



Tobacco Free Sports

A Manual Designed to Expand
Tobacco Free Sports at National,
Regional and International Levels



WORLD HEALTH ORGANIZATION
WESTERN PACIFIC REGION



**A Manual Designed to Expand Tobacco Free Sports
at National, Regional and International Levels**



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| ACKNOWLEDGEMENTS | 5 |
| MESSAGE FROM THE REGIONAL DIRECTOR | 7 |
| 1. INTRODUCTION | 9 |
| 1.1 TOBACCO USE IN THE REGION | 9 |
| 1.2 WHAT IS MEANT BY TOBACCO-FREE SPORTS | 10 |
| 1.3 WHY TOBACCO-FREE SPORTS | 11 |
| 1.4 TOBACCO-UNHEALTHY FOR SPORTS | 11 |
| 1.5 SPORTING PERFORMANCE AND TOBACCO USE | 13 |
| 1.6 TOBACCO-FREE SUCCESSES | 13 |
| 1.7 SUMMARY | 15 |
| 2. ACTION PLAN FOR TOBACCO-FREE SPORTS | 15 |
| 2.1 THE KEY PLAYERS | 16 |
| 2.2 REMOVING TOBACCO SPONSORSHIP | 17 |
| 2.3 TOBACCO-FREE POLICY | 22 |
| 2.4 SUMMARY | 29 |
| 3. EVALUATING TOBACCO-FREE INITIATIVES | 33 |
| 3.1 STEPS FOR SUCCESSFUL EVALUATION | 33 |
| 3.2 EVALUATING PROBLEMS AND PITFALLS | 36 |
| 3.3 SUMMARY | 31 |
| 4. THE FUTURE | 38 |
| 5. ANNEXES : | 41 |
| ANNEX 1 AUDIT TOOLS | 41 |
| ANNEX 2 TOBACCO-FREE POLICY EVALUATION | 43 |
| ANNEX 3 SUMMARY OF TOBACCO-FREE MANUAL CASE STUDIES | 44 |

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Message from the Regional Director

Much progress has been made to reclaim sports for health since the World Health Organization selected *Tobacco Free Sports – Play it Clean!* as the theme for World No Tobacco Day in 2002.

The Sydney Olympics and the International Football Federation (FIFA) World Cup held in Japan and the Republic of Korea were among a number of sporting events declared smoke-free during that year. The Western Pacific Region followed these major events with the tobacco-free South Pacific Games in Fiji and South East Asian (SEA) Games in Viet Nam in 2003.

The WHO Framework Convention on Tobacco Control (FCTC), which was approved by the World Health Assembly in May 2003, is the first international public health treaty that seeks to regulate tobacco, and includes provisions for a complete ban on tobacco advertising, including sponsorship of sports. A number of major and powerful sporting bodies made statements in support of the FCTC prior to its endorsement, including FIFA and the Federation of International Motor Sports (FIA). By denouncing the continuing links between sports and tobacco, these and other bodies have paved the way for sports to become tobacco-free at all levels.

It is now time to build on this foundation and enlist the support of countries in our Region to develop plans to clear tobacco out of sports and to position sports and health as strategic partners for the future.

The Western Pacific Region of the World Health Organization has developed a tobacco-free sports strategy with the overall aim of promoting a healthy and tobacco-free lifestyle through sports. The strategy aims to ensure that sports will promote best practice tobacco-free sporting events at all opportunities. They will remove tobacco marketing and advertising from any association with sports and also ban the sale and consumption of tobacco. This Tobacco-Free Sports Manual supports the Regional strategy. It has been produced to encourage support from health, education, sports and other organisations representing the government and nongovernment sectors. I commend it to all those who are serious about addressing the tobacco epidemic and breaking the unhealthy connection between sports and tobacco.

Shigeru Omi, M.D., Ph.D.

Regional Director

WHO Regional Office for the Western Pacific

This manual aims to encourage those involved in sports and active recreation to join together to break the link between tobacco and sports.

Sports is a celebration of healthy participation. Whether it is an impromptu game in the park, school team, local league, national or international competition, the World Cup or the Olympics, sport inspires and excites while promoting healthy living and fun.

Tobacco products, on the other hand, cause disease and death. Tobacco kills around five million people a year worldwide and the death toll is predicted to double within the next 20 years unless we take action now.

1.1 TOBACCO USE IN THE REGION

Smoking causes 3000 deaths each day in the Western Pacific Region. This Region has the highest number of smokers, the highest number of male smokers and the fastest increase in uptake of smoking among women and youth.

The tobacco industry not only promotes its products aggressively to adults, but also maintains high numbers of smokers by recruiting young smokers to replace those who die from tobacco-related diseases and those who quit. The tobacco industry employs well-planned and resourced marketing campaigns, which include sponsorship of major sports.

The success of the tobacco industry in attracting new recruits is reflected in the following facts:

- Every day, 40 000 to 50 000 teenagers in Asia take up smoking.
- In China, about two-thirds of young people under the age of 25 will take up smoking.
- More young women than young men smoke in New Zealand. In 2001, 16% of male students and 22% of female students aged between 14 and 15 years smoked at least once a week.
- The Philippines has no laws prohibiting sales of tobacco to minors, and more than half of children aged between 7 and 17 years now smoke.
- About 8% of the estimated 4.6 million smokers in Malaysia are students. Every day, between 50 and 60 young people in Malaysia start to smoke.
- According to a UNICEF opinion poll, nearly two out of five children in East Asia and the Pacific have tried smoking. The incidence of smoking is highest in Indonesia, Mongolia and Papua New Guinea.

- Illegal cigarette sales to minors are estimated to contribute almost US\$ 50 million to federal tobacco excise collection in Australia each year.
- Between 80 000 and 100 000 children worldwide start smoking every day, roughly half of these live in Asia.

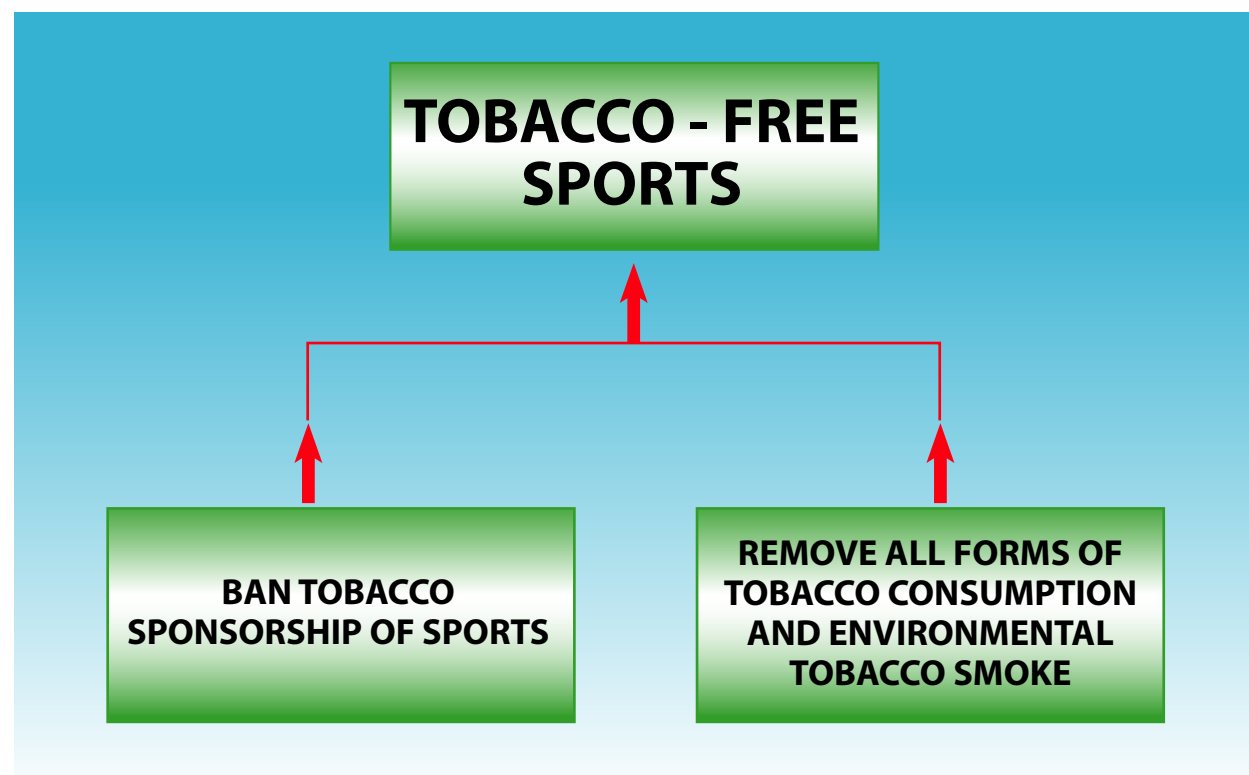
For too long the tobacco industry has used sports as a means to promote its products to adults and children. It seeks to associate cigarettes with healthy and active pursuits, and in doing so tries to create an image of respectability. Tobacco-free sports will enable people everywhere to take back their right to health and healthy living, and protect present and future generations from the preventable deaths and diseases caused by tobacco.

