

Utah Secondhand Smoke Policy Implementation Guide

Outdoor Venues
Revised January 2007

The TRUTH



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Introduction

Tobacco-free policies for outdoor venues make sense for the following reasons:

1. Secondhand smoke harms everyone and kills thousands every year.

Exposure to secondhand smoke is a leading cause of preventable death in the United States, killing approximately 50,000 people every year. (SGR 2006) Smoke-Free policies protect nonsmokers and smokers from the risks associated with SHS. Since children are disproportionately affected by SHS and Utah has a higher number of children, effective SHS policies are particularly important. SHS policies include voluntary and mandatory smoking restrictions in public places, workplaces, homes, cars, and recreational areas.

2. Secondhand smoke is harmful in outdoor settings.

According to Repace Associates <<http://www.repace.com>>, the country's leading secondhand smoke experts, SHS levels in outdoor public places can reach as high as those found in indoors facilities where smoking is permitted.

3. 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.

4. Tobacco-free policies help break the connection between tobacco and sports.

For years, the tobacco industry has sponsored sporting events and has advertised at recreational events, misleading young peoples' perception of tobacco use. Research indicates that sporting events expose youth to extensive tobacco use by people they view as positive role models. 95% of Utah's high school students believe that smoke from other people's cigarettes is harmful to them (Utah YTS 2003).

5. Citywide policies create a consistent tobacco-free policy for all recreational facilities in the community.

A tobacco-free policy for city-owned youth recreational facilities creates continuity and eliminates confusion about which facilities are tobacco free. A tobacco-free policy also supports recreational organizations that already have an existing policy and use the city's facilities.¹



Teen Advocates of Summit County (T.A.S.C.) youth group members advocate for a smoke-free Summit County Fair. Their presentation to Fair Board resulted in the designation of smoke-free areas throughout the fair grounds to promote a "family friendly environment." (2006)

REASONS FOR BANNING SMOKING IN CERTAIN PUBLIC OUTDOOR AREAS

(Prepared as a public service by Action on Smoking and Health (ASH), 2013 H St., NW, Washington, DC 20006, (202) 659-4310. ASH is a national tax-exempt legal-action organization concerned with the problems of smoking and protecting the rights of nonsmokers. For more information, please see; <<http://ash.org/>>. Comments and suggestions are appreciated.)

1. Careful scientific studies – based upon both highly accurate mathematical modeling techniques as well as actual real-life measurements – have shown that concentrations of secondhand tobacco smoke in many outdoor areas are often as high or higher than in some indoor areas and that the risks posed by such outdoor exposure, while small to most individuals, are well beyond generally accepted norms when large numbers of people are involuntarily exposed. Indeed, for these very reasons, the State of California – in a report summarizing much of this evidence – was preparing and has now declared OUTDOOR tobacco smoke as a “toxic air pollutant.”
2. Drifting tobacco smoke, even outdoors, can trigger asthmatic attacks, bronchial infections, and other serious health problems in nonsmokers. This is especially true for the almost 100 million Americans who have asthma, chronic bronchitis, chronic sinusitis, emphysema, and other breathing related conditions which make them especially susceptible to secondhand tobacco smoke.
3. Even for people without such respiratory conditions, breathing drifting tobacco smoke for even brief periods can be deadly. For example, the Centers for Disease Controls [CDC] has warned that breathing drifting tobacco smoke for as little as 30 minutes (less than the time one might be exposed outdoors on a beach, sitting on a park bench, listening to a concert in a park, etc.) can raise a nonsmoker’s risk of suffering a fatal heart attack to that of a smoker . The danger is even greater for those who are already at an elevated risk for coronary problems: e.g., men over 40 and postmenopausal women, anyone who is obese, has diabetes, a personal or family history of heart or circulatory conditions, gets insufficient exercise, has high blood pressure, cholesterol, etc.
4. In cases where drifting tobacco smoke was present and a nonsmoker suffered a heart attack, asthmatic attack, or other similar problems, the municipality which owns and operates the beach, park, playground, etc. could be liable since it was on notice of the known health dangers but failed to take the “reasonable” step of banning smoking as taken by many other outdoor areas.
5. Society recognizes that people have a right not to be involuntarily exposed to known carcinogenic substances, even if only to small amounts and for brief periods. That’s why, for example, extensive and very expensive precautions are taken when asbestos is removed from buildings. This insures that people outside are not exposed even to minute amounts as they pass by. Similarly, we would not tolerate someone who filed down old brake drums in a playground, thereby releasing even tiny amounts of asbestos into the air. Secondhand tobacco smoke is officially classified by the federal government as a “known human carcinogen” – exactly the same category as asbestos.

