



Live Well
Breathe Well

A Guide for Hosting Smoke-Free or Tobacco-Free Events



City of Sioux Falls
SOUTH DAKOTA

Dear Event Organizer:

Thank you for choosing to protect the health of our residents and visitors by organizing a smoke-free or tobacco-free event.

Tobacco is the number one preventable cause of disease, disability, and death in our nation and is associated with health conditions such as heart disease, cancer, and stroke.

Organizing a smoke-free or tobacco-free event is an important step in reducing the devastating impacts that tobacco has on our community. By hosting an event of this nature, you are demonstrating your leadership and commitment to keeping Sioux Falls healthy.

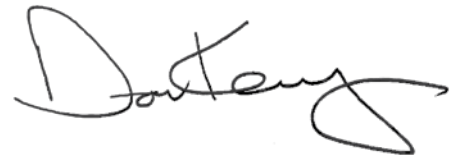
This toolkit is designed to provide resources and guidance to help you efficiently add a smoke-free or tobacco-free element to your event.

Thank you for being our partner in helping our residents and visitors *Breathe Well* and *Live Well!*

Yours in good health,



Jill Franken
Public Health Director



Don Kearney
Parks & Recreation Director

TABLE OF CONTENTS

I. Why Plan a Smoke-free or Tobacco-free Event?

II. How to Communicate Your Event Policy

III. Useful Resources

a) Talking Points	4
b) Sample Website Statement	5
c) Sample Radio Tag.....	5
d) Sample Newsletter Copy.....	5
e) Sample Script for Emcee/Event Director	5
f) Media Release Template	6
g) Sample Social Media Messages	6
h) Sample Pre-Event Flier	7
i) Sample Day-of-Event Flier	8
j) Sample Program Ad	9
k) Sample Event Signs.....	9

I. Why Plan a Smoke-free or Tobacco-free Event?

Organizing a smoke-free or tobacco-free event sends an important message that our community's health is a top priority. It provides additional benefits, including:

- Protecting community members from the deadly effects of secondhand smoke and vapors.
- Creating events that are more accessible to those living with or recovering from asthma, cancer, and other chronic diseases that require them to avoid secondhand smoke.
- Supporting those who have made the difficult decision to quit using tobacco.
- Providing positive role modeling for youth, showing that tobacco use is not the norm and helping them to avoid peer pressure and tobacco industry marketing.

II. How to Communicate Your Event Policy

- Advertise and promote your event as smoke-free/tobacco-free using traditional media (TV, radio and print), social media, fliers, newsletters, the event website, partner websites or on other materials.
- Signs! Be sure to have plenty of signs that communicate the event policy in high traffic areas, such as lines for entry, food, or restrooms.
- Be sure all event coordinators and volunteers know the policy and have talking points to use so that everyone communicates the policy clearly.
- Provide the emcee or event director with a script so they can make announcements about the policy during the event.
- Post a "frequently-asked questions" document on the event website, in the event program, and/or have copies available at the event.

III. Useful Resources

a) **Talking Points**—Use talking points to communicate your event's policy. You do not need to memorize these exact words. Use them to help all event leaders and volunteers communicate consistently.

- *Tobacco is the number one preventable cause of death and disease.*
- *We are dedicated to keeping our community safe and healthy, which is why this event is (smoke-free/tobacco-free).*
- *(Smoking/Using tobacco) is not permitted on the event grounds.*
- *"Smoking" includes the use of electronic devices, so those devices are not permitted at this event.*
- *Having a (smoke-free/tobacco-free) event creates an environment that protects people from the health impacts of secondhand smoke, provides positive role modeling for youth, and supports those who have chosen to quit.*

b) Sample Website Statement

If you have an event website, or if partners/sponsors are willing to post event information on their websites, it is important to include the event's policy regarding tobacco use.

[Insert name of event] is dedicated to providing a safe and healthy event for all participants. That is why this event is (smoke-free/tobacco-free). The organizers of this event discourage the use of tobacco products by employees, vendors, volunteers, and participants. We have established this policy for [insert name of event] to help protect our community from the deadly effects of secondhand smoke, provide positive role modeling for youth, and support those who have chosen to quit. Please refrain from (smoking/using tobacco) at the event or on event grounds. Together, we can reduce the toll of tobacco on our community.

c) Sample Radio Tag

If you are using radio to promote your event, use this "tag" at the end of your radio advertisements.

Start ad with event details: name of event, date, time, location, etc., and then end the ad with a tag such as:

[Event] is proud to be (smoke-free/tobacco-free) for the health of our community.

d) Sample Newsletter Copy

Consider writing an article for your own newsletter or for the newsletters of community partners/sponsors about the event policy.

[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 (smoke-free/tobacco-free). This event policy will help protect our community from the deadly effects of secondhand smoke, provide positive role modeling for youth, and support those who have already quit or who are trying to quit tobacco.

Please help us spread the word that (smoking/using tobacco) will not be permitted at the event or on event grounds.

