

Enforcing and Publicizing Your Tobacco-Free Park Policy

A well-publicized policy informs park users about the reasons why the policy has been adopted and helps enforce the policy by reducing violations.

1. Post Signs

The most important way to publicize your tobacco-free policy is by posting signs.

If you have not done so already, contact Tobacco-Free Youth Recreation to order metal tobacco-free signs.



The following locations are suggested places for posting your tobacco-free signs:

- Fencing around playgrounds and fields
- Backstops
- Picnic shelters
- Restrooms
- Concession stands
- Parking lot entrances
- Beach entrances
- Lifeguard stands
- Hiking trail entrances
- Skating rink warming houses

3. Ask for Assistance!

These groups will assist you in publicizing your tobacco-free policy:

- Tobacco-Free Youth Recreation, (651) 646-3005, tfyr@ansrmn.org
- Your local tobacco-free coalition
- Your local public health agency

2. Let Community Members Know About the Policy

In addition to posting signs, park and recreation staff has used a variety of means to educate citizens about their tobacco-free policies:

- Staff notification of the new policy and setting procedures for handling violations. *“Help Enforce Our Policy” handouts, p. 2.*
- Bookmarks or small notification cards explaining the policy distributed by park staff or community members to park users. *Sample cards and bookmarks from Mounds View, MN and Anoka County, MN, p. 3.*
- Articles in a local or regional newspaper, as the result of a news release or reporters’ coverage of city council meetings. *Sample news release, p. 4.*
- Park and recreation department and city newsletters. *Sample city newsletters from Shoreview, MN, and Ramsey, MN, p. 5.*
- Recreation program brochures, catalogs, and announcements. *Sample recreation program brochure from New Brighton, MN, p. 6.*
- Ads promoting tobacco-free parks and sports. *Sample ads from various sources, pp. 7-8.*
- Rulebooks or policy statements that are distributed to sports league administrators, coaches, officials, parents, and participants. *Sample notification letter, p. 9; Sample team schedule, p. 10.*
- Fact sheets or educational articles about tobacco and secondhand smoke distributed at coaches’ meetings and in mailings or newsletters. *Sample article and fact sheet, pp. 11-12.*
- Postings on the recreation department’s or city’s website.
- Public address announcements at recreation events, or public service announcements on local radio stations or public access cable channels. *Sample audio and video announcements, p. 13.*
- Kick-off celebration or community event with tobacco-free pledges, activities, etc. Potential dates for this event: Spring—Kick Butts Day; May 31—World No Tobacco Day; Thursday prior to Thanksgiving—Great American Smoke Out. *Sample pledge, p. 14; Sample community events, p. 15.*

Please note: computer artwork files are available from for reprinting the tobacco-free sign image.



“Help Enforce Our Policy” Handouts

[city logo]

[city logo]

City of [City Name] Tobacco-Free Policy for Park and Recreational Areas

[List city policy here]. In order to protect the health and safety of our citizens and park visitors, [city's] parks, recreational facilities and open spaces are tobacco free. Please do not use or discard tobacco products on our park property.

City of [City Name] Tobacco-Free Policy for Park and Recreational Areas

[List city policy here]. In order to protect the health and safety of our citizens and park visitors, [city's] parks, recreational facilities and open spaces are tobacco free. Please do not use or discard tobacco products on our park property.

You can Help Enforce our Tobacco-Free Park Policy

- If you see someone who is not complying with the policy, point out the tobacco-free signs to him or her
- Hand out Policy Notification Cards
- Remind teams, coaches, and spectators of the policy and its healthy benefits
- Comply with the policy yourself

Thank you for supporting a healthy recreational environment!



You can Help Enforce our Tobacco-Free Park Policy

- If you see someone who is not complying with the policy, point out the tobacco-free signs to him or her
- Hand out Policy Notification Cards
- Remind park visitors, teams, coaches, and spectators of the policy and its healthy benefits
- Comply with the policy yourself

Thank you for supporting a healthy recreational environment!



