



Tobacco Free Event Tool Kit



If smoking continues at the current rate among youth in the US, 5.6 million of today's children younger than 18 will die early from a smoking-related illness. That's about 1 of every 13 Americans aged 17 years or younger alive today.



A RESOURCE FOR HEALTHY LIVING FROM THE
GALLATIN CITY-COUNTY HEALTH DEPARTMENT

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Dear Community Event Board Members,

Gallatin County Leaders are in a unique position to “lead the way” in eliminating the negative impacts of tobacco by implementing a comprehensive tobacco-free policy for community events and supporting Gallatin County’s existing tobacco-free norm. Removal of tobacco from all family and community events is critical to creating a safe, family friendly climate that supports those wanting to quit tobacco use and preventing initiation among children.

As you consider implementing a tobacco-free policy for your organization’s events, remember that tobacco use remains Montana’s leading cause of preventable death and disease.ⁱ Over 1,600 Montanan’s die each year due to tobacco useⁱⁱ and another 175 die from breathing secondhand smoke. Exposure to secondhand smoke triggers asthma attacks – the most common serious chronic illness among children. Tobacco use causes cancer, heart disease, lung diseases, premature birth, low birth weight, stillbirth, and infant death. Not only does tobacco use destroy lives, but it also costs Montana households an extra \$791 per year in government related expendituresⁱⁱⁱ. Montana spends more than \$440 million a year due to smoking-related health care costs; hard earned money that could otherwise be spent in the local economy.

Overwhelming majorities of Bozeman residents do not use tobacco and would support a tobacco-free event! According to the 2017 Community Health Needs Assessment of Gallatin, Madison, and Park Counties, over 88% of Bozeman residents do not smoke, and among area residents who do, over one-third tried to quit in the past 12 months. Results from a survey conducted at Music on Main in 2015 show 66% agree with Music on Main becoming a tobacco free event. Some responses from the survey include, *“I am a smoker, but would still support a smokefree event”*, *“I agree with a smokefree event because kids come...”*, and *“It is great to be tobacco free because it is detrimental and bothersome”*.

Healthy Gallatin has included supporting materials as you work to maintain safe, litter free, and family friendly events. Our Chronic Disease Prevention team is fully committed to supporting and assisting you in the creation and implementation of a tobacco-free policy and events. Please feel free to contact myself or other members of Healthy Gallatin’s Chronic Disease Prevention team at 582-3100 or jen.macfarlane@gallatin.mt.gov

Sincerely,

Gallatin City-County Health Department
Chronic Disease Prevention Team

215 W. MENDENHALL, BOZEMAN MT 59715



Findings in Support of a Smoke and Vapor-Free Event Policy

The (*Name of Organization*) recognizes that tobacco use and exposure to secondhand smoke cause death and disease and impose great social and economic costs, as evidenced by the following:

- More than 438,000 people die in the United States from tobacco-related diseases every year, making it the nation's leading cause of preventable death;^{iv} and
- If smoking continues at the current rate among youth in this country, 5.6 million of today's Americans younger than 18 will die early from a smoking-related illness. That's about 1 of every 13 Americans aged 17 years or younger alive today;^v and
- Youth are more likely to use tobacco if they see that tobacco use is acceptable or normal.^{vi}
- The 2017 Montana Youth Risk Behavior Survey indicates that 32.7% of high school students currently use tobacco products. The use of Electronic Smoking Devices (e-cigarettes) among Montana teens has increased dramatically with 46.6% having used the products.
- Data from the 2011, 2012, and 2013 National Youth Tobacco surveys of middle and high school students, show that youth who had never smoked conventional cigarettes but who used e-cigarettes were almost twice as likely to have intentions to smoke conventional cigarettes.^{vii}
- E-cigarette aerosol contains carcinogens, heavy metals, and other hazardous substances.^{viii ix x xi}
- Secondhand smoke is responsible for an estimated 38,000 deaths among nonsmokers each year in the United States, which includes 3,000 lung cancer deaths and 35,000 deaths due to heart disease;^{xii} and
- The Surgeon General has determined that secondhand smoke contains hundreds of chemicals that are known carcinogens or poisons, including formaldehyde, polonium-210, benzene, lead, cadmium, and nickel;^{xiii} and
- Smokeless tobacco use causes leukoplakia, a disease causing white patches that can become cancerous to form in the user's mouth; smokeless tobacco products and cigars are known to cause lung, larynx, esophageal, and oral cancer;^{xiv} and the regular use of snuff doubles the user's risk of cardiovascular disease and death.^{xv}



