



VIRGINIA

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**100% Tobacco-Free  
& E-Cigarette-Free  
Outdoor Events**

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TOOLKIT



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# Section 1

## INTRODUCTION

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# Introduction

The Share The Air campaign THANKS YOU for your commitment and willingness to create a healthier Virginia by reducing Virginians' exposure to secondhand smoke and aerosol from vape products at outdoor public events.

Public policy initiatives such as this are proven effective solutions to addressing the health and environmental impact of exposure to secondhand smoke and aerosol, and promoting healthy lifestyles and health equity in our communities.

## CREATING 100% TOBACCO-FREE & E-CIGARETTE-FREE OUTDOOR PUBLIC EVENTS

The Share The Air campaign is an initiative of the Virginia Foundation for Healthy Youth to help Event Hosts across Virginia understand and voluntarily adopt a comprehensive tobacco-free and e-cigarette-free outdoor policy. A comprehensive policy supports outdoor events that are 100% free from tobacco products - including electronic smoking devices -- 24 hours a day, seven (7) days of the week. This type of policy is critical to creating clean and healthier spaces where children, teens, adults, and families assemble for leisure and fun.

Partnered with the Virginia Department of Health Tobacco Control Program, this toolkit contains resources to support Event Boards with implementing, communicating, and enforcing a tobacco-free and e-cigarette-free outdoor policy effectively.

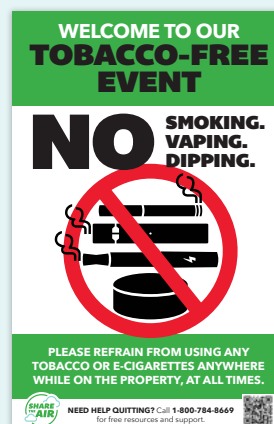
## A 100% TOBACCO-FREE AND E-CIGARETTE-FREE OUTDOOR EVENT MEANS

1. Tobacco and e-cigarettes in any form are not used or distributed during the event by anyone at any time.
2. Tobacco-free and e-cigarette-free signage is posted in visible, prominent locations.
3. The policy is clearly communicated to all staff, volunteers, vendors, and visitors.
4. There are consistent enforcement requirements.

**Tobacco-Free and E-Cigarette-Free outdoor public events eliminate exposure to secondhand smoke.**

### FREE TOBACCO-FREE AND E-CIGARETTE-FREE SIGNAGE

The Share The Air campaign will be **distributing free tobacco-free signage** to Event Boards in Virginia, who adopt a tobacco-free and e-cigarette-free policy for their outdoor public events, that meet the Share The Air comprehensive standard (see [comprehensive policy checklist and model policy on pages 10 to 12](#)). If you have questions about signage, please contact [info@sharetheairva.com](mailto:info@sharetheairva.com).



Laminated Poster - 11" x 17"



Laminated A-Frame - 24" x 18"



Banner - 6' x 2.5"

# Tobacco-Free and E-Cigarette-Free Events: Why It Matters

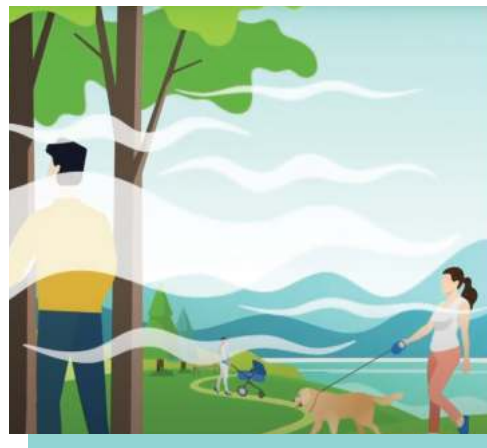
- Secondhand smoke is a serious health hazard, and there is no safe level of exposure.<sup>3</sup>
- Whether indoors or outdoors, breathing even a small amount of secondhand smoke can have serious health consequences. Youth with asthma or other breathing problems can have their condition triggered by secondhand smoke. Additionally, as little as 30 minutes of exposure to secondhand smoke can negatively affect the coronary arteries of healthy, young nonsmokers.<sup>4,5,6</sup>
- Exposure to secondhand smoke results in more than 41,000 deaths in the United States and over 1 million illnesses in children annually.<sup>3</sup>

## **Tobacco and e-cigarette use at outdoor public events creates litter that poses significant risks to humans, pets, and the environment.**<sup>15</sup>

- Tobacco products are the most littered item nationwide, accounting for nearly 40% of all littered items.
- Discarded cigarettes and other forms of tobacco are hazardous to the environment that does not decompose easily, costly to clean up, and is a toxic pollutant to young children and animals.
- Litter from cigarettes and nicotine vapor products liquid poses an ingestion risk for young children. Ingesting discarded cigarettes or cigarette butts can cause vomiting, tremors, weakness, unresponsiveness, and may lead to respiratory arrest and death.