Sample Bookmarks and Policy Notification Cards

Anoka Parks and Recreation are Tobacco-Free!



Tobacco-Free Communities
Anoka County

Thank you for supporting a healthy and safe environment for everyone!



In order to protect the health and welfare of our citizens and park visitors, the Anoka Parks & Recreation Department does not allow the use of tobacco products on City-owned parkland, park facilities, playgrounds, athletic fields or City/school district properties where signs are posted.




Mounds View Parks and Recreation are Tobacco-Free!

Thank you for supporting a healthy and safe environment for everyone!




In order to protect the health and welfare of our citizens and park visitors, the city of Mounds View does not allow the use of tobacco products on city- owned parkland, park facilities and open space except at the designated area at the community center or within the confines of a vehicle in a designated parking area or adjacent to a public street.

Thank You for Supporting Tobacco-Free Parks!

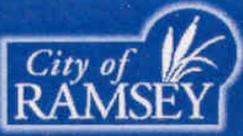


Ramsey Parks & Recreation are Tobacco-Free!



Tobacco-Free Communities
Anoka County

Thank you for supporting a healthy and safe environment for everyone!



In order to protect the health and welfare of our citizens and park visitors, The City of Ramsey does not allow the use of tobacco products on city-owned parkland, park facilities, open space or joint city/school district properties except within the confines of a vehicle in a designated parking area.

Sample News Release

[Place your group's logo here]

For Immediate Release

[Date]

Contact: [Name]
[Agency]
[Phone number/email]

[Community Name] PROTECTS YOUNG PEOPLE'S HEALTH BY MAKING PARKS TOBACCO FREE

Headline

"What"
and
"Who"

On [Date], the [community name] City Council voted in favor of the health of the children of [community name] by making [list parks and facilities here] tobacco free. Effective [date], no person will be allowed to use any form of tobacco under this new policy. The [community name] Park Board and [other supportive groups or coalitions] support this policy and brought it to the City Council for final approval.

"Why"

[Community name] City Council members adopted this policy because they believe that tobacco use in park areas is detrimental to the health of everyone using the park system and can be offensive to those using recreational facilities. They also feel the tobacco-free policy provides the opportunity to change community norms around tobacco use and will help to reduce youth tobacco use.

Quote from
elected
official

"Our goal is to demonstrate to youth that tobacco use is not a part of a healthy lifestyle, and we believe that this policy can play a part in reducing youth tobacco use in our community, which will eventually save lives," said [park board member or city council member], [community name] City Council member.

Quote from
your group's
spokesperson

"___ % of youth in [community name] use at least one form of tobacco. By adopting this policy, the community of [community name] is helping reduce the rate of tobacco use in our community and is demonstrating their belief that tobacco use and secondhand smoke just don't belong in park areas where people go to improve their fitness and enjoy nature," said [citizen/coalition member], [name of affiliated group]. "5,500 Minnesota adults die each year due to smoking, and \$2.06 billion in annual Minnesota healthcare costs are directly attributable to smoking."

Quote from
elected
official

Council member [name] supports the tobacco-free policy because it now complements the [school district name] school district tobacco-free grounds policy. "The [community name] policy will create a consistent tobacco-free policy among all the recreational facilities in our community, which eliminates confusion."

Additional
information

The [name of coalition or group] assisted the community of [community name] in the policy development process and will be working with city officials to communicate the new tobacco policy, including posting signage and distributing materials describing the policy and other tobacco prevention resources to all youth leaders, coaches, and parents. Enforcement of the policy will come via the signs and community awareness measures.

Additional
information

The Tobacco-Free Youth Recreation (TFYR) program, a statewide tobacco prevention program, is providing [community name] with metal tobacco-free signs free of charge. "We are pleased to add [community name] to the growing list of Minnesota communities with tobacco-free park policies," said Brittany McFadden, Director of TFYR. Currently, [insert number] communities in Minnesota prohibit tobacco use in their park areas.

