quit tobacco use.
- Warn people about the dangers of tobacco.
- Enforce bans on tobacco advertising, promotion and sponsorship.
- Raise taxes on tobacco.

The 'Protect' measure is the most relevant to this report. The WHO assesses progress on this measure through reviewing national smoke-free legislation to determine whether it provides for a complete indoor smoke-free environment at all times in eight specified public places¹³:

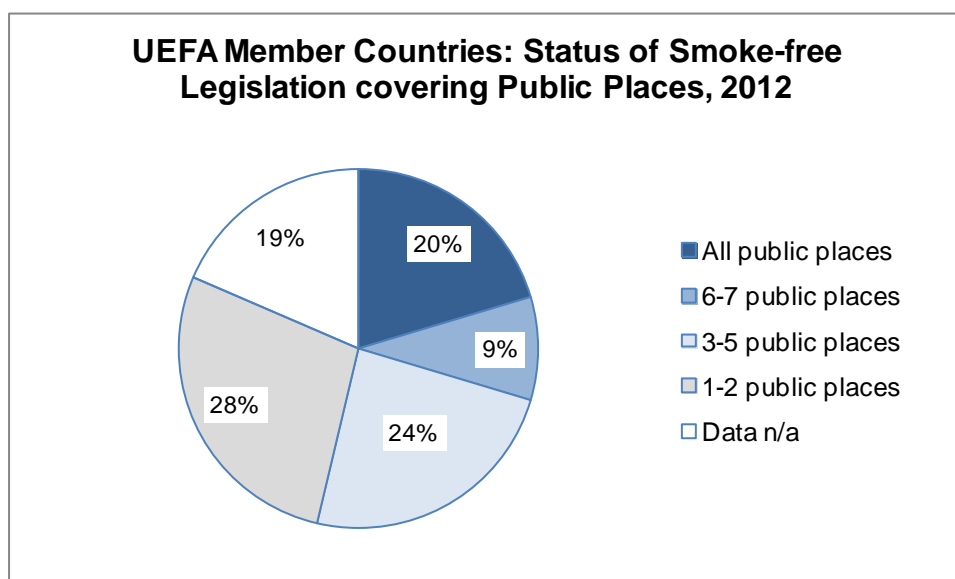
1. health-care facilities;	6. restaurants or facilities that serve mostly food;
2. educational facilities other than universities;	7. cafés, pubs and bars or facilities that serve mostly beverages;
3. universities;	8. public transport.
4. government facilities;	
5. indoor offices and workplaces not considered in any other category;	

The WHO categorises countries according to the number out of the eight public places where indoor smoking is completely prohibited. The table and chart below show the categorisation of UEFA member countries based on 2012 data. Country-level data is shown in Appendix C^{15,16}.

Table 2: WHO data for UEFA member countries on smoke-free public places

Public Places with Smoke-free Legislation (number out of 8 specified places - WHO Categories)	Number of Countries	% of Total
All public places completely smoke-free (or at least 90% of the population covered by complete subnational smoke-free legislation)	11	20%
6 - 7 public places completely smoke-free	5	9%
3 - 5 public places completely smoke-free	13	24%
up to 2 public places completely smoke-free	15	28%
Data not reported / not categorised	10	19%
Total Countries	54	100%

Chart 2: WHO data for UEFA member countries on smoke-free public places



The data shows that only 20% of UEFA member countries have legislation providing for all 8 public places to be completely smoke-free. However the WHO states that the creation of smoke-free public places and workplaces continues to be the most commonly established MPOWER measure at the highest level of achievement, and also notes progress over time on this specific measure¹.

An alternative source of country-level data, collated and published by the Global Smoke-free Partnership (GSP)¹⁴, was also reviewed. This data is provided by local non-governmental organisations (NGOs) working in tobacco control, and the associated country profiles often contain greater local detail and explanation compared with the WHO dataset. However it was considered more appropriate to use the WHO dataset, since that is collected on a more consistent basis and therefore enables more robust comparisons between countries.

3.2 Survey Responses and Response Rate

64 survey responses were received in total, from 50 of the 54 UEFA member countries, representing a country response rate of 92.6%. Of those 50 countries, 45 (90%) have provided responses from national football associations, who were the primary targets for the survey, and / or from top tier football leagues. NGO responses have been used for the other 5 respondent countries because neither the football association nor the top tier football league provided a response.

Appendix D shows a full list of UEFA members, whether or not they responded to the survey, and key survey findings for each responding country.

In all of the analysis which follows, only one response for each country is counted for 'closed questions' (e.g. yes / no answers), but for 'open-ended' questions all responses have been drawn on.

