

# EFDN Conference October 2016, Glasgow

## Good practice in the implementation of tobacco-free sports stadia: EURO 2016



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Tobacco-Free Stadia Guidance  
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# Introduction to Healthy Stadia

- Healthy Stadia are specialists in the cross-over area of public health and sport / sports stadia, working with clubs and governing bodies across Europe since 2007
- Primarily work on physical activity, food & nutrition and tobacco control
- Associate partners of UEFA's Football and Social Responsibility (FSR) portfolio - working on tobacco control project for EURO 2016
- Work closely with Social Responsibility core partner *World Heart Federation* promoting World Heart Day and healthy lifestyle projects for young people
- Affiliate partners in 13 European countries, with over 200 club/stadia members of *European Healthy Stadia Network*.



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## Healthy Stadia Definition

**“Healthy Stadia are those which promote the health of visitors, fans, employees, players and the surrounding community...”**

A holistic approach to developing stadia as ‘health promoting settings’, specifically:

- Healthier matchday stadium environments – e.g. Tobacco-free policy
- Promoting healthier lifestyles for fans & local communities – e.g. Men’s health
- Promoting a healthier club/stadium workforce – e.g. Active travel options



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# Second-Hand Smoke: A Stadium Hazard

- Tobacco: **largest preventable cause of premature death** across globe
- Exposure to '**second-hand smoke**' (SHS) is a direct cause of disease, disability and death
- Kills +80,000 people in Europe each year
- Quarter of those killed are **children** – affected more than adults as they breath more quickly



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# Tobacco and Sports Stadia Outside UK



- **WHO's Framework Convention on Tobacco Control:** ratified in 2005; framework for national legislation e.g. 2007 UK Smokefree Law
- A decade after Framework ratification: still **considerable national variations** in the application of tobacco legislation to public spaces, *including stadia*
- **2014 research (football stadia):** Only 18 of 54 countries in Europe have smoke-free policies at football stadia - however, many those with smoke-free policies cited **low levels of compliance** at matches – policy by name only
- **Our position:** It is the *social and ethical responsibility* of all clubs, stadia & National Associations to protect the health and safety of *fans and staff* through policies eliminating second-hand smoke in stadia.

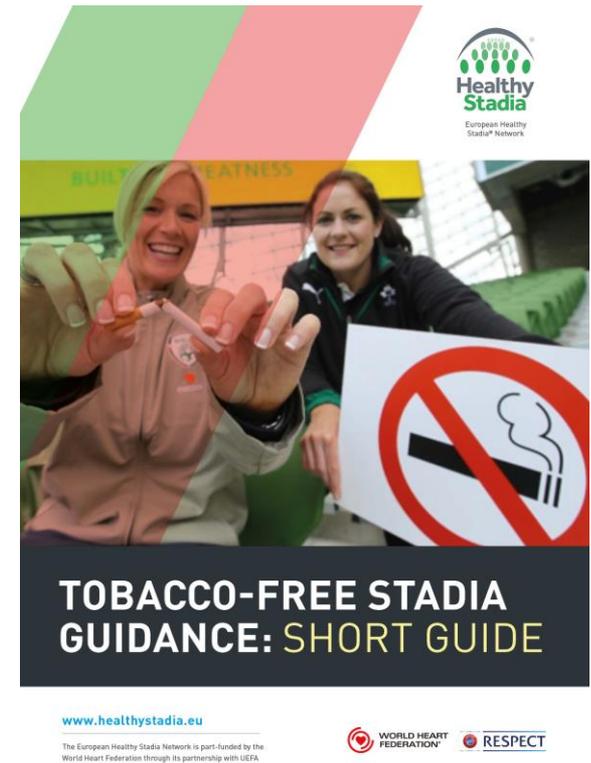


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# Tobacco-Free Guidance For Sports Stadia

- New **guidance** to support clubs, stadium operators & mega-events
- Provides **step-by-step framework** on implementing tobacco-free policy - includes fact sheets, policy & monitoring templates, signage examples, links
- Available as Main Guide (ENG) and Short Guide in ESP, ITA, FRA, GER (Russian forthcoming)
- Supplementary **training module** developed for frontline staff on policy enforcement.