## **Tobacco-Free and E-Cigarette-Free outdoor public events ensure positive role-modeling by parents, adults, community leaders, officials, staff, and other volunteers.**

- Almost 90% of adult smokers started smoking before they turned 18. If we can keep youth tobacco-free and e-cigarette-free until age 18, most will never start using tobacco.<sup>7</sup>
- Youth are more likely to smoke in a location where they have seen other peers or adults smoking.<sup>2</sup>
- Every year in Virginia, nearly 2,300 youth will become new daily smokers.<sup>13</sup>
- Outdoor public events represent fun and leisure activity. Using tobacco and electronic smoking devices at events does not demonstrate healthy behaviors.
- Supporting tobacco-free and e-cigarette-free programs and initiatives will make a difference in the health and welfare of our communities.





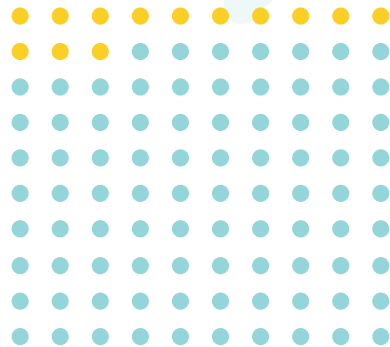
# Creating 100% Tobacco-Free & E-Cigarette-Free Outdoor Spaces

In Fall 2019 the Virginia Foundation for Healthy Youth's (VFHY) youth-led program "Y Street" launched the Share The Air campaign. This campaign aims to create tobacco-free and e-cigarette-free outdoor public spaces across the Commonwealth through voluntary policy adoption. Y Street members collected nearly 5,000 surveys in their local communities across Virginia to assess public perceptions of tobacco use and the harms of secondhand smoke and aerosol from vape products outdoors.



# 81%

*of Virginians surveyed agree that outdoor events should be tobacco-free and e-cigarette-free.*



# 83%

*of Virginians surveyed, including 65% of tobacco-users, support legislation that would give back local control to counties, cities, towns to pass stronger smoke-free policies.*

# 84%

*of Virginians surveyed believe children model the behavior of adults they see using tobacco and e-cigarettes.*







## Section 2

VOLUNTARY TOBACCO-FREE AND  
E-CIGARETTE-FREE OUTDOOR POLICY

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## Why a Voluntary Policy?

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Comprehensive tobacco-free outdoor policies at the local level are an effective solution to reducing the health and environmental harms caused by tobacco use and exposure to secondhand smoke and aerosol in outdoor recreational areas. Tobacco control laws at the state level that includes preemptive language, however, prohibits localities from enacting local smokefree air laws that are stronger than the state's laws.

According to Share The Air's survey findings report, a strong majority of Virginians (83%) support local governments establishing smoke-free air laws to improve community health. For this reason, Event Boards are uniquely positioned to help increase awareness and public demand for communities to have control to pass local tobacco-free ordinances through voluntary policy adoption. Adopting a tobacco-free and e-cigarette-free outdoor policy, voluntarily, allows private entities to respond to communities' concerns and demand for protection from secondhand smoke and vape aerosol exposure.

To read the full campaign survey findings report, visit [ShareTheAirVA.com](http://ShareTheAirVA.com).



# Share The Air Comprehensive Standard Checklist

The Share The Air campaign has a comprehensive standard for creating 100% tobacco-free and e-cigarette-free outdoor public events. Below is a checklist that outlines the criteria for a comprehensive tobacco-free and e-cigarette-free outdoor policy to support Event Boards interested in establishing their public event as tobacco-free, smoke-free, and vapor-free.

## Requirements for Establishing 100% Tobacco-Free and E-Cigarette-Free Public Event:

- Prohibit tobacco and electronic smoking device use and distribution within all event areas at all times.
- Prohibit designated smoking areas.
- Require tobacco-free and e-cigarette-free signs to be posted in visible, prominent locations in event areas (see signage on page 25).
- Include the tobacco-free and e-cigarette-free policy in the contracts of vendors, performers, independent contractors, and all others hired to perform services for the event.
- Notify and inform event staff and volunteers about the tobacco-free and e-cigarette-free policy in advance of the event through written communication and materials (see communication tools on page 10).
- Announce and post the tobacco-free and e-cigarette-free policy on the event's website and social media channels (if applicable) to notify the general public in advance of the event.
- Require event staff and volunteers to monitor event areas and make periodic announcements throughout the event to remind the general public that the event is tobacco-free and e-cigarette-free.
- Require event staff and volunteers to ask individuals violating the policy to comply by extinguishing or turning off, if electronic, the product being smoked or vaped.

## Strongly Encouraged Recommendations:

The items listed below are NOT required but strongly encouraged to strengthen compliance and enforcement of the tobacco-free and e-cigarette-free policy.

