

Smoke and Tobacco-Free Events for Alaskans



Fairbanks community members celebrating the Tanana Valley State Fair going smokefree

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INTRODUCTION

Alaska has made great strides in reducing tobacco use rates in youth and adults through adopting smoke and tobacco-free tribal policies, strengthening school campus policies and creating smokefree indoor workplaces for all. Smoke and tobacco-free event policies continue to support the health and well-being of our communities and help to reduce the negative impacts of tobacco.



Glennallen community members at the Clean Air Celebration

Smoke and tobacco-free events provide a safe and healthy way for people to enjoy activities in their community. Not only have dozens of events in Alaska opted to go smoke and tobacco-free, but organizations across the country are creating these types of policies for their events as well.

Who is this toolkit for?

This toolkit is designed for Alaskans who want to create healthier communities by implementing a smoke and tobacco-free event policy.

Why Smoke and Tobacco-Free Events?

By hosting smoke and tobacco-free events, your organizations can help:

- Protect community participants as well as event staff, volunteers and contractors from the harmful effects of secondhand smoke
- Provide a healthy environment and good role modeling for youth
- Create a more accessible environment for all including those who are pregnant, elderly and have lung diseases or cancer
- Support those who are trying to quit or have already quit tobacco
- Reduce the toll of tobacco use and secondhand smoke on Alaskans



Anchorage community members celebrating smokefree lifestyles at PrideFest

TOBACCO USE IN ALASKA

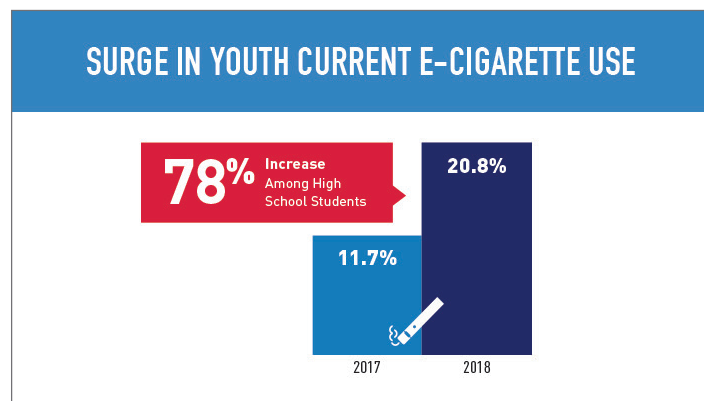
According to the 2016 Alaska Behavioral Risk Factor Surveillance Survey, smoking rates are the highest among:

- Adults with less than a high school education (46 percent)
- The Northern Region of Alaska (46 percent)
- Adults who are unemployed (39 percent) or unable to work (46 percent)
- Alaska Native adults (41 percent)
- Lower income individuals (35 percent)
- Gay men (30 percent), lesbian women (32 percent) and bi-sexual women (47 percent)

The majority of Alaska adults who currently smoke want to quit (68 percent). More Alaskans die annually from the direct effects of smoking tobacco than from suicide, motor vehicle crashes, chronic liver disease and cirrhosis, homicide and HIV/AIDS combined (Alaska Section of Health Analytics and Vital Records, 2016). Smoke and tobacco-free policies can help to reduce these rates (CDC, 2018).

YOUTH

From 2017 to 2018, youth use of e-cigarettes increased 78 percent nationwide and was declared an epidemic by the Surgeon General. Implementing smoke and tobacco-free policies in schools, workplaces, and events can help reduce exposure to and initiation of e-cigarette use (Tobacco Free Kids, 2018).



National Youth Tobacco Survey, 2018

SMOKE AND TOBACCO-FREE POLICIES PROTECT PUBLIC HEALTH

Smoke and tobacco-free policies are legal and do not discriminate against attendees who smoke. Smoking is a public health issue. These policies do not prohibit anyone from attending an event, though they do define permitted activities on the event site.

