



# A Guide to Tobacco-Free Mega Events



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### Acronyms

#### SHS

Second-hand Smoke

#### TFI

Tobacco Free Initiative

#### WHO

World Health Organization

#### WHO FCTC

World Health Organization Framework Convention on Tobacco Control

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## Definitions



### Mega event

For the purposes of these recommendations, a mega event is defined as an organized, planned event normally hosted by a city, governed by a parent organization, and involving or influencing large numbers of people. Mega events are also characterized by media coverage and broadcasting. Some mega events have the potential to influence changes in policies and social norms. Mega events can be social, sporting, cultural, religious and political.

### Second-hand smoke (SHS)

Refers to “the smoke emitted from the burning end of a cigarette or from other tobacco products usually in combination with the smoke exhaled by the smoker”<sup>[2]</sup>

### “Smoking” and “to Smoke”

“Inhaling, exhaling, burning or carrying any lighted substance containing tobacco leaf, including but not limited to cigars, cigarettes, pipes, and hookah pipes.”<sup>[1]</sup>

### Tobacco

“Any substance containing tobacco leaf, including but not limited to cigarettes, cigars, pipe tobacco, hookah tobacco, snuff, chewing tobacco, dipping tobacco, snus, or any other preparation of tobacco.”<sup>[1]</sup>

### Differences between a Tobacco-free/Smoke-free event<sup>[2,3]</sup>

#### Smoke-free event:

—100% Smoke-free environment.

#### Tobacco-free event: more comprehensive than a smoke-free event

—100% Smoke-free environment.

- Banning all tobacco advertising, promotion and sponsorship.
- Banning sales of tobacco products or related tobacco products within the event site or its control.
- Inform, educate and train the public.
- Absolutely no links with the tobacco industry in any form.

## Introduction



### Rationale<sup>[3,4]</sup>

- Tobacco use is the single largest preventable cause of premature death and disease.
- Tobacco use is a major risk factor associated with coronary heart disease, stroke and peripheral vascular disease as well as a range of cancers and other diseases.
- The overwhelming medical evidence states that second hand smoke (SHS) causes serious disease, disability and death.
- Banning SHS is a matter of respecting Human Rights.
- Scientific evidence shows there is no safe level of exposure to SHS.
- Tobacco-free environments help tobacco-users to quit and are supported by the majority of people.

These recommendations for organizations (with the help of the host city) and “ready to use” materials are designed to support event organizers to make their events truly tobacco-free. These recommendations are based on the WHO Framework Convention on Tobacco Control (WHO FCTC)<sup>[5]</sup>, an international legal instrument with 165 Parties as of July 2009. WHO FCTC Articles 8, 12, 13 and 16, and the guidelines to Articles 8 and 13, have application to these recommendations. In addition, the recommendations draw on international best practice and lessons learned through tobacco industry monitoring and global experiences in tobacco control.

At local level, these recommendations may also be useful in designing policies for tobacco-free events of smaller size.

#### The materials include<sup>[6]</sup>:

- A sample policy for tobacco-free events
- Tools to ensure venues are tobacco-free

Taking into account the WHO FCTC’s recommendations and lessons learned from previous mega events, organizations should know that a **Gold Standard Host City Selection Criteria** includes its willingness and motivation to<sup>[5,7]</sup>:

- Develop and implement a smoke-free policy, ideally legislation.
- Ban all forms of tobacco advertising, promotion, and sponsorship.
- Ban sales of tobacco, tobacco-linked merchandise and placement of tobacco products in association with mega event products/symbols.
- Inform and educate the public.
- Protect event symbols from any association with the tobacco industry and require event participants, officials, and others identified with the event to declare that they have no affiliation with the tobacco industry or related third parties.

## Developing a Tobacco- Free Mega Event Policy



Tobacco-free mega events policy may be required at 4 levels depending on the nature of the event:

- Parent organization policy
- Host city or host government
- Event organizer
- Venue managers

At each level the event should have a formal written tobacco-free policy. All of these policies should be consistent.

**Before developing a tobacco-free policy for the event, answer the following questions:** <sup>[8,9]</sup>

- Are there any tobacco-free regulations? Or a commitment to banning tobacco advertising, promotion and sponsorship and to making public places smoke-free?
- What stage has the city reached in the tobacco control policy process?
- Is the law still under consideration, or has it been enacted?
- If tobacco control laws have been enacted, have they entered into force?
- What is the rate of compliance with existing laws and the degree of enforcement?
- How long have the laws been in force?
- At what level of authority are the tobacco-free laws? (eg: standard, decision, directive, regulation, legislation, etc.)

**What do tobacco-free regulations mean to venue managers and operators?**

Managers should use the sample policy (see page 15) to develop their venue's tobacco-free policy and ensure it is officially endorsed by venue management. <sup>[6]</sup>

**Recommended contents of a tobacco-free mega event policy:** <sup>[7-10]</sup>

- The policy should refer to the WHO FCTC and any smoke-free law and ban on tobacco advertising, promotion and sponsorship, as well as any law banning sales to minors. (Such laws should be considered

by the host government if not in force. Parent organizations should favour selection of hosts with these policies.)

- Health reasons why the event and the venue will be tobacco-free or smoke-free (e.g. medical evidence confirms that tobacco and SHS are deadly).
- Commencement date of the policy.
- How the policy applies to the venues.
- Lines of responsibility for implementation and enforcement.
- How the policy will be promoted and reviewed.
- Encouragement/incentives and support for all those connected with the event to quit smoking, possibly through a "quit campaign" or provision of free materials or resources.
- Which areas are smoke-free (Include a map or sketch of premises, facilities, offices, residences, toilets and venues). Best practice is to make all event-related premises smoke-free including outdoor areas in the secure zone associated with the event. Fire safety and security arguments can be made for banning lighters, matches, and open flames. This can help enforce a smoke-free policy.
- What to do if people ignore the policy (non-compliance strategy).
- What actions will be taken when someone is in breach of the policy.
- Who is responsible for communicating and enforcing the policy.
- How can venue managers prepare for the media's questions about the policy.



## Building a Communication Plan



Mega events are an opportunity to catalyze lasting policy change and to shift social norms towards tobacco-free environments. Communication regarding the tobacco-free policy is therefore crucial.