1.2 WHAT IS MEANT BY TOBACCO-FREE SPORTS?

Tobacco-free sports mean:

- players, coaches and sports administrators do not use tobacco while involved in sporting activities;
- participants and spectators of sporting events are not exposed to second-hand smoke; and
- there is no tobacco advertising, sponsorship or marketing at sports events or venues.

The diagram below shows the steps which must be taken for sports to become tobacco-free.



1.3 WHY TOBACCO-FREE SPORTS?

There are a number of important reasons why sports should be tobacco-free, including:

- to protect athletes, spectators, officials and volunteers from the harm caused by passive smoking;
- to help to create supportive environments and positive social norms for non-smoking behaviours;
- to eliminate the mixed messages that the community receives through tobacco advertising and its connection with sporting events;
- to discourage young people from starting to smoke, and encourage adults to quit;
- to ensure that high profile sportspeople become nonsmoking role models and mentors; and
- to send a message that the health of all of those involved in sports, whether as athletes, spectators or administrators, is important.

As well as having an impact on the health of smokers and nonsmokers, tobacco-free sports will help health agencies to build partnerships with the sporting community, commercial and other contacts, thus encouraging new tobacco-free supporters.

1.4 TOBACCO — UNHEALTHY FOR SPORTS!

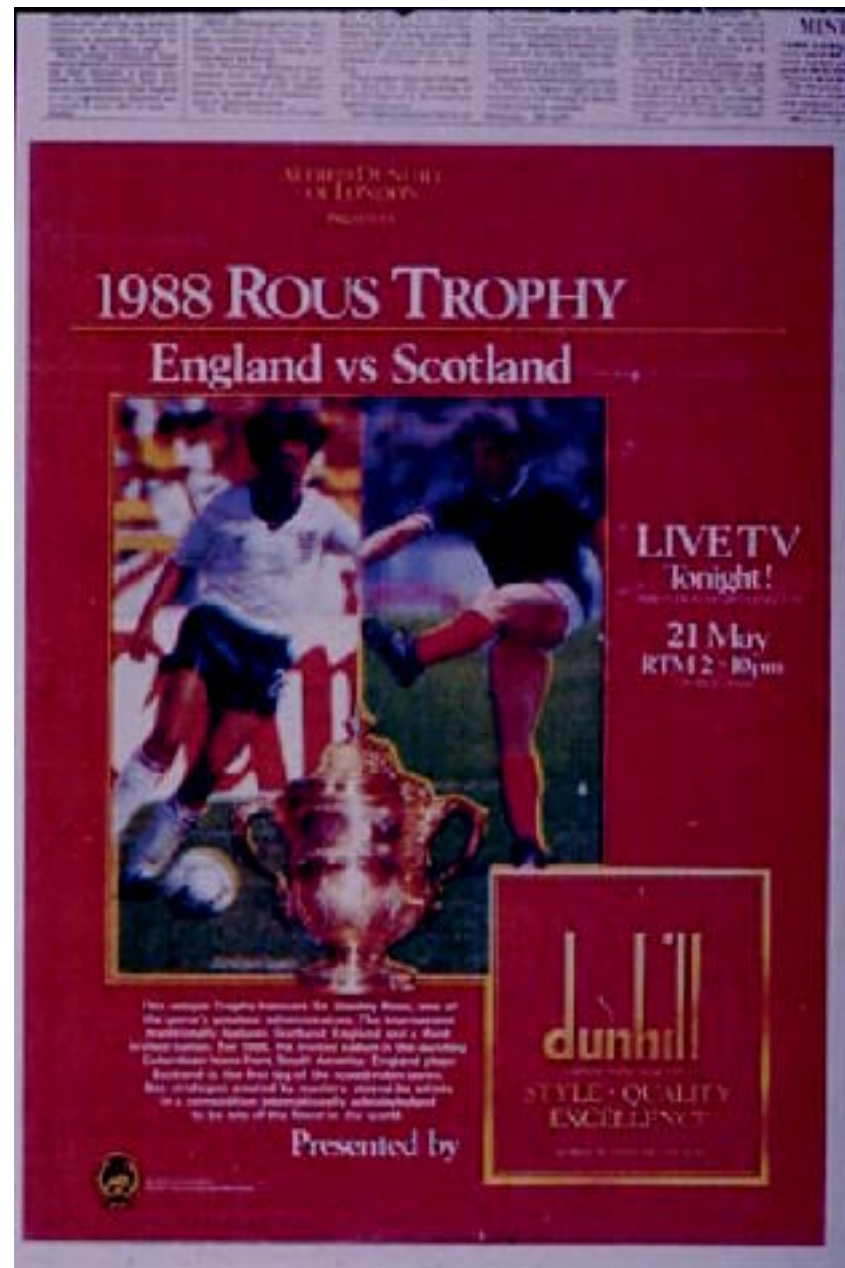
About 15 billion cigarettes are sold daily around the world – 10 million every minute. Many of these sales are promoted through advertising and sponsorship of sports in ways that harm sport and its image, but reap huge rewards for the tobacco industry.

Many countries ban direct cigarette advertising by law. However, the tobacco industry uses sports sponsorship to associate its products with healthy, exciting and attractive images. The industry spends millions of dollars annually on sponsoring events, teams and players in return for the promotion of tobacco products.

The tobacco industry also uses sports sponsorships to improve its image by creating a positive association between sports and cigarette smoking. People are encouraged to think of smoking as a desirable behaviour associated with high-profile sportspeople and events.

While tobacco companies claim that sponsoring sports shows their benevolence, internal documents indicate otherwise. The reality is that they use sports as an avenue to advertise their products and increase sales.

There is now indisputable evidence that cigarette smoking is harmful to health. Sports federations and sportspeople around the world know that tobacco is incompatible with their values and their health. Tobacco advertising and sponsorship of sports run counter to the ideals of health and fair play that are embodied in sporting activity. Sports must break its links with tobacco now.



Tobacco sponsorship of sports, Rous Trophy

1.5 SPORTING PERFORMANCE AND TOBACCO USE

Smoking-related diseases kill 1 in 10 adults globally each year. If current trends continue, this will rise to one in six people by 2030. Smoking is a prime factor in heart disease, stroke and chronic lung disease, and it causes many cancers, including lung, larynx, mouth and bladder.

Tobacco has short-term effects on health as well, especially on lung function, muscular strength and sleep patterns. This has a negative effect on sporting performance and physical fitness. Many studies have shown that smokers are less able than nonsmokers to take part in sports at all levels, from the international elite to the weekend amateur. To achieve at a high level, participants in sports must be fit and healthy and this is more difficult for a smoker to achieve. Many athletes choose not to smoke because of its impact on physical fitness and overall performance, and because it may end or shorten their sporting career.

Passive smoking is also harmful to health and has been linked with cancer, heart disease and asthma. Exposure to passive or second-hand smoke at sporting events, whether as a player or spectator, reduces the overall enjoyment of the game and increases the risk of respiratory conditions. It may also damage the athletes' performances.



"Rob de Costello former marathon champion knows the damage caused by smoking to athletic performance and is proud to be a nonsmoker." Courtesy Health Department of Western Australia.



Effects on sports: "Example of an educational brochure which highlights the effect of smoking on athletic performance." Courtesy VicHealth and Quit Victoria

1.6 TOBACCO-FREE SUCCESSES

There are many examples of successful tobacco-free sporting events and activities, demonstrating that going tobacco-free does not impact on their financial viability.

The **Olympic Games** has never accepted tobacco advertising or sponsorship. In 1988, the International Olympic Committee (IOC) went further when, in cooperation with the organising committees of the Games, it banned smoking in all sporting venues. The Health Department and other health agencies supported efforts to ensure that both venues and participants were smoke-free at the Sydney Olympics in 2000.

The International Football Federation (FIFA) established marketing agreements in 1986 that exclude tobacco sponsors from the **Soccer World Cup** or any other events for which they are responsible. While FIFA does not have the authority to impose its own policies and values

on competitions other than its own, FIFA actively discourages confederations, national associations, league clubs and other organisers from accepting tobacco sponsorship. The Federation has a stated intention to demonstrate that, as the centralised world football authority, it rejects the notion of any type of association between sports and tobacco products, and is committed to supporting initiatives to actively discourage smoking, especially among young people.¹

The non-profit Federation of International Motorsports (FIA) does not receive tobacco sponsorship nor do its championships. However, for over 30 years tobacco sponsorship has supported motor sport teams and events. The FIA believes that only a world-wide ban on tobacco sponsorship will be fully effective. It has indicated that when the FCTC comes into operation, it will introduce a world-wide ban on tobacco advertising and sponsorship in international motor sport, dated from the end of the 2006 season in line with the previous directive from the European Union Member States.

The **Tobacco-Free South Pacific Games** in Fiji and the **Tobacco-Free South East Asian Games** in Viet Nam in 2003 are examples of successful tobacco-free sporting events in the Region. Their success has proved beyond doubt that sports can survive without tobacco sponsorship and in a tobacco-free environment.



1. Huu Nghi: A billboard promotes the SEA Games 2003 as smoke-free



2. Smoke-free soccer

KIRIBATI TAKES ACTION

A stand has been taken in some countries to break the links between tobacco and sport at community levels where the tobacco industry uses strategies to increase the cultural and social acceptability of its products among community members.