3.3 Smoke-free Policies relevant to Top Tier Football Club Stadia

3.3.1 Existence and Status of Smoke-free Policies

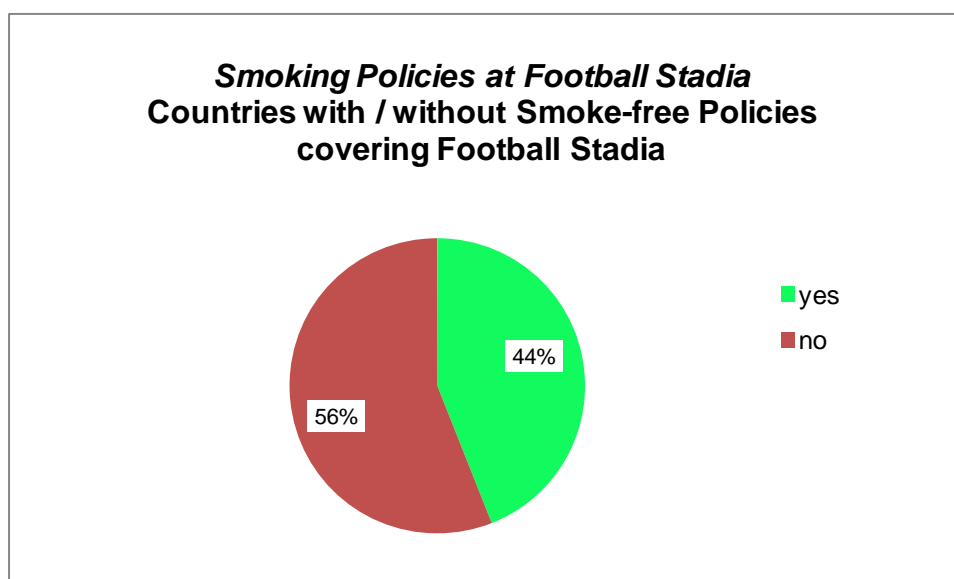
Respondents were asked whether their organisation has any policy or code for their top tier football clubs restricting smoking inside their stadia. It was noted that this could also include national smoke-free legislation.

22 or less than half of responding countries have such a policy and 28 do not, as shown in the table and chart below.

Table 3: Smoke-free policies relevant to football stadia

Smoke-free policy restricting smoking inside top tier clubs' football stadia?	Number of Countries	% of Total
yes	22	44%
no	28	56%
Total Countries	50	100%

Chart 3: Smoke-free policies relevant to football stadia

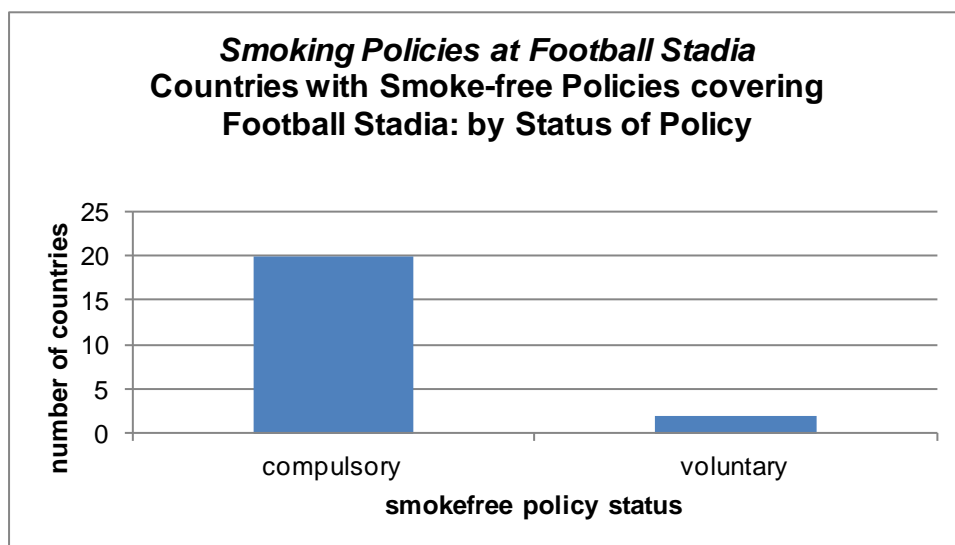


Of the 22 countries with a smoke-free policy, respondents were asked whether this policy was compulsory or voluntary for clubs or stadia to adopt. 20 countries or 91% of the total have compulsory policies, as shown in the table and chart below.

Table 4: Smoke-free policies: compulsory or voluntary status

Status of Policy	Countries with a Smoke-free Policy for Football Stadia	% of Total
compulsory	20	91%
voluntary	2	9%
Total Countries	22	100%

Chart 4: Smoke-free policies: compulsory or voluntary status



All 20 countries with a compulsory smoke-free policy said that it was aligned or related to national smoke-free legislation.

3.3.2 Smoke-free Policies: Stadium Models

All 22 countries with a smoke-free policy, whether compulsory or voluntary, were asked to select one of four smoke-free stadium models which was nearest to their own policy. These models related only to the situation inside the stadium (e.g. once fans have passed through a turnstile to enter the stadium), and not to areas external to the main stadium building (e.g. car parks).

10 (45%) of these countries have 'Completely Smoke-free' policies, whereby no smoking is allowed in any internal part of the stadium, and there are no designated smoking areas within the stadium. These countries represent 22% of countries which responded to the survey, similar to the 20% of UEFA member countries with legislation providing for completely smoke-free public places (see above).

The remaining 12 (55%) of countries with smoke-free policies either have designated smoking areas, or designated smoke-free areas where people are not allowed to smoke, such as covered stands.

