



Tobacco-Free Sport and Recreation

...creating healthy environments

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Tobacco-Free Sport and Recreation

ACT Initiative

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Collaborative Effort



- **ACT Initiative**
 - Provincial Health Organizations
 - District Health Authorities
- **Recreation Nova Scotia**
- **Sport Nova Scotia**



Provincial Strategy

Tobacco Control

- Pricing and Taxation
- Legislation and Policy
- Media / Public Awareness
- **Community – Based Programs**
- Youth Tobacco Use Prevention
- Treatment / Cessation
- Evaluation and Surveillance



TFSR Goals

Promote health and create tobacco-free environments

Prevention: youth tobacco use

Protection: second-hand smoke

Cessation: support reduction or quitting

De-normalization: change social norms



How To Get There

- Promote the Message
- Build Capacity / Education
- Develop / Reinforce Policy
- Evaluate Results



Promote Message

- Signage
- Decals
- Clothing / Crests
- Announcements
- Notices / Schedules
- Websites
- Media Coverage



Build Capacity / Education

- Community leaders
- Information sharing
- Youth engagement
- Role modeling
- Project funding and support

Tobacco – Free Youth Sport & Recreation: How To Get There Guide



Tobacco – Free Policy

Tobacco - Free means no smoking, snuffing, dipping or chewing tobacco products...

- by all members and supporters
- during all activities and events sanctioned by the organization



**TOBACCO
FREE**



**SPORT &
RECREATION**



Congratulations

to **Soccer Nova Scotia** for making the
2007 National Soccer Championships
Tobacco-Free



Tobacco-free
means **no**
smoking,
snuffing,
dipping or
chewing
tobacco
products

www.hpclearinghouse.ca/act/tfsr

Thank you to all players, coaches, officials and
spectators for respecting Soccer Nova Scotia's
Tobacco-Free policy at all tournament events
and venues.



Sport and Recreation

- **Provincial Organizations (7)**

Alpine Ski

Rugby

Equestrian

Soccer

Girl Guides

Tennis

NS School Athletics Federation

- **Community Associations (8)**

First Nations

Soccer

Tennis



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Girl Guides of Canada

National policy effective Sept 07

NS Council:

- 320+ girls and young women participated
- Facilitated discussions
- Arts and culture



FAIR PLAY CODES For Children In Sport

FAIR PLAY - PLEASE
FOR THE GOOD OF THE GAME

- | FOR PARENTS | FOR OFFICIALS | FOR COACHES | FOR PLAYERS |
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| <ul style="list-style-type: none">Will be responsible for the child's behavior on and off the field.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language. | <ul style="list-style-type: none">Will be responsible for the child's behavior on and off the field.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language. | <ul style="list-style-type: none">Will be responsible for the child's behavior on and off the field.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language. | <ul style="list-style-type: none">Will be responsible for the child's behavior on and off the field.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language.Will ensure that the child does not use foul or abusive language. |

TOBACCO FREE



SOCCER



Municipal Outdoor Policy

- Community health and safety
- Air quality
- Reduce cigarette litter
- De-normalize tobacco use
- Support local clubs / associations



How We Can Help

- Project funding clubs / associations
- Planning, resources and support
- Policy development
- Provincial tobacco control strategy



Conclusions

Tobacco-Free Sport and Recreation

- ✓ Comprehensive tobacco control
- ✓ Reaches into communities
- ✓ Motivates community leaders to act
- ✓ Prompts organization policy change
- ✓ Inspires a tobacco-free culture



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Contact Us

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www.hpclearinghouse.ca/act/tfsr