### The communication plan should include:

#### Identifying target audiences <sup>[6,11]</sup>

- Managers who need special briefing and training on their role in implementing the policy.
- All employees, volunteers and officials affected by the policy.
- Other stakeholders, customers and the general population.
- Policy-makers.
- Mass media.

#### Developing effective and pertinent messages <sup>[11]</sup>

- Communicate keys points of the tobacco-free policy (see recommendations, page 7).
- Make sure affected people understand that the policy will be implemented fairly in a process in which smokers and non-smokers are represented and that feedback and ideas from staff are welcome.
- Keep all communications positive and focused on your organization's genuine interest in promoting health and safety.
- After the implementation of the policy, thank participants for their support and their efforts to make the tobacco-free policy a reality.

#### Developing a Timeline <sup>[11]</sup>

- The timeline ensures appropriate messages are delivered at each stage of the implementation process:
  - Beginning approximately four months in advance.
  - Continuing past the implementation of the policy to include during and after implementation phases.

#### Choosing the best messengers: <sup>[11]</sup>

- The person who delivers a message is often as important as the message itself.

#### Delivering your messages: <sup>[11]</sup>

- Key messages should be delivered repeatedly in advance of the implementation date using all available means of communication.

#### Social mobilization to support the tobacco-free policy: <sup>[10]</sup>

- Make the tobacco-free policy a priority during the event:
  - Establish a coalition that will promote the policy throughout the organization.
  - Put the tobacco-free policy on the agenda of relevant organization meetings.
- Encourage community involvement:
  - Identify allies, partners, and sponsors.
  - Solicit entertainment and sports celebrity endorsements.
  - Take your message to the media and decision makers.

#### Recommendations for promoting the tobacco-free policy <sup>[10,13]</sup>

- Develop a communication plan (target audience, timeline, messages and who will deliver them).
- The event tobacco control policy should be made public prior to and during the event (e.g. on the official web site, event brochures, staff pass and entry tickets) and should include an enforcement mechanism in the venues.
- Develop simple guidelines for staff and volunteers so they can communicate and enforce the tobacco-free policy easily. Consider to include a hotline for visitors and general public to report breach of policy.
- Ensure continuous advocacy during the event: Have a few clear, consistent messages and repeat them (Highlighting the health effects of tobacco use and SHS).
- Feed information to decision-makers (in particular address misinformation).

## Sample Policy for Tobacco-Free Venues<sup>[6]</sup>



### Tobacco-free Venue Policy for [name of the venue]

#### Rationale

This venue [name of venue] recognizes that tobacco use and exposure to SHS are harmful and that regulations [name them] require sports venues - both indoors and outdoors - to be tobacco free by [name date]. This venue policy is consistent with the event policy and local regulations/legislations.

#### Timing

The commencement date for the policy [chosen date].

#### Who is affected by the policy

This policy applies to all managers, staff, volunteers, officials, athletes, coaches and all other visitors to [name the venue].

#### Smoke-free areas

This venue will use internationally recognized no-smoking signs and other appropriate media to inform visitors that all indoor areas are smoke-free. There will be no ashtrays or other smoking cues except in designated smoking areas. Smoke-free areas include - but are not limited to - the following:

- Workplaces Stadiums ▪ Playing fields ▪ Toilets and changing rooms ▪ Offices ▪ Venue vehicles.
- Social functions and hospitality rooms ▪ Outdoor walkways used by people to access and exit the venue.

*[Include a map of the venue that clearly shows all the smoke-free areas and position of signage; and if and where smoking may be permitted in an outdoor designated smoking area.]*

*[Include text/script of announcements, projected messages and frequency.]*

*[The management, local authority or organizing committee may choose to make all areas of the venue tobacco-free including outdoor areas.]*

#### Exemptions

The venue is smoke-free and there are no exemptions. If a designated outdoor smoking area is permitted, then it should be located away from public view and pedestrian traffic, at least 10 metres away from building entrances, windows and air intakes, and away from areas where people concentrate. Visibility of the area should be minimized to avoid modelling smoking behaviour to others. The designated smoking area should be identified in the policy, with clear signage required. The designated smoking area should be isolated from the event viewing area and the event should not be broadcast in this area. No service should be provided and no minors should be allowed in the designated smoking area. There should be no structures such as roofs or walls that would diminish the dispersion and dilution of smoke. A balance needs to be struck between utility and comfort. The area should not be so comfortable that it is used for resting or socialising, but it should reach the bare minimum of comfort so that smokers will use it. The number and surface area should be kept to a minimum, and this will depend on the concentration of people in the area and the surface area of the venue. There should be health warnings in the area on the harms of tobacco and where to get help to quit tobacco use. Signs might read: "DESIGNATED SMOKING AREA. This area is designated for outdoor smoking only with no smoking beyond this point. This venue is smoke free by our policy and penalties apply". Venue staff should be aware of the designated smoking areas and how to direct smokers to them. Venue and event staff, volunteers, participants and officials should not smoke in public while wearing their identifying uniforms and insignia as these people may be considered to be role models. Separate outdoor designated smoking areas may be provided for them out of public view. Designated Smoking areas for Very Important People (VIPs) should follow the same guidelines. Under no circumstances should smoking ever be allowed indoors.

#### Banning advertising and sale of tobacco products

There will be no tobacco sales, advertising, promotion or sponsorship in any form within the venue.

No lighters, matches or open flames are allowed in the venue, including those of staff and volunteers except in food preparation areas for the purpose of igniting gas stoves.

### Monitoring and enforcement strategy

Staff and volunteers will be trained in how to monitor and enforce the policy. Any person using tobacco will politely be asked to stop and reminded about the tobacco-free policy and regulation. If the user does not stop, a small card will be handed to the offending person with details of the policy and the penalties. If the offence continues, a second verbal warning will be issued and if necessary reinforced by a senior staff member. If this warning is ignored, a penalty will be issued. A telephone complaints line will be promoted for the public to report breaches.

### Policy review

This policy will be reviewed immediately upon implementation, following the results of monitoring, and then on a periodic basis thereafter. This will ensure that the policy is sustained, effective and up to date.