- Do not accept any funding or any in-kind contribution from tobacco product companies for any reason.
- Make cessation resource materials available at the event to support individuals interested in quitting the use of tobacco products and electronic smoking devices (see page 22 for cessation resources).
- Provide event staff and volunteers training on implementing, communicating, and enforcing the policy to ensure equitable enforcement.

# Model Tobacco-Free and E-Cigarette-Free Outdoor Policy

SECTIONS IN ITALICS ARE RECOMMENDED BUT NOT REQUIRED TO MEET SHARE THE AIR'S COMPREHENSIVE POLICY STANDARD.

## Section 1: Purpose

- 1.1. The *event board's* 100% Tobacco-Free and E-Cigarette-Free Policy aims to create a clean and healthy environment to protect the public's health and safety by prohibiting the use of tobacco products and electronic smoking devices at all event board events.
- 1.2. Tobacco use is the leading cause of preventable disease and death in the United States. The use of tobacco products, as well as exposure to second-hand smoke, has been found to cause heart disease, cancer, asthma, bronchitis, and other respiratory problems.
- 1.3. Tobacco products and electronic smoking devices used in the proximity of children, youth, and adults can be detrimental to their health.
- 1.4. Parents, leaders, and officials involved in community events are role models for children and youth and can have a positive influence on their health and lifestyle choices.
- 1.5. Tobacco products and electronic smoking devices, once consumed in public spaces, are often discarded on the ground requiring additional maintenance expenses, diminishing the beauty of the *event name* facilities, and posing a risk to children and pets due to ingestion.

## Section 2: Prohibition and Definitions

- 2.1. Tobacco product use and distribution are prohibited in all event areas at all times and designated smoking areas will not be made available. **All times** means 24 hours a day, seven days a week.
- 2.2. This tobacco-free and e-cigarette-free policy applies to all employees, performers, independent contractors, volunteers, vendors, and members of the general public while at the *event name*. During the *event name* at *location*, the use of tobacco is prohibited within all event areas.
- 2.3. *The event board will not accept any funding or any in-kind contribution from tobacco product companies for any reason. Such funding is counter to the event board's support of public health.*
- 2.4. **Tobacco or Tobacco Product:** For the purposes of this policy, "tobacco product" is defined to include, but is not limited to, cigarettes, cigars, blunts, bidis, chewing tobacco, snuff, and any other products containing nicotine, as well as electronic smoking devices and their substances whether or not they contain nicotine. "Tobacco product" also includes any component, part, or accessory used in the consumption of a tobacco product, including but not limited to filters, rolling papers, and pipes, whether or not they contain nicotine.
- 2.5. **Electronic smoking device** means any device that may be used to deliver any aerosolized or vaporized substance to the person inhaling from the device, including, but not limited to, an e-cigarette, e-cigar, e-pipe, vape pen, or e-hookah.
- 2.6. **Tobacco product use** includes, but is not limited to, smoking, chewing, dipping, ingesting, vaping, or any other use of tobacco products and electronic smoking devices.

## MODEL TOBACCO-FREE AND E-CIGARETTE-FREE OUTDOOR POLICY (CONT.)

**2.7. Event areas** mean all property, both indoor and outdoor, that is owned, operated, leased, occupied, or controlled by the **event board** for the **event name**. This includes, but is not limited to, all buildings, stairwells, offices, vendor areas, restrooms, concession areas, performance areas, parking lots, sidewalks, and entrances. It also includes all vehicles owned or leased by **event board** for the **event name**.

*2.8. Tobacco product or Electronic Smoking Device does not mean drugs, devices, or combination products authorized for sale by the U.S. Food and Drug Administration, as those terms are defined in the Federal Food, Drug, and Cosmetic Act.*

### Section 3: Enforcement

3.1. The enforcement of this tobacco-free and e-cigarette-free policy is the shared responsibility of **event name** employees and volunteers, who will be provided with a copy of this voluntary policy in advance of the **event name**.

3.2. The **event board** will post this tobacco-free and e-cigarette-free policy on the **event name** website to notify the general public in advance of the **event name**.

3.3. Acknowledgement of this tobacco-free and e-cigarette-free policy will be incorporated into the contracts of vendors, performers, independent contractors, and all others hired to perform services for the **event name**.

3.4. Signs will be posted in visible, prominent locations in the event areas stating that the **event name** is tobacco-free and e-cigarette-free.

3.5. **Event name** employees and volunteers will make periodic announcements throughout the event that it is tobacco-free and e-cigarette-free. Employees and volunteers will also monitor event areas for compliance with this tobacco-free and e-cigarette-free policy. Any individual found violating this tobacco-free and e-cigarette-free policy will be reminded of the policy and asked to comply with it by discontinuing the use of the tobacco product. If an individual refuses to comply, the employee or volunteer will contact a supervisor to encourage the individual to leave the event areas if using a tobacco product.