6. Even aside from health hazards, being forced to breathe tobacco smoke is annoying and irritating to most people, especially the almost 100 million Americans who have chronic conditions like asthma and bronchitis which make them especially susceptible to tobacco smoke, and young children who are also especially sensitive. It should be noted that many activities are banned in public places simply because they are annoying or irritating, even if they do not pose a health hazard. Common examples are playing loud music on portable radios or boom boxes, engaging in sexually provocative activity, using profanity, dressing in inappropriately scanty attire, drinking alcoholic beverages, etc.

7. Many of the 96 million Americans who have chronic conditions like asthma and bronchitis which make them especially susceptible to tobacco smoke have been held to be entitled to protection under the Americans With Disabilities Act [ADA]. Thus, if their medical conditions mean that they cannot enjoy lying on a blanket at the beach or in a park for a concert where smoking is generally permitted, they may be entitled by law to a reasonable accommodation, presumably one which protects them from drifting tobacco smoke.

8. The reason for banning smoke around building entrances is simple. People should not be forced to be exposed to known carcinogenic substances for even the briefest periods of time, and because even brief exposure can also be annoying and irritating to many people, nonsmokers should not be forced to “run a gauntlet” of smokers gathered around the exits and entrances to their workplaces, or other buildings which they are likely to frequent.

9. Large buildings ordinarily have air intakes to replace the air which is exhausted by their ventilation systems. Occasionally, the air intake will be located near a doorway to the building, or in some other area where smokers might tend to congregate. Therefore, to prevent this smoke-filled air from entering and being circulated throughout the building where it can create a health risk as well as annoyance and physical irritation, it may be necessary to prohibit smoking outdoors around such air intakes.

10. Cigarette butts discarded by smokers constitute the overwhelming majority of litter on beaches, as well as in many other public places like parks, playgrounds, and sidewalks. Smoking bans have been shown to substantially reduce the litter and therefore the costs of cleaning up beaches and other outdoor areas, as well as to improve the overall appearance and attractiveness of the area.

11. Cigarettes are a major source of burns to youngsters, including to their faces, when smokers hold their cigarettes at their sides and young children inadvertently come too close. This can happen easily when children are at play or otherwise distracted on a beach, waiting on a line while their parents wait to buy tickets, to use an ATM machines, etc. – and once again there may be legal liability;

12. Discarded cigarettes – which are designed to continue to burn for several minutes when dropped and not puffed upon – are also a major fire hazard, threatening piers, boardwalks, and wooden structures in parks and playgrounds, etc., as well as outdoor park and recreation areas.

13 Young children playing in the sand at a beach or in playground sandbox may be tempted to put cigarette butts – which contain concentrated amounts of carcinogens and other toxic chemicals trapped from tobacco smoke – into their mouths, and even older children may touch the cigarette butts and then put their fingers in or near their mouths, eyes, etc.

14 Discarded cigarette butts may also be harmful to birds and other wildlife which nibble on or even swallow them, especially on a beach or park, but also even on a public sidewalk. Indeed, one of the first domestic bans on outdoor smoking was enacted to protect wildlife rather than human beings.

