



SMOKEFREE SPORTS CLUBS TOOL KIT

Sport is a large contributor to everyday life in New Zealand, enriching our communities in so many ways. It raises enjoyment levels and health outcomes, and contributes to a sense of belonging and community spirit. Sports clubs are central to making this happen.

Why Go Smokefree ?

Creating a Smokefree/Auahi Kore sports club and grounds sends a positive message to players, coaches, managers and supporters. It is an important way to stop children/tamariki and young people/rangatahi from starting smoking. It also provides a supportive environment for those wishing to quit.

It isn't about excluding smokers - we know that four out of five smokers want to quit and smokefree environments help them to do this.

Improve performance

It is well established that smoking has a negative effect on sports performance. If your club wants its players to achieve to the best of their ability, then going smokefree makes sense.

A family friendly environment

Going smokefree provides a better experience for both players and spectators. Few parents, smoking or non-smoking, want their children to become smokers, so

making your grounds smokefree will be attractive to families. Going smokefree also means you won't have to clean up cigarette butts!

Help prevent people from taking up smoking

Research tells us that young people who are around those who smoke are more likely to take up smoking. The less young people are around those who smoke, the less "normal" smoking becomes, and the less likely young people are to start smoking.

Smokefree New Zealand 2025



The Government has a goal of a Smokefree New Zealand by 2025. Becoming a smokefree club is part of the journey to achieve this. This is not about banning smoking, to learn more about Smokefree 2025 visit:

www.smokefree.org.nz/smokefree-2025.

Smokefree Sports Clubs

In 2003 an amendment to the Smokefree Environments Act 1990 made sports club buildings smokefree. This was as a result of leadership and support from several Canterbury sporting associations and the initiative has been very successful.

While club buildings are required to be smokefree under the Act, club or land owners have a choice over whether sport grounds are smokefree.

Smokefree sportsgrounds

The Christchurch City Council has introduced a Smokefree/Auahi Kore policy for all Council owned sports grounds, parks and playgrounds.

This is a voluntary policy that is all about encouraging responsible adult behaviour and not smoking around children and young people.

The policy gives your club a real mandate to extend smoke-free places to include your sports grounds.

How to Make Your Sports Club Smokefree

Becoming smokefree does not have to be difficult. Some options are outlined below but isn't the only way that it can be done. A tailored approach can be developed for each unique club, just contact Community and Public Health (phone 03 364 1777, email info@smokefree.org.nz) to find out more.

In most cases the club committee can make the decision to become smokefree. If the committee isn't sure about making a decision you could survey members to see what they think about the idea.

Get a Policy

A key step in becoming a smokefree club is to develop a policy. This gives you a clear foundation and commitment in the long term. It can be reviewed regularly and have timeframes associated with certain actions/aspects.

You can also use the policy to show that the club is supportive of people making quit attempts, and where support can be accessed.

The policy can outline why, how and what you are going to do to be a smokefree club. It could include

- Making all buildings are smokefree
- Making all grounds are smokefree
- Making grounds smokefree during games
- Stating you expectations of spectators, visiting clubs, coaches, players, supporters, club staff, volunteers etc.
- Outlining the quit support that is available

A sample policy can be downloaded from www.smokefreecanterbury.org.nz/toolkit

Informing your club community and guests

Let people know that you are a smokefree club and why. The 'why' will help people understand the reason you have taken this great step. It is important that you communicate this frequently and in a number of ways. Thank them for respecting the policy.

Remember that your club community includes committee members, players, spectators, coaches, managers, volunteers, referees/umpires, ground staff, cleaners, bar staff, caterers, and suppliers.

Key approaches to inform people about the policy include:

- Signs: Order free smokefree signs and quit resources from www.cph.co.nz/Resources or phone (03) 364 1777. Display these prominently around your club.
- Inform other clubs: Let the other clubs you play know about your clubs' smokefree status and ask that they respect this when playing at your ground/club. They may be interested in going smokefree themselves.

- Public Announcements: Public announcements can be made regularly and when opportunities arise. Announce regularly over the sound system (if you have one) that your club is smokefree. Even better, ask local smokefree role models to make the announcement so everyone listens.
- Occasions: Reinforce and thank players, spectators, coaches etc at prize givings, briefings, and registration.
- Documents: Include smokefree information in all newsletters, bulletins, invoices and participation packs.

a. Possible information for parents/supporters:

"We are a Smokefree/Auahi Kore club. That means no smoking within our buildings and grounds or whilst representing the club. We ask all players, parents and supporters to respect this policy by not smoking on the premises and at games or when wearing the clubs uniform and/or conducting club business. If you would like help to quit smoking go to www.smokefreecanterbury.org.nz to find out more about the support available."

b. Possible information for players:

“We are a Smokefree/Auahi Kore club. As a registered player you are required to be smokefree when.....”