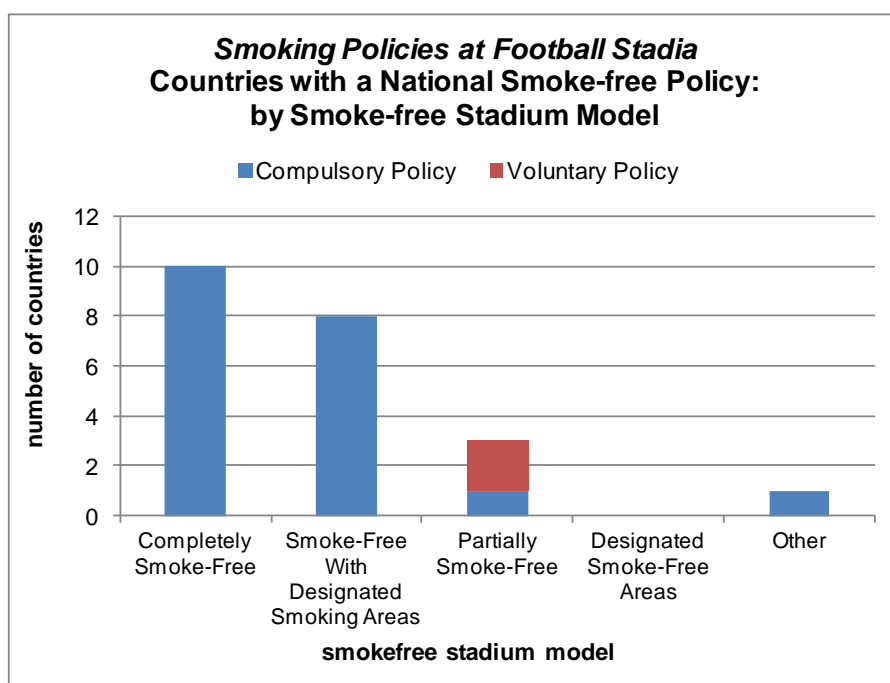
One respondent (representing the Netherlands) indicated that a compulsory smoke-free policy does apply at certain football stadia, but only those with a closed roof (i.e. a completely enclosed environment), which is not the case for many stadia in the Netherlands. Since this situation does not exactly fit any of the stadium models offered to survey respondents, it has been classified as 'Other'.

The detailed breakdown is shown in the table and chart below.

Table 5: Smoke-free stadium models

Smokefree Stadium Model	Countries with a National Smokefree Policy for Football Stadia			
	Compulsory Policy	Voluntary Policy	Total Countries with a Policy	% of Countries with a Policy
Completely Smoke-Free <i>No smoking allowed in any internal part of the stadium (including open air stands), and No use of designated smoking areas anywhere within the stadium</i>	10		10	45%
Smoke-Free With Designated Smoking Areas <i>No smoking allowed in any internal parts of the stadium (including open air stands), with the exception of designated smoking areas that are not within sight of the playing area</i>	8		8	36%
Partially Smoke-Free <i>No smoking within the majority of the stadium, with the exception of specified areas within sight of the playing areas where people are allowed to smoke (e.g. open air stands)</i>	1	2	3	14%
Designated Smoke-Free Areas <i>Smoking allowed within some of the stadium, but with designated areas that are declared smoke-free (e.g. covered stands, or child and family areas)</i>	0		0	0%
Other <i>Compulsory smoke-free policy but only applies to stadia with a closed roof.</i>	1		1	5%
Total Countries	20	2	22	100%

Chart 5: Smoke-free stadium models



3.3.3 Levels of Compliance With Policies

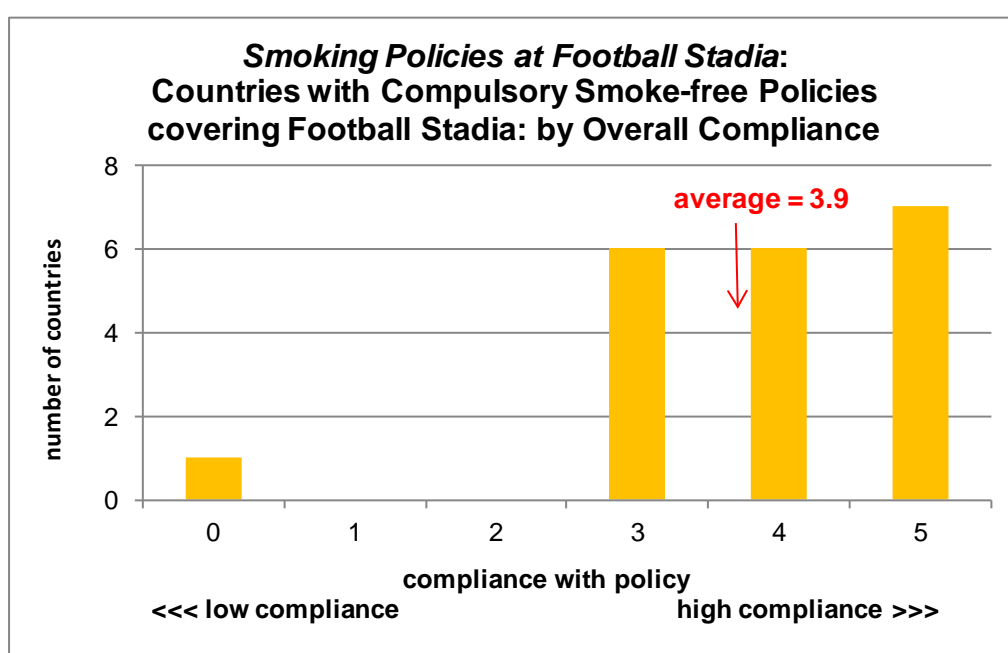
The 20 countries with a compulsory smoke-free policy were asked to assess overall compliance with this policy on a scale of 0-5, with 0 being low compliance and 5 high compliance. Compliance was assessed as 3 or better in all but one country, which was assessed as 0. Average compliance across the 20 countries was 3.9.

The breakdown of responses is shown in the table and chart below.