**Signed and dated by Management of [name the venue]**



## Smoke-Free Areas



### Tobacco-free venues:<sup>[6]</sup>

- Are smoke-free, including free of tobacco smoke residue.
- Do not sell tobacco products.
- Do not have any form of tobacco advertising, promotion or sponsorship.
- Ban lighters, matches and open flames with limited exception if required in food preparation areas.

**Venues include but are not limited to:** <sup>[6, 8, 10]</sup>

- Event facilities, amenities and places of public access such as bars, restaurants, cafés, dining and hospitality areas.
- Villages for athletes/performers/competitors/sponsors including bedrooms, living quarters, catering, dining areas and other indoor/outdoor areas.
- Break out areas for staff and non-competition or others venues such as media centers, hotels, airports and public transport to and from venues.
- Seating areas, circulation, thoroughfares and queuing areas.
- Stadiums, pavilion playing fields, training grounds, walkways.
- All facilities and amenities linked with the event or displaying the event symbols (e.g. hotel, restaurants, vehicles).

WHO FCTC Article 8's guidelines define "indoor" (or "enclosed") areas as "any space covered by a roof or enclosed by one or more walls or sides, regardless of the type of material used for the roof, wall or sides, and regardless of whether the structure is permanent or temporary".<sup>[2]</sup>

### Recommendations for smoke-free venues <sup>[6,13]</sup>

- Use the internationally recognized no-smoking sign to indicate smoke-free environments.
- Venue maps can be used to develop the placement strategy. Placement strategy includes type, size, location and number of signs for each building in each venue. Priority or "hot spot" locations include entrances to buildings; toilets, break-out areas for staff; eating and dining areas, outdoor areas and working and living spaces in villages. 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.



- There should be no ashtrays, or other cues for smoking in smoke-free areas.
- Lighters, matches and open flames should ideally be banned, except lighters may be used by staff who require them to fulfill essential functions (e.g. cooking with a gas stove).
- Educational resources include a Public Service Announcement on the benefits of tobacco-free events and simple public address system announcements at the beginning of and during special events and projection/broadcasting of smoke-free messaging on screens in venues.
- Mobile phones can send a public message that the venue is smoke-free (use of geographic text messaging SMS).
- The tobacco-free venue can be promoted using a combination of media sources such as: tickets, posters, programmes, electronic boards in public transport, websites, schedules, direct mail and maps.
- Security screening may be used to enforce bans on bringing lighters and matches into the venue.



## Tools to Make Venues Tobacco-Free<sup>[6]</sup>



- A sample of a tobacco-free venue policy (seen previously, pages 14-15). You can therefore produce your own:
  - DVD and scripts for public service announcements.
  - Simple scripts for PA announcements or mobile phone messages to reinforce smoke-free policies covering both the indoor and outdoor boundaries of the venue.
- Internationally recognized no-smoking signs  
You can therefore produce your own:
  - Smoke-free messaging on “jumbotrons” and electronic notice boards.
- Outdoor designated smoking area signs  
You can therefore produce your own:
  - Signs for designated outdoor smoking areas away from heavily used areas, if smoking is permitted outdoors, in order to ensure smoke-free pedestrian traffic areas.
  - Maps of venues to identify suitable locations for no-smoking signs, including 'hot spots', such as entrances to venues, eating areas, rest rooms and break out areas for staff.

### Exemptions:

All venues should be smoke-free, **except outdoor designated smoking areas, if permitted.**

### Recommendations for designated smoking areas<sup>[3,6, 10]</sup>

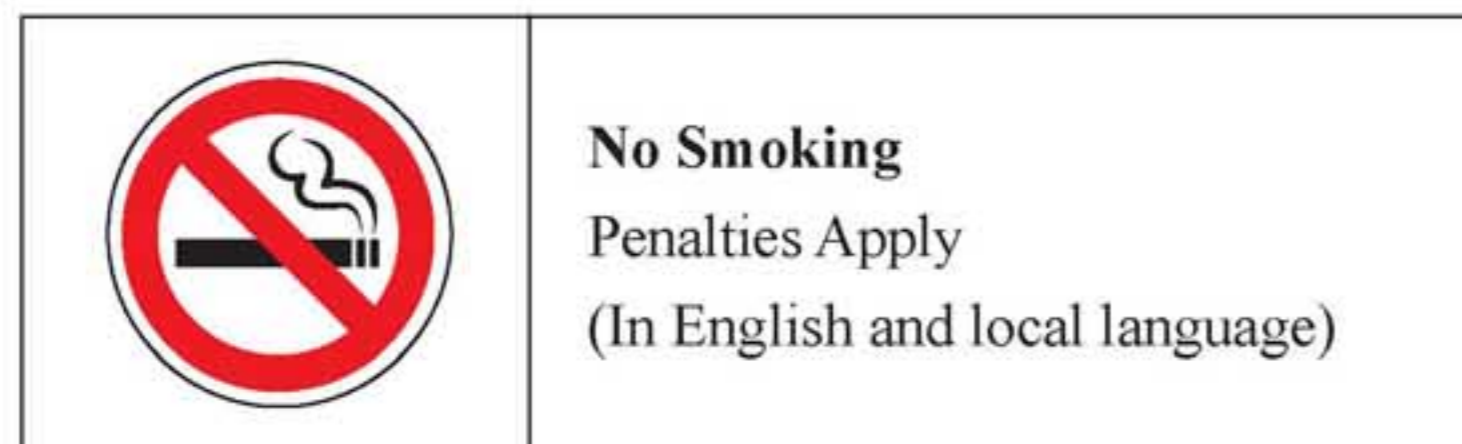
- Designated smoking areas should not be situated so as to permit viewing of the event and should be distant from food service outlets.
- Designated smoking areas are indicated on venue maps, clearly signposted. Maps showing these areas need to be placed prominently near the exits to the seating areas and in the restrooms/toilets as this is where people will tend to smoke after leaving the stands.
- The location of a designated smoking area for staff, volunteers and officials needs to be selected away from public view so that uniformed staff, coaches or volunteers who smoke will not be easily visible to the public and the public will not be affected by SHS. This also prevents them from modeling smoking behaviour to the public.
- Where designated smoking areas are permitted outdoors, careful consideration must be given to reducing the risks associated with SHS. Risk reducing strategies include:
  - Limiting the number of designated areas.