Policy Option 1: *(Name of Organization)* Tobacco-Free Event

Section 1. Findings of Fact and Purpose

The *(Name of Organization)* finds that:

- A. Tobacco use in the proximity of children and adults, especially those with asthma, engaging in or watching outdoor activities at *(Name of Organization)* is detrimental to their health and can be dangerous to those using such facilities; and
- B. The *(Name of Organization)* has a unique opportunity to create and sustain an environment that supports a non-tobacco norm through a tobacco-free policy, rule enforcement, and adult-peer role modeling during *(Name of Organization)*; and
- C. Parents, leaders, and officials involved in community events are role models for youth and can have a positive effect on the lifestyle choices they make; and
- D. Tobacco products, once consumed in public spaces, are often discarded on the ground requiring additional maintenance expenses, diminish the beauty of *(Name of Organization)* facilities, and pose a risk to toddlers and wildlife due to ingestion; and
- E. Prohibiting tobacco use at *(Name of Organization)* serves to protect the health, safety and welfare of the participants of *(Name of Organization)*.

Section 2: Definition of Tobacco

Any substance derived from or containing tobacco, including but not limited to cigarettes, e-cigarettes, electronic smoking devices, cigars, pipe tobacco, hookah, e-hookah, snuff, chewing tobacco, dipping tobacco, snus, or any other preparation of tobacco or nicotine product.

Section 3: Prohibitions

Tobacco use is prohibited in event areas. This tobacco policy applies to all employees, vendors, independent contractors, and members of the general public while attending *(Name of Event)*. During *(Name of Event)* in *Bozeman MT*, the use of tobacco and alternative nicotine products is prohibited in these areas: *all vendor areas, restrooms, concession areas, performance areas, children's area, buildings and their entrances.*

Section 4: Policy Communications

(Name of Organization) will communicate the Tobacco-free Event Policy as widely as possible through press releases, website announcements, public service announcements, Event materials and instructions, Event maps, and all other forms of communication (both internal and external) about the Event.

Section 5: Event Signage

(Name of Organization) staff will make sure that numerous easy-to-read signs are posted prominently at the Event (including at entrances, exits, and other appropriate areas) to inform all attendees of the policy. The signs will indicate that Tobacco use is not permitted anywhere on the Event Site.

Section 6: Enforcement

- A. Appropriate signs shall be posted in the above specified areas.
- B. The community, especially event attendees and staff, will be notified about this policy.
- C. Staff will make periodic observations of recreational facilities to monitor for compliance.
- D. Any person found violating this policy will receive a verbal warning and be asked to refrain from tobacco use or risk immediate ejection from the event grounds for the remainder of the event.
- E. If the violator refuses to leave, the staff may contact local authorities.

Section 7. Effective Date

This policy statement is effective immediately upon the date of adoption.

Board President

Date

Policy Option 2: *(Organization Name)* Tobacco-Free Events

(Organization Name) adopts the following Tobacco-free Event Policy:

I. POLICY PURPOSE

The purpose of this policy is to establish a tobacco-free environment for *all* Events organized by *(Organization Name)*.