Table 6: Compliance with compulsory smoke-free policies

Compliance with Compulsory Policy	Countries with a Compulsory Smoke-free Policy for Football Stadia
0 = low compliance	1
1	0
2	0
3	6
4	6
5 = high compliance	7
Total Countries	20
Country Average	3.9

Chart 6: Compliance with compulsory smoke-free policies



3.3.4 Voluntary Smoke-free Policies

Two countries have a voluntary smoke-free policy, in both cases stating that the policy had not been developed by their national football association or league. Asked which organisation had developed this policy and how many clubs had adopted it, they responded as follows.

Table 7: Countries with voluntary smoke-free policies

Country	Which Organisation developed your Voluntary Smoke-free Policy?	How Many Clubs in your Top Tier have adopted this Voluntary Smoke-free Policy
Czech Republic	Clubs themselves.	12 out of 16 clubs
Montenegro	The government has introduced a no-smoking policy in closed public spaces that includes dressing rooms, benches and other technical areas of the stadiums. The stands are not covered by this policy.	Because of the poor shape of stadiums in Montenegro, only clubs with decent facilities have adopted this policy.

3.4 Countries without Smoke-free Policies

Of the 28 countries without any type of compulsory or voluntary smoke-free policy restricting smoking inside stadia, respondents were asked whether any clubs within their top tier league had adopted their own smoke-free policy.

Several countries provided specific examples as follows. This data can provide a starting point for further investigation of how these clubs have developed and implemented such policies in the absence of a national policy and what models they have used, in order to draw lessons which can be shared across UEFA members.

Table 8: Countries without smoke-free policies but with clubs implementing voluntary smoke-free policies

Country	Response
Denmark	Most stadia are smoke-free indoors. Several clubs have smoke-free outdoor sections: FC Copenhagen, Brøndby IF.
Faroe Islands	The following top tier clubs play in smoke-free stadiums: AB Argir, B36 Tórshavn, EB/Streymur, HB Tórshavn, KÍ Klaksvík.
France	Stade de Reims, Paris St Germain.
Italy	A few Clubs, like for example Juventus FC, have already adopted smoke-free policy inside their stadiums.
Liechtenstein	FC Vaduz
Luxembourg	One club: F91 Dudelange has a wooden tribune and there smoking is not allowed.
Romania	Arena Nationala (National Stadium)
Spain	The only football club that develops a smoke-free policy in the Spanish Professional Football League is FC Barcelona in the Nou Camp Stadium.
Switzerland	The two most recent stadiums are declared smoke-free: FC Thun and FC St. Gallen.

Some countries mentioned more general issues summarised below, which highlight the need for guidance for countries and clubs on how to address such issues.

Table 9: Countries without smoke-free policies: general issues

Issue	Comments	Countries which mentioned this issue
National smoke-free policy limitations	National legislation relating to smoke-free policies does not cover the inside of football stadia.	Italy
Some restrictions even without a policy	Stadia are smoke-free indoors but smoking is permitted outdoors. Smoking is only permitted in specific areas. Smoking is only prohibited in specific family / children's sections.	Denmark Luxembourg Switzerland
Stadium ownership	In some countries, football stadia are not owned by the local clubs or even the national football association. It is the responsibility of the stadium owner (in some cases a public body) to implement smoke-free policies, rather than football clubs using the stadia.	Faroe Islands Gibraltar Malta
Enforcement	Potential problems in enforcing any smoke-free policy, particularly among away supporters and 'hardcore' home supporters, since stewarding is focused on entrance controls, security and responding to emergencies.	Switzerland

3.5 Cross-Tabulation of Survey Findings with Other Datasets

This section presents two 'cross-tabulations', a method of analysing relationships between 'variables', or datasets, by comparing the results from one or more datasets with the results from another dataset.

The two cross-tabulations analyse the relationship between the survey findings and two other relevant datasets: WHO national smoke-free legislation data and UEFA football performance data.

3.5.1 *Relationship between Survey Findings on Smoke-free Policies covering Football Stadia and WHO Smoke-free Public Places data*

The survey findings on smoke-free policies covering football stadia have been compared with WHO data on national smoke-free legislation (see page 7 above) to test whether there is a relationship between them. The research therefore wanted to establish the following: are countries with strong legislation on smoke-free public places more or less likely to have smoke-free policies covering football stadia? Or: is there no relationship between the two datasets?