In Kiribati, a "Mweaka" or traditional offering accompanies important community events. The offering is given to the village elder to signify goodwill. In the past, cigarettes were popular as Mweaka, reinforcing the cultural acceptance of smoking. The Ministry of Health of Kiribati, in collaboration with WHO, began an innovative programme where sports equipment was used in place of cigarettes as Mweaka. Through this initiative the health benefits of sports were highlighted, as was the unsuitability of cigarettes as a cultural gift. Feedback from the communities that benefited from the programme was very positive.

1.7 SUMMARY

Sports and tobacco do not mix. However, sports have long been used to promote the use of tobacco and this has proved harmful to health as well as to the credibility of sports.

There are compelling reasons for introducing tobacco-free sports. Tobacco is a known killer. It harms the health of those who smoke as well as those who are exposed to second-hand smoke. It is particularly harmful to athletes and can affect their performances as well as their health. Tobacco use has no place in or around the sporting arena.

Parties to the WHO Framework Convention on Tobacco Control (FCTC) have already made a commitment to ban tobacco advertising and sponsorship, and in many countries this has already occurred with no detrimental impact on sports. A number of major sports associations and events have led the way by voluntarily excluding tobacco from association with their teams, players and competitions. There is already strong momentum for tobacco-free sports in the Region and we must build upon it.

2. ACTION PLAN FOR TOBACCO-FREE SPORTS

Introducing tobacco-free sports is a very cost-effective and powerful tool that produces public health and other benefits for both the sporting organisation or event and for the athletes and the spectators. Tobacco-free sports requires the introduction of laws and policies to ensure that:

- all forms of tobacco advertising, sponsorship and marketing are excluded from sports;
- players, coaches and officials do not smoke while involved in sporting activities; and
- participants and spectators are not exposed to environmental tobacco smoke at sporting events and venues.

While many sports organisations have voluntarily withdrawn from tobacco sponsorship, the most effective way forward is for governments to legislate to ban tobacco sponsorship of sport.² Smoke-free policies are generally used to address the smoking behaviour of players, coaches, officials and spectators involved with sports.

This section sets out the three steps required to ban tobacco sponsorship and introduce appropriate smoke-free policies, namely identifying key players who will spearhead the move towards tobacco-free sports, eliminating tobacco sponsorship and introducing smoke-free policies.

¹ Cooper K. Tobacco Sponsorship in Football: the Position of FIFA. Presentation to the public hearings on the WHO Framework Convention for Tobacco Control, 12-13 October 2000, Geneva.

² The action plan for tobacco-free sports has been adapted in part from the work carried out by Quit Victoria (www.quit.org.au) and the New Zealand Health Sponsorship Council (www.smokefreesport.co.nz).

2.1 THE KEY PLAYERS

Countries that have successfully introduced tobacco-free sports report that a combined effort by a coalition of key players tends to achieve more than when groups or individuals work on their own. In selecting the key players who will form a tobacco-free sports coalition, it is important to:

- identify organisations with an interest in health, tobacco control, education, consumer issues, sports and recreation as well as government and nongovernment agencies, engaging as many as possible to work together to develop the tobacco-free sports initiative; and
- involve international representation on the coalition team, for instance WHO can play an important role at all stages including lobbying, advocating, policy development, technical support, implementing, monitoring and evaluation.

2.1.1 Tasks for the key players

Having established a coalition of key players, the following tasks must be addressed.

- Determine which agency(ies) is(are) to drive the tobacco-free initiative. Identify the roles which each will play according to their positions, expertise and resources.
- Determine who will make the final decision in relation to tobacco-free sports. It may be the Prime Minister, or the Health or Sports Minister. Confirm who the key advisors and people of influence are to help focus lobbying efforts.
- Gather early written support from key organisations and individuals. They may include WHO, the International Union Against Cancer (UICC) and others, and will be strong advocates with credibility and sound understanding of the issues. Their support is vital to influence legislators as well as the organisers of sporting events and activities.

The coalition will focus on removing tobacco sponsorship and developing smoke-free policies, and may need to co-opt other members to undertake specific tasks. For example, it may be advisable to obtain input from additional sports people or venue managers.

2.2 REMOVING TOBACCO SPONSORSHIP

The WHO FCTC requires parties to the treaty to ban all tobacco advertising, promotion and sponsorship.

Sports sponsorship has become increasingly important to the tobacco industry as other promotional routes have been cut off by governments around the world. Sponsorship allows the tobacco industry to “buy” sporting organisations, events or teams as vehicles for advertising and branding tobacco products.

The industry spends hundreds of millions of dollars each year to promote the colours, logos and images of the tobacco brands, mainly on high-profile sports that receive television coverage. For example, many racing cars competing in the prestigious Formula One Grand Prix are sponsored by tobacco companies. In the Philippines, boxing and basketball games with high television ratings are sponsored by Phillip Morris and Fortune Tobacco Inc. All major Indonesian tobacco companies sponsor sporting activities, including basketball, boxing, badminton and soccer. Despite strict controls on direct advertising in Malaysia, the British American Tobacco (BAT) brand Dunhill sponsors soccer, including the very popular telecasts of the English Premier League.

The prevalence of tobacco sponsorship in the Region remains extremely high. While FIA has voluntarily undertaken to end tobacco sponsorship of Formula One motor racing by 2006, others will continue unless jurisdictions act quickly and comprehensively to remove tobacco sponsorship from sport.



1. Prost “Tobacco is linked to motor sport worldwide”..or



2. Cricket: “Cricket had major tobacco sponsorship in the past. In countries such as Australia, India and South Africa, cricket is now tobacco-free.”



3. This poster... “After the ban on sponsorship and advertising in Victoria, this poster proudly proclaims the State is nonsmoking.” Courtesy Vic Health.

2.2.1 Responding to the tobacco industry

The tobacco industry values its association with sporting events and will fight to continue the relationship. To counter moves to ban tobacco sponsorship, the tobacco industry and media may raise fears and concerns about the impact of discontinuing sponsorship among sporting organisations. The following arguments are examples of those used to support the continuation of tobacco sponsorship and it is important that such statements or myths are refuted.

Myth

The tobacco industry provides huge amounts of money to sports and the quality of sports will diminish without these funds.

Reality

While the amount of money spent on marketing tobacco through sports may be large, the sum allocated directly to the sports organisation or players is generally comparatively small. In some Australian states, when tobacco sponsorships were banned they were “bought out” or replaced by health promotion agencies. The tobacco sponsorship contracts generally revealed that the tobacco funds were tied to activities and events that gave maximum exposure to the tobacco industry, such as dinners or awards evenings, rather than to activities that would provide long-term benefits and increase the quality of sports, such as talent identification programmes or sports development.

Myth

Withdrawal of tobacco sponsorship will harm sports because they will be left without sponsors.

Reality

Many sports give up tobacco sponsorship voluntarily, while others are forced to do so because of legislation. Replacement sponsorships are found from tobacco taxes or from the commercial sector and other sources. Rather than harming sport, the evidence points in the other direction. Corporate sponsorship of sport in Australia increased by 45% in the four years following the federal ban of tobacco sponsorship in 1996.³

Myth

The tobacco industry provides sponsorship to sports as an act of philanthropy.

Reality

The internal documents of the tobacco industry reveal why sponsorship of sports is important. Tobacco companies sponsor sporting events for several reasons, including trying to

get around existing advertising restrictions, wanting to associate their cigarettes with healthy, active pursuits, and trying to create an image of respectability for companies rocked by accusations of smuggling and racketeering.⁴

Myth

Self-regulation or partial restrictions are preferable to a total ban on tobacco sponsorships.

Reality

The tobacco industry has a history of circumventing rules which get in the way of marketing and sales activities. For example, while tobacco sponsorship of the 2002 FIFA World Cup was banned, the industry sponsored the tournament on television in Malaysia, Korea, Pakistan and Niger, thus associating tobacco products with the World Cup. The tobacco industry has a poor record regarding self-regulation, and partial restrictions have loopholes that mean the intent of the law can be circumvented. Sports sponsorship must be banned.

2.2.2 Strategies for banning sponsorship

Driving the strategies and activities necessary to counter tobacco interests and remove tobacco sponsorship from sports requires committed leaders. In New Zealand, Thailand and Australia, this leadership came from a number of sources, including politicians and public servants who spearheaded the campaigns, and nongovernmental health agencies and medical and consumer groups. The media played an important role by providing analysis of the situation, coverage of the debate and editorial support. Religious leaders and spokespeople from the sporting community also helped to create change.

While each jurisdiction needs to map out its own path towards banning tobacco advertising and sponsorship, the following factors have been identified as contributing to successful campaigns.

- The endorsement of the Prime Minister, Minister for Health or Sports, or other high-level official who makes the issue a very high personal priority
- Detailed submissions from health, tobacco control, sports or other organisations to legislators outlining the reasons for, and methods of, banning tobacco links with sports
- Vigorous activity by health or other advocates to counter the actions of tobacco interests through news conferences, letters and personal visits to key politicians, advocacy advertising, exposing the tactics of the tobacco industry, and any other measures deemed necessary to push the cause and protect public health
- Public condemnation of the links between tobacco and sports by sports personalities and relevant organisations

³ Action on Smoking and Health (UK). *Effects on Sport of Bans on Tobacco Advertising and Sponsorship in Australia*, July 2001.