II. DEFINITIONS

Whenever the following words are used in this policy, they will be understood to mean:

- (a) *Event*: Any organized activity that is sponsored or operated either totally or in part by *(Organization Name)*, and over which it has control or responsibility. This definition includes activities related to the scheduled Event itself as well as Event set-up and take-down.
- (b) *Event Site*: The entire physical area in which an Event is being staged and over which *(Organization Name)* has control or responsibility. The Event Site includes all open, semi-open, and enclosed spaces and structures, including for example parking lots, loading docks, exhibit halls or vendor booths, conference rooms, dining areas, bathrooms, performance stages, sports or other recreational areas or facilities, pedestrian walkways or pathways, and roads accessible to motorized vehicles.
- (c) *Tobacco*: Any substance derived from or containing tobacco, including but not limited to cigarettes, e-cigarettes, electronic smoking devices, cigars, pipe tobacco, hookah, e-hookah, snuff, chewing tobacco, dipping tobacco, snus, or any other preparation of tobacco or nicotine product.

III. TOBACCO-FREE EVENT POLICY AND PROCEDURES

(Organization Name) wants to provide everyone who attends or works at an Event with a healthy and safe environment. Tobacco use is counterproductive to this goal, as documented in the attached "Findings."

In order to safeguard the health, safety, and general welfare of everyone present at an Event, *(Organization Name)* adopts the following policy and procedures:

- (a) No Tobacco Use at Events: *(Organization Name)* will not allow Tobacco to be used during an Event and on the Event Site. This policy applies at all times during the Event and to everyone, including:
 - all *(Organization Name)* board members, officers, employees, volunteers and agents;
 - Event exhibitors and their employees, volunteers or agents;
 - independent contractors working at the Event Site;
 - Event facility staff and employees;
 - Event performers, participants, or contributors; and
 - all Event attendees.
- (b) Policy Communication: *(Organization Name)* will communicate its Tobacco-free Event Policy as widely as possible through press releases, website announcements, public service announcements, Event materials and instructions, Event maps, and all other forms of communication (both internal and external) about the Event.
- (c) Event Signage: *(Organization Name)* will make sure that numerous easy-to-read signs are posted prominently at the Event (including at entrances, exits, and other appropriate areas) to inform all attendees of the policy. The signs will indicate that Tobacco use is not permitted anywhere on the Event Site.

- (d) Policy Enforcement: (*Organization Name*) employees, contractors, and volunteers will make sure they communicate the Tobacco-free Event Policy to anyone at the Event found using Tobacco. If the person continues to use Tobacco at the Event, they will be warned that they are no longer welcome at the Event.

IV. STATE AND LOCAL LAWS

This Tobacco-free Event Policy is in addition to any federal, state, or local laws that restrict or otherwise regulate the use of Tobacco.

V. POLICY EFFECTIVE DATE

This Tobacco-free Event Policy is effective as of [month] [day], [year], and applies to all Events on or after that date.

VI. POLICY CONTACT INFORMATION

For questions about this Tobacco-free Event Policy, contact: [Name, Title, & Contact Information]

This Tobacco-free Event Policy is accepted by and for (*Organization Name*):

Board President

Date

10 Ways to Communicate a Tobacco-Free Policy

- 1) Make clear that organizers are committed to staging a tobacco-free event by including, “This is a Tobacco-Free Event” and/or the “Certified Tobacco-Free by APPEAL” logo on all materials. (available for download)
- 2) Lots of signage! Post plenty of fliers that communicate the tobacco-free policy in high-traffic areas, such as the lines for the bathroom and food.
- 3) Advertise and promote your event as tobacco-free with fliers and social media badges, like the samples in this kit.
- 4) Make sure all event coordinators and volunteers are familiar with the talking points, so everyone communicates the policy clearly.
- 5) Give the emcee, or event director, a script, like the one in this toolkit, so they can announce the tobacco-free policy during breaks and other down times.
- 6) Post a Frequently Asked Questions, like the one in this toolkit online and have copies available at the event for those seeking additional information.
- 7) Use the web copy in this toolkit to share information about the tobacco-free policy on the event’s website and on the websites of community partners and sponsors.
- 8) Use the radio script in this toolkit to promote the tobacco-free policy in radio announcements.
- 9) Use the press release in this toolkit to announce to local media that the event will be tobacco free.
- 10) Use the newsletter copy in this toolkit to submit articles in local newsletters announcing the tobacco-free policy and ask community partners and sponsors to include it in their newsletters.