*3.6. The **event board** will make cessation resource materials available at the **event name** to support individuals interested in quitting use of tobacco products.*

### Section 4: Effective Date

This policy is effective on \_\_\_\_\_

Event Board: \_\_\_\_\_



## Section 3

STEPS TO CREATING A TOBACCO-FREE AND  
E-CIGARETTE-FREE OUTDOOR EVENT

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# Steps to Creating a Tobacco-Free and E-Cigarette-Free Outdoor Policy

1

## ADOPT A TOBACCO-FREE AND E-CIGARETTE-FREE OUTDOOR POLICY

- The Share The Air campaign will work with Event Boards to help them navigate the new policy adoption process.



2

## PLAN THE IMPLEMENTATION AND ENFORCEMENT

- With support from Share The Air, organize staff and volunteer training sessions to explain the new policy, answer questions, and get staff and volunteers input to develop consistent, effective, and equitable enforcement strategies.
- Share The Air can help coordinate and co-facilitate the training sessions.

3

## COMMUNICATE THE POLICY TO THE COMMUNITY

- Post tobacco-free and e-cigarette-free signs in visible, prominent locations, including at all entrances and parking lots, registration and information areas, concession stands, and walls and placements throughout the event to clearly inform attendees about the policy (see page 25 for signage).
- Notify and inform the Event's staff and volunteers about the tobacco-free and e-cigarette-free outdoor policy through written communication and materials (see page 16 for communication).
  - Include the tobacco-free and e-cigarette-free policy in the contracts of vendors, performers, independent contractors, and all others hired to perform services for the event.
- Publicize and celebrate your decision to go tobacco-free. Share The Air offers free promotion, including a customized image to post on the event's website and social media channels and media and print advertisements.
- Announce and post the policy on the Event's website to promote and inform attendees and surrounding communities (see page 11 for the model policy).
- Ask event partners and sponsors to promote the tobacco-free policy on their websites and social media channels, and include an article about the policy in their newsletters.



Share The Air offers free promotion to Event Boards that adopt a voluntary policy to celebrate your decision and shift public opinion on tobacco-free outdoor spaces. For more information, contact [info@sharetheairva.com](mailto:info@sharetheairva.com).



# Section 4

## COMMUNICATION - A GUIDE FOR OUTDOOR PUBLIC EVENTS



# Communication - A Guide for Outdoor Public Events

Even with signs, written materials, and announcements, some may not realize that the event has a tobacco-free and e-cigarette-free policy. This is why all staff and volunteers should be trained to communicate the policy to the public, which Share The Air can assist with. Gentle, positive, and clear messages will let violators know that the policy is in place and that it will be enforced. Knowing how to effectively communicate the policy will go a long way toward relieving stress that staff or volunteers may have regarding enforcement and will help prevent negative confrontations with attendees. Communicate and enforce this tobacco-free policy just as you enforce all other policies, such as those prohibiting the use of alcohol and weapons at events. Alcohol, like tobacco, is another legal drug, yet there are restrictions that prohibit alcohol use in similar outdoor recreational areas.

## TIPS FOR VERBALLY COMMUNICATING THE POLICY

- **GENTLE REMINDERS:**  
Educate and inform attendees about the tobacco-free and e-cigarette-free outdoor community events, if they are violating the policy. The person in violation of the policy may be unaware that it is in place. Politely and firmly let the violator know that this particular outdoor public event is tobacco-free and e-cigarette-free. Have an informational flyer to give out for more information along with cessation resources if possible.
- **A RATIONALE FOR THE POLICY:**  
Inform attendees of the reasons for the policy in a positive manner. Let them know that the policy was adopted to protect all Virginians from secondhand smoke and aerosol, to ensure a safe and healthy environment for everyone to enjoy, also to model healthy and positive behaviors for youth.
- **RANGE OF COMMUNICATION STRATEGIES:**  
Make sure that multiple communication strategies are in place to complement verbal messages. For example, attendees should see signs and information on the Event's website and materials that explain the policy (visual communication).





# Responding to Challenging Questions

While there is overwhelming support around creating 100% tobacco-free and e-cigarette-free outdoor public events, event boards should anticipate communities' concerns while implementing the new policy.

## COMMONLY ASKED QUESTIONS & WAYS TO RESPOND

### **QUESTION 1: WHY DOES THE POLICY HAVE TO COVER ALL OUTDOOR EVENT PROPERTY, NOT JUST INDOORS?**

- Secondhand smoke, even outdoors, can trigger harmful physical reactions for people with asthma, allergies, and other health conditions.<sup>16</sup>
- Youth are aware of what happens around them. The use of tobacco and e-cigarette products anywhere in areas where they gather reinforces and normalizes tobacco and e-cigarette use.
- Preventing the use of tobacco products outside helps eliminate unsightly litter that poses significant risks to humans, pets, and the environment. Less litter can help reduce costs to keep the event areas clean.