⁴ Hammond, R. and Rowell, A. *Trust Us: We're the Tobacco Industry. Campaign for Tobacco-Free Kids (USA) and Action on Smoking and Health (UK)*, May 2001.

Lessons may be learned from countries where tobacco sponsorship is already banned. For example, political confrontation may be necessary. Health advocates need to be forceful and open in countering the tobacco industry and others who wish to maintain a tobacco presence in sports.

The focus on public health and protection of the health of the community should be maintained throughout the debate.

2.2.3 Alternatives to tobacco sponsorship

“Our sports will suffer...we will never be able to find another sponsor...our national team will not be competitive....”

These are the kinds of arguments raised by some sporting organisations on learning of a proposed ban on tobacco sponsorship. However, in countries where a ban has been introduced, alternative funding sources have been found and these dire predictions have not come true.

Commercial options

The tobacco industry sponsors high-profile events that appeal to the masses and which may attract global audiences when broadcast on television. The industry invests in sports sponsorship because it is a cost-effective way of reaching the target audience and yields substantial returns in the form of merchandising rights, brand awareness, company profile, and opportunities for corporate hospitality and generating community goodwill.

But these returns are also attractive to other commercial sponsors. Indeed, where tobacco sponsorship is banned, there is no shortage of commercial sponsors to take up the opportunities for national and international promotion that sporting events provide.

Health promotion options

In a number of countries, tobacco sponsorship has been replaced using funds derived from tobacco tax. The concept originated in 1986 in the State of Victoria, Australia, when the Government banned tobacco sponsorship, increased tobacco tax and dedicated a portion of the increase to health promotion activities, including the replacement of tobacco sponsorship. The measure was designed to ensure that sporting organisations would not suffer hardship when tobacco sponsorship was removed. An independent statutory authority known as the Victorian Health Promotion Foundation was established to administer the funds.

Other states in Australia and countries such as New Zealand, Thailand and Malaysia, are following this model with great success. This form of dedicated tax tends to be widely supported by the community, and can achieve many health goals at once.

In practical terms, increasing the price of cigarettes through raising taxes encourages smokers to quit and young people not to start. Banning tobacco advertising and sponsorship

ensures that the community, and particularly the youth, are not exposed to the promotion of a product that is the major preventable cause of death and disease in the world today.

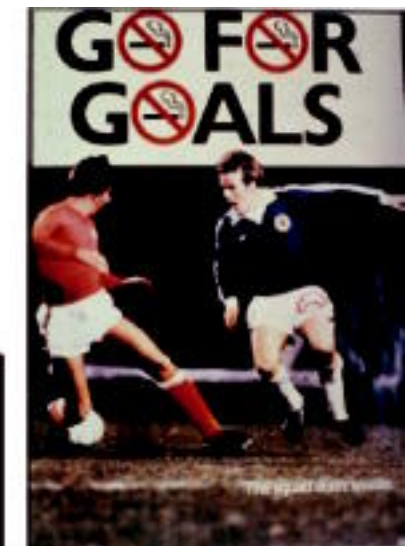
The tax revenue is administered by an organisation established specifically to manage the funds, and a portion may be allocated to health promotion activities, particularly to tobacco control. This may include using sports sponsorship to promote smoke-free messages in the same way as the tobacco industry used sports to promote cigarettes.⁵

This approach enables parties involved to readily address the following obligations contained in the WHO FCTC:

- introduce price and tax measures that will reduce tobacco consumption;
- undertake a comprehensive ban on all tobacco advertising, promotion and sponsorship; and
- strengthen public awareness of tobacco control issues through education and public awareness campaigns.



Kick butt,” Popular West Australian footballers promote the Quit message on a billboard formerly used by the tobacco industry”. Courtesy Health Department of Western Australia



Go Goals and Player card. “The end of tobacco sponsorship means that high profile athletes can be used to promote health messages instead of tobacco”. Courtesy of Healthway.



SFWA exhibition.” Health promotion agencies use sports settings for health promotion activities. A display showing the harmful effects of smoking is exhibited in sporting clubrooms”. Courtesy of The West Australian Heart Foundation

⁵For further information on health promotion options, contact WHO Western Pacific Regional Office for a copy of the manual, *The Establishment and Use of Dedicated Taxes for health*.

2.3 TOBACCO-FREE POLICY

A tobacco-free policy must be introduced to ensure that the sporting environment protects participants, spectators, volunteers and administrators from the harmful effects of environmental tobacco smoke. While this manual is targeted towards international, regional and national sporting activities, the process for developing tobacco-free policies described below may be adapted for use at association, league or even club levels.

2.3.1 Preparing for policy development and implementation

The coalition of key players behind the tobacco-free sports initiative should build relationships with sporting organisations and relevant personnel, including the media, to benefit from their input into policy development and to create an environment that will encourage support and acceptance of the proposed changes. Primary activities for the coalition are outlined below.

Become familiar with sports

The coalition members must understand the business of sports and the organisations involved, as well as the people who support and/or participate in it. This can be achieved through consultations with administrators, players and spectators and by attending events and functions. The culture and context of sports should be understood so that smoke-free goals will be aligned as far as possible with those of the sporting organisations concerned.

Identify and allocate resources

Introducing smoke-free sports is not a costly exercise, but there will be some expenses, including human resources and materials used to promote and publicise the policy. Funds may also be required for training workshops. Adequate funds must be sourced to ensure that the smoke-free initiative can be implemented appropriately.

Promote smoke-free benefits for sports

Initially smoke-free sports may not seem important to the sporting sector. Players, spectators, officials, and administrators are in the business of sports, and may have little interest in becoming smoke-free. Proposed changes that may be counter to the traditions and culture of sporting organisations might produce resistance, so the coalition must be familiar with the benefits of tobacco-free sports that were outlined in Section 1.1 above. Additional potential gains should also be communicated to the sports industry, including:

- reducing the risk of legal action from employees, patrons, spectators and participants, particularly with regard to passive smoking;
- reducing fire risk, which may lead to lower insurance premiums for the sports organisation or event;

- presenting a healthy image to the community, which helps to attract community support and sponsors;
- creating a healthy, family-friendly environment that can encourage spectators or new members;
- providing a safer and cleaner environment; and
- reducing cleaning and maintenance costs.

Address the potential concerns of sporting administrators

Some sports administrators may resist going smoke-free because they fear the loss of members or spectators. However, being tobacco-free may create new opportunities for sports organisations and events. For example, spectators who dislike passive smoking will return to supporting sporting events.

Australian research on sports and cultural organisations shows that revenue, spectator attendance and memberships remain the same once smoke-free policies are introduced.⁶ Numerous sporting organisations throughout Victoria have gone smoke-free in recent years, and most of these have received positive feedback from patrons and supporters. Research indicates that the majority of people involved in sports prefer smoke-free environments.^{7 8}

If there are concerns that support for sports will fall, point out that what keeps supporters involved is their love of the sport, the social environment and the sense of fellowship. These outweigh smoking tobacco as reasons for remaining with, or returning to sport. Remember a tobacco-free policy is not a statement about people as smokers. It is not saying people cannot smoke, only where and when they can smoke.

2.3.2 Developing a comprehensive policy

Determine who is to be responsible for drafting the smoke-free policy. Will it be representatives of the coalition, sporting groups, the Government or other health agencies? The coalition, if it is not the responsible group, should offer technical and other support to those responsible.

The end product will be a formal written policy that should be circulated widely to all stakeholders for their information before being implemented.

⁶ Frost, G., Morris, C., Wakefield, M. Smoke-free areas in public places. In *Quit, South Australian Smoking and Health Project Evaluation and Research Report No 4, 1992 - 1995*. South Australian Smoking and Health Project, 1996.

⁷ Boulter, J., Wrench, J., Finnis, M. A baseline evaluation of smokefree policies and practices in Victorian football clubs. In: Trotter, L. and Letcher, T. (eds) *Quit Evaluation Studies No 10*. Victorian Smoking and Health Programme, Melbourne, 2000.

⁸ Trotter, L., Boulter, J. Patrons' opinions on the introduction of smoking bans at racecourses, a football stadium and live music venues. In: Trotter, L. & Letcher, T. (eds) *Quit Evaluation Studies No 10*. Victorian Smoking and Health Programme, Melbourne, 2000.

- Having a written policy that has been endorsed appropriately ensures that the organisers have the right to stop people from smoking in certain areas. Sporting organisations that are smoke-free but which do not have a written policy risk not being able to stop patrons from smoking if they light up in designated smoke-free areas.

A formal policy also sends a strong signal to athletes, spectators, dignitaries and the community that sports takes the issue of smoking and health very seriously.

Refine policy contents

The contents of the policy must be tailored specifically for the country, sporting event or games. Before starting the development work, clarify the legal framework within which the tobacco-free policy will fit.

- The policy must meet all legal and regulatory standards relating to tobacco use in the country or countries where smoke-free sport is to be introduced. Those ultimately responsible for the policy must be aware of their legal obligations. Ensure that the policy is consistent with any guidelines laid down by the particular sports governing body, e.g., IOC, FIFA.
- Prepare an ideal tobacco-free policy but have a fallback position outlining minimum acceptable standards. Vigorously pursue the ideal policy and take a fall-back position only if absolutely necessary. The ideal policy would include:
 - no form of tobacco advertising, promotion and support;
 - sale of tobacco products prohibited at venues;
 - all indoor venues to be smoke-free;
 - designated smoking areas to be provided in outdoor venues where appropriate;
 - no smoking allowed in athletes' accommodation; and
 - smoke-free policy strictly enforced.