- Logos: Smokefree logos can be used by anyone and are widely recognised and understood. Feel free to attach smokefree logos to club documents, signage, uniforms, certificates etc. Logos can be downloaded from: <http://smokefree.org.nz/logos>
- Contracts: Consider adding clauses to the contracts of coaches and managers that they must be Smokefree, and to the contracts you use when hiring out your facility.

a. An example for coaches:

“Apart from a parent, a coach can be one of the most influential people in a young person’s life. As a role model for our players please support our smokefree club policy. We encourage all coaches to be smokefree and ask those who smoke not to whilst on club premises and grounds or when representing the club.”

b. An example for managers:

“To support our smokefree club policy we encourage all managers to be smokefree and ask those who smoke not to, while on club premises and grounds and while representing the club.”

c. Premises hire:

State in your documentation when you hire out your facility that “Our club is totally smokefree. We ask that this policy is respected by ensuring that there is no smoking on the premises and grounds.”

- Pledges: Develop a pledge form to show the commitment of people to your smokefree club. Encourage all members, coaches, managers and supporters to sign it. Think about making this a requirement for all players at registration. Present or display these pledges.

A sample pledge form can be downloaded from www.smokefreecanterbury.org.nz/toolkit

- Media: Local media may be interested in what you are doing and gives you an opportunity to get some free publicity for your club.
- Quit Support: Providing information about quit support is important to show that people are still valued and important to the club even if they smoke. Support options can be added to newsletters, the policy, announcements etc. Local quit/cessation services may be able to attend your first few games as a smokefree club so you can offer people support, as well as registration evenings. If people don’t want to quit and are finding it difficult to make it through the game, you could provide information on nicotine replacement therapies which will help their cravings.

Ensuring Success

Once you’ve made your club and grounds smokefree it’s important to ensure the policy is implemented successfully.

Experience tells us that most smokers are respectful of smokefree areas. Keeping everyone informed and ensuring smokefree signs are highly visible is essential to the success of the policy.

If you see someone smoking on your grounds it is important that they are approached and it is addressed. If breaches continue it can undermine the clubs’ smokefree stance.

When the club first goes smokefree you may need to approach a number of people to let them know about the

policy. It does not take long however for people to become aware of, and respect, the policy

- “Did you know that these sports grounds and the Club are Smokefree?”
- “Would you mind smoking elsewhere please, these grounds are Smokefree.”
- “You may have missed the signs over there but these grounds are Smokefree.”

If a player, coach, manager continues to smoke despite repeated approaches your club will need to think about how this is managed. Ensure that they are aware of quit support options and the clubs stance.

Find out more about Smokefree / Auahi Kore

Go to www.smokefree.org.nz/smokefree-2025 to find out more about Smokefree 2025. To see a copy of the CCC’s Smokefree policy go to www.ccc.govt.nz and search “smokefree”.



SMOKEFREE/ AUAHĪ KORE POLICY

For

[club name]

We are committed to creating a Smokefree culture:

- ✓ We provide a healthy environment for everyone to enjoy,
- ✓ We support our children/tamariki and youth/rangatahi by providing positive Smokefree role models,
- ✓ We support those who want to give up smoking,
- ✓ We comply with the Smokefree Environments Act 1990 and endorse the Council's smokefree sports grounds policy,
- ✓ We support the Government's goal of a Smokefree nation by 2025.

The Club supports the policy and will ensure:

- ✓ That all activities, practises, games, tournaments and competitions are Smokefree
- ✓ That any breaches of the policy will be addressed
- ✓ That all club members, supporters and premises users are informed of the Smokefree policy.

This policy is effective from **[insert]**

All members and visitors must comply with the policy

Any issues should be directed to **[insert]**

Authorised by

Date

.....

.....



I pledge to be Smokefree/Auahi Kore because I choose to lead a healthy and active lifestyle.

Name : _____

Age : _____ Coach/Leader : _____

Date : _____

Signature : _____



I pledge to be Smokefree/Auahi Kore because I choose to lead a healthy and active lifestyle.

Name : _____

Age : _____ Coach/Leader : _____

Date : _____

Signature : _____



I pledge to be Smokefree/Auahi Kore because I choose to lead a healthy and active lifestyle.

Name : _____

Age : _____ Coach/Leader : _____

Date : _____

Signature : _____