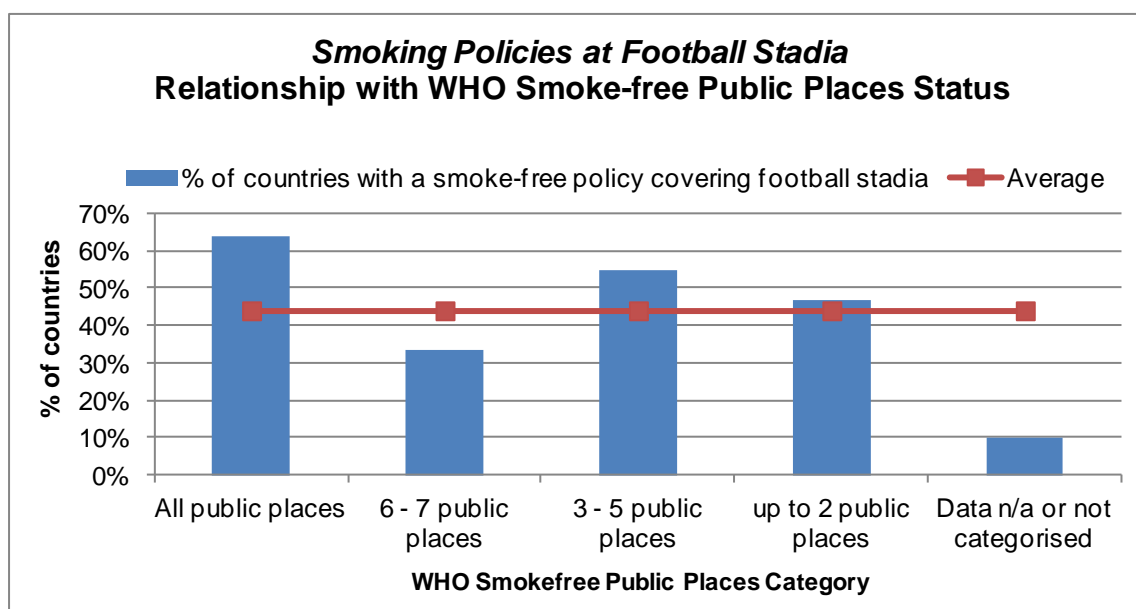
The table and chart below illustrate that there is some relationship between the two variables. In general, countries with stronger smoke-free legislation are more likely to have smoke-free policies covering football stadia. To clarify further:

- 64% of the countries with all public places completely smoke-free also have smoke-free policies covering football stadia.
- *compared with:*
- 47% of the countries with up to 2 public places completely smoke-free also have smoke-free policies covering football stadia.

Table 10: Relationship between smoke-free policies covering football stadia and WHO smoke-free public places data

WHO Smoke-free Public Places Categories	Smoke-free policy restricting smoking inside top tier clubs' football stadia?			% of countries with a smoke-free policy covering football stadia
	smoke-free stadia policy	no smoke-free stadia policy	Total	
All public places	7	4	11	64%
6 - 7 public places	1	2	3	33%
3 - 5 public places	6	5	11	55%
up to 2 public places	7	8	15	47%
Data n/a or not categorised	1	9	10	10%
Total Countries	22	28	50	44%

Chart 7: Relationship between smoke-free policies covering football stadia and WHO smoke-free public places data



This suggests that the presence of stronger national smoke-free legislation covering public places creates or reflects an environment which is more conducive for the development and implementation of smoke-free policies covering football stadia.

However it is worth noting that some UEFA member countries are assessed by the WHO as having strong national smoke-free policies, but have no smoke-free policy for football stadia.

3.5.2 *Relationship between Survey Findings on Smoke-free Policies covering Football Stadia and UEFA Country Coefficient Data*

The survey findings on smoke-free policies covering football stadia have been compared with data on UEFA country coefficient rankings (see page 7 above) to test whether there is a relationship between them. In other words, are countries with high UEFA coefficient rankings, reflecting better football performance, more or less likely to have smoke-free policies covering football stadia; or is there no relationship between the two datasets?

To facilitate this analysis, UEFA members have been grouped into five quintiles according to their coefficient ranking in April 2014. The table and chart below illustrate that there is no clear relationship between these two variables across the five quintiles. For example:

- 40% of the countries with the highest UEFA rankings have smoke-free policies covering football stadia.
compared with:
- 82% of the countries with mid-level UEFA rankings have smoke-free policies covering football stadia.
- 50% of the countries with the lowest UEFA rankings have smoke-free policies covering football stadia.

Table 11: Relationship between smoke-free policies covering football stadia and UEFA country coefficient data

UEFA Country Coefficient Category	Smoke-free policy restricting smoking inside top tier clubs' football stadia?			% of countries with a smoke-free policy covering football stadia
	smoke-free stadia policy	no smoke-free stadia policy	Total	
1 = highest-ranked	4	6	10	40%
2	2	8	10	20%
3	9	2	11	82%
4	2	6	8	25%
5 = lowest-ranked	5	5	10	50%
n/a *		1	1	
Total Countries	22	28	50	44%

* Gibraltar is a new UEFA member and is not yet ranked.

4. Conclusions and Recommendations

4.1 Conclusions

- Fewer than half of the UEFA member countries responding to the survey have a smoke-free policy in place covering football stadia. Of those that having policies (22), just under half of these (10) have stadium models which are completely smoke-free in line with the WHO FCTC guidelines. The remainder have policies which allow smoking in certain areas within stadia.
- UEFA member countries without any smoke-free policy include many countries with high UEFA rankings. Out of the current top 10 UEFA ranked countries at the time of publication (June 2014), only 3 have rigorous smoke-free policies. As such, these countries have clubs that are more likely to host European competitive and international matches and tournaments. Such events attract large crowds who are thus not protected from second-hand tobacco smoke.
- Some UEFA member countries without smoke-free policies raised a number of issues which are, or could be, barriers to the implementation of a smoke-free policy, including the limitations of national smoke-free legislation; stadium ownership arrangements; and enforcement issues.
- However, a number of UEFA member countries without smoke-free policies covering football stadia have clubs within their top tier league which have adopted their own voluntary smoke-free policies.
- The survey and analysis found that countries with stronger smoke-free legislation are more likely to have smoke-free policies covering football stadia.
- The survey did not inquire into policies regarding e-cigarettes, and whether these are covered by current smoke-free stadia policies. The debate over whether to include e-cigarettes within smoke-free policies relating to enclosed spaces has proliferated significantly since this research project was designed.