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# Tobacco Control Policies – Definitions & Benefits

**Minimum standard (smoke-free):** Smoking prohibited throughout the stadium environment, including all internal & external (seated) areas – applies to all stadium users

**Best practice (tobacco-free):** Bans the sale and promotion of tobacco products; prohibits use of e-cigarettes & oral tobacco; makes no use of designated smoking areas (Gold Standard)

## Benefits to stadium users and operators:

- Protects against the acute health dangers of exposure to SHS
- Reduces incidence of heart attack and stroke in stadia
- Minimises potential fire hazards presented by lit tobacco
- Reduces tobacco litter & reduces stadium cleaning and insurance costs
- Prevents the initiation of smoking amongst young people
- Maintains an environment that is helpful for smokers trying to quit
- Breaks links between sport, tobacco and ill health.



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# Key Themes & Tools in Guidance

## Policy development & definition:

- Health rationale for tobacco control policies at stadia – dangers of second-hand smoke
- Policy definition guide - *smoke-free* & gold standard *tobacco-free* definitions
- Consulting with stakeholders & leveraging support from local partners e.g. national / local heart foundations.



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# Key Themes & Tools in Guidance

## Communicating the policy:

- Developing a policy statement – foundation for all communications
- Promotional tools: digital channels, ground regulations & match tickets, press conference & player endorsements
- No smoking signage & placement strategy
- Using stadium audio-visual assets – e.g. big screen & PA announcements.



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# Template No Smoking Signage



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# Key Themes & Tools in Guidance

## Enforcement & monitoring:

- Training stewards & security staff - template training module provided
- Dealing with cases of non-compliance - graduated response plan
- Example yellow & red cards to assist frontline staff in communicating the policy
- Use of penalties as ultimate sanction – ejection from stadium & penalty fines
- Template monitoring form & review process to maximise policy's effectiveness.



**Information on 'No Tobacco' at EURO 2016** 

- EURO 2016 has been declared 'Tobacco Free' to help protect the health of everyone involved in the tournament
- Please do not smoke in any internal or external part of the stadium, including the use of e-cigarettes
- This approach eliminates second-hand smoke which is a known cause of chronic diseases, and is particularly dangerous for children
- Enjoy the game and please respect the health and enjoyment of others around you!

 RESPECT YOUR HEALTH



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# Exceeding local tobacco legislation: FC Barcelona

Weak tobacco control legislation – cited as key blockage to implement tobacco control policies...

## FC Barcelona case study:

- Board of directors voted for a smoke-free policy in 2012
- Policy written in ground regulations & ticket conditions as prohibited activity
- Communications campaign *in advance of policy* sensitising fans & stakeholders
- Messaging focussed on the health & safety benefits of the policy for all stadium users – fans, visitors and staff.



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# Example of Good Practice at Mega Event: EURO 2016

- **Respect Your Health: No Tobacco** – implemented by UEFA with guidance, training content & monitoring from Healthy Stadia
- EURO declared a **'tobacco-free'** tournament, prohibiting use, sale and promotion of all tobacco *and* e-cigarette products
- Policy applied to all stadium users across all **internal *and* external** areas of venues
- No use of any designated smoking areas; no exemptions for VIPs.



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## Key Challenges

- Tobacco control **legislation** in France does *not cover external parts of stadium* – no option of penalty fines
- Stadium stewards and security are not experienced in enforcing tobacco policies and have no prior **training**
- Challenge of implementing a tobacco policy with fans from **24 countries**, only 8 of which have No Smoking stadiums
- Culture of **VIPs** and guests being allowed to smoke at mega events
- Prioritisation of anti-terror operation.



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# Implementation of the Policy at EURO

- **110 Respect Your Health volunteers** to communicate policy – soft approach
- Coordinated by SUST manager at each venue
- In depth training programme for No Tobacco volunteers & stewards – online & situational
- No Smoking **signage** – bi-lingual & pictogram
- Development of **yellow & red card** system for volunteers & stewards
- Online training undertaken by **all staff & contractors** working at EURO.