Sample Talking points

- Tobacco-Free events protect our community from the #1 preventable cause of death and disease in our community.
- We are dedicated to keeping our community safe and healthy, which is why this event is tobacco free.
- Tobacco-free events create an environment that is safe from the deadly impacts of second-hand smoke, demonstrates to youth that smoking is not the norm, and supports those who have chosen to quit.

Sample Newsletter Copy

[Event] is coming up on [Date] at [Location]. [Add other event details as needed.] We are dedicated to providing a safe and healthy event for all participants, so this year's event is "Certified Tobacco-Free." We have decided to adopt a tobacco-free policy to protect our community from the deadly effects of secondhand smoke, demonstrate to youth that tobacco use is not the norm, and support those who have chosen to quit. We hope you will share in our efforts to bring awareness of this policy, what it means for our community, and refrain from using tobacco products at the event or on event grounds. Thank you for your support! Together we can reduce the toll of tobacco on our community by taking the important step to go tobacco free.

Sample Radio Script

[Event] is proud to be "Certified Tobacco-Free" for the health of our community. Please refrain from using tobacco products in event areas. Thank you.

Sample Script for Emcee/Event Director

Because we are dedicated to providing a safe and healthy event for all participants, [Event] is "Certified Tobacco-Free." If you use tobacco, we ask that you please refrain from using tobacco products on event grounds. If you have any questions, please ask the event staff. We thank you for your support.

Sample Web Copy

[Insert name of event] is dedicated to providing a safe and healthy event for all participants. That is why this event is tobacco free. The organizers of this event discourage the use of tobacco products by employees, vendors, volunteers. In addition, organizers decided not accept money from the tobacco industry, nor allow the promotion of tobacco products. Going tobacco free will help protect our community from the deadly effects of secondhand smoke, demonstrate to youth that tobacco use is not the norm, and support those who have chosen to quit. Please refrain from tobacco use at the event or on event grounds. Together we can reduce the toll of tobacco on our community by taking the important step to go tobacco free.



Consider This...
BEFORE YOU LIGHT UP

Secondhand smoke
causes asthma attacks.

MONTANA TOBACCO
QUIT LINE 1-800-QUIT-NOW

MONTANA
SMOKING CONTROL PROGRAM

MONTANA
Department of Public Health & Human Services

Sample Media Release

(Insert Event Name)

For Immediate Release

(Date)

Contact: (Contact)

(Organization)

(Phone, e-mail address for contact)

Breathe Easy: (Event) is Now Tobacco Free

Bozeman, MT – (Date) - The *(Organization Name)* is creating an inclusive atmosphere by implementing a smoke and vapor-free policy for *(Name of event)*. The new policy makes *(Name of event)* more accessible to families and those living with or recovering from asthma, cancer, and other chronic diseases that require them to avoid secondhand smoke or e-cigarette aerosol.

Youth are more likely to use tobacco if they see that tobacco use is acceptable or normal.^{xvi} Removal of smoking and vaping from *(Name of event)*, is critical in creating a safe and family friendly climate that supports quitting tobacco and prevents initiation among children. “Safety and health are priority for all community events hosted by the *(Organization)* and we recognize the importance of these priorities to the majority of Bozeman residents. We hope to set an example for all community gatherings,” says *(Organization Spokesperson)*.

There is no safe level of exposure to secondhand smoke. The Surgeon General has determined that secondhand smoke contains hundreds of chemicals that are known carcinogens or poisons, including formaldehyde, lead, and nickel.^{xvii} The long-term health effects of e-cigarette use are currently unknown; the aerosol that e-cigarettes emit is not purely water vapor, but also contains carcinogens and heavy metals.^{xviii xix xx xxi}

Although the policy excludes tobacco use in the main venue. “We are asking all attendees refrain from smoking and tobacco use during the event. Our primary goal is to keep our community events and gatherings safe and healthy for all Bozeman residents to attend and enjoy,” says *(Organization Spokesperson)*.