4.2 Recommendations:

With a comprehensive map of smoke-free stadia policies covering European football nations now established, we recommend that additional support is offered to national associations, leagues and clubs within UEFA member countries to adopt smoke-free policies where they are not currently in place. We suggest the following 10 key recommendations, which have been split into two main phases:

Phase One – Development of Guidance

1. **Guidance documentation:** We propose that a detailed guidance document is developed to assist stadia managers and security staff at national and club level in the implementation and enforcement of smoke-free policies at football stadia. The document should be clear about the health benefits of adopting a smoke-free policy for both fans and the stadium workforce. In order to maximize likely impact, the guidance document should be backed up by an advocacy campaign targeting the national football associations and relevant stakeholders of those countries without smoke-free stadia policies (see phase two below).

2. **Document content:** We recommend that the following topics are covered in the document:
 - Health benefits of adopting smoke-free policy and dangers of second-hand-smoke.
 - Communicating the policy to fans, staff and stakeholders through match-day mechanisms (e.g. signage), and pre-match mechanisms (e.g. club website)
 - Policy and communications templates and examples materials.
 - Enforcement and monitoring of the policy – graduated steward response model for intervening in cases of non-compliance, and documentation of non-compliance.
 - Building local partnerships with health and stop smoking agencies.
3. **Steward Training:** In addition to the main guidance document, we would suggest a simple-to-use training module for security and steward training in line with a graduated response to non-compliance. To include templates and example materials for stewards.
4. **Tobacco-free policies:** We also recommend assistance in the development of supplementary *tobacco-free* policies within the guidance, to include information on: prohibiting the sale and promotion of any tobacco products (flame tobacco and other); prohibiting smoking within the perimeter of stadia environs; training of stadia staff in smoking cessation brief intervention techniques; and, development of in-house corporate policies on tobacco usage.
5. **Case studies of voluntary policies:** We suggest that further insight research is undertaken with clubs who have implemented their own voluntary policies in the absence of a national code. Such insight should be developed into case studies in order to share 'lessons learned' with other clubs and member associations in Europe.

Phase Two: Activation

6. **Advocacy support:** We recommend that an advocacy campaign is developed to influence national / regional government, member associations, leagues and clubs to adopt smoke-free stadia policies. The guidance documentation detailed above should be cited as a driver to assist change, in addition to examples from countries and tournaments that have adopted smoke-free stadia policies. We recommend advocacy support from key stakeholders such as UEFA, European Commission, WHO, health NGOs.
7. **Country prioritisation:** Whilst we would advocate the adoption of smoke-free stadia policies across all European football nations, we suggest that one way of prioritising a targeted approach would be to engage those countries who have a high UEFA ranking, e.g. targeting all countries with a co-efficient of 4 and above (16 as of December 2013). The benefit of this approach would be to maximise the number of countries who have clubs playing in UEFA club competitions, which not only draw large audiences, but can be used as future examples of 'best practice'
8. **Upgrading of current policies:** Another form of prioritisation would be to take an 'upgrade' approach. We suggest engaging countries and individual stadia with existing smoke-free stadia policies and, with the aid of the above guidance documentation, to help convert voluntary national policies into compulsory policies, and weaker smoke-free stadia models (e.g. use of designated smoking areas) into completely smoke-free models.

- 9. European tournaments:** We recommend that all forms of international tournaments coordinated by UEFA, or major football tournaments taking place within Europe (e.g. World Cup, Confederations Cup) are declared tobacco-free. These criteria should be stipulated in the competition guidelines to host all such tournaments, whilst the guidance detailed above can be used by bidding nations to assist in ensuring host stadia are tobacco-free.
- 10. E-cigarettes:** Whilst there is still a significant debate concerning the potential harms or benefits of e-cigarettes, use of e-cigarettes within stadia can be an incitement for users of traditional cigarettes to smoke, thus undermining progress made in eliminating second-hand smoke from football stadia and the de-normalisation of a smoking culture. As such we would recommend that e-cigarettes are also covered by smoke-free stadia policies, and should feature as part of the guidance and activation recommendations detailed above.

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Appendix A: Survey of Smoke-free Policies covering Football Stadia

Number	Question	Response	Logic
1	Please enter the name of your country.		
2	Please enter your organisation's name.		
3	Does your organisation have any policy or code for your top tier football clubs restricting smoking inside their stadia (note: this can also include any national smoke-free legislation)?	Yes / No	If yes to having policy go to Q4. If no go to Q16.
4	Is this smoke-free policy compulsory or voluntary for clubs / stadia to adopt?	Compulsory / Voluntary	If compulsory, route aligned to Qs 5 – 10. If voluntary, route aligned to Qs 11 – 15.
5	Is this smoke-free policy aligned or related to national smoke-free legislation?	Yes / No	Routed from Q4 If no go to Q6. If yes go to Q8
6	If this smoke-free policy is not aligned to national smoke-free legislation, has it been developed and implemented by your association or league?	Yes / No	
7	Please tell us which organisation(s) has developed and implemented the smoke-free policy applying to top tier clubs.	free text	
8	Please indicate which of the following smoke-free stadium models is nearest to your own policy: - Completely Smoke-Free: No smoking allowed in <i>any</i> internal part of the stadium (including open air stands), and no use of designated smoking areas anywhere within the stadium.	select one	