DEFINITIONS

Smoking/Vaping: The burning, inhaling or exhaling the smoke of any lighted or heated cigar, cigarette, pipe or plant material; or of any other lighted or heated tobacco or plant product intended for inhalation, including hookahs and marijuana, whether natural or synthetic, in any manner or in any form. This also includes the use of an electronic smoking device, which creates an aerosol or vapor.

Smoked Tobacco: Smoked tobacco products are combustible. These include cigarettes, cigars, cigarillos and hookah.

Smokeless Tobacco: Smokeless tobacco products are non-combustible. These include chew, dip, snuff, snus, dissolvables and Iqmik.

Secondhand Smoke/Aerosol: Secondhand smoke and aerosol is what is exhaled by someone using tobacco, marijuana, or electronic smoking devices and has been inhaled then breathed in by those in the vicinity of the person using the product.

Thirdhand Smoke/Aerosol: Thirdhand smoke/aerosol occurs when tobacco smoke leaves residual nicotine and other chemicals on indoor surfaces, skin, fur and furniture, even after the air has cleared.



JUUL is a popular type of electronic smoking device.

Electronic Smoking Device: Any product containing or delivering nicotine, marijuana oil, or any other substance that is used by a person to inhale the product's vapor or aerosol. Types are mods, pens, pod systems and heat-not-burn products.

Event: Any organized activity that is sponsored or operated either totally or in part by the event organizer, and over which the event organizer has control or responsibility.

Event Site: The entire physical area in which an event is being staged and where the event organizer has control or responsibility.

NOTABLE SMOKEFREE ALASKA EVENTS

Interior Region

Nenana Days

Tanana Valley State Fair in Fairbanks

Southwest Region

Bethel Pride Parade

Cama-i Festival in Bethel

Anchorage/Mat-Su

Alaska State Fair in Palmer

Anchorage PrideFest

Anchorage RunFest

Anchorage Run for Women

Clean Air Challenge in Talkeetna

Talkeetna Pride

Southeast Region

Gold Rush Days in Valdez

Petersburg Indian Association Events

Southeast State Fair in Haines



IMPLEMENTATION CHECKLIST

10 Steps for a Successful Smoke and Tobacco-Free Event Policy:

1. Identify the event that will go smoke and tobacco-free
2. Establish a point person or committee
3. Create the smoke and tobacco-free policy and include all events sponsored by an organization in the policy
4. Incorporate smoke and tobacco-free messaging into contracts, forms, and website
5. Create a procedure for violations then train staff, volunteers, contractors, and security on the policy
6. Promote the policy through media and event website
7. Post smoke and tobacco-free signage in prominent locations at event site
8. Celebrate the policy implementation at the event!
9. Monitor, enforce, and evaluate the policy and adjust as needed
10. Share your story and encourage other events to go smoke and tobacco-free



Alaska State Fair royalty celebrating the smokefree Palmer event

PROMOTION, ENFORCEMENT AND COMPLIANCE

Messaging and Media

Adopting a smoke and tobacco-free event policy is cause for celebration! Turn the policy into a positive experience for the community and highlight the benefits of having a smoke and tobacco-free event. An established communications plan is a critical part of implementing a new policy. Suggested activities for your plan are highlighted below.

Communications to Educate Staff, Volunteers and Vendors

- Include a smoke and tobacco-free policy addendum in all contracts
- Send a letter or email outlining the new smoke and tobacco-free policy at least one month prior to the event
- Designate a contact person and provide a phone number or email for specific questions related to the policy

Communications to Educate Community Partners, Event Attendees and Other Members of the Public:

- Submit press releases announcing new smoke and tobacco-free policy
- Create public service announcements regarding the event's new policy
- Include information about the policy on event pages and websites
- Include smoke and tobacco-free policy information on all event materials such as programs and ticket stubs
- Ensure that smoke and tobacco-free event signage is visible at multiple points throughout the event



Public Messaging is Useful in Ensuring Compliance and Ease of Enforcement During Your Event.