15. Activities and images which might be inappropriate for young children and/or which might lead them into bad habits are often prohibited in public places, even if they pose no health risk and might even be appropriate in areas visited voluntarily only by adults. For example, virtually all municipalities have long prohibited consumption of alcoholic beverages in public places like parks and beaches. The purpose is obviously not to prevent drunkenness or driving while intoxicated – since people can easily get drunk drinking in their parked cars, in bars, and at home. Rather, bans are imposed because drinking sets a bad example for young children to see it done openly – even if the same children might see it in their own homes. Similarly, prohibiting smoking in outdoor places frequented by the public – like parks, playgrounds, beaches, etc. – shields young children from seeing smoking as a common adult behavior to be emulated, even if some may observe smoking by the parents and other adults in private homes. Other examples where activities are prohibited in public places because of their possible impact on children include sexually suggestive movements (permitted on dance floors but prohibited in parks and on sidewalks), gambling (permitted in casinos and tracks but not in public places), displays of pictorial nudity (permitted in art galleries but not on sidewalks), etc.

16. In addition to all of the above reasons, it has now become clear that restrictions on smoking are a major factor in helping to persuade smokers to quit, and to help those who want to stop smoking to do so. The result can be an enormous saving of lives, in the prevention of disability, and in a dramatic reduction in health care costs – most of which are borne by nonsmokers who otherwise are forced to pay higher taxes and inflated health insurance premiums. Smoking bans – including outdoors as well as indoors – encourage and support quitting by making it more inconvenient for a person to remain a smoker. Every ban on smoking also sends a very clear educational message to the smoker that his conduct is not desirable – and indeed is found to be annoying and irritating if not repugnant – by a large majority of others. Finally, smoking bans help those already trying to quit by tending to assure that they will not be tempted by being in the presence of a smoker, smell the “tempting” aroma of tobacco smoke, etc. While not the primary argument or purpose in enacting outdoor smoking bans, this additional significant effect of such bans may well be a factor in deciding to support such public health measures.

SUMMARY

More than 350 jurisdictions have successfully prohibited smoking in outdoor areas – such as beaches, parks, playgrounds, near building entrances, while waiting in lines, etc. – without legal challenges, problems of enforcement, loss of patronage or taxes, etc. Such bans appear to be so successful that more jurisdictions are sure to be added. Indeed, as smoking is being banned in an ever growing number of indoor areas, people are beginning to expect freedom from these toxic

fumes, and to expect air unpolluted by tobacco smoke wherever they may congregate. Very strong recent evidence of this trend is the overwhelming vote by the citizens of the State of Washington to ban smoking not only in all bars and restaurant, but to also require that building entrances be smokefree, and to prohibit smoking within 25 feet of doorways, windows, and ventilation ducts of smokefree establishments. This vote comes on the heels of a poll by the New York State Health Department which showed that the public support for banning smoking in many outdoor areas is even stronger than similar support for a 2003 bill banning indoor smoking.

ACTION STEPS:

Action Step 1: Gather Relevant Facts and Information

Action Step 2: Identify Your Audience and Assess Community Readiness

Action Step 3: Plan Your Campaign

Action Step 4: Develop Your Materials

Action Step 5: Get the Word Out and Gain Support

Action Step 6: Evaluate Your Efforts

Action Step 7: Ensuring Policy Sustainability

Based on Taking Action Against Secondhand Smoke: An Online Toolkit – Employee and Employer Action Steps, Centers for Disease Control and Prevention (CDC).

Action Step 1: Gather Relevant Facts and Information

Become well-versed and knowledgeable about secondhand smoke, its health effects, and its impact on your community.