Number	Question	Response	Logic
	<ul style="list-style-type: none"> - Smoke-Free With Designated Smoking Areas: No smoking allowed in any internal parts of the stadium (including open air stands), with the exception of designated smoking areas that are not within sight of the playing area. - Partially Smoke-Free: No smoking within the majority of the stadium, with the exception of specified areas within sight of the playing areas where people are allowed to smoke (e.g. open air stands). - Designated Smoke-Free Areas: Smoking allowed within some of the stadium, but with designated areas that are declared smoke-free (e.g. covered stands, or child and family areas). 		
9	If this policy is compulsory for clubs to adopt, please assess overall compliance with this policy (on a scale of 0-5, where 0 is low compliance and 5 is high compliance).	0 - 5	
10	Please enter your key contact details below.	name / position / e mail	
11	Has this voluntary policy been developed by your national association or league?	yes / no	Routed from Q4
12	If this voluntary policy has not been developed by your national association or league, please tell us which organisation(s) has developed this policy.	free text	
13	<p>Please indicate which of the following smoke-free stadium models is nearest to your voluntary policy:</p> <ul style="list-style-type: none"> - Completely Smoke-Free: No smoking allowed in <i>any</i> internal part of the stadium (including open air stands), and no use of designated smoking areas anywhere within the stadium. 	select one	

Number	Question	Response	Logic
	<ul style="list-style-type: none"> - Smoke-Free With Designated Smoking Areas: No smoking allowed in any internal parts of the stadium (including open air stands), with the exception of designated smoking areas that are not within sight of the playing area. - Partially Smoke-Free: No smoking within the majority of the stadium, with the exception of specified areas within sight of the playing areas where people are allowed to smoke (e.g. open air stands). - Designated Smoke-Free Areas: Smoking allowed within some of the stadium, but with designated areas that are declared smoke-free (e.g. covered stands, or child and family areas). 		
14	If this policy is voluntary for clubs to adopt, please let us know how many clubs within your top tier league have adopted this policy?	free text	
15	Please enter your key contact details below.	name / position / e mail	
16	If your association or league does not have any type of restriction on smoking inside stadia, have any clubs within your top tier league adopted their own smoke-free policy inside their stadium? Please name clubs below.	free text	Routed from Q3
17	Please enter your key contact details below.	name / position / e mail	

Appendix B: Survey - List of Contributing Stakeholders

Thanks to the following organisations which have contributed to this survey, through providing advice, assistance with circulating the survey and survey responses.

ASH Ireland
Association "Belarus Football Federation"
Astma-Allergi Danmark
Austrian Council on Smoking and Health
Austrian Football Association
Austrian Soccer League
Azerbaijan Professional Football League
Belgium Pro League
Bulgarian Football Union
Comité Nacional para la Prevención del Tabaquismo - Spanish National Committee for Tobacco Prevention
Croatian Football Federation
Cyprus Football Association
Danish Cancer Society
Dutch Cancer Society
Estonian Football Association
European Network for Smoking and Tobacco Prevention (ENSTP)
European Professional Football Leagues (EPFL)
Faroe Islands Football Association
Federacio Andorrana de Futbol
Fédération Luxembourgeoise de Football
Federazione Italiana Giuoco Calcio
Federazione Sammarinese Giuoco Calcio
Finnish Allergy and Asthma Federation
Finnish Football League Association - Veikkausliiga
FK Teplice, Czech Republic
Football Association (England)
Football Association of Albania
Football Association of Finland
Football Association of Iceland
Football Association of Ireland
Football Association of Moldova
Football Association of Montenegro
Football Association of Norway
Football Association of Serbia
Football Association of Slovenia
Football Association of Wales
Football Federation of Bosnia and Herzegovina
Football Union of Russia
French Football Association
German Football Association
Gibraltar Football Association
Global Smokefree Partnership (GSP)
Hellenic Cancer Society
Hungarian Football Federation
Irish Football Association
Israel Football Association
Latvian Football Federation

Liechtenstein Football Association
Lithuanian Football Federation
Malta Football Association
Norwegian Asthma and Allergy Association
Organisation for Respiratory Health in Finland
Polish Football Association
Portuguese Football Federation
Premier League, England
Romanian Football Federation
Scottish Professional Football League
Slovak Football Association
Sociedad Vaconavarra para la Prevencion del Tabaqiosmo, Spain
Swedish Asthma and Allergy association
Swedish Football Assosiation
Swedish Football League (Föreningen Svensk Elitfotboll)
Swiss Association for Smoking Prevention
Swiss Football League
Turkish Football Federation
Ukrainian Premier League
Union of European Football Associations (UEFA)
World Health Organisation (WHO)
World Heart Federation (WHF)

Appendix C: UEFA Member Countries - WHO MPOWER Data on Smoke-free Policies

Please see below for notes and key.

Country	Number of Smoke-free Public Places (out of 8 specified places)	Countries where separate, completely enclosed smoking rooms are allowed	All Other Indoor Public Places Smoke-free?	Compliance 1 = least compliance 10 = greatest compliance	WHO Categorisation of Smoke-free Public Places (out of 8 specified places)
Albania	8		Yes	3	All public places
Andorra	5	x	n/a	n/a	Data n/a or not categorised
Armenia	3		n/a	3	3 - 5 public places
Austria	1		n/a	5	up to 2 public places
Azerbaijan	3		n/a	7	3 - 5 public places
Belarus	0		n/a	n/a	up to 2 public places
Belgium	1	x	x	8	Data n/a or not categorised
Bosnia and Herzegovina	0		No	n/a	up to 2 public places
Bulgaria	8		No	n/a	All public places
Croatia	3	x	n/a	7	Data n/a or not categorised
Cyprus	6		n/a	8	6 - 7 public places
Czech Republic	3		n/a	8	3 - 5 public places
Denmark	0		n/a	n/a	up to 2 public places
England *	8		No	10	All public places
Estonia	1		n/a	7	up to 2 public places
Faroe Islands	n/a		n/a	n/a	Data n/a or not categorised
Finland	1		n/a	10	up to 2 public places
France	3	x	n/a	n/a	Data n/a or not categorised
Georgia	3		n/a	0	3 - 5 public places
Germany	1		n/a	7	up to 2 public places
Gibraltar	n/a		n/a	n/a	Data n/a or not categorised
Greece	8		No	n/a	All public places
Hungary	7		n/a	10	6 - 7 public places
Iceland	1		n/a	10	up to 2 public places
Ireland	8		No	n/a	All public places
Israel	1		n/a	n/a	up to 2 public places
Italy	0	x	No	n/a	Data n/a or not categorised