In the final policy include the following details:

- those responsible for enforcement;
- what to do if people ignore the policy (see strategy for addressing infringements);
- the type of penalties to be issued to those who breach the policy;

- the policy regarding the sale of tobacco products;
- the smoke-free code of behaviour for athletes, players, coaches, volunteers, and officials while at the games or event or official functions connected to it; and
- the date when the policy comes into effect.

Involve games and sports organisers

If the smoke-free policy is to be introduced at international, national or regional events or games, it is vital that the organisers and administrators become part of the process.

- Negotiate early with the sports or games organisers. Identify the key individuals and include a health or medical officer in the negotiations. Early commitment to a smoke-free policy means that any new purpose-built venues can be designed to accommodate the smoke-free policy, for instance ensuring that designated smoking areas in outdoor venues are placed away from food outlets, entrances, exits and viewing areas.
- Determine where the sporting body and its key personnel stand on the issue of smoke-free sports. Find out about past or present relationships with the tobacco industry. Identify key individuals who may be opponents of the policy and others who are likely to become allies.
- Convince sporting administrators, organising committees and promoters of the benefits of the event being smoke-free. This becomes less of an issue if there is a directive from a key figure such as the Prime Minister. However, it is still important to convince the sports organisations of the importance of tobacco-free sports so that they will get behind the initiative and support it fully.
- Obtain early written commitment from the game organisers that a tobacco-free policy is supported. Such a commitment may take the form of a letter of agreement or a memorandum of cooperation signed appropriately, for instance by the Chair of the Organising Committee, WHO and the relevant Health Minister. It should outline in general terms the expectations and commitments in relation to the tobacco-free policy. When the agreement is signed, the details of the policy can be finalised.

Gain support/acceptance for the policy

Once the ideal policy has been finalised, take steps to ensure its acceptance and support.

- Circulate the draft policy widely for comment and support. Documented support from organisations such as international or national health bodies or groups representing athletes will add weight to the proposed policy and make rejection of all or parts of it more difficult.
- Consult appropriate government, sporting, health and tobacco control bodies while the proposed policy is being developed. Work cooperatively and progressively with the games organisers or sports administrators to ensure final acceptance.
- Use the media to push the case for tobacco-free sports. Statements from leading health agencies or officials and athletes can be used to encourage community support and put tobacco-free sports on the public agenda.

Allocate designated smoking areas where relevant

Where there are to be designated smoking areas at outdoor venues, provide advice about locations and how they may be publicised. Assign smoking areas according to the location and lay-out of the venue. They should be outdoors, discrete and where the smoke emitted cannot encroach on the space of nonsmokers. Designated smoking areas should be:

- away from viewing areas;
- distant from food service outlets;
- outside areas of cross traffic;
- in compliance with existing law; and
- appropriately monitored.

2.3.3 Implementation plan

Even the most comprehensive and well-planned policy will fail if it is not appropriately implemented and policed. This component is as important as the development phase of the process. It involves using strategies to prepare the venue, educate and raise awareness about the policy, and establish policing mechanisms. Most of these tasks will be carried out before the event.

Train those who will manage the policy

Identify and train suitable people to monitor the smoke-free policy. These might include security personnel, volunteers, staff and others. Include the following information in manuals, handbooks and orientation or training programmes:

- the reasons for the tobacco-free policy;
- the harmful effects of passive smoking;
- when and where the policy is to be implemented;
- the role that staff/volunteers/security personnel play in monitoring the policy; and
- the non-compliance strategy and what to do if someone breaches the policy (see below).

Prepare a strategy for addressing policy infringements

Where smoke-free policies have been widely advertised, it is reported that community members and spectators generally tend to police them and ask smokers to stop.

Occasionally staff, officials, security personnel and volunteers will be required to deal appropriately with those who smoke in smoke-free areas. Below is a suggested strategy to deal with non-compliance, particularly smoking.

1. Assume that the person smoking is unaware of the policy.
2. A staff member, official, or volunteer should approach the smoker, politely ask them to refrain from smoking and remind them about the tobacco-free policy.
3. If the offence continues, direct the smoker to a designated smoking area if available.
4. If the smoker continues to smoke, they should be verbally warned again.
5. If this fails, present the smoker with a formal letter that outlines the policy on smoking, and state that if the patron continues to smoke then they will be asked to leave. This letter should be prepared before the event, signed by the chair of the organising or management committee and copies made readily available to those implementing the smoke-free policy.
6. If the offence continues, staff or security personal should escort the smoker from the venue.

Under no circumstances should the tobacco-free policy be breached.

Publicise the smoke-free policy

The timing and manner of introduction of the policy is important. If the policy covers a series of events, introduce it at the beginning of the season. For a major event, advertise the policy to all participants, supporters and spectators. Give advanced notice to ensure that people are aware of it and have time to get used to the change. This will minimise resistance.

Use the following methods to publicise the tobacco-free policy.

Before the event:

- direct mail
- newsletters
- websites
- information about the policy on membership or ticket application forms
- 'smoke-free venue' printed on pre-purchased tickets
- media advertising including newspaper, radio or television advertisements
- invitations
- entry forms
- letterheads
- site maps showing smoke-free and designated smoking areas
- letters to captains, athletes, coaches, officials and other influential people encouraging them to support the tobacco-free policy and act as role models.

At the event:

- large, highly visible non-smoking banners and signs inside the venue, including changing rooms and areas assigned to spectators, officials, press and sponsors
- banners outside the venue indicating 'Non-Smoking Venue'
- official non-smoking signs on walls, corridors
- table signage for bars or dining areas
- advertisements in event programmes

- speeches before and after the game
- public address announcements
- site map of smoking and non-smoking areas in programme, tickets, brochure
- international non-smoking badges on the hats or uniforms of ushers, volunteers or security guards
- smoke-free stickers or signs on seats
- smoke-free stickers or signs on steps

If designated smoking areas are available, they should be clearly marked on maps and with signs at the venue.

Inform concession holders/caterers

Food and beverage providers will not be permitted to sell or promote tobacco products under the smoke-free policy and should be advised about the policy before concession contracts are agreed to.

Prepare venue/facility

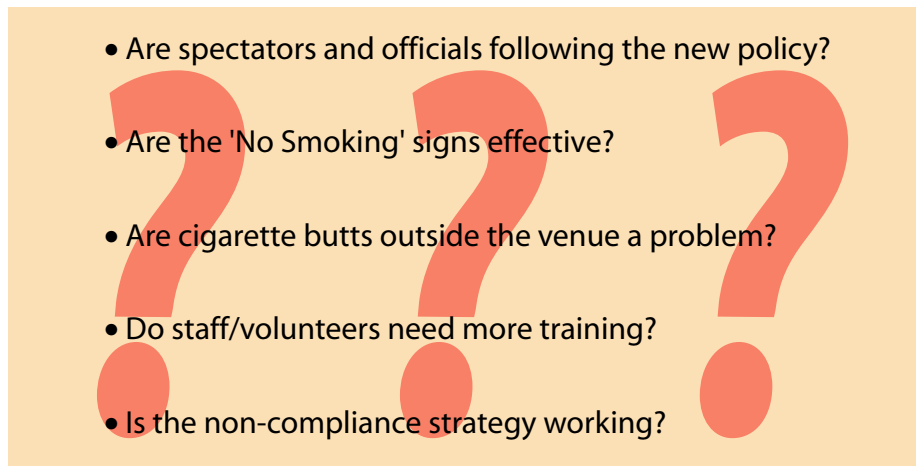
- Remove all ashtrays from tobacco-free areas.
- Provide ash and butt bins for smokers to use in outside areas where smoking is allowed.
- Display non-smoking signs in prominent positions.
- Prohibit the sale of tobacco products.

Inform all user groups about the new tobacco-free policy

Different sporting or community groups which use the venue or facility must be informed of the smoke-free policy. Those groups undertaking lease or rental agreements must abide by the policy.

2.3.4 Review and evaluate

The smoke-free policy should be reviewed and evaluated, whether it is for one event or for a series of events. Where the policy is to continue, the initial review should be carried out after the first six months. Seek feedback on how the policy is working and how to make it more effective if necessary. Ask the following questions:



- Are spectators and officials following the new policy?
- Are the 'No Smoking' signs effective?
- Are cigarette butts outside the venue a problem?
- Do staff/volunteers need more training?
- Is the non-compliance strategy working?

The policy needs to be kept up to date. For example, a new venue or a modification to a venue will require an alteration to the policy to redefine smoke-free areas.

For single events such as regional games, the review should take place after the event. Providing a comprehensive report to the next host country is an important way to highlight the successes and failures of the tobacco-free policy as well as the lessons learned.

The tobacco-free sport policy should be monitored and evaluated on an ongoing basis, and this should be undertaken by an independent organisation if possible. Section 3 below provides a framework and outlines the options for evaluation as well as discussing appropriate tools and methods.

2.4 SUMMARY

Tobacco-free sports involve removing tobacco sponsorship from sport and developing smoke-free policies to be implemented at sporting events and venues.