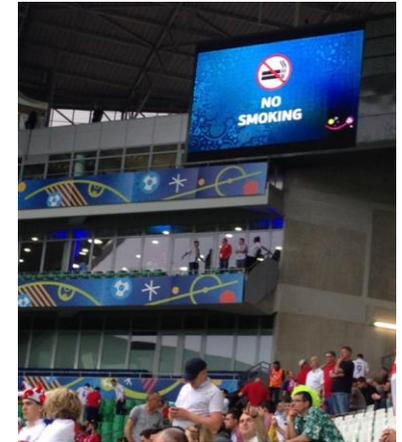


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# Communications Devices Used for EURO

- Match tickets & accompanying letters
- Listed as prohibited behaviour within stadium regulations
- Stated in official match programme
- Big screen announcements at regular intervals
- Social media outputs for each match.



**Monday 13 June 2016**

**Group D**  
**Spain v Czech Republic**  
15:00 CET  
Stadium Toulouse

**Group E**  
**Ireland v Sweden**  
18:00 CET  
Stade de France

**Group E**  
**Belgium v Italy**  
21:00 CET  
Stade de Lyon



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# Signage Positioned in all Areas



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## Yellow & Red Card System



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# Yellow & Red Card System – Speaking to the Fans

## Information on the no-tobacco policy at UEFA EURO 2016



- UEFA EURO 2016 has been declared tobacco-free to help protect the health of everyone involved in the tournament.
- Please do not smoke or use e-cigarettes in any internal or external part of the stadium.
- The tobacco-free policy eliminates second-hand smoke, which is a known cause of chronic diseases, and is particularly dangerous for children.
- Enjoy the game and please respect the health and enjoyment of those around you!



## Merci d'arrêter de fumer dans le stade



- Le tabac et les cigarettes électroniques sont interdits dans l'enceinte du stade.
- Cette politique vise à protéger la santé des supporters et du personnel non fumeurs contre les risques connus liés au tabagisme passif.
- En continuant de fumer, vous allez à l'encontre de la politique officielle du tournoi et portez atteinte à la santé de ceux qui vous entourent.
- Merci de réfléchir à la portée de vos actes et de respecter la santé et le bien-être des personnes qui vous entourent !



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# Monitoring and Data Collection

- Volunteers equipped with **monitoring diary** to capture yellow / red card data
- Total number of yellow / red cards reported after each match by SUST managers
- Healthy Stadia also monitored implementation of policy during group stage matches - provided **real time feedback & recommendations** to operations staff and volunteers.

Where?	Tobacco Product	Tobacco Product	Electronic Cigarette	Electronic Cigarette
Seated Areas				
Toilets				
Concourse / Stairs				
Catering Areas				
VIP Areas				
Media / Offices				



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# Programme Results and Learning

## Results:

- 12,805 yellow cards issued
- 1,159 red cards issued to persistent offenders after initial yellow card warning
- Very few smokers in seated areas

## Learning:

- Greater focus needed on positioning of volunteers & security in 'hot spot' areas
- Future policy to cover stadium bowl only

## Legacy:

- Demonstration of tobacco-free stadium policy implementation *exceeding* national legislation
- Implementation of policy at domestic level?
- Advising WHO Russia & WC 2018 host cities.



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## In Conclusion

- Strong support for tobacco control policies in public areas - even amongst smokers themselves
- Tobacco control policies at stadia protect the health & safety of all users, and help to break links between tobacco and sport
- Examples of good practice from National Associations, clubs & tournaments where organisations have *exceeded* national tobacco legislation
- Healthy Stadia's 'Tobacco-Free Guidance' documents can help Association & domestic stadia implement strong protective policies
- Guidance already used by San Siro Milan to help adopt new Smokefree policy at stadium.



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# European Healthy Stadia Conference 2017



Thursday 27<sup>th</sup> April, Emirates Stadium London  
Further details at: [www.healthystadia.eu/conference](http://www.healthystadia.eu/conference)



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# Thank you for listening & any questions?

Download tobacco-free stadia guidance documents at:  
[www.healthystadia.eu/tobacco/guidance](http://www.healthystadia.eu/tobacco/guidance)

Contact:  
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