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Tobacco Free Parks

Shoreview offers well-maintained parks, facilities, and quality recreation programs year round for residents of all ages and abilities. The Shoreview Parks & Recreation Department promotes healthy lifestyles, develops community pride, and protects the environment.

The Peers Acting to Challenge Tobacco (PACT) group at Mounds View High School recently requested that the City Council adopt a policy prohibiting the use of tobacco products in the Shoreview parks and recreation facilities. The City Council unanimously approved the Tobacco Free Park Policy.



Diablo Keast and Anne Engstrom pose for the new sign posted to promote Tobacco Free Park Policy. Signs have been posted at all Shoreview parks.

CITY OF SHOREVIEW Parks and Recreation Department Tobacco-Free Park Policy

Subject:
Prohibition of tobacco product use in the City of Shoreview's park system.

Purpose:
In order to protect the health and welfare of our citizens and park visitors, the Shoreview Parks and Recreation Department prohibits the use of tobacco products on City-owned park land, park facilities, and open space.

Policy:
No person shall use tobacco products on City-owned parkland, park facilities, and open space except according to the following exemptions:
1. At the Community Center's designated smoking areas.
2. At the outdoor areas of the Community Park pavilion during private events.

Implementation:
The emphasis on enforcing the Tobacco-Free park policy is through voluntary compliance:

1. Signs shall be posted at all City-owned parks, recreation facilities, and open space.
2. City staff will make periodic observations of recreation facilities and park land to monitor for compliance.
3. A community education program will be implemented to assist in enforcing this policy.
4. Athletic associations that utilize City-owned facilities must commit to enforcing this policy.



The PACT team: Row 1 - Anne Engstrom, Alora Kerkow, Emily Benson, Row 2 - Jess Tucker, Diablo Keast, Chelsea Strain, Sarah Rowley, Christine Wood, Alison Price, Amanda Mikolajew, Lisa Madley, Kate Land, Kate Hanson, Row 3 - PACT officer Paul Andre van

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DOG AND CAT LICENSE

The City of Ramsey requires you to license your pets (both dogs and cats). You may purchase the license through the Police which are located in the building behind the Municipal Center. You must bring proof of the animal's rabies vaccination in order to secure a license. The license is good for two years from the date of the vaccination. If you have any questions, please call 763-427-6812.



RAMSEY CITY COUNCIL VOTES "YES" TO TOBACCO-FREE PARKS

On Tuesday, May 25, the Ramsey City Council voted unanimously in favor of a policy making all city-owned parks tobacco free. The new policy takes effect immediately and prohibits tobacco use of any kind in all Ramsey city parks.

City Councilmembers said they passed this policy because they believe tobacco-free parks can make a difference in changing community norms around tobacco use and help to reduce youth smoking.

"It's the leadership and role modeling issue that influenced me most," says City Councilmember David Elvig. "Older kids and adults do leave an impression on young people. We're trying to promote healthy activities, and we're not sending a positive message when there is a group of kids or adults smoking during youth activities. I really believe that this policy will make a difference on young people."

Ramsey Mayor Gamec agrees. "I'm a firm believer that it's important to not smoke around youth. I changed my habits for my grandchildren. And it may even help adults break the habit."

Kelley Casey, president of the Ramsey Youth Athletic Association (RYAA), says it's not only about positive role modeling, but about consistency in the messages we send to children. "These programs already promote a healthy lifestyle through physical activity, and it doesn't make sense to allow parents and fans to smoke on the sidelines. I'm a smoker and I absolutely agree with the policy."

Recreation programs reach many different members of the community, with 3500 youth and 2000 families involved in activities in Ramsey. Mayor Gamec says the real key will be how the city continues to promote nonsmoking to youth.