Tobacco use is the leading cause of preventable death and disease in Gallatin County. In Montana, over 1,600 residents (the population of Three Forks) die each year due to tobacco use. According to the 2015 Montana Youth Risk Behavior Survey, 38.5% of Montana teens currently use tobacco. If tobacco use continues at the current rate, over 19,000 Montana kids, who are now under age 18, will ultimately die prematurely from tobacco related disease.

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Compliance Checklist

- Is the policy listed in the event materials? In the program? On the ticket? On the map of event site?
- Is there appropriate signage? Does signage include FREE Montana Tobacco QuitLine phone number 1(800) QUIT-NOW?
- Is each tobacco free area clearly marked?
- Is signage adequate in each area?
- Is staff aware of the policy?
- Are staff trained on how to approach someone violating the policy?



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- ⁱ World Health Organization. WHO Report on the Global Tobacco Epidemic, 2011. Geneva: World Health Organization, 2011.
- ⁱⁱ CDC. *Smoking-Attributable Mortality, Morbidity and Economic Costs (SAMMEC)*. <http://apps.nccd.cdc.gov/sammecc/index.asp>.
- ⁱⁱⁱ U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, *Best Practices for Comprehensive Tobacco Control Programs—2007*, Atlanta, GA, October, 2007.
- ^{iv} CENTERS FOR DISEASE CONTROL AND PREVENTION, TARGETING TOBACCO USE: THE NATION'S LEADING CAUSE OF DEATH 2 (2007) [hereinafter TARGETING TOBACCO USE], available at www.cdc.gov/tobacco/basic_information/00_pdfs/AAGTobacco2007.pdf.
- ^v U.S. Department of Health and Human Services. [The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General](http://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/index.htm)(http://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/index.htm). Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 [accessed 2015 Jul 24].
- ^{vi} U.S. Department of Health and Human Services. [Reducing Tobacco Use: A Report of the Surgeon General](http://www.cdc.gov/tobacco/data_statistics/sgr/2000/index.htm)(http://www.cdc.gov/tobacco/data_statistics/sgr/2000/index.htm). Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2000 [accessed 2015 Jul 24].
- ^{vii} [Nicotine Tob Res](#). 2015 Feb;17(2):228-35. doi: 10.1093/ntr/ntu166. Epub 2014 Aug 20.
- ^{viii} Williams, M, Villarreal, A, Bozhilov, K, Lin, S, Talbot, P. Metal and silicate particles including nanoparticles are present in electronic cigarette atomizer fluid and aerosol, *PLoS O A* Sept. 2013.
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- ^x German Cancer Research Center. (2013). Red Series Tobacco Prevention and Tobacco Control Volume 19: Electronic Cigarettes – An Overview. Available at: www.dkfz.de/de/tabakkontrolle/download/Publikationen/RoteReihe/Band_19_ecigarettes_an_overview.pdf
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- ^{xii} NAT'L CANCER INST., NCI HEALTH INFORMATION TIP SHEET FOR WRITERS: SECONDHAND SMOKE (2005), available at www.cancer.gov/newscenter/tip-sheet-secondhand-smoke.
- ^{xiii} U.S. SURGEON GENERAL'S OFFICE, THE HEALTH CONSEQUENCES OF INVOLUNTARY EXPOSURE TO TOBACCO SMOKE: A REPORT OF THE SURGEON GENERAL 31-32 (2006) available at www.surgeongeneral.gov/library/secondhandsmoke/report/chapter2.pdf.
- ^{xiv} NATIONAL CANCER INSTITUTE, SMOKELESS TOBACCO AND CANCER: QUESTIONS AND ANSWERS 2 (2003), available at www.cancer.gov/images/Documents/018bcc3a-06d0-4858-bfb9-85acff215e9c/fs10_15.pdf.
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