### **QUESTION 2: WILL RESTRICTIONS OF TOBACCO AND E-CIGARETTE USE DISCOURAGE PEOPLE FROM ATTENDING PUBLIC EVENTS?**

- Most Virginians support tobacco-free and e-cigarette-free areas for children. Tobacco use in playgrounds and public outdoor spaces challenges the intended use of the area, which is to promote healthy and safe activities for all members of the community.
- Secondhand smoke, even outdoors, can trigger harmful physical reactions for people with asthma, allergies, and other health conditions.<sup>16</sup>
- Preventing the use of tobacco products outside helps eliminate unsightly litter that poses significant risks to humans, pets, and the environment.<sup>15</sup>

### **QUESTION 3: MANY BELIEVE THAT SMOKING IS AN INDIVIDUAL CHOICE AND THAT A TOBACCO-FREE OUTDOOR POLICY INFRINGES ON THEIR CHOICE OR "RIGHT" TO SMOKE, AND ENJOY THESE OUTDOOR PUBLIC EVENTS AS THEY LIKE.**

- A tobacco-free and e-cigarette-free outdoor policy is not an anti-smoker policy, but a policy that promotes clean outdoor air for everyone -- smokers and nonsmokers alike.

### **QUESTION 4: HOW CAN TOBACCO-FREE AND E-CIGARETTE FREE OUTDOOR PUBLIC EVENTS IMPACT YOUTH?**

- Adults are powerful role models for youth.
- Youth who don't see tobacco and e-cigarette use are less likely to think the behavior is acceptable and are less likely to start using tobacco and e-cigarette products.<sup>9</sup>

### **QUESTION 5: HOW ARE WE GOING TO GET PEOPLE TO COMPLY WITH THIS POLICY?**

- Communication is key. Most people will comply with the policy if they know it exists. Keep messaging positive.

## COMMONLY ASKED QUESTIONS & WAYS TO RESPOND (CONT.)

### QUESTION 6: WHY DOES THE POLICY PROHIBIT NICOTINE VAPOR PRODUCTS?

- Nicotine causes addiction, may harm brain development, and could lead to the use of other tobacco products among youth.
- Nicotine vapor products include all e-cigarettes and popular brands such as JUUL.
- E-cigarette aerosol is not water vapor. In addition to nicotine, e-cigarette aerosol can contain heavy metals, ultrafine particulates that can be inhaled deep into the lungs, and low levels of toxins known to cause cancer.

### QUESTION 7: WHY OFFER REFERRALS TO CESSATION RESOURCES?

- Offering cessation resource referrals acknowledges that tobacco use is an addiction issue and that the policy is first and foremost about keeping Virginians healthy.
- Many cessation resources are available over the phone or online. Providing the websites and phone numbers to these resources is a simple way for the community to demonstrate their commitment to the health of its residents.





# Section 5

## RECOMMENDATIONS FOR COMPLIANCE & ENFORCEMENT



# Enforcing your Tobacco-Free & E-Cigarette-Free Outdoor Policy

## WRITE DOWN ENFORCEMENT PROCEDURES

As with all policies, it is important to establish written enforcement procedures that are fair, clear, and consistently implemented. Procedures need to be developed for all potential violators. Developing a written checklist outlining these procedures facilitates consistent implementation.

## ENSURE THAT ALL STAFF MEMBERS & VOLUNTEERS ENFORCE THE RULES

All staff and volunteers are required to enforce the tobacco-free and e-cigarette-free policy. The main role of most Event staff and volunteers is to remind attendees about the tobacco-free and e-cigarette-free outdoor policy. Ask individuals violating the policy to comply by extinguishing or turning off, if electronic, the product being smoked or vaped. Some staff or volunteers may believe that ignoring violations is better than implementing and enforcing the tobacco-free policy but unfortunately, this leads to inconsistency and unfairness, and it undermines a culture of respect and safety.

## DESIGNATE SOMEONE TO OVERSEE IMPLEMENTATION

The direct implementation of the policy and procedures can be designated to one person or a committee of persons, such as the Event Lead. The individual(s) should immediately and respectfully communicate the tobacco-free or e-cigarette outdoor policy for violators to comply.

## ENFORCEMENT FOR ATTENDEES

The first step in enforcing the policy with attendees is to gently but assertively inform them about the policy. Many attendees who use tobacco products or e-cigarettes may be unaware of the policy or have forgotten about the policy. In these cases, a gentle verbal reminder is all that is needed to obtain compliance (see page 29 for sample statements for attendee enforcement).

When staff, volunteers, vendors, or event attendees are unwilling to comply with a request to refrain from tobacco or e-cigarette use, Event Boards need to have a plan in place for appropriate enforcement.

## TRAINING STAFF & VOLUNTEERS



Provide Event staff and volunteers training on implementing, communicating, and enforcing the policy to ensure equitable enforcement. Trainings are a great way to build confidence in staff and volunteers when asking attendees to comply with the tobacco-free and e-cigarette-free outdoor policy. Please contact [info@sharetheairva.com](mailto:info@sharetheairva.com) to schedule your training.