Country	Number of Smoke-free Public Places (out of 8 specified places)	Countries where separate, completely enclosed smoking rooms are allowed	All Other Indoor Public Places Smoke-free?	Compliance 1 = least compliance 10 = greatest compliance	WHO Categorisation of Smoke-free Public Places (out of 8 specified places)
Kazakhstan	6		n/a	n/a	6 - 7 public places
Latvia	5		n/a	n/a	3 - 5 public places
Liechtenstein	n/a		n/a	n/a	Data n/a or not categorised
Lithuania	5		n/a	8	3 - 5 public places
Luxembourg	3	x	n/a	n/a	Data n/a or not categorised
Macedonia	7		n/a	n/a	6 - 7 public places
Malta	8		No	8	All public places
Moldova	3		n/a	2	3 - 5 public places
Montenegro	4		n/a	5	3 - 5 public places
Netherlands	0		n/a	n/a	up to 2 public places
Northern Ireland *	8		No	10	All public places
Norway	4		n/a	10	3 - 5 public places
Poland	1		n/a	7	up to 2 public places
Portugal	3		n/a	8	3 - 5 public places
Romania	1		n/a	7	up to 2 public places
Russian Federation	0		n/a	n/a	up to 2 public places
San Marino	5	x	n/a	n/a	Data n/a or not categorised
Scotland *	8		No	10	All public places
Serbia	5		n/a	5	3 - 5 public places
Slovakia	4		n/a	7	3 - 5 public places
Slovenia	3		n/a	8	3 - 5 public places
Spain	8		No	10	All public places
Sweden	0		n/a	n/a	up to 2 public places
Switzerland	0		n/a	n/a	up to 2 public places
Turkey	8		No	10	All public places
Ukraine	6		n/a	n/a	6 - 7 public places
Wales *	8		No	10	All public places

Notes and Key

*	WHO data for the UK has been shown for England, Northern Ireland, Scotland and Wales, which are separate UEFA members.
x	Countries where separate, completely enclosed smoking rooms are allowed under very strict conditions. NB: in these cases the WHO categorises the country as 'Data not reported / not categorised', rather than according to the number of smokefree places reported.

WHO Category: Full Description and Colour Key

All public places completely smoke-free (or at least 90% of the population covered by complete subnational smoke-free legislation)

Six to seven public places completely smoke-free

Three to five public places completely smoke-free

Up to two public places completely smoke-free

Data not reported/not categorized

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Appendix D: Survey of Smoke-free Policies covering Football Stadia - Key Findings

UEFA member countries	countries responding to survey	countries with smoke-free policies		smoke-free policies: stadium model					Compliance <i>0 = low compliance</i> <i>5 = high compliance</i>
		compulsory	voluntary	Completely Smoke-Free	Smoke-Free With Designated Smoking Areas	Partially Smoke-Free	Designated Smoke-Free Areas	Other	
Albania	x								
Andorra	x	x		x					3
Armenia									
Austria	x								
Azerbaijan	x								
Belarus	x	x			x				3
Belgium	x								
Bosnia and Herzegovina	x								
Bulgaria	x	x			x				0
Croatia	x								
Cyprus	x								
Czech Republic	x		x			x			
Denmark	x								
England	x	x		x					5
Estonia	x	x			x				3
Faroe Islands	x								
Finland	x	x			x				5
France	x								
Georgia									
Germany	x								
Gibraltar	x								
Greece	x								
Hungary	x								
Iceland	x								
Ireland	x	x		x					5
Israel	x								
Italy	x								

UEFA member countries	countries responding to survey	countries with smoke-free policies		smoke-free policies: stadium model					Compliance <i>0 = low compliance</i> <i>5 = high compliance</i>
		compulsory	voluntary	Completely Smoke-Free	Smoke-Free With Designated Smoking Areas	Partially Smoke-Free	Designated Smoke-Free Areas	Other	
Kazakhstan									
Latvia	x								
Liechtenstein	x								
Lithuania	x								
Luxembourg	x								
Macedonia									
Malta	x								
Moldova	x								
Montenegro	x		x			x			
Netherlands	x	x						x	3
Northern Ireland	x	x		x					5
Norway	x	x		x					4
Poland	x	x				x			4
Portugal	x								
Romania	x								
Russian Federation	x	x		x					4
San Marino	x								
Scotland	x	x		x					5
Serbia	x	x			x				4
Slovakia	x	x			x				4
Slovenia	x	x			x				4
Spain	x								
Sweden	x	x			x				5
Switzerland	x								
Turkey	x	x		x					3
Ukraine	x	x		x					3
Wales	x	x		x					5



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