Ramsey is the second City in Anoka County to pass a tobacco-free policy for its City-owned parks and the 47th city in Minnesota. The City of Coon Rapids passed a similar tobacco-free policy on all City-owned parkland, park facilities, open space and joining City/school district properties on March 1, 2004.

Youth First, a partnership of people dedicated to helping youth in Andover, Anoka and Ramsey, assisted the City of Ramsey in developing the policy. They will be working with City officials to communicate the new parks policy, which includes posting signs and distributing materials that describe the policy and other tobacco prevention resources to all youth leaders, coaches and parents.

The policy is enforced through signs provided and paid for by the Tobacco-Free Youth Recreation program, a statewide tobacco prevention program, and through community awareness measures.

For more information on this policy, call Anoka County Tobacco Prevention at 763-422-7282, 8:00 a.m. to 4:30 p.m., Monday through Friday.

Happy Days Article Continued From Page 1

The Connexus Kid's Fun Run will be held at 1:00p.m. and the 5K Race will be held at 1:30p.m. Both events will start and end at City Hall this year. Registration forms for the 5K race are available on-line at www.ci.ramsey.mn.us or at City Hall.

This year's Parade promises to be bigger and better than ever. It starts at 3:00pm and runs from Sunwood Drive to Alpine Drive going north on County Road 5. Watch for road detours along the parade route. Parade registration forms are available on-line at www.ci.ramsey.mn.us or at City Hall.

Evening events begin with a BBQ by the Ramsey Lions. Karaoke on stage from 5:30 p.m. -6:45pm with the Street Dance beginning at 7:00pm featuring The Rockin' Hollywoods. Door Prizes will be given out throughout the evening with the Cash Grand Prize Drawing held at the end of the evening. The Ramsey Rotary will be drawing for their ATV Raffle during the evening street dance.

Please join us in celebrating 30 years for our great city!

All registration forms for Happy Days events are available at City Hall or on the City of Ramsey website: www.ci.ramsey.mn.us

I've learned... That when you harbor bitterness, happiness will dock elsewhere.

NEW BRIGHTON
PARKS and RECREATION

Check it Out!
 Parks & Rec
 registration
 and facility viewing
 is now online!
 See page 42.



Snorkeling, Highview Pool



Summer Playground Program



Brightwood Hills Golf Course

Summer 2004

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Registration by mail, fax and
 New ONLINE begins
 Tuesday, April 6.
 Registration by phone
 and in-person begins
 Tuesday, April 13

the benefits are endless...

651-638-2130 for General Information • FAX: 651-638-2135 • www.newbrightonmn.gov

Special Announcements



The Tobacco-Free Youth Recreation Initiative

Tobacco-Free Youth Recreation (TFYR) is Minnesota's statewide recreation-based tobacco prevention program that assists recreational groups in modeling and promoting healthy tobacco-free lifestyles for young people who are involved in their programs. TFYR offers assistance in tobacco-free policy development & implementation and also develops materials that promote the tobacco-free sports message throughout Minnesota.



Tobacco-Free Outdoor Recreation Facilities Make Sense

- Secondhand smoke harms everyone and kills thousands every year. Exposure to secondhand smoke is the third/leading cause of preventable death in the United States, killing approximately 53,000 people every year.
- Secondhand smoke is harmful in outdoor settings. According to Repace Associates, secondhand smoke levels in outdoor public places can reach levels as high as those found in indoor facilities where smoking is permitted.
- Tobacco-free policies help change community norms. Tobacco-free policies establish the community norm that tobacco use is not an acceptable behavior for young people or adults within the entire community.
- Most Minnesota parents support tobacco-free policies for outdoor playgrounds. A 1998 survey showed that 68% of Minnesota parents support smoking bans in outdoor playgrounds and 80% support a ban in all public places where children are present.

Why are Tobacco-Free Policies for Outdoor Recreation Facilities so Important?

