



EURO 2012: Tobacco-Free Stadia



World Health
Organization

REGIONAL OFFICE FOR Europe

Why smokefree stadia?

Smoking kills 1.6 deaths in Europe a year and is the leading risk factor for early death. It kills 115,000 people each year in Ukraine alone¹

Smoking is the world's leading completely preventable cause of death.

Smoking causes:

- 12% of deaths from heart disease.²
- Cancer of the lung, mouth, throat, bladder, kidney, stomach, liver and cervix).
- 48% of deaths from all respiratory diseases.²

Smoking and minors

- Smoking starts early in Ukraine. Half of male smokers report starting before age 15, while half of female smokers report starting to smoke before age 17¹;
- Early smoking and exposure to second-hand smoke impairs lung growth and causes premature decline in lung function;
- Adolescents who smoke tend to develop chronic diseases more often and earlier in adult life than non-smokers;
- Adolescents that start smoking between age 13 and 17 develop strong addiction before age of 19.

Second-hand smoke

Exposure to second-hand smoke causes:

- heart disease
- lung cancer
- asthma, chronic lung disease
- sudden infant death syndrome and childhood infection.

Second-hand smoke exposure kills 600,000 non-smokers each year: 28% of them are children.

- 72% of youth (age 13-15) in Kiev reported exposure to secondhand smoke in public places and 49% reported exposure to secondhand smoke in the home.¹

Smoking Bans

Smoking bans not only *help* smokers to quit smoking, but also *prevent* initiation of smoking among youth and *protect* non-smokers and minors from effects of second-hand smoke.

Tournament regulations - UEFA

On 20 October 2011 UEFA announced UEFA EURO 2012 tournament as tobacco-free event:

'...The UEFA EURO 2012 will be declared as tobacco-free tournament. This means that there will be no smoking allowed anywhere within tournament stadia... whilst the sale and promotion of tobacco products will be banned'.

Legal regulations. Ukrainian legislation

On Measures for the Prevention and Reduction of the Use of Tobacco Products and their Harmful Impact on the Health of the Population

(Sep 22, 2005 with further amendments)

Art. 13.5: Smoking of tobacco products at sports facilities is prohibited.

Art. 20: Persons guilty of violating legislation on measures to prevent and reduce the use of tobacco products and their harmful impact on the health of the population shall be liable under the law.

Benefits of being smoke-free

- Health benefits for fans, stewards and tournament works from lowering exposure to second-hand smoke
- Improved fire safety and less litter
- Promotion of healthy life styles for all

Recommendations for enforcement

- Smoke-free areas include (but are not limited to): workplaces within stadiums, playing fields (including dug-outs), toilets and changing rooms, offices, venue vehicles, hospitality rooms, outdoor walkways used by people to access and exit the venue, seating areas, circulation, thoroughfares, queuing areas, fan zones;
- VIP areas should follow the same guidelines;
- Smoking zones, ash-trays or other smoking cues should not be permitted within host stadia.

Recommendations for enforcement (2)

- Educational resources should include:
 - Printed facts on the benefits of tobacco-free events
 - Simple public address system announcements on the tobacco-free policy outside *and* inside the stadium at the beginning and during matches
 - Projection/broadcast of smoke-free messaging on big screens in stadia;
- A telephone line should be set up and promoted so that members of the public can report breaches or complaints.



Signage

- Stadia should use internationally recognised no-smoking signs and other appropriate media to inform visitors that all areas are smoke-free;
- Venue maps can be used to develop the placement strategy;
- Placement strategy includes type, size, location and number of signs for each location in each venue;
- **Priority or 'hot spot' locations include entrances to buildings, toilets, break-out areas for staff, eating and dining areas, outdoor areas;**
- Good, clear signs will help with enforcement and reduce the number of times staff or volunteers have to intervene;
- Signs should be visible to people entering the venue or building.

