



Tobacco-Free Sport & Recreation is about promoting health and creating environments that prevent young people from starting to use tobacco, protecting everyone from exposure to second-hand smoke and supporting people trying to quit.

Youth sport and recreation programs, including arts and culture, provide healthy alternatives to tobacco use through physical and social activities. To change the culture or norm concerning tobacco use, it is important for young people to receive the same tobacco-free message at their local sport and recreation activity as they experience at school and in the wider community. Young people need to be influenced by positive role models that consistently reinforce good health practices.

Sport and recreation organizations can play a significant part in this effort by discouraging the use of all forms of tobacco during program activities and events. This means no smoking, snuffing, dipping, or chewing tobacco by all members and supporters of the organization. The best way to ensure that people will not use tobacco at sport and recreation events is to develop and promote a tobacco - free policy using the logo.

The Tobacco-Free logo is an internationally recognized symbol and is readily available to anyone willing to promote this important health message in the community. The logo can be adapted for a particular sport and recreation activity and is a friendly reminder of a tobacco – free policy. It can be placed anywhere people will see it on a regular basis such as on clothing, uniforms, banners, signs, equipment, scoreboards, event / program schedules and websites.

Action in Your Community Against Tobacco (ACT) and its partners have made available limited project funding for non-profit, youth-focused sport and recreation organizations to promote the tobacco-free logo and develop a policy during 2006 / 07.

The deadline for funding applications is **March 31st 2007**. (Please note: late applications may be considered after this date at the discretion of the Tobacco-Free Sport and Recreation (TFSR) Initiative – Working Group)

Prior to making an application and to discuss any project details, please contact Lara Sheehan – TFSR Initiative at **(902) 423-6183 ext. 247** or **1-800-639-0222** or **email: act.administrator@ns.cancer.ca**

To obtain copies of the application forms and the **Tobacco – Free Youth Sport and Recreation: *How To Get There*** guide, please visit the Health Promotion Clearinghouse website at www.hpclearinghouse.ca/act/tfsr.htm