- City-wide policies support groups that have existing policies when they are using city recreation facilities.
- Since most school districts prohibit tobacco use in all their facilities, city-wide policies create consistency for all youth recreational facilities in the community.
- Cigarette butts cause litter, increase maintenance expenses, and pose the risk of ingestion by toddlers.
- Using recreation facilities, creating tobacco-free environments protects the health, safety, and welfare of the community.

Why are Tobacco-Free Policies Effective?

- Policies reinforce to youth the message that tobacco use is unhealthy and unnecessary behavior.
- Policies ensure that participants and spectators are not exposed to secondhand smoke.
- Policies create an environment where leaders can model and promote healthy lifestyle choices.

Minnesota Cities with Tobacco-Free Outdoor Recreational Facilities

- Aitkin
- Aurora
- Austin
- Baxter
- Eveleth
- Bloomington
- Brainerd
- Brecknridge
- Buhl
- Cohasset
- Coon Rapids
- Duluth
- Eagan
- Eden Prairie
- Golden Valley
- Grand Rapids
- Hibbing
- Hoyt Lakes
- Mahtomedi
- Maple Grove
- Mountain Iron
- New Brighton
- Nwd Yng America
- Owatonna
- Plymouth
- Richfield
- Rochester
- Roseville
- Sartell
- Savage
- Spicer
- St. Cloud
- St. Paul
- Virginia
- Willmar
- Zimmerman

We're Building a Better City Hall!

Pardon the mess while we remodel City Hall. From now until fall 2004, visitors to City Hall will be re-routed to accommodate construction activities. The License Bureau will be located on the lower level during this time, with easy access parking in the rear of the building. Administration and Finance offices also will occupy the lower level temporarily while their upstairs space is under repair. Once the south part of City Hall is done, construction will shift to the north half. Engineering, Community Development, and Permits will be re-located for awhile downstairs. A drop box for your utility bills is still conveniently located in the parking lot at the rear of City Hall if you'd just like to drive through. Thanks for your patience during this process!

Tobacco-Free Parks Print Ads

Contact TFYR to modify these ads
to fit your needs



2395 University Ave. W., #310
St. Paul, MN 55114-1512
(651) 646-3005
tfyr@ansrmn.org

**They're learning more than
the rules of the game.**



**Our actions influence the lifestyle choices
that youth make. Help to model a healthier,
tobacco-free lifestyle by supporting
tobacco-free ice arenas and outdoor rinks
in your area.**

For more information, call
Tobacco-Free Youth Recreation
at 651-646-3005.



**Healthier Sports, Healthier Youth,
Healthier Communities.**

**They're learning more than
the rules of the game.**



Our actions influence the lifestyle choices that children make. Help to model a healthier, tobacco-free lifestyle by supporting tobacco-free parks and recreation in your area. For more information, call Brainerd Parks & Recreation at 218.828.2320.



Working to create a healthier community.

**Our only
addiction is
the game!**

Tobacco and sports
don't mix.



Working to create a healthier community.



Kids pick up everything

Cigarette butts account for more litter in parks and recreation areas than any other form of litter. To learn more about tobacco-free parks and recreation in your area, call 763.422.7282.



Be Tobacco Free
Tobacco-Free Parks and Recreation
Working to create a healthier community.

Kids Pick Up Everything

Cigarette butts account for more litter in parks and recreation areas than any other form of litter.

Tobacco-free park policies help reduce litter and create a safer place to play.



To learn more about tobacco-free parks and recreation: 651-646-3005 www.tobaccofreeparks.org

Tobacco-Free Parks: For a Healthy Community



Thank you for making our parks tobacco free!

Thank you Coon Rapids, Ramsey and Anoka City Council's for voting "yes" in support of tobacco-free parks and recreation. You have led the way by adopting tobacco-free park and recreation policies on all city-owned parks.

Your efforts help to create an environment where the community can model and promote a healthier, tobacco-free lifestyle for youth.

For more information about the tobacco-free park policy call 763.422.7282.