—Ensuring that the area is away from access routes or walkways, air conditioning ducts and building entrances where smoke-drift can occur and harm others.

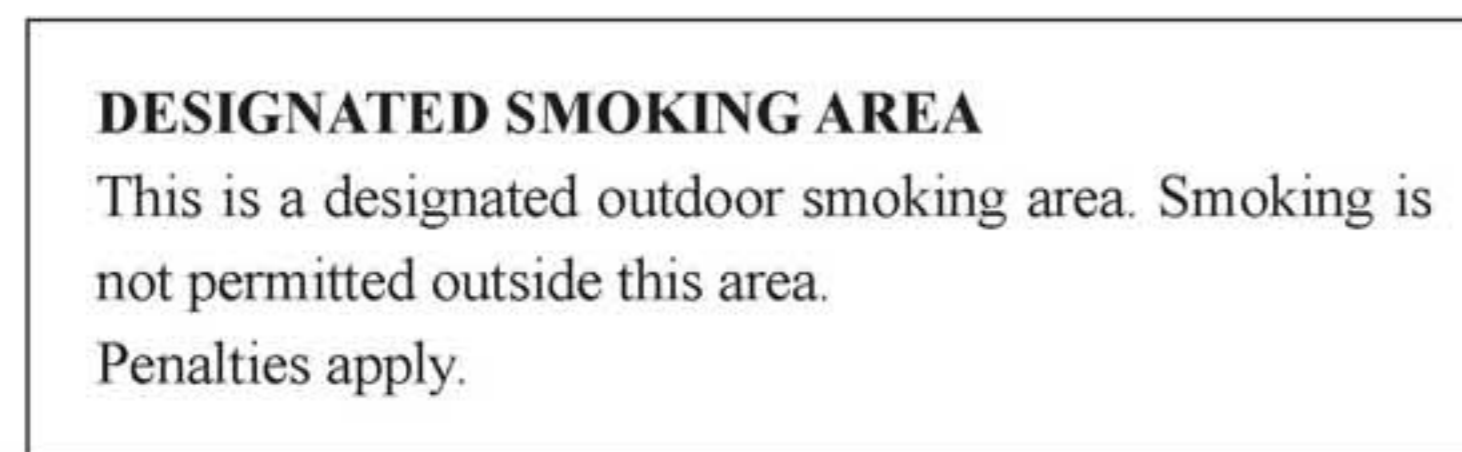
—Providing clear signs stating: the venue is smoke-free, this area is designated for smoking only; smoking is not permitted beyond this point.<sup>[7]</sup>

### Examples of Tools<sup>[7]</sup>

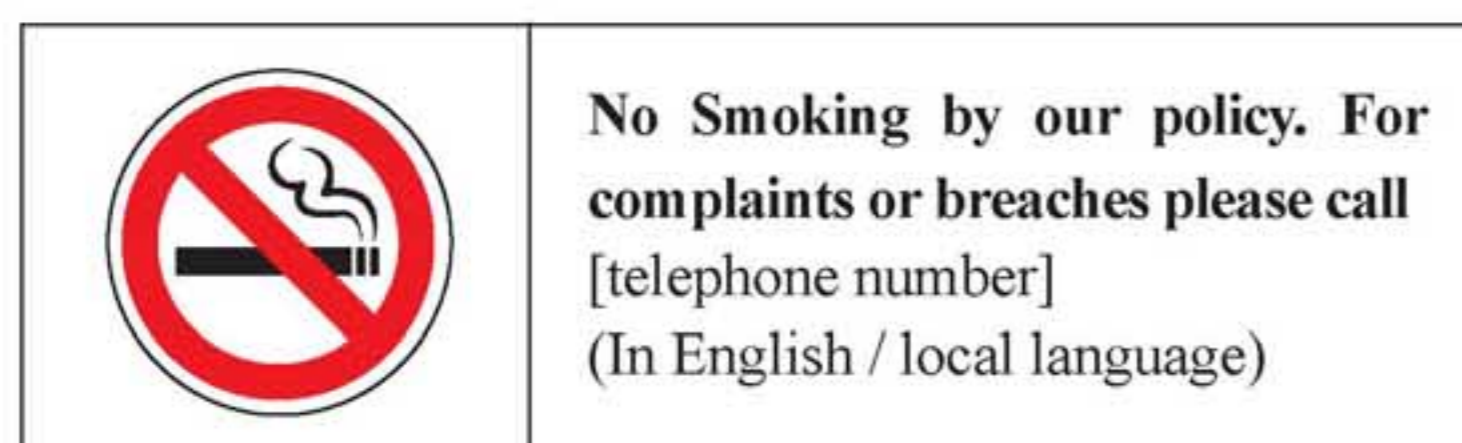
- The international no-smoking sign with the phrase “No Smoking” In both English and local language