Training will be led by Share The Air and youth leaders, and will serve as a workshop that allows your staff and volunteers to become familiar and comfortable with their responsibilities with the new tobacco-free policy in place.

During training, staff and volunteers will be introduced to the resources that are provided, review any protocols put in place, and will work through activities that will help with communication and enforcement. This training can be done during regular staff meeting hours.



# Section 6

## CESSATION AND SUPPORT

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# Referrals to Free Cessation Resources

Because nicotine dependence is a difficult addiction to break, cessation resources should be offered to the violators if the opportunity presents itself.

New methods of cessation support using media, like texting and the Internet, are now available. Online support, telephone counseling, and text messages can all provide valuable support for tobacco users who would like help and support with quitting.

## FREE CESSATION RESOURCES FOR YOUTH AND ADULTS

### QUIT NOW VIRGINIA TOBACCO CESSATION SERVICES

1-800-QUIT NOW  
1-800-784-8669  
TTY 1-800-332-8615  
[Quitnow.net/Virginia](http://Quitnow.net/Virginia)

Quit Now Virginia is a free program to help adults and youth successfully quit using tobacco. The program offers many resources for individuals attempting to quit including:

- Quitting Aids helps individuals decide what type, dose and duration of nicotine substitute or other medication is right for them and teaches individuals how to use it to ensure it will work.
- The Quit Guide workbook is a reference for any situation to help individuals stay with their Quitting Plan.
- A Quit Coach® provides expert support and assistance over the phone to help individuals quit tobacco.
- Web Coaches® supports individuals in a private, online community platform with activities, videos, progress trackers, and opportunities for discussion with more than 25,000 active members in the program.
- The Text2QuitSM text messaging system allows individuals to connect with Quit Coaches®, interact with Web Coaches®, learn to use medications correctly, manage urges, and avoid relapse directly from their mobile phone. Visit [www.quitnow.net/virginia](http://www.quitnow.net/virginia) or call (1-800-784-8669) to enroll.

### FREEDOM FROM SMOKING®

[freedomfromsmoking.org](http://freedomfromsmoking.org)

The American Lung Association's Freedom From Smoking® clinic includes eight classroom sessions that help individuals work through a step-by-step plan for quitting smoking. The sessions are organized to help smokers learn more about their addiction and help them gain control over their behavior. For more information, call 1-800-LUNGUSA

The American Lung Association also offers other cessation support at: <https://www.lung.org/quit-smoking/i-want-to-quit>

## FREE CESSATION RESOURCES FOR YOUTH AND ADULTS (CONT.)

### **SMOKEFREE TEEN (SFT)**

[teen.smokefree.gov](http://teen.smokefree.gov)

This site is a joint project of the U.S. Department of Health & Human Services, National Institutes of Health, National Cancer Institute (NCI), and USA.gov. It features teen images and language and offers text messages, quizzes, comics, live chatting with an NCI counselor, links to state quitlines, and more.

### **SMOKEFREETXT**

[Smokefree.gov](http://Smokefree.gov)

Text QUIT to 47848 to get started.

SmokefreeTXT is a mobile text messaging service designed for adults and young adults across the United States who are trying to quit smoking. The program was created to provide 24/7 encouragement, advice, and tips to help smokers quit smoking and stay tobacco-free.

### **EX**

[www.BecomeAnEX.org](http://www.BecomeAnEX.org)

EX is a free quit-smoking program by Legacy, a national non-profit helping people live longer, healthier lives. Working in partnership with Mayo Clinic, a world leader in quitting smoking, Legacy developed the EX Plan and BecomeAnEx.org to show people how to re-learn life without cigarettes and quit for good. It is a free personalized program.

### **MY LAST DIP**

[mylastdip.com](http://mylastdip.com)

My Last Dip is a web-based smokeless tobacco cessation project that understands the unique challenges when trying to quit tobacco products including smokeless tobacco products.



# Section 7

## RESOURCES

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# Tobacco-Free and E-Cigarette-Free Outdoor Signs

The Share The Air campaign offers free signage to **Event Boards** who adopt a comprehensive tobacco-free and e-cigarette-free outdoor policy. The signs provided are shown below.

## BANNERS: BEST FOR ENTRIES & EXITS



- Event Entrances
- Fences
- Tents

Banners - 6' x 2.5'

## LAMINATED POSTERS & SIGNS: BEST FOR COMMON AREAS



Laminated Posters - 11" x 17"



Laminated A-Frame Signs - 24" x 18"

- Registration or Information Areas
- Restrooms
- Concession Stands
- Walls and Placement throughout the Event

# Sample Email to Event Attendees

Below is an email template the Event Board can customize and send to attendees along with other event reminders such as directions to the event location, parking instructions, rules, weather updates, etc.