Examples of signs



Use of internationally recognised no-smoking sign in the corner of scoreboards and/or electronic bill-boards is a permanent reminder that the tournament is smoke-free



No Smoking by our policy. For complaints or breaches please call [telephone number]
(In English / local language)

Sign promoting the complaints line to report breaches



No Smoking
Penalties Apply
(In English and local language)

International non-smoking sign with explanation text

Recommendation for enforcement (3)

- Lighters, matches and open flames should ideally be prohibited, except lighters may be used by staff who require them to fulfil essential functions;
- Security screening may be used to enforce bans on bringing lighters and matches into the venue.

Recommendations for enforcement (4)

- All staff must know about smoke-free regulations and comply with it;
- All members of the staff in uniform should not use tobacco in any public area.

Training

- Identify and train suitable staff to monitor (security personnel, volunteers, etc);
- Training session for 1-1.5 hour for all involved;
- A graduated approach to enforcement starting with verbal warnings and increasing to penalties if warning and signs are ignored;
- Clear statements how to handle breaches and rate of penalties applied;
- Role playing to help staff prepare for handling breaches and complaints (particularly in difficult situations such as: young female volunteer approaching an older man who is smoking in smoke-free area).

Recommended procedure of handling breaches: non compliance

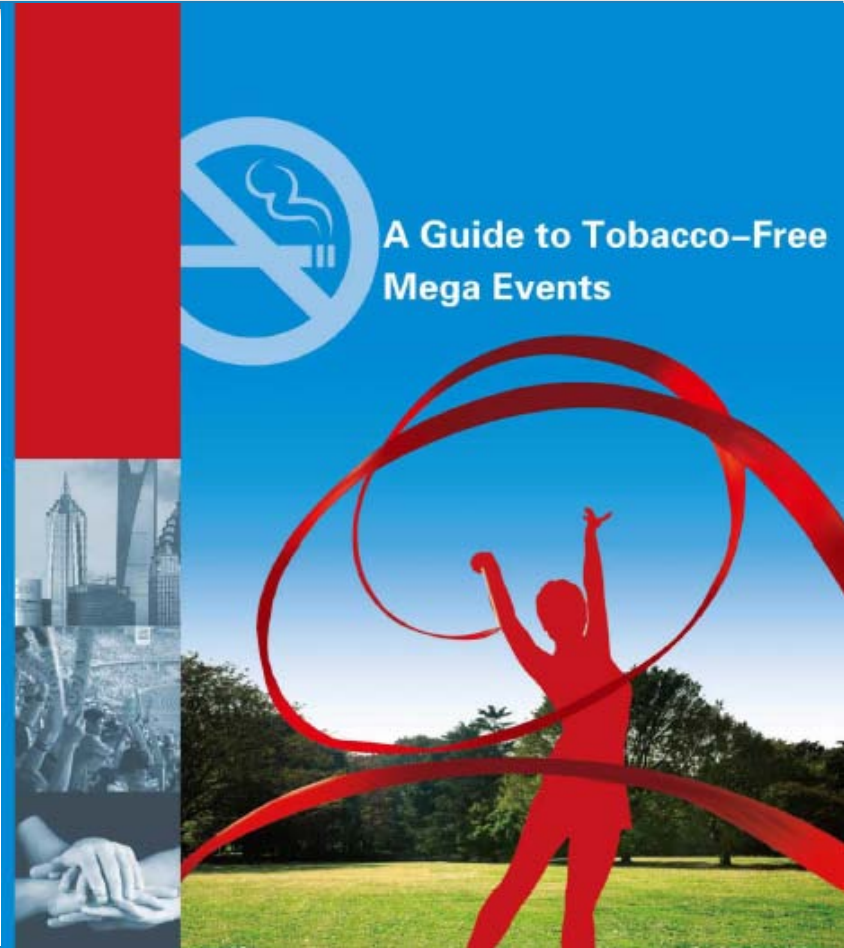
- Smoking in a no-smoking area is subject to a warning or a fine ranging from 3 to 10 “income tax exemptions.”
- Repeat offenses within the year are subject to a fine of 10 to 20 “income tax exemptions.”
- An income tax exemption is 17 UAH.
- Therefore, smokers are subject to a fine of 51 to 170 UAH for the first offense and 170 to 340 UAH for the second offense.

Local Contact

Name:

Email:

Tel:



A Guide to Tobacco-Free
Mega Events



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