Be Tobacco Free
Tobacco-Free Parks and Recreation
Working to create a healthier community.



Come Out and Enjoy Maplewood's Tobacco-Free Parks!



Since 2005, Maplewood has provided tobacco-free parks for the community. Tobacco-free parks help reduce litter and create an environment where the community can model and promote a healthier tobacco-free lifestyle for youth.

For more information:
Tobacco-Free Youth Recreation
651-646-3005
www.tobaccofreeparks.org




Tobacco-Free Parks: For a Healthy Community.

Sample Policy Notification Letter

[Date]

Dear [Sports Association Name]:

Every day over 3,000 young Americans decide to start smoking. Consequently, over one-third of high school students and over 12% of middle school students in Minnesota are current smokers. The decision to remain tobacco free may seem obvious, but it is often a very difficult choice for many of the youth involved with your programs. However, the City of [City name] is attempting to help make this decision easier by implementing a tobacco-free policy for [list parks and facilities here].

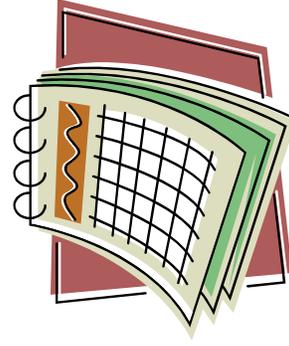
The City of [City name] adopted this tobacco-free policy because we believe that tobacco use in park areas is detrimental to the health of everyone using the park system. We also believe that creating a tobacco-free recreational environment supports the purpose of our park system, which is to promote health and wellness. Finally, the City of [City name] also feels that parents, leaders, and officials are role models for youth and can have a positive effect on the lifestyle choices they make by being tobacco-free role models for them.

Enclosed is a copy the City's new tobacco-free policy for our park areas. Please distribute it to members of your organization. If you'd like additional tobacco prevention information and materials, please contact the Tobacco-Free Youth Recreation program at tfyr@ansrmn.org or (651) 646-3005. If you have any questions about the new policy, please contact me at [phone number/email].

Sincerely,

[Name]
Recreation Coordinator
[City name] Park & Recreation Department

Coaches, paste your
Team Schedule here,
and hand this out to parents at the
beginning of the season!



Dear Parent:

We want you to know that our organization is pledging to be tobacco free. During the season, our coaches will be talking to your children about the health benefits of staying tobacco free and the harmful effects of secondhand smoke. The coaches will also be teaching them about the importance of avoiding all tobacco products, now and in the future.

As part of this effort, we ask that all spectators refrain from using tobacco products during our events.

Thank you for your support. We look forward to seeing you at our events!



“Smoking Deflates Teens’ Sports Performance”

*by Christina Pick
Tobacco-Free Youth Recreation*

Jennifer, a high school junior, flops down on the bench next to her teammates, exhausted. Her chest is burning and her lungs are frantically gasping for air. Jennifer is a dedicated volleyball player, so it’s not the workout that has left her so exhausted. Jennifer is experiencing firsthand the effects of smoking. Smokers, like Jennifer, lose their breath three times as fast as nonsmokers. Smoking hurts young people’s physical fitness in terms of both performance and endurance. It reduces the amount of oxygen available to the body, hampering an athlete’s energy stores and impairing their sports performance.

Cigarette smoke contains carbon monoxide (the same lethal gas that is released by motor vehicle exhaust). When inhaled, the carbon monoxide found in cigarette smoke is absorbed rapidly into the bloodstream. As the level of carbon monoxide in the blood increases, the level of oxygen decreases, leaving less oxygen available for the body to use. These high levels of carbon monoxide not only cause shortness of breath, but also have a significant effect on the heart and other muscle cells that demand high amounts of oxygen. High blood levels of carbon monoxide caused by smoking impair physical fitness in other ways as well: distorted time perception, and impaired psychomotor, visual, and cognitive skills. If a young athlete cannot think, see, or make good decisions, he or she will certainly have a more difficult time participating in sports and recreational activities.