Legislation has been introduced in many countries to ban tobacco sponsorship, and a number of sports have already voluntarily given up their tobacco sponsorship in the interest of the health of participants and spectators.

Much can be learned from countries where tobacco sponsorship is already outlawed. For example, experience shows that a coalition of key players representing a number of different health, sports and other relevant groups can successfully spearhead the tobacco-free campaign. The coalition must be informed so that they are able to dispel the fears and concerns of sporting organisations and refute the arguments that the tobacco industry will put forward, particularly about the financial viability of sports without tobacco funds.

Sporting organisations must be made aware that where sponsorship is banned, alternative sources of support have been found from commercial sources. In some countries, an increase in tobacco taxes is used to replace tobacco sponsorship in the short term.

The time has come to remove tobacco from sports. A comprehensive ban on tobacco advertising, promotion and sponsorship is vital if we are to reach this goal.

A comprehensive action plan is required if smoke-free policies are to be successfully introduced and accepted in the sporting environment. Obviously representatives of sports and sporting organisations must be part of the coalition driving the initiative. Broad consultation with those affected by the new policy is also necessary to ensure acceptance. Concerns raised as part of the consultation must be addressed. Smoke-free sports have many advantages including improved health and comfort of participants and spectators as well as providing safer and healthier environments.

A formal, comprehensive policy is required, along with an implementation plan that includes training for those responsible for implementing the policy and strategies to deal with non-compliance. The policy must be widely advertised and promoted.

Publicising the smoke-free policy before the event.



A program advertisement advising of smoke free policies at the greyhounds in Western Australia



Subi and Dogs brochures: Courtesy of Healthway



Tonga smoke-free artwork logo courtesy of the Secretariat of the Pacific Community.

“Methods of communicating the smoke-free policy prior to the event or game include programmes and brochures distributed to members or spectators and logos which may be used on tickets or posters.”

Publicising the smoke-free policy at the event.

Baseball: “A large sign on the road leading to the baseball stadium warns patrons that the venue is smoke-free.” Courtesy Healthway.



Glory Scooter 2. “A novel way to promote the smoke-free message was used at a Perth Glory soccer game where a “Quit” scooter circled the pitch before the game and at half time.” Courtesy Healthway.



“Players’ uniforms can be used to publicise and reinforce smoke-free policies.” Courtesy Healthway.



“As well as having large signs it is important to have a number of small signs placed throughout the venue to remind patrons of the smoke-free policy.” Courtesy The West Australian Football Commission.

3. EVALUATING TOBACCO-FREE INITIATIVES

An evaluation programme is necessary to show how well the tobacco-free sports programme is working and the impact it is having. Use the evaluation results to strengthen future tobacco-free initiatives and make them more effective. Use them also to influence those who allocate funds and to give others confidence to embrace the concept of tobacco-free sports.

Evaluating activities in a sports setting presents difficulties and has limitations. Participants and spectators attend sports to enjoy the event or game and may be resentful and unhelpful if asked to complete a lengthy interview or questionnaire. Select evaluation techniques and strategies that will provide the necessary information without being intrusive or requiring lengthy responses.

Ideally an independent group working with the tobacco-free implementers will develop an appropriate evaluation plan.

3.1 STEPS FOR SUCCESSFUL EVALUATION

Follow these steps to ensure that the evaluation and monitoring process is appropriate, workable and produces the required information and results.

3.1.1. Engage stakeholders

Involve those who will benefit from the tobacco-free sports initiative and have a stake in how the findings will be used. Include people involved in the sports operations (managers, administrators, staff), those served or affected by it (administrators, coaches, players), and the primary users of the findings who will make decisions about the future (health or other departments, nongovernmental organisations or other health agencies).⁹

These people will help determine the appropriate evaluation strategies and will also have a useful perspective when the findings are analysed, interpreted and used.

3.1.2 Relate the evaluation to the objectives

The objectives of the tobacco-free initiative must be stated clearly, as these will be the focus of the evaluation.¹⁰ Well-written and clearly defined objectives are referred to as **SMART**.

⁹The Tobacco-Free Sports Playbook. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, and the Office on Smoking and Health, Atlanta, Georgia, 2001.

¹⁰Ibid. xxvi

Specific...identifying a specific event or action which will take place

Measurable...quantifying the amount of change to be achieved

Achievable and **A**mbitious....realistic given resources and plans for implementation, yet challenging enough to accelerate programme efforts

Relevant...logical and relating to programme goal

Time-bound...specifying a time by which the objective will be achieved.

Objectives may cover areas such as increasing knowledge and raising awareness of tobacco issues, or increasing or reinforcing positive attitudes towards non-smoking.

Evaluation techniques and processes are used to measure whether the objectives have been, or are being, met. They can also determine how effective the strategies used have been. Measuring these kinds of objectives will require different evaluation processes and techniques, such as structural measures to quantify adherence to smoke-free policies, or determining how patrons learned of the smoke-free policy to provide insights into the best way to promote it for future events.

3.1.3 Focus on the evaluation design

Having determined the purpose of the evaluation and what is being measured, the next question is how to obtain the information. Different types of evaluation designs and their uses are listed below.

Formative research – used to determine the effectiveness of interventions. For example, before introducing tobacco-free policies in a major sporting arena, it may be useful to find out how patrons generally receive information and the kinds of communication strategies which work.

Formative research methods include surveys and literature reviews as well as face-to-face interviews with relevant target groups and stakeholders. They are worthwhile because responses to proposed interventions can be assessed, and alternatives developed if there are negative reactions.¹¹

Process evaluation – generally conducted while the initiative is taking place or when it ends to assess operational success. Process evaluation tells us if the intervention was implemented as planned, if it reached those it was intended to reach, and if not, why not.¹²

Techniques to measure process include personal interviews, recording the demand of the target audience for information and resources, and the numbers visiting an education booth or display. Process evaluation also charts what activities are taking place and who is carrying them out, and identifies the programme's strengths, weaknesses and areas for improvement.

¹¹ Donovan R., Henley N. *Social Marketing Principles and Practice*, IP Communications, Melbourne, 2003:132.

¹² *Ibid*:139

Observations are useful process measures, and may be used to assess, for example, sales of tobacco products at the venue or the level of compliance with smoke-free policies, for instance by counting the number of smokers or cigarette butts on the ground during an event.

Impact evaluation – used to determine whether the programme or initiative did what it set out to do. It is generally undertaken at the conclusion of the project or at least when it has been running long enough to produce results. Changes in beliefs, attitudes and behaviours in the short to medium terms are measured using impact evaluation. Ideally this requires pre-test and post-test measures to evaluate the impact of the initiative properly, and often requires data to be collected by survey, interview and focus group or through observation.¹³

There is another level of evaluation known as Outcome evaluation, which measures long-term outcomes such as morbidity and mortality. Such measures take many years to produce results and are generally influenced by a wide range of tobacco control programmes and initiatives, such as tax increases and legislative measures. Outcome evaluation is generally not used to assess tobacco-free sport initiatives.

3.1.4 Develop evaluation tools and methods

After determining the appropriate indicators, develop surveillance methods and instruments. Indicators such as participation rates, attitudes, behaviours, awareness, community norms, policies and health status are relevant. While it may be possible to modify existing surveillance tools, it is more likely that specific tools will be created for each event or activity.

A number of factors may affect the credibility of the information collected. These include the quality and quantity of data gathered, the collection methods used, and when and how often the data is collected.

The information may be collected using the following methods:

- personal interview;
- telephone;
- mail; and/or
- self-report.

Decide how the data will be computerised, who will collect it and their level of training at this stage.¹⁴

Whatever the tools and methods used, the key to success and gaining cooperation from sports bodies, participants and spectators is to keep it short and simple! See Annexes 1 and 2 for sample evaluation tools.

¹³ *Ibid*: 145.

¹⁴ *The Tobacco-Free Sports Playbook*. *Op cit*. Ref 9: xxvi.

STANDARDS FOR EVALUATION¹⁵

Whether the evaluation is simple or formal, the Centers for Disease Control recommends that five standards be met.

Evaluation should:

- be useful and answer questions that will be directly relevant to those using the findings;
- make sense, taking into account the interests of various groups;
- be cost-effective;
- be ethical, conducted in a way that respects the rights and interests of people involved; and
- be conducted in a way that ensures the findings are considered correct.

3.1.5 Analyse, interpret and share results

Once the data have been analysed and interpreted, they need to be organised into a report that can be presented in an easy-to-read format. Include a summary that gives a clear snapshot of the findings and present an initial draft to the key stakeholders for their information and comment. Tables and graphs may help clarify results. Make recommendations for future action as well as including the findings in the report.

One of the most important steps of the evaluation process involves disseminating the information, but this is often ignored. Whether the results are positive or negative, there is always something to be learned. Share the lessons learned with all of the key stakeholders who were identified in Step 3.1.1 above.

Different stakeholders, such as health agencies, the media or sporting organisations, will require different types of information. It is important to present a report that is relevant and meaningful to each particular audience, therefore it may be necessary to have several versions of the report available and in written and oral formats for presentation to the different groups.

3.2 EVALUATION PROBLEMS AND PITFALLS

Sporting settings are less than ideal for carrying out evaluation. Nevertheless, by being aware of the limitations of such settings and following some basic principles, it is possible to gather useful knowledge as well as monitor successfully the impact of tobacco-free initiatives.