Signage

Having signage that says an event is smoke and tobacco free is an easy way to remind attendees not to use smoking-related products. An event does not need a lot of signs if they are strategically placed. Place signage at entrances to event grounds, near bathrooms and stages, and in areas where event participants will be able to see them easily.

Identifying Champions

A champion is an individual who is passionate about the smoke and tobacco free policy and is willing to assist with its promotion and implementation. Champions can be employees, volunteers, or partners who show keen interest or excitement and want the policy to be successful. If you find a champion, work with them to fully understand the policy so that they can help promote and explain the policy to others.



Anchorage community members celebrating a smokefree event

Enforcement Training for Staff, Security and Volunteers

Training is a critical part of creating a successful smoke and tobacco-free policy. Educate staff, security, and volunteers on the policy as well as the procedure for addressing violations.

The American Lung Association has a 5-minute video that provides a straight-forward explanation of smokefree event policy enforcement and can be emailed or shown to event staff, volunteers and security.



<https://Vimeo.com/276168386>

Evaluating the Effectiveness of the Policy

By evaluating an event's smoke and tobacco-free policy, an organization can ensure that it is still effective or see if adjustments are needed to strengthen it.

Evaluations can be administered before the policy is implemented to see if your community is ready, during the first year of its implementation to raise awareness, and in the years following the initial implementation to learn attendees' opinions about the policy.

Evaluations can be conducted at event booths or using an online platform and shared on social media pages. Incentives such as promotional items or entry for a gift card/prize typically increase the number of survey participants.

RESOURCES

The American Lung Association offers an array of education and information about lung health including lung disease, air quality, smokefree housing and tobacco usage cessation programs.

Learn more at www.Lung.org.



The State of Alaska Tobacco Prevention and Control Program:

- **Helps people quit** tobacco by supporting free cessation services for all Alaskans
- **Improves tobacco cessation services** by working with Tribal Health Organizations and healthcare providers
- **Educates the public** on health harms of tobacco use and secondhand smoke
- **Supports community policies** that create tobacco-free environments
- **Helps youth stay healthy** by empowering them to avoid tobacco products
- **Collects and shares information** about tobacco use in Alaska and health consequences for Alaskans

Visit www.DHSS.Alaska.gov/dph/chronic/pages/tobacco for more information.



Alaska's Tobacco Quit Line is a free tobacco cessation program, available to eligible Alaska residents. It offers customized services to fit individual needs and includes free patches, lozenges or gum.

Go to www.alaskaquitline.com to enroll or learn more.



Americans for Nonsmokers' Rights Foundation provides policy education and language for organizations looking to implement or strengthen smoke and tobacco-free policies.

To learn more, visit www.No-Smoke.org.



SAMPLE DOCUMENTS

Sample Policy

[Event Name] Smoke and Tobacco-Free Event Policy

I. Policy Purpose

[Event organization] wants to provide a healthy and safe environment to our patrons, vendors, exhibitors, volunteers and employees at [Event name]. This policy will protect the public health by:

- Decreasing the negative health impacts of secondhand smoke, an established cause of cancer and respiratory disease.
- Discouraging smoking and tobacco use around non-tobacco users, especially children.
- Decreasing smoking-related litter and accidents caused by cigarettes.

The purpose of this policy is to establish a smoke and tobacco-free environment for all events organized, operated or owned by [Event organization].

II. Definitions

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

- *Event*: Any organized activity that is sponsored or operated either totally or in part by [Event name], and over which it has control or responsibility. This definition includes activities related to the scheduled Event itself as well as Event set-up and take-down.
- *Event Site*: The entire physical area in which an Event is being staged and which [Event name] has control or responsibility. The Event Site includes all open, semi-open and enclosed spaces and structures, including for example, parking lots, loading docks, exhibit halls or vendor booths, conference rooms, dining areas, bathrooms, performance stages, sports or other recreational areas or facilities, pedestrian walkways or pathways and roads accessible to motorized vehicles.
- *“Smoking” and “to smoke”*: means burning, inhaling, or exhaling the smoke of any lighted or heated cigar, cigarette, pipe or plant material; or of any other lighted or heated tobacco or plant product intended for inhalation, including hookahs and marijuana, whether natural or synthetic, in any manner or in any form. “Smoking” also includes the use of an electronic smoking device, which creates an aerosol or vapor, in any manner or in any form, or the use of any oral smoking device for the purpose of circumventing the prohibition of smoking in this article.