Thank you for your support! Together we can reduce the toll of tobacco and build a healthier community.

e) Sample Script Announcement for Emcee/Event Director

The person in this role is a valuable resource for communicating your event's policy during breaks or other appropriate times.

Because we are dedicated to providing a safe and healthy event for all participants, [Event] is (smoke-free/tobacco-free). Please refrain from (smoking/using tobacco products) on the event grounds. Thank you for your support.

f) Media Release Template

Customize this template for distribution to your local media to promote the event as smoke-free or tobacco free.

[Date]

FOR IMMEDIATE RELEASE

[Contact Information]

Sioux Falls, SD — *[Insert name of event]* is dedicated to providing a safe and healthy event for all participants and therefore has announced it will be a *(smoke-free/tobacco-free)* event.

“Tobacco is the number one preventable cause of disease, disability, and death in our country,” said [name, title/role with event]. “The health of our community is important to us, and we are proud to announce that this year’s event will be (smoke-free/tobacco-free).”

[Last name] adds that *[event]* organizers feel this policy will help protect attendees from the health impacts of secondhand smoke and tobacco use, provide positive role modeling for youth, and support those who have quit tobacco or who are trying to quit.

[Insert information about your event including the date, time, location, contact information, registration information, highlighted activities, link to event website, etc.]

Anyone needing resources to help quit tobacco can contact the South Dakota QuitLine at 1-866-SD QUILTS (1-866-737-8487).

###

g) Sample Social Media Messages

Use messages or a graphic “badge” on Facebook, Twitter, or Instagram for your event.

*Mark your calendar for [Event] on [date]! We’re proud to be a #tobaccofree event!
[link to event page]*

*Help spread the word that [Event] will be #smokefree! We hope you’ll join us on [date]!
[link to event page]*

Did you know tobacco use is still the #1 preventable cause of death? To promote a healthy event and healthy community [Event] will be tobacco-free. Join us for this great event on [date]!

h) Sample Pre-Event Flier

If you are using a flier to promote your event, include messaging about the event's smoke-free or tobacco-free policy. An example of a pre-event flier is below.



You're invited to the 10th annual
Summer FunFest

Join us for summer fun, food,
music and inflatables!
Pets are welcome!

Where: Anytown Municipal Park
When: July 22, 2017
Time: 1 to 5 p.m.

We are proud to be a tobacco-free event!

LOGO

i) **Sample Day-of-Event Flier**

You can use a flier during the event to inform patrons of activities, policies and more. An example of a day-of-event flier is below.

Welcome to
Summer FunFest

Food Vendors Open from 1 to 5 p.m.

Activities

1 to 2:30 p.m.	Music from the Summer Fun Band <i>Main Stage</i>
1 to 5 p.m.	Face Painting <i>Kids' Tent</i>
2 p.m.	Water Balloon Toss and Wacky Races <i>Fun and Games Area</i>
2:30 p.m.	Meet animals from Anytown Zoo <i>Kids' Tent</i>
2:45 to 3:45 p.m.	Songs from the Sunshine Singers <i>Main Stage</i>
4 to 5 p.m.	Music from the Summer Fun Band <i>Main Stage</i>

Please Help Us Keep Our Event Safe and Healthy!

- **We are proud to be a tobacco-free event.** Please refrain from using tobacco products on event grounds.
- Please use garbage and recycling cans available throughout the event grounds.
- Pets must be leashed. We have a special pet area with fresh water and treats. Please clean up after your pet.

LOGO

j) **Sample Program Ad**

If your event uses a program, consider a large ad promoting the policy. An example of an ad is below.

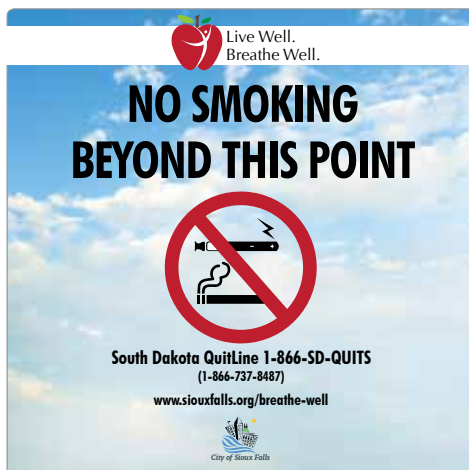


k) **Sample Event Signs**

The following pages include examples of signage you can use at your smoke-free or tobacco-free event.

These can be downloaded at <http://siouxfalls.org/specialevents>.

2' x 2' Signs—Can be printed in larger format to fit poster board or plastic A-frame.



8.5 x 11 Signs—These can be printed on paper, cardstock, etc., for posting at your event.



Banner Flags—These can be reserved and checked out for your event.

Please contact Sioux Falls Parks and Recreation at 605-367-8222 or Live Well Sioux Falls at 605-367-8286 for more information.





Live Well
Breathe Well

www.LiveWellSiouxFalls.org