Dear [Event Attendee],

We are so excited that you have decided to attend [Name of Event] on [date of the event]. We want you and your friends and family to come and enjoy everything that our event has to offer. Below you will find more information that may help you have an agreeable experience upon your arrival.

Our Event values the health and well-being of all in the community. To ensure we maintain a positive, healthy environment, [Event] has a **tobacco-free and e-cigarette-free outdoor policy** in place that prohibits all tobacco and e-cigarette use by staff, volunteers, vendors, and visitors at all times; designated smoking areas will not be made available. This policy also prohibits the use and distribution of tobacco and e-cigarette products on [Name of Event] property, including jointly owned school division properties. To learn more about this policy please visit [link to event website]. We have put this policy in place for the following reasons:

- **Create Tobacco-Free and E-Cigarette-Free Outdoor Public Events:** Breathing secondhand smoke and vape aerosol can make others sick or worsen breathing problems like asthma. We want to keep our outdoor spaces healthy for everyone to enjoy. Outdoor events can promote healthy activity and behavior and space where families (including pets) can enjoy the outdoors. In addition, policies such as this can help create awareness of the negative effects of secondhand smoke and vape aerosol at outdoor public events.
- **Provide A Healthy and Positive Environment:** Community members spend a great deal of their time at outdoor public events for leisure and healthy activity. Prohibiting the use and distribution of tobacco and e-cigarettes at our outdoor events helps adults model healthy behaviors to the youth in the community, which helps make tobacco and e-cigarette use less socially acceptable.
- **Reduce Litter and Maintenance Costs:** Tobacco products are the most littered products nationwide and prohibiting the use of these products can decrease the amount of litter and limit the cost and effort we use to maintain our event grounds.

We have placed signs about the policy throughout the event property. We will also make announcements as a reminder that tobacco and e-cigarette use is not allowed.

If needed, there are many helpful resources for teens or adults in our community who use tobacco and want to quit. Virginia funds a free telephone Quitline, 1-800 QUIT-NOW (1-800-784-8669), that anyone can use at no charge. Teens can receive online and texting support from the Quitline and at [www.teen.smokefree.gov](http://www.teen.smokefree.gov).

We appreciate your help in supporting this policy. If you have questions or comments about the policy, please feel free to contact [Point of Contact].

Sincerely,

[Event Board]

# Sample Staff & Volunteer Memo

**Dear Staff & Volunteers,**

Our **Event** values the health and well-being of all in the community. To ensure we maintain a positive, healthy environment, **[Event]** has a **tobacco-free and e-cigarette-free outdoor policy** in place that prohibits all tobacco and e-cigarette use by staff, volunteers, vendors, and visitors at all times; designated smoking areas will not be made available. This policy also prohibits the use and distribution of tobacco and e-cigarette products on **[Name of Event]** property, including jointly owned school division properties. A copy of the policy is attached.

We have put this policy in place for the following reasons:

- **Create Tobacco-Free and E-Cigarette-Free Outdoor Public Events:** Breathing secondhand smoke and vape aerosol can make others sick or worsen breathing problems like asthma. We want to keep our outdoor spaces healthy for everyone to enjoy. Outdoor events can promote healthy activity and behavior and space where families (including pets) can enjoy the outdoors. In addition, policies such as this can help create awareness of the negative effects of secondhand smoke and vape aerosol at outdoor public events.
- **Provide A Healthy and Positive Environment:** Community members spend a great deal of their time at outdoor public events for leisure and healthy activity. Prohibiting the use and distribution of tobacco and e-cigarettes at our outdoor events helps adults model healthy behaviors to the youth in the community, which helps make tobacco and e-cigarette use less socially acceptable.
- **Reduce Litter and Maintenance Costs:** Tobacco products are the most littered products nationwide and prohibiting the use of these products can decrease the amount of litter and limit the cost and effort we use to maintain our event grounds.

As staff and volunteers, it is critical we are aware of and in compliance with our tobacco-free and e-cigarette-free outdoor policy. Our policy must be communicated and enforced in order to be effective. It is also important we recognize our position as role models for youth. All staff personnel and volunteers are required to understand, communicate, and enforce our tobacco-free and e-cigarette-free outdoor policy. Here at **[Name of Event]**, staff and volunteers should **[customize this information due to protocol decided upon management/committee]**. Ignoring violations compromises the effectiveness of our policy.

There are many helpful resources for youth or adults in our community, who use tobacco or e-cigarettes and want to quit. Virginia funds a free Quitline, 1-800-QUIT-NOW (1-800-784-8669) that anyone can use at no charge. Web-based services are also available and can be provided to those who seek help with cessation.

We appreciate your help in supporting this policy. If you have questions or comments about the policy, please feel free to contact **[Point of Contact]**.

Sincerely,

**[Event Board]**

# Sample Event Announcements

Outdoor public events, such as athletic events, concerts/performances, and festivals are an opportunity for community members to have fun while not being exposed to secondhand smoke and aerosol from vape products or seeing tobacco and e-cigarette use.