Smoking among young people can also hamper their rate of lung growth and the level of maximum lung function. In fact, smoking is responsible for coughing and an increase in the frequency and severity of respiratory illnesses a young person may experience. Smoking can also cause chronic swelling of mucous membranes, which causes teen smokers to cough up twice as much phlegm as nonsmoking teens.

All of these smoking-related symptoms cause young athletes to feel sick much more often than their tobacco-free teammates, making it difficult for smokers to compete at everyone else’s level of physical fitness. Coaches and parents, talk to your young athletes about the effects of tobacco use on physical performance and help them remain healthy for years to come.



Coaches—You Can Influence Youth



Know the facts about youth and tobacco use.

Smoking slows lung growth, decreases lung function, and reduces the oxygen available for muscles used in sports.

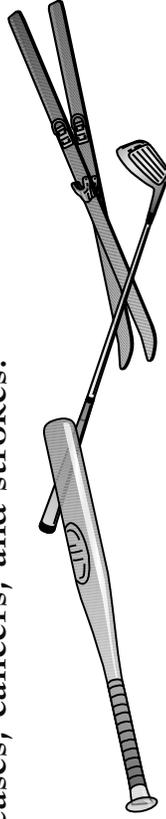
- Smokers suffer from shortness of breath almost 3 times more often than nonsmokers.
- Nicotine is addictive in ways like heroin and cocaine.

Young people who do not start using tobacco by age 18 will most likely never start.

Young people who use tobacco may be more likely to use alcohol and other drugs such as cocaine and marijuana.

Spit tobacco and cigars are **NOT** safe alternatives to cigarettes; low-tar and additive-free tobacco products are not safe either.

Tobacco use is the single most preventable cause of death in the United States, causing heart and lung diseases, cancers, and strokes.



Take a stand – early and often.

Recognize your influence with young people. Don't use tobacco, around players.

Remind them of the importance of being tobacco-free.

- When talking to players, remember they relate more to

messages about the immediate effects of tobacco use (such as poorer athletic performance) than to its long-term health threats.

- Adopt and enforce a tobacco-free policy for players, coaches, and referees.

Send a copy of the tobacco-free policy home for parents to review.

- Make all practices, games, and competitions tobacco-free—on the field and sidelines and in the stands.

Announce and display tobacco-free messages at games.

Consider partnering with your local tobacco prevention programs. Voice your support for tobacco-free schools, sports, and other community events.





Sample Public Address Announcement

"As part of our effort to promote healthy lifestyles in our community, the [City name] Recreation Department would like to announce that all city park and recreational facilities are now tobacco free! Chewing tobacco and smoking are not only deadly, but they also decrease lung power and weaken muscles, which leads to poor athletic performance. So stay in top physical condition by enjoying our tobacco-free parks, and make the choice to be tobacco free!"

Example Video Public Service Announcement

City of Mounds View, MN

Viewable online at: http://www.youtube.com/watch?v=LVXMqQ_GjtY

Viewing audience: Mounds View residents

PSA aired on: Mounds View public access channel 16; 30-second spot

Amateur actors: local high school students and younger children

PSA filming, editing, and placement: City of Mounds View Communications Coordinator

Message development and youth recruitment: Tobacco-Free Youth Recreation

Message and scenes:

Background music throughout: fast beat to match the sports being played in the background

1. *Speaker:* Nicole (Mounds View High School student)

Background Scene: Students playing beach volleyball with friends

Line: "I'm proud to be tobacco free"

2. *Speaker:* Kevin (Irondale High School student)

Background Scene: Student jogging through the park in background

Line: "I care about the health of my community"

3. *Speaker:* Christina (Mounds View High School student)

Background Scene: Kids playing on the playground

Line: "I'm glad cigarette litter is not longer at parks and play grounds" **and/or**

"I am excited I can play at a cleaner park"

4. *Speaker:* Everyone

Background Scene: Everyone huddled together

Line: "Come out and enjoy our tobacco free parks!"