III. Smoke and Tobacco-Free Event Policy and Procedures

To safeguard the health, safety and general welfare of everyone present at an Event, [Event organization] adopts the following policy and procedures:

- *No Smoking or Tobacco Use at Event:* [Event name] will not allow smoking or tobacco use during an Event or on the Event Site. This policy applies at all times during the Event and to everyone, including:
 - All [Event organization] board members, officers, employees, volunteers and agents;
 - Event exhibitors and their employees, volunteers or agents;
 - Independent contractors working at the Event Site;
 - Event facility staff and employees;
 - Event performers, participants or contributors; and
 - All Event attendees
- *Policy Communication:* [Event organization] will communicate its smoke and tobacco-free Event Policy widely through press releases, website announcements, public service announcements, Event materials, Event maps, and all other forms of communication (both internal and external) about the Event.
- *Event Signage:* [Event name] will ensure “No Smoking/Tobacco” signage clearly posted at prominent places (including entrances, exits and other appropriate areas) to inform all attendees of the policy.
- *Policy Enforcement:* [Event organization] employees, volunteers and vendors will communicate the Smoke and Tobacco-Free Event Policy to anyone at the Event found smoking.

IV. State and Local Laws

This Smoke and Tobacco-Free Event Policy is in addition to any federal, state, tribal or local laws that restrict or otherwise regulate the use of tobacco, nicotine, marijuana and other substances.

V. Policy Effective Date

This Smoke and Tobacco-Free Event Policy is effective upon date of approval by [Event organization] and applies to all Events on or after that date.

Organization Representative

Organization Name

Organization Address

Date

Sample Press Release

[Event/Organization Logo]

[Contact]

[Title]

[Organization]

[Address]

[Phone number]

[Email]

FOR IMMEDIATE RELEASE: [Date]

[EVENT] ADOPTS SMOKE AND TOBACCO-FREE POLICY

The [Event Organization] announces that [Event Name] is smoke and tobacco-free starting [date]. The [Event] is eliminating the risk of exposure to secondhand smoke throughout the duration of the event on all its event grounds.

This smoke and tobacco-free policy includes all tobacco products, electronic smoking devices and marijuana products and promotes a healthy, family-friendly environment for all.

The large majority of Alaskans understand the health harms of secondhand smoke—92 percent of Alaska adults (and 86 percent of smokers) agree that secondhand smoke is harmful, and 88 percent of all adults (with 78 percent of smokers) agree that protection from secondhand smoke is everyone’s right, according to the state’s annual Behavioral Risk Factor Surveillance System.

[“Quote from Event Director”]

The policy brings [Event] into alignment with healthy smoke and tobacco-free policy trends across Alaska and [community/city name]. For additional information on the smoke and tobacco-free policy or for general questions about [Event], call or email [contact name] at [phone] or [email].

*Alaska’s Tobacco Quit Line can be reached by phone or online at **1-800-QUIT-NOW (1-800-784-8669)** or www.alaskaquitline.com. It is completely free with a menu of services that allows you to individualize your quit plan without having to talk to a counselor. Flexible support options include Text2Quit on your mobile device, Web Coach for online communications or individual services where you can enroll online to receive a free two-week Nicotine Replacement Therapy starter kit. Prepare today to quit for life.*

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Sample Signage



Sample Letter to Staff/Volunteers/Security

Dear Staff/Volunteers/Security,

To better support the health of our staff/volunteers/security/vendors, we are excited to share that [Event Organization] has adopted a smoke and tobacco-free policy for [Event]. The [Event] is eliminating the risk of exposure to secondhand smoke throughout the duration of the event on all the event grounds. Please help us promote this policy with event participants and learn how to approach those who are using tobacco by watching this short 5-minute video (<https://Vimeo.com/276168386>).