Regular announcements at events are a simple and effective strategy for getting the message across, especially when used in combination with signage and information in event brochures and flyers. We recommend multiple announcements throughout the course of an event – for example, at the beginning of the event, at the start of each break, and the end of the event.

The following are sample announcements you can modify and use at community events. These are easily adaptable for different types of events:



**15 SECONDS:** For the safety of our families and all of our community members, [Name of the Event] is proud to have a 100 percent tobacco-free and e-cigarette-free outdoor policy. At this time, we would like to remind event attendees that the use and distribution of tobacco products or electronic cigarettes during the event is strictly prohibited. We appreciate your support and would like to thank you for keeping our event tobacco-free and e-cigarette-free. We hope you have a great time at [Name of the Event]!



**15 SECONDS:** About 150,000 Virginia youth have asthma. Children exposed to secondhand smoke are at risk for more frequent and severe asthma attacks. [Name of the Event] is a community-friendly event for all, including our children and youth, to enjoy. Therefore, [Name of the Event] has a 100% tobacco-free and e-cigarette free outdoor policy. Tobacco and e-cigarette use of any kind and distribution is strictly prohibited on all event property. Thank you for your support and for helping us keep our kids safe from secondhand smoke and aerosol from vape products.



**15 SECONDS:** Tobacco kills more than 1,200 Americans every day. Eighty percent of them started smoking before they were 18. This is one reason why [Name of the Event] is 100 percent tobacco-free and e-cigarette-free. We would like to remind all of our event attendees that tobacco and e-cigarette use of any kind and distribution during today's event is prohibited. Thank you for your compliance and support, and enjoy the festivities!



**30 SECONDS:** Did you know that tobacco use is the number one cause of preventable death in Virginia? Every year more than 9,000 people in our state die from the use of tobacco products – more than those who die from AIDS, alcohol, traffic accidents, illegal drugs, murder, and suicide combined. This is one reason why [Name of the Event] is 100 percent tobacco-free and e-cigarette-free. This means no tobacco or e-cigarette use or distribution anytime, by anyone, anywhere on event property. We appreciate your compliance and support and thank you for keeping our event tobacco-free and e-cigarette-free. Have fun!

## Sample Statements for Attendee Enforcement

"Excuse me, our outdoor event has a tobacco-free and e-cigarette-free policy in place – this means no tobacco or electronic cigarette use or distribution anywhere, at any time, by anyone. The policy protects attendees, vendors, staff, and volunteers from secondhand smoke and aerosol from vape products, and creates a healthy and positive environment. We ask that everyone comply with the policy. Thank you for your cooperation."

"I'm sorry, but I must ask you to comply with our tobacco-free and e-cigarette-free outdoor policy by putting out your cigarette (or turning off your e-cigarette). Our policy aims to protect our attendees vendors, staff, and volunteers from secondhand smoke and vape aerosol and to model healthy behavior for youth. Thank you for your cooperation."

"Excuse me, I must ask you to put away your chewing tobacco. We have a tobacco-free policy in place at our outdoor event. We ask that everyone – including staff and attendees – refrain from using any tobacco products until they leave. I appreciate your cooperation."

"You may not have noticed our signs indicating that we are tobacco-free and e-cigarette-free. If you wish to [smoke/chew], you are welcome to leave the event grounds and come back when you are finished. Thank you."

"Hello! We are asking all attendees to comply with our tobacco-free and e-cigarette-free outdoor policy. Our goal is to model healthy behaviors to our youth and to protect attendees, vendors, staff, and volunteers from secondhand smoke and vape aerosol. Thank you for your help."

# About Y Street and the Virginia Foundation for Healthy Youth



## Y STREET

Founded in 2004, Y Street is the Virginia Foundation for Healthy Youth's teen volunteer group for high school students. Y Street youth work on obesity, nutrition, and tobacco and nicotine-use prevention campaigns, such as Share The Air and Rev Your Bev, to help promote a healthier Virginia. Y Street members have worked on public health issues with top government officials, including the U.S. Surgeon General and Virginia's Governor, Attorney General, and First Lady. For more information, visit [www.YStreet.org](http://www.YStreet.org).

## VIRGINIA FOUNDATION FOR HEALTHY YOUTH

Established by the Virginia General Assembly in 1999, the Virginia Foundation for Healthy Youth empowers teens throughout Virginia to make healthy choices by promoting active, nutritious, tobacco-free living. Since VFHY began its work in 2001, high school smoking in Virginia has been cut by more than 60 percent and the number of middle school smokers has dropped by more than 75 percent.

The Foundation directly reaches about 50,000 children each year through classroom-based prevention programs in public schools, after-school programs, community centers, daycares, and other prevention programs across the state. VFHY's award-winning marketing campaigns deliver prevention messaging to more than 500,000 children annually. For more information, visit [www.vfhy.org](http://www.vfhy.org).



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