5. Screen shot text: *Note: this screen can be edited so that the PSA can be used in your community!*

As of June 26, 2006, Mounds View Parks and Recreation are Tobacco- Free! Thank you for supporting a healthy and safe environment for everyone!

Example Team & Player Pledges



Tobacco-Free Player's Pledge

I, as a member of _____

know that tobacco use harms my health, hinders my physical performance and is dangerous to those around me. I pledge to be tobacco free because I care about my health and the health of those around me.

_____ player _____ coach
_____ date



Tobacco-Free Team Pledge

We, the members of _____

knowing that tobacco use harms our health, hinders our physical performance and is dangerous to others, pledge to be tobacco free because we care about our health and the health of those around us.

| | | | |
|--------|--------|--------|--------|
| _____ | _____ | _____ | _____ |
| player | player | player | player |
| _____ | _____ | _____ | _____ |
| player | player | player | player |
| _____ | _____ | _____ | _____ |
| player | player | player | player |
| _____ | _____ | _____ | _____ |
| coach | _____ | _____ | coach |
| | _____ | _____ | |
| | date | | |

Recreational organizations can help prevent youth tobacco use by asking individual players and teams to sign tobacco-free pledges. Full-size color pledges available in quantity from Tobacco-Free Youth Recreation. For details, email tfyr@ansrnmn.org.

Examples of Community Events

Attending or hosting your own community events is a great way to promote tobacco-free parks to the entire community. Below is a list of ideas for local activities. Each idea can be combined with an existing event to enhance it, or it can stand alone as its own event. Remember to be **creative** and involve as many people as you can! TFYR has banners, posters, tobacco-free pledges, signage and other resources that can help add to your event. If you would like any additional help planning your event, contact TFYR at (651) 646-3005.

Tobacco-Free Parks Ribbon-Cutting Ceremony and Ice Cream Social

Holding a celebration event at a local park is a great way to recognize organizations that have worked to make the park and recreation facilities in the community tobacco free. Invite the local media and present the local park and recreation department with a certificate for their great work.

Create your own Public Service Announcement

Students who worked on a park policy in Mounds View, MN, collaborated with the city communications staff and created a public service announcement to be aired on the local cable access channel. The students talked about the importance of being tobacco free, educated the community on the new policy and invited the community to come out and enjoy their tobacco free parks!



March in your Community's Parade

Students from Shoreview, MN, Hermantown, MN, and Buffalo, MN have all announced that their community's parks are tobacco free by appearing in their local community parade. Carrying banners, handing out flyers, and riding on a float are all ways to publicize your tobacco-free park policy!

Host Tobacco-Free Day at Park and Recreation Day Camp

Students who worked on the New Brighton, MN, tobacco-free parks policy, did a presentation with day camp kids about the dangers of tobacco, the importance of tobacco-free park policies, and then held a coloring contest for students promoting the importance of tobacco free parks. All drawings were hung at the community center. The community voted on the best poster and small prizes were distributed to the winners.

Striking Out Tobacco

Work with your local baseball or softball league to host a tobacco-free game where the theme of the event will be to announce that tobacco and sports don't mix! Between innings, invite coaches or players to speak about why they don't use tobacco. Announce the tobacco-free park policy over the public address system!

Tobacco-Free Olympics

Work with local recreational organizations or your school to recruit young people to participate in your own local youth Olympic-style event. Youth can compete in various activities including relay races, the 100-yard dash, and a punt, pass and kick competition. You can work with the local media to promote the event and raise awareness around the harmful effects of tobacco. During the event you can remind everyone that the park system is tobacco free. You can also participants to sign pledges to remain tobacco-free.



Remember! Make these ideas your own. Be Creative! Have Fun!