- A sign for outdoor designated smoking areas in outdoor venues



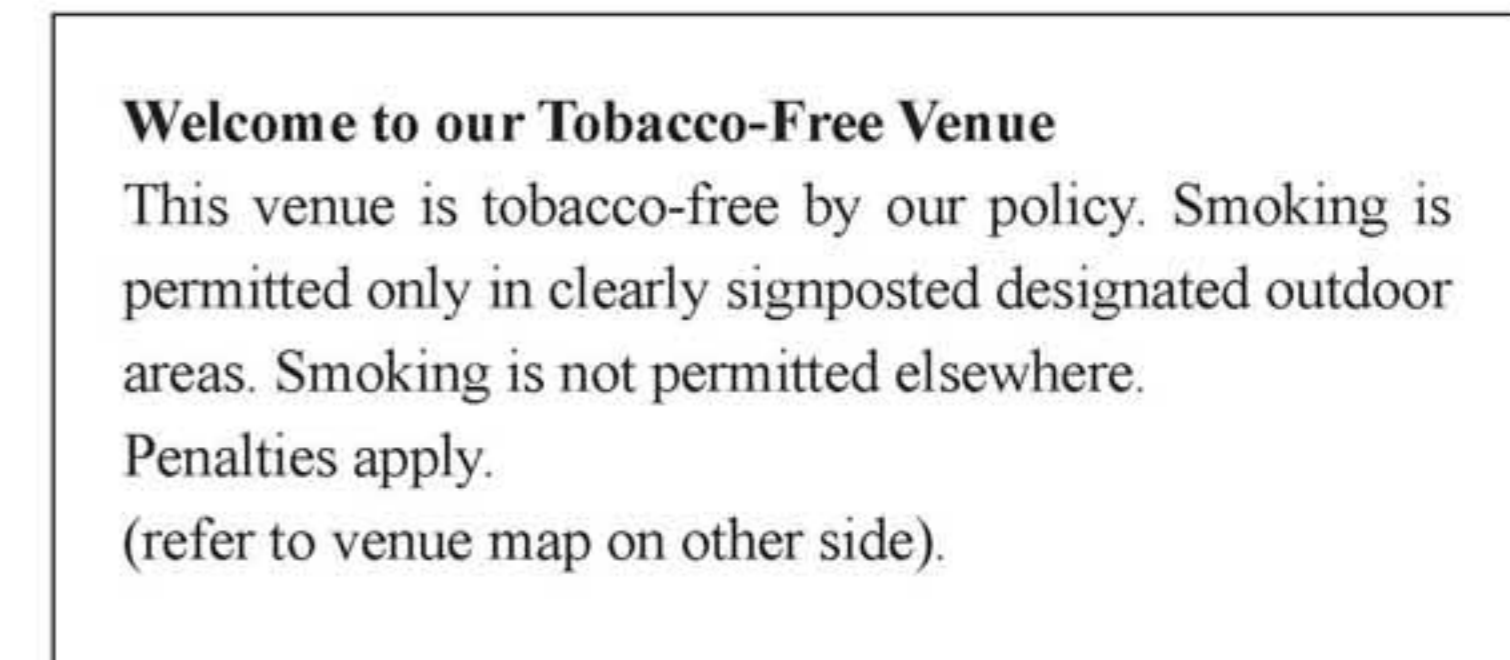
- A simple **announcement** addressing the public should inform users the venue has tobacco-free regulation and legislation.
  - Messages can be played as people enter the venue and during events.
  - Messages can be sent to the mobile phones of visitors to the venue welcoming them to the tobacco-free venue, asking them to comply and thanking them for their cooperation.
- A sign promoting the complaints line to report breaches



- **Use of the internationally recognized no-smoking sign** in corner of scoreboards and/or electronic billboards is a permanent reminder that the venue is smoke-free.



- Handouts for smokers who breach the tobacco-free policy.



There are several ready to use tools that will save time and effort.



## Enforcement Strategy



Enforcement strategies involving a monitoring plan must be in place at global, city, event and venue levels.

At municipal level public health authorities may be involved in education and enforcement.

### At venue level: Train those who will manage the policy<sup>[3,9]</sup>

- Identify and train suitable people to monitor the tobacco-free policy. These might include security personnel, volunteers, staff and others<sup>[3]</sup>
- Identify superior-quality spokespersons that can provide ongoing mentoring to your staff.<sup>[3]</sup>
- Stress the importance of nurturing positive contexts as this will support the implementation of smoke-free places and develop support from staff and volunteers.

### Training staff and volunteers to support and enforce the tobacco-free policy for venues<sup>[6]</sup>

- A training programme involving one to two hours of face-to-face training must be scheduled for all staff including venue managers.
- All staff must know about the smoke-free regulation and venue policy.
- All potential enforcers, including volunteers, need to be trained on how to implement the policy in an effective and polite way:
  - How and when it will be implemented
  - Who will enforce it
  - The responsibilities and duties of staff
  - The role of staff in communicating that the venue is smoke-free

### Enforcement strategy must include<sup>[6]</sup>

- Clear statements on how to handle breaches.
- A graduated approach to enforcement starting with verbal warnings and increasing to penalties if warnings and signs are ignored.
- Role playing to help staff prepare for handling breaches and complaints (particularly in difficult situations such as: a young female volunteer approaching an older man who is smoking in a smoke-free area).
- A promoted telephone line so that members of the public can report breaches or complaints.

## Recommendations for an enforcement strategy<sup>[3,6,9]</sup>

- Enforcement strategies involving monitoring plan must be in place at global, city, event and venue levels.
- Staff and volunteers should be well trained to tell people that the event is tobacco-free and that there is no tobacco use anywhere except designated areas.
- Staff and volunteers need to be trained to steer tobacco users to these designated areas.
- Good relationships should be developed between public health authorities and the employers.
- All members of the staff in uniform should not use tobacco in any public area.
- Lighters and matches should be confiscated at the entrance.
- Volunteers and staff should not light tobacco products for others.
- Mass event officials, judges, staff and volunteers, performers, athletes, etc, should not be allowed to use tobacco in any public area.



## Monitoring and Enforcement Strategy and how to Generate Support



### Monitoring

- Monitoring includes tracking, documenting, and summarizing the inputs (activities) and outputs of the policy's implementation.
- Monitoring provides the basic data necessary for process evaluation (e.g. Putting in place air quality monitoring devices, counting tobacco litter in a smoke-free zone).<sup>[15]</sup>
- It also provides a reiterative mechanism to correct the policy's implementation.
  - A date should be set immediately after commencement to obtain feedback on how the policy may be improved.
  - Policy changes can be made to address unanticipated problems during the event following the feedback results.<sup>[6]</sup>

### Enforcement and supporting management of the tobacco-free venues<sup>[6]</sup>

- Managers of venues should be advised of their responsibilities and assist in complying with the tobacco-free regulations and policies.
- Supporting and sustaining the tobacco-free policy is critical. Managers and staff need to ensure that the tobacco-free policy continues to protect people from SHS, and encourages tobacco users to quit.

### Communicate the policy to all users

- The policy and its start date need to be promoted to staff, volunteers and users of the venue.<sup>[9]</sup>
- Finalize the policy, make copies, and provide it to all your members, coaches/leaders and referees.<sup>[10]</sup>
- Most people will comply if they are aware of the aims of the policy.<sup>[12]</sup>

### Generating support

Mega events are an opportunity to influence public opinion and change policies and social norms in favour of tobacco control.