¹⁵ *Ibid: xxvii.*

- Carry out preliminary planning work to determine the best places to conduct interviews. Visit the arena and use maps of the ground showing entrances, exits, seating areas, refreshment areas, toilets and smoking areas if designated.
- Confirm start, finish and interval times of games. Estimate spectator numbers and type (adults, children, families etc).
- Ensure that the interview is less than 10 minutes and that patrons are approached only when play is not in progress, or if they have left their seats during play and are in “common” areas.
- Ensure that officials at the game or event know that the researchers are attending, but that they do not publicise this to the audience.
- Ensure interviews are conducted away from areas where signage/messages are clearly visible.
- Position interviewers and select interviewees to avoid bias.

1. One evaluation agency that was randomly surveying patrons at a smoke-free event was amazed when analysing the data of a particular interviewer to find that almost 100% of those interviewed were smokers. Other interviewers had recorded smoking prevalence at the event at around 23%. After investigating, it was found that the interviewer was positioned in the direct pathway to a designated smoking area, so only smokers used this route!

2. Evaluators at an Australian sporting event were surprised to hear themselves being welcomed over the public address system. The announcer went on to tell the audience exactly what they were doing — carrying out surveys to determine awareness of the smoke-free message. Not surprisingly, because they had been forewarned, audience awareness of the message was at an all-time high of well over 90%.

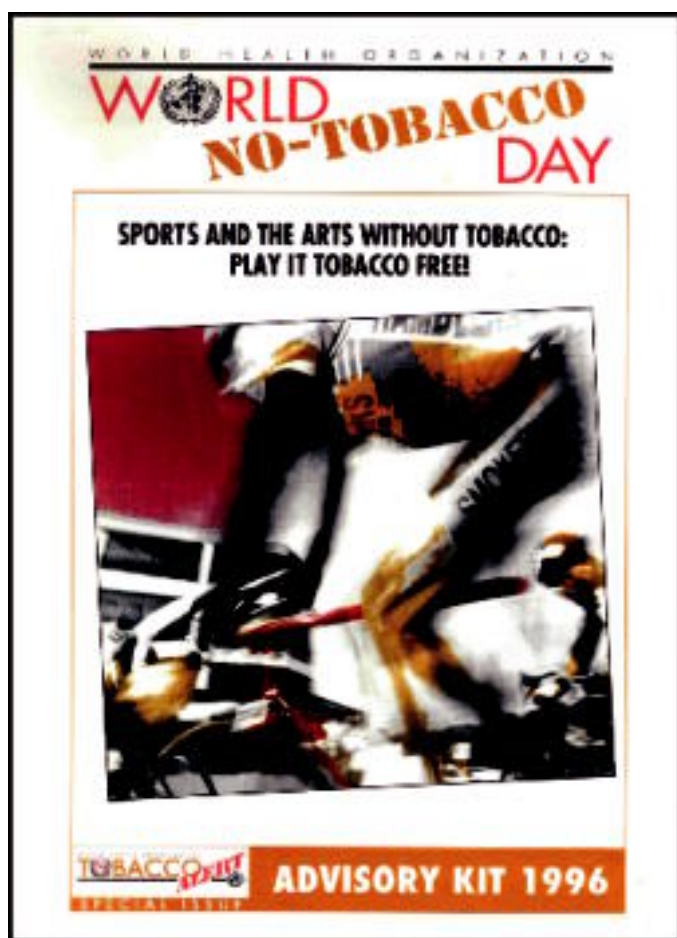
3.3 SUMMARY

A comprehensive evaluation programme helps strengthen the tobacco-free campaign and increases its effectiveness and impact over time. Conducting sound evaluation requires consultation and planning to ensure that the design, tools and methods are appropriate. After analysing and interpreting the evaluation results, it is important to disseminate them to all key stakeholders. While sports settings are less than ideal for conducting some forms of evaluation, most problems and pitfalls can be avoided with careful forward planning.

4. THE FUTURE

The link between sports and tobacco is breaking. Some sports and events have never had tobacco sponsorship while others have moved, or are in the process of moving, away from the tobacco connection.

The first World No Tobacco Day to focus on sports and arts without tobacco was held in 1996. In 1999, WHO launched its own tobacco-free sports initiative, joining forces with the Centers for Disease Control (CDC). Since then, WHO and CDC have been proactive in their efforts to ensure that major sporting events are not used as vehicles for tobacco promotion. Meetings with the International Olympic Committee, FIFA, FIA and other influential sporting organisations have led to the development of policies, position papers and statements of cooperation relating to tobacco sponsorship.



There is already momentum for tobacco-free sports in the Region, as demonstrated by successful tobacco-free events such as the South Pacific Games and South East Asian Games. The WHO and its partners are committed to removing from sports all forms of tobacco consumption and exposure to second-hand smoke, tobacco sponsorship and marketing. The parties to the FCTC are also committed to this goal and will be working towards it as implementation of the Treaty progresses.

Tobacco-free sports policy must be explored and pursued with all the major sports and sporting events that take place in the Region over the next few years.

WORLD NO TOBACCO DAY 2002 IN CAMBODIA

During 2001, the national football (soccer) team, which had a policy not to accept tobacco sponsorship, agreed to feature in an anti-tobacco TV spot that was broadcast on national television. As well as promoting smoke-free sports, the theme of the advertisement was that young women are attracted to smoke-free men. There was also a young boy looking up to the team captain as a role model. Posters and T-shirts with the team and characters from the advertisement were produced to support the television campaign.

On WNTD, the soccer team was presented with one of WHO's regional awards for contributions to smoke-free sport.

At the same event, the Ministry of Health organised cyclo races. Some of the cyclos in the races were smoke-free cyclos, which were used in a small project being coordinated by the National Centre for Health Promotion and the Cyclo Centre (a nongovernmental organisation that works to provide basic services and support to cyclo drivers, a disadvantaged sub-group of the population in Phnom Penh. Some of the drivers wore the t-shirts featuring the captain of the smoke-free football team.



The Cambodian national football team receives a regional award from the Minister of Health, Dr Hong Sun Huot, and WHO Representative in Cambodia, Dr Jim Tulloch, on WNTD 2002.



Smoke-free cyclo riders celebrate WNTD 2003 with special cyclo races.

ANNEX 1: AUDIT TOOL USED BY HEALTHWAY PERSONNEL TO REPORT ON POLICY IMPLEMENTATION

PROJECT NO: PROJECT TITLE:

DATE: _____ **ASSESSOR:** _____ **ESTIMATED NO.**

PEOPLE _____

WERE YOU PRESENT FOR THE ENTIRE EVENT? **Yes** **No**

INDOOR OUTDOOR **If outdoor, what was the weather like?** _____

WHICH SPONSOR WAS MOST NOTICEABLE AT THIS EVENT?

- 0= No evidence of this type of promotional activity whatsoever.
- 1= Low evidence of promotional activity. This activity was present, but it was not conspicuous, and was probably noticed only by a minority of patrons (i.e., <50%).
- 2= Medium evidence of promotional activity. This activity was present, and was probably sufficiently conspicuous to be noticed by the majority, but not all patrons (i.e., 50-75%).
- 3= High evidence of promotional activity. This activity was present, and was probably sufficiently conspicuous to be noticed by almost all patrons (i.e., >75%).

PROMOTIONAL/EDUCATIONAL ACTIVITIES

Score

| | |
|--|-----------------------|
| Naming/presentation rights | <i>Not applicable</i> |
| Large signs, posters, bunting or flags | <i>Not applicable</i> |
| Clothings | <i>Not applicable</i> |
| Role modelling, MC/performer acknowledgements | <i>Not applicable</i> |
| Leaflets/campaign materials | <i>Not applicable</i> |
| Tickets/programme | <i>Not applicable</i> |
| Educational activities: displays/competitions, interactive activities | <i>Not applicable</i> |
| Overall visibility of sponsorship | |

Please suggest any promotional opportunities we should consider next year:

| | |
|--|-------------------------------|
| (a) Total score (add scores above) ðo | |
| (b) Total number of activities applicable x 3 ðo | |
| % score: (a) (b) x 100 % | |
| STRUCTURAL CHANGE ACTIVITIES | |
| SMOKE FREE <i>Not applicable ðo</i> | |
| | Ye Ye No N s All s Some /A |
| Smoke free areas designated | 2 1 0 |
| Non-smoking signage- good visibility | 2 1 0 |
| *Public address announcements of smoke-free areas | 2 1 0 |
| *Cigarette smoking smelt | 0 1 2 |
| *Cigarette smoking/butts seen | 0 1 2 |
| *Is an official dealing with smokers in non-smoking areas? | 2 1 0 |

| | |
|---|---|
| (a) Total score (add all those applicable) ðo | % score: (a) (b) x 100 ____ % |
| (b) Total number of items applicable x 2 ðo | ____ + Structural Activity % Score ____ 2 = ____ % |

ANNEX 2: TOBACCO-FREE POLICY EVALUATION

Survey used at the 2002 FIFA WORLD CUP KOREA/JAPAN

PARTICIPANT INFORMATION: gender: age: country:

____spectator ____journalist ____athlete ____ coach/team staff

____ volunteer staff ____ paid staff ____ sponsor ____other ()

____smoker ____nonsmoker

QUESTIONS:

1. Are you aware that FIFA has designated the 2002 FIFA World Cup in Korea/Japan as tobacco-free? If so, how did you hear about it?
2. Did you know that KOWOC and JAWOC, the World Cup Organizing Committees in both Korea and Japan, approved a non-smoking policy? If so, how were you informed?
3. Have you noticed any tobacco industry advertising during the FIFA World Cup, such as free sampling, special vans, and sponsored events? If yes, please give examples.
4. While inside FIFA World Cup 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 FIFA world cup athletes, sponsors and journalists:

7. Did you receive any information prior to the 2002 FIFA World Cup that informed you of the non-smoking policy? If yes, what?
8. Additional comments:

ANNEX 3: TOBACCO-FREE SPORTS MANUAL CASE STUDIES

A3.1 22nd SOUTHEAST ASIAN GAMES (SEA) 2003

The 22nd SEA Games, held in Viet Nam in 2003, were declared smoke-free for the first time. WHO-Viet Nam, the SEA Games Organising Committee 2003 and the Ministry of Health were the key organisations and signatories of a Memorandum of Agreement designating the games tobacco-free. This move reinforced a number of policies aimed at reducing the demand for tobacco products identified in the Viet Nam Government Resolution on National Tobacco Control 2000-2010.