For additional information on the smoke and tobacco-free policy or to find out about cessation materials, call or email [contact name] at [phone] or [email].

Thank you and we are looking forward to a wonderful [Event] this year.

Sincerely,

[Event Director or Coordinator]

Sample Website Statement

[Event] is a smoke and tobacco-free event. Please help us support the health of our event patrons and community by refraining from the use of tobacco, vapes and marijuana products on the event grounds. For additional information on the smoke and tobacco-free policy or to find out about cessation materials, call or email [contact name] at [phone] or [email].

Sample Social Media Post

We are excited to share that [Event] is now smoke and tobacco-free! Please help us support the health of our event patrons and community by refraining from the use of tobacco, vapes and marijuana products. We look forward to another exciting [Event] on [Date]!



Sample Evaluation Survey Questions

Evaluations can be conducted at event booths or on an online platform and shared on social media. Incentives (small swag items or entry for a gift card/prize typically increase the number of survey participants.

11. What is your age?

a. _____

12. Where are you from?

a. _____

13. How many years have you been attending [Event]?

a. _____

b. This is my first time attending

14. Do you use tobacco, e-cigarettes or marijuana? (Select all that apply)

a. Cigarettes

b. Chewing tobacco

c. E-cigarettes

d. Marijuana

e. None of the above

f. Other:_____

15. Are you aware that [Event] has a smoke and tobacco-free policy?

a. Yes

b. No

16. Do you support having a smoke and tobacco-free policy?

a. Strongly support

b. Somewhat support

c. Neutral

d. Somewhat disapprove

e. Strongly disapprove

17. How has the smoke and tobacco-free policy impacted your [Event] experience?

a. It has improved my experience. Explain:_____

b. It has neither improved nor worsened.

c. It has worsened my experience. Explain:_____

18. Have you noticed less smoke, smell, and/or litter compared to previous years at [Event]?

- a. Yes – they have decreased.
- b. It's about the same as before.
- c. No – they have increased.
- d. I'm not sure
- e. This is my first time attending

19. Personal comments/suggestions/compliments/complaints:

- a. _____

SOURCES

Centers for Disease Control and Prevention, Office on Smoking and Health. *Smokefree Policies Improve Health.* 2018.

Website:

https://www.CDC.gov/tobacco/data_statistics/fact_sheets/secondhand_smoke/protection/improve_health/index.htm

Centers for Disease Control and Prevention, Office on Smoking and Health. *Smokefree Policies Reduce Smoking.* 2018.

Website:

https://www.CDC.gov/tobacco/data_statistics/fact_sheets/secondhand_smoke/protection/reduce_smoking/index.htm

State of Alaska, Department of Health and Social Services, Section of Chronic Disease Prevention and Health Promotion, Tobacco Prevention and Control Program. *2018 Alaska Tobacco Facts.* 2018.

Website:

http://DHSS.Alaska.gov/dph/chronic/documents/tobacco/PDF/2018_AKTobaccoFacts.pdf

State of Alaska, Department of Health and Social Services, Section of Chronic Disease Prevention and Health Promotion, Tobacco Prevention and Control Program. *Alaska Tobacco Prevention and Control Program FY17 Annual Report. Policies and Strategies - Engaging Alaskans.* 2018.

Website:

<http://DHSS.Alaska.gov/dph/chronic/documents/tobacco/PDF/tobaccoARFY17.pdf>

Tobacco Free Kids. *SMOKE-FREE LAWS ENCOURAGE SMOKERS TO QUIT AND DISCOURAGE YOUTH FROM STARTING.* 2018

Website:

<https://www.TobaccoFreeKids.org/assets/factsheets/0198.pdf>

CONTACT US

For further technical assistance, contact your local Tobacco Prevention & Control partner or the American Lung Association.



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