### Tools include:<sup>[10,12]</sup>

- Clear signage
- Billboards
- Promotional materials
- Electronic boards
- Programmes
- Advertisement through posters, tickets, etc.
- Public announcements in the media as reported by journalists and in paid for media spots
- Formal letters
- Interactive websites
- Email distribution system
- Text messaging
- Word of mouth

### Recommendations for monitoring and enforcement<sup>[10,12,13]</sup>

- Monitoring and reviewing policy implementation will help identify any problems and areas for improvement and help determine the impact of the policy.
- Information on websites, including answers to common questions (see Appendix A for an example of common questions/answers) can provide ongoing support for venue managers.
- A promoted telephone line will ensure members of the public can report breaches and complaints.



## Banning Tobacco sales, advertising, promotion and sponsorship



### Ban all forms of tobacco advertising, promotion and sponsorship <sup>[3, 9, 16-17]</sup>

- Banning all forms of tobacco advertising, promotion and sponsorship has proven to be an effective way to reduce smoking prevalence and have a lasting impact on young people.
- It is important to prevent both direct and indirect forms of tobacco advertising, promotion and sponsorship.
- Event organizers need to be vigilant in order to detect and counteract tobacco industry actions that could threaten tobacco-free and/or smoke-free aspects of the event. Some examples of tactics used by the tobacco industry are listed in Appendix B.

### Ban sales of tobacco, tobacco-linked merchandise and placement of tobacco products in association with mega event products/symbols <sup>[3, 9, 16-17]</sup>

- In order to promote tobacco use and consumption, the tobacco industry uses powerful marketing tactics. A mega event is an ideal medium for product placement and for creating an association between the mega event symbol and tobacco (see Appendix C for examples of those marketing tactics aimed at circumventing advertising and promotion restrictions).

### Recommendations on banning and sale of tobacco products <sup>[3, 9, 16-17]</sup>

- Tobacco advertising and promotion of any kind should be banned throughout the host city.
- Tobacco sponsorship should be banned.
  - The right to broadcast the event should be framed with a protecting clause against tobacco advertising, promotion and sponsorship (e.g. the broadcasting media could face a lawsuit).
- Event's organizations should honour their engagement to implementing a comprehensive tobacco-free policy.
- The event should have no linkage with the tobacco industry in any form.
- No tobacco products should be sold, advertised or promoted within the event site.

- Smoking related products such as lighters, matches and ashtrays should not be sold or given away.
- Tobacco products should not portray the mega event's colours, logo or symbols, or be associated with them at the point of sale.
- Participants, players, coaches, event administrators or representatives and symbols associated with the event are not to be publicized on the tobacco company web sites, or other materials, including press statements.
- Spokespersons, public figures and celebrities engaged to promote the event should not have association in any form with tobacco industries.
- The tobacco industries tactics (charitable sponsorship, giving free events ticket, promotional games etc) should be monitored. Civil society has a key role to play.



## Policy Review and Evaluation



The evaluation should be designed as part of the event plan.

### Steps for a policy review and evaluation<sup>[13, 15, 18,19]</sup>

- The tobacco-free policy should be reviewed and evaluated, whether it is for one event or for a series of events.
- The tobacco-free policy should be enforced during test-runs and rehearsals of events and be reviewed to address potential problems.
- An initial brief review, focused on compliance, should be carried out soon after the opening of the event, to quickly address unanticipated problems.
- The second review should be carried within a few months of the closure and periodically thereafter.

### Questions to answer before beginning the evaluation<sup>[13]</sup>

- What resources are available to design and conduct an evaluation?
- What aspects of the policy and its impact are generating the most discussion?
- Does the policy contain exemptions or other provisions that have the potential to significantly reduce its reach and impact?
- What kinds of information are decision makers, the news media, the business community, other stakeholders and the public requesting?

### The evaluation can be structured around 3 axes:<sup>[13]</sup>

#### 1. Public Support<sup>[13]</sup>

- Conduct studies to assess:
  - Public awareness of the health effects of tobacco use and SHS.
  - Public support of the proposed policy (smoke-free environments / bans on tobacco advertising, promotion and sponsorship).
- The study results can help track levels of support and changes in these levels over time (before and after the regulation or policy).

#### 2. Compliance<sup>[13]</sup>

- Conduct studies to assess compliance with the tobacco-free policy.
- Documenting compliance rates helps to:
  - Assess how implementation is proceeding
  - Identify types of venues and geographic regions where increased educational and enforcement efforts are needed.

—Monitor trends in compliance over time.

### Questions to ask regarding compliance:<sup>[13]</sup>

- What are the rates of compliance among different groups (staff, spectators, etc)
  - Where are signs and policy ignored by tobacco users?
- Are the ' Tobacco-free ' signs effective?
- Is tobacco litter evident in the venue ?
- Do staff/volunteers need more training?

### 3. Air Quality Monitoring<sup>[13]</sup>

- Conduct studies to measure nicotine in air or particulate matter suspended in air.
- The study results can be used to assess changes in air quality in these venues (before and after the regulation).

See Appendix D for some examples of indicators

### Recommendations for policy evaluation<sup>[13, 15, 18,19]</sup>

- Reviewing the policy both during and after the event is important.
- The policy should be kept up to date. For example, a new venue or a modification to a venue or new ideas on improving implementation will require an alteration to the policy to redefine the tobacco-free areas.
- Seek feedback from key stakeholders on how the policy is working and how to make it more effective if necessary.
- For single events such as regional/provincial games, the review should take place after the event.
- It would also be helpful to provide a report to the next host community highlighting the successes and failures of the tobacco-free policy as well as the lessons learned.
- It is important to communicate the evaluation's results to maintain stakeholders' supports.