Major implementation strategies used were training workshops for volunteers, policy communication to athletes, officials and administrators, public education and information, and evaluation.

Evaluation was based on interviews conducted in Ha Noi and Ho Chi Minh City involving athletes, coaches, journalists, foreigners and Vietnamese over 15 years of age. Television and newspapers played a very important role in relaying the smoke-free policy. The difference in the level of communication coverage in Ha Noi and Ho Chi Minh City was a reflection of the respective implementation and monitoring policies in both cities.

Results of the evaluation indicated:

- a high level of awareness about the smoke-free policy;
- agreement among nearly all respondents that second-hand smoke was harmful to the health of nonsmokers;
- that television and newspapers were the main media through which people learned about the policy;

- there were limited designated smoking areas at venues; and
- generally good compliance with the smoke-free policy at the venues.

Other positive outcomes of declaring the SEA Games smoke-free include:

- placing tobacco control on the agenda;
- excellent inter-agency cooperation and support;
- increased knowledge and awareness of the health effects of smoking; and
- value for money.

The SEA Games provided an opportunity not only to put tobacco control on the agenda but also to create social norms that would make smoking in public less acceptable to the community.

A3.2 Smoke-free Olympics Sydney 2000

Sydney, Australia, hosted the strongest smoke-free Olympics in 2000, providing a blue print for action that may be used and adapted by other major event organisers. Other than the International Olympic Committee (IOC) and the national organising committee, a number of key influencers were identified in the development of the Sydney Olympics smoke-free policy. Tasked to develop, disseminate and implement the policies and establish a legal framework, these key players were the Smoke-free Olympic Taskforce, Sydney Organising Committee for Olympic Games or SOCOG, New South Wales Health Department and WorkCover Authority of New South Wales. Key factors influencing the final shape of the smoke-free policy were the legislative requirements and legal liabilities in relation to Environmental Tobacco Smoke (ETS).

After examining a number of policies used in previous Olympics, the Taskforce agreed that the policy developed for the Atlanta Olympics would be used as the minimum requirement for the Sydney Olympics. Despite various issues the Taskforce had to address, objectives were achieved and there was a general impression that the event was a success.

A3.3 Telstra Rally Australia

For the first time in the history of Australian motor sport, Telstra Rally (despite being eligible for Australian Federal Government tobacco-advertising exemption status until 2006), did not apply for exemption in 2002 but accepted, instead, a sponsorship of approximately US\$35 000 from the Western Australian Health Promotion Foundation (Healthway) to promote the event as tobacco-free. The Health Department of Western Australia then became second tier sponsor of the event, promoting the QUIT message. Sponsorship continued the following year with Australia's leading rally driver acting as a role model in promoting a non-smoking and healthy lifestyle. Sponsorship was said to be cost-effective and successful because it used a proven formula to introduce smoke-free policies.

Based on evaluation, the level of awareness of smoking messages and agreement with the smoke-free policy increased during the period from 2002 to 2003. This supports the view that tobacco-free policies take time to become embedded and patrons become more positive towards them over time.

A3.4 Tobacco-free Policies in Motor Sports in Western Australia

Successful negotiations between Healthway and QUIT Motorplex in 2003 led to a new contract expanding the smoke-free areas at the world-standard outdoor venue for speedway and drag racing, including the specification that all seated viewing areas should be smoke-free by 2006. To ensure that patrons are kept informed of the changes, various awareness and enforcement strategies (including an increase in trained security personnel) were implemented by QUIT Motorplex management, Health Department (QUIT) and Healthway. Research conducted between 2000 and 2003 revealed favourable results in terms of the level of awareness of anti-smoking messages, agreement to the smoke-free policy and name recall of QUIT Motorplex.

A3.5 Adelaide QUIT Lightning Basketball Team Promotes QUIT (South Australia)

Since it was formed in 1993, the Adelaide QUIT Lightning has been funded by the Department of Human Services for naming rights, for work that promotes the "we're smoke-free" message and undertaking a range of activities with the youth population, making use of their experience and knowledge of leading a healthy lifestyle to influence and motivate others. The athletes visit schools two or three times a year to support and reinforce the healthy lifestyle message, encourage young people to engage in physical activity and discuss with them the harmful effects of smoking, the importance of good nutrition and the dangers of alcohol consumption. Working with School Peer Support Leaders, they discuss ways to encourage a smoke-free culture in schools. The team also provides support to the Minister of Health and others who are involved in anti-tobacco work.

A3.6 Tobacco-free Netball in New Zealand

Netball New Zealand (NNZ) has promoted itself as a "Smokefree Sport" since 1989 through its partnership with the Health Sponsorship Council (HSC). The Smoke-free Champs, a national week-long competition between the top netball players in the country, has been used as an opportunity to promote smoke-free messages since 1999. The HSC and NNZ have jointly delivered a number of marketing objectives and employed a number of strategies and tactics to achieve them.

Based on research conducted at the Smoke-free Champs in 2002, it was noted that the brands Smokefree and Auahi Kore were well-established and well-known, and that there was a strong understanding of the health messages associated with them. As a result of this, a new promotional tool in the form of statistics was first introduced, drawing positive feedback from netball stakeholders within the tobacco control community.

The HSC has also provided support in establishing and enhancing regional relationships in New Zealand to assist in normalizing the link between Smokefree/Auahi Kore and netball. Role modelling has also been used as it is considered a powerful tool.

A3.7 New Zealand Rugby Leagues Goes Smoke free

The Canterbury Rugby Leagues or CRFL, which administers rugby league in the Canterbury district, approached Crown Public Health Ltd (CPH) with a proposal to incorporate smoke-free messages into their sport. The CPH, working in partnership with the Health Sponsorship Council (HSC), assisted the league by issuing two contracts running over three years with CRFL and the smoke-free Canterbury Bulls, which is the only team from the South Island that plays in the national rugby league competition. The CRFL went beyond what was required in their sponsorship contracts and voluntarily added value to the sponsorship and the smoke-free promotion. The objectives of the sponsorship have been surpassed using an all-encompassing approach by CRFL through their commitment to, and almost co-ownership of, the smoke-free brand.

A3.8 When Tobacco-Free Sport is not Tobacco-Free

Despite an existing Memorandum of Cooperation between FIFA and WHO that removed tobacco promotion and sponsorship from all football events associated with FIFA, BAT Malaysia was able to launch a US\$5 million advertising campaign sponsoring telecasts of the FIFA World Cup 2002 games in Malaysia to promote the Dunhill brand. It was explained that FIFA's memorandum of cooperation with WHO applies only to events that they are responsible for organising, and FIFA, although it actively discourages others from accepting tobacco sponsorship, does not have the authority to impose its own policies and values on other confederations and associations.

A3.9 Public Attitudes to Smoke-Free Areas in Sports Venues (Western Australia)

Healthway conducted a survey in 1994 at six Western Australian football league venues to gauge attitudes towards the introduction of smoke-free areas in sports venues as a response to concerns that spectators and patrons would not support this health reform. The results revealed strong support for smoking restrictions at sporting venues and a clear preference among nonsmokers for smoke-free seating. With these findings, Healthway therefore announced that all indoor and outdoor-seated areas at sporting venues sponsored by them would be smoke-free.

A3.10 Public Response to a Smoke-Free Policy at a Major Australian Sporting Venue

A survey was conducted to determine public knowledge about, and response to, smoke-free policies that had been in place for at least a year at major sporting grounds in Western Australia. The study confirmed the view that smoke-free sports venues are likely to create social norms that will accelerate the move towards all public places becoming smoke-free, and that members and spectators support this form of healthy environmental change.

A3.11 Are Smoke-Free Policies being Implemented and adhered to at Sporting Venues in Western Australia?

A study was carried out in 1997 at two major venues in Western Australia where smoke-free policies were introduced in all indoor and outdoor-seated areas. The study aimed to assess implementation and adherence to or compliance with the smoke-free policy, as well as smoking status and attitude towards it. The results provide evidence that smoke-free policies in sporting venues are both supported and adhered to by spectators, and highly effective in protecting nonsmokers from the effects of passive smoking.