See Appendix D for a tobacco-free evaluation tool (questionnaire example provided)

See Appendix E for a checklist for evaluating the effectiveness of your 100% tobacco-free event

### Checklist <sup>[6]</sup>

Use this list to check if you have completed the main steps towards achieving a tobacco-free venue. Tick the boxes when you have completed the following:

#### Event level:

- Written a tobacco-free policy for the event.
- Developed an education plan using tools to ensure continuous advocacy and promotion of the policy during the event.
- Developed and implemented a communications plan that tells employees what they need to know about the new tobacco-free policy.
- Implemented a training programme for managers and other relevant officials on how to monitor and enforce the policy.
- Developed a plan to monitor and review the tobacco-free policy immediately following implementation, within a month after closure of the event and periodically thereafter.

#### Venue level:

- Written a tobacco-free venue policy for approval by event organizer.
- Developed an education plan using tools (signage, public announcements on scoreboards, mobile phones) to promote the policy to venue users.
- Implemented a training programme for staff and volunteers on how to enforce the policy.
- Developed a plan to monitor and review the tobacco-free policy immediately following implementation, within a month after closure of the event months and periodically thereafter.

## Appendix A: Answers to Common Questions <sup>[6]</sup>

### Q1: Why should we be tobacco-free?

Regulations have been passed to protect people from known harm caused by SHS and to help people quit. Tobacco-free events are good for everyone's health.

### Q2: Will our venue suffer financially if tobacco use is banned?

The majority of people prefer tobacco-free venues and will find them more appealing to visit.

### Q3: Why can't we rely on ventilation to clear the air?

Air conditioning and ventilation systems do not remove all the dangerous components in tobacco smoke. Even if the visible smoke is removed, toxic gases, vapors and small particles of smoke are harmful to health and cannot be removed mechanically.

### Q4: What about the rights of smokers and other tobacco users?

The policy is about where people can use tobacco so that their smoke doesn't cause harm to others. Non-smokers have a right to breathe clean air that is not contaminated by carcinogens and other harmful substances in tobacco smoke.

### Q5: Is SHS harmful?

Medical evidence is overwhelming that SHS causes diseases and harm to others.

### Q6: How will this policy work when so many people smoke and don't want to stop smoking?

The organizers of this event are committed to protecting people from the known dangers of SHS.

### Q7: What happens if someone smokes in a tobacco-free area?

The person smoking will be approached by a staff member and asked not to smoke. They may be given a small handout card on why they cannot use tobacco in the venue. If they persist in ignoring the warning, penalties will apply.

## Appendix B: Tobacco Industry Tactics: tobacco advertising, promotion and sponsorship

Taken from the Article 13 guidelines:<sup>[16]</sup>

- Communication through audio, visual or audiovisual means:
  - Print (including newspapers, magazines, pamphlets, leaflets, flyers, letters, billboards, posters and signs)
  - Theatre or other live performance
  - Television and radio (including terrestrial and satellite)
  - Music, movies, DVDs, videos and CDs
  - Games (computer games, video games or online games),
  - Other digital communication platforms (including internet and mobile phones)
- Competitions, associated with tobacco products or brand names, whether requiring the purchase of a tobacco product or not.
- Packaging and product design features.
- Payment or other consideration in exchange for the exclusive sale of a particular product or particular manufacturer's product in a retail outlet, at a venue or at an event, or prominent display of a product.
- Provision of financial or other support to events, activities, individuals or groups such as:
  - Sporting or arts events
  - Individual sports people or teams
  - Individual artists or artistic groups, welfare organizations, politicians, political candidates or political parties, whether or not in exchange for publicity, including corporate social responsibility activities.
- Provision of financial or other support by the tobacco industry to venue operators, such as pubs, clubs or other recreational venues, in exchange for building or renovating premises to promote tobacco products or use or provision of awnings and sunshades.
- Direct targeting of individuals with promotional (including informational) material, such as direct mail, telemarketing, "consumer surveys" or "research".

## Appendix C: Tactics of Tobacco Sales, Tobacco- Linked Merchandise and Placement of Tobacco Products

Taken from the Article 13 guidelines:<sup>[16]</sup>

- Brand-marking ("buzz marking"), including in entertainment venues (cafes, nightspots) and retail outlets, and on vehicles and equipment (e.g. by use of brand colours or schemes of colours, logos or trademarks).
- Display of tobacco products at points of sale.
- Tobacco product vending machines.
- Internet sales of tobacco products.
- Product placement (i.e. the inclusion of or reference to a tobacco product, service or trademark in the context of communication, in return for payment or other consideration).
- Sale, supply, placement and display of products at educational establishments, hospitality, sporting, entertainment, music, dance and social venues or events.
- Promotion of discounted products.
- Sale or supply of toys or sweets that resemble tobacco products.
- Payments or other contributions to retailers to encourage or induce them to sell products, including retailer incentive programmes (e.g. rewards to retailers for achieving certain sales volumes).
- Provision of gifts or discounted products with the purchase of tobacco products (e.g. key rings, T-shirts, baseball hats and cigarette lighters).
- Supply of free samples of tobacco products, including in conjunction with marketing surveys and taste-testing.
- Incentive promotions or loyalty schemes, e.g. redeemable coupons provided with purchase of tobacco products.
- Brand stretching and brand sharing (product diversification) 'Non-branded tobacco advertising' includes backlit posters directly above cigarette displays, depicting images of smoking paraphernalia such as matches or lighters.

### Other examples:

- Sponsoring musical events that have no formal age checks at the door.
- Paying celebrities to wear clothing bearing cigarette brand logos.
- Targeting women: silk purses, cashmere knitwear, sunglasses, boots, etc... emblazoned with a tobacco brand.
- Producing supplements for magazines aimed at young people (ex: style supplement).
- Paying attractive young women to wear the logo's colours (e.g. an army of cigarette girls at cafes and clubs who approach male customers with free packs of cigarettes).



**Appendix D:  
Tools for  
Tobacco-Free  
Policy  
Evaluation**

**Some example of indicators<sup>[19]</sup>**

<p><b>Outcome 1:</b> Increased knowledge of, improved attitudes towards, and increased support for the creation and active enforcement of tobacco-free policies.</p>	<ul style="list-style-type: none"> <li>● Level of confirmed awareness of media messages on the dangers of second-hand smoke.</li> <li>● Proportion of the population willing to ask someone not to smoke in their presence.</li> <li>● Level of support for creating tobacco-free policies in public places.</li> <li>● Level of support for active enforcement of tobacco-free public policies.</li> </ul>
<p><b>Outcome 2:</b> Compliance with tobacco-free policies</p>	<ul style="list-style-type: none"> <li>● Perceived compliance with tobacco-free policies in indoor and outdoor public places.</li> <li>● Perceived compliance with tobacco-free policies in workplaces.</li> <li>● Proportion of public places observed to be in compliance with tobacco-free policies.</li> </ul>
<p><b>Outcome 3:</b> Reduced exposure to second-hand smoke</p>	<ul style="list-style-type: none"> <li>● Proportion of the population reporting exposure to second-hand smoke in the workplace.</li> <li>● Proportion of the population reporting exposure to second-hand smoke in public places.</li> <li>● Proportion of nonsmokers reporting overall exposure to second-hand smoke.</li> </ul>

**Adaptation of a questionnaire used during the 2002 FIFA World Cup<sup>[3]</sup>**

**PARTICIPANT INFORMATION:**

Gender: \_\_\_\_\_ Age: \_\_\_\_\_ Country: \_\_\_\_\_

spectator       journalist       participant (athlete)

coach/team staff

volunteer staff       paid staff

sponsor       other ( \_\_\_\_\_ )

smoker       nonsmoker

**QUESTIONS:**

1. Are you aware that [name of the event's organization] has designated [name of the event, date and name of the host city] as tobacco-free? If so, how did you hear about it?

2. Did you know that [name of the host country's Organizing Committees] has approved a non-smoking policy? If so, how were you informed?

3. Have you noticed any tobacco industry advertising during the [name of the event], such as free sampling, special vans, and sponsored events? If yes, please give examples.

4. While inside [name of the event] venues, did you notice any posted signs and/or hear announcements regarding the non-smoking policy? Did you see any TV ads on the big screen that promoted a healthy tobacco-free lifestyle?

5. Did you notice people smoking inside and around the venues? Were they outside of the designated smoking areas?

**For the event participants, sponsors and journalists:**

6. Did you receive any information prior to the event [name of the event] that informed you of the non-smoking policy? If yes, what?

7. Additional comments:



**Appendix E:  
Checklist for  
Evaluating  
the  
Effectiveness  
of 100%  
Tobacco-Free  
Events<sup>[20]</sup>**

Objectives	Criteria	Yes	No	N/A
A reduction in exposure to tobacco smoke among staff, and visitors	Premises associated with the event including offices and venues and their grounds are 100% free from tobacco smoke inside			
	Either smoking is banned in the grounds (outdoors) or there are designated smoking areas			
	No smoking is allowed in any event vehicle			
	The policy is enforced			
	The policy includes a review date			
	The policy includes a complaints procedure			
	The tobacco-free policy is clearly displayed in the venue and other event premises			
	'No smoking' signs are clearly displayed in the building and grounds and there are no cues to smoke (eg: ashtrays are removed)			
	Clear signs direct smokers to any designated smoking areas in the grounds			
	Communication tools like electronic screens, jumbotrons, geographic text messaging are used to remind people of the tobacco-free policy			
	Lighters and matches are banned in event areas open to the public and open flames are not allowed, (which can also contribute to security and fire-safety)			
	All staff and volunteers are educated on the content and implementation details of the policy			
	Specific staff are trained in enforcement of the policy			
Staff and participants/spectators generally know about the tobacco-free policy				
Everyone in event premises is generally compliant with the policy				
An increase in awareness and knowledge of the harms caused by tobacco use and exposure to tobacco smoke among staff and the broader community	All staff and volunteers are educated on the harms caused by tobacco use and exposure to tobacco smoke			
	Staff and spectators generally know using tobacco and exposure to tobacco smoke is harmful			
	Materials such as posters and pamphlets are displayed and distributed throughout the event premises			

Objectives	Criteria	Yes	No	N/A
	The event web site has information on it about the tobacco-free policy and its rationale			
	World No Tobacco Day is celebrated with tobacco-free promotion and/or events if appropriate			
	Information kits are available for staff on the policy and smoking cessation services			
	Specific staff are trained to speak to the media about the tobacco-free policy			
	Event symbols and mascots are linked with the tobacco-free message			
	The broader community is educated on the policy, and tobacco control			
	An ongoing quit campaign for staff, is being conducted following a baseline survey to determine how many staff smoke			
	Staff and family members know how to access smoking cessation support			
	Staff and family members are making quit attempts			
	A second smoking survey among staff has been conducted following the quit campaign to measure impact and plan next steps			
An increased number of staff quit using tobacco if the event is longer than one month.	An ongoing quit campaign for staff, is being conducted following a baseline survey to determine how many staff smoke			
	Staff and family members know how to access smoking cessation support			
	Staff and family members are making quit attempts			
	A second smoking survey among staff has been conducted following the quit campaign to measure impact and plan next steps			
The event is not linked with the tobacco industry in any form.	Tobacco sales are banned in all event premises			
	There is no marketing, promotion, or advertising of tobacco associated with the event or in any of the event premises and publications			

Objectives	Criteria	Yes	No	N/A
	Event symbols and intellectual property including trademarks are not linked in any way with the tobacco industry or their employees/contractors/spokespeople			
	There is vigilance to detect and destroy any counterfeit or illegal use of the event symbols in connection with the tobacco industry			
	Event broadcasts do not feature tobacco advertising or promotion			
The host city is compliant with the WHO Framework Convention on Tobacco Control Articles 8 and 13.	The host city has legislation or regulations to create 100% smoke-free environments in all indoor public places and workplaces			
	The host city has banned all tobacco advertising, marketing, promotion and sponsorship			
	The host city promotes the tobacco-free event through appropriate public education aimed at bringing down smoking rates and increasing compliance with the smoke-free policy			
The event parent organization has a tobacco-free policy compliant with the WHO Framework Convention on Tobacco Control.	The event parent organization has a tobacco-free policy that ensures no linkage with the tobacco industry in any form, and which promotes healthy tobacco-free environments and lifestyles			
	The event parent organization uses tobacco-free criteria in its selection of host cities and host organizations for its events			
	The event parent organization monitors compliance with its tobacco-free policy as well as infringements of its policy and intellectual property by the tobacco industry			

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