Rodeos

1. Familiarize yourself with local rodeo information. This could include a variety of things, such as the number of rodeo facilities, number of youth who participate in local activities, number of parents who participate, etc.
2. Find out if there is a local rodeo tobacco policy? If there is an existing policy, proceed to the next step. If there is not an existing policy, skip to Step 5.
3. Obtain a copy of the rodeo's current tobacco policy.
4. Review the tobacco policy.
5. Review a model ordinance. In order for the policy to be comprehensive, it should incorporate the following areas:²
 - ♦ Distribution or sale of tobacco products
 - ♦ Use of a tobacco brand name to describe livestock
 - ♦ Tobacco industry scholarships and sponsorships(EXAMPLE) The _____ (insert name of the rodeo) shall not accept or allow any tobacco-related sponsorship or advertising. This policy prohibits accepting money or other compensation from a tobacco company, including for a purse, point fund, or scholarship program. The policy prohibits accepting or allowing any other benefit (such as the scoreboard) that promotes a tobacco brand, product, or company name. The distribution or sale of tobacco products and promotional items identified with a tobacco company or brand on the premises also shall be prohibited.

This policy prohibits the use of a tobacco brand, product, or company name to describe livestock in the event program or schedule, or the announcement of livestock with tobacco-related names over the public address system.

- ♦ Application of policy to renters and lessees
(EXAMPLE) It is the policy of the _____ (insert the name of the rodeo) that smoking will be allowed only in the _____ (name the locations); all other areas of _____ (rodeo/property/premises) shall be Smoke-Free. This policy extends to any entity that leases, rents, or otherwise holds events on the property. (Insert this sentence if the rodeo has the authority to bind other events on the property.)

Samples of policies restricting tobacco sponsorship at rodeos in the U.S. and California are located at <http://www.bucktobacco.org/policy/index.html>

6. Use available resources to help you make the best case for tobacco-free rodeos and to find out how other states and communities have passed similar legislation.
7. Use the information you gathered to determine which rodeo facilities to target.



“Thank you for the opportunity to represent the Tobacco Free Champion Program with High School Rodeo. Keeping tobacco out of High School Arenas will help our young rodeo athletes be champions, tobacco free.”
Joanie Schena – 2005-2006 Utah High School Rodeo Queen.

Parks and Recreation

NOTE: As of January 2007, there is NO State Parks and Recreation Policy.

1. Familiarize yourself with local parks and recreation information. This could include such things as the number of parks and recreation facilities, number of youth that participate in local activities, number of parents that participate, etc. This information may be located in many different areas, but a good place to start is your local Parks and Recreation Department, either via phone or email. Research local entities (city government, county government, etc.) that may be interested in passing local ordinances to regulate tobacco use at recreational areas.

(EXAMPLE) This is an example of the 7 parks in Clinton City:³

CLINTON CITY PARK
1906 West 1800 North

At the heart of Clinton, this 33-acre park is the largest and most heavily used park in the park system. City Park includes lighted, adult softball fields with a recreation and concessions building, little league fields, rest rooms, playground equipment, basketball courts, sand volleyball court, bowery, and picnic areas.

KIWANIS PARK

1000 West 1800 North

This small 2-acre park area is made more useable by its location and by a cooperative agreement with Clinton Elementary. Restrooms, a bowery, and picnic area make this a popular site for family reunions and gatherings.

MEADOWS PARK

575 West 2300 North

Located in the northeast part of the city, this 26-acre park includes a bowery, rest rooms, mile walking track, baseball fields, tennis courts, basketball courts, sand volleyball court, and playground equipment.

POWERLINE PARK

1750 West 1700 North

Located to the east of the public works department, this 11-acre park is highlighted by a skateboard facility and BMX bike course. This park is also used for T-ball and soccer programs, and includes a mile-walking track.

HERITAGE PARK

1000 West 1300 North

Currently under construction and future home to an amphitheater, bowery, and rest rooms, this 5-acre park is foreseen as a heavily landscaped, pristine area with aesthetic water features and decorative structures.

WEST CLINTON PARK

2650 West 2000 North

Currently under construction, this 6-acre park will include a four-diamond little league baseball complex with scorekeeper tower, bowery, rest rooms, playground equipment, and picnic areas, and will provide access to the nature trail.

CLINTON CITY POND PARK

3000 West 2500 North

This pristine park area will be the future home of a 4-acre pond that will be stocked with fish and will allow non-motorized craft use. Swimming will NOT be allowed.

2. Find out if there is a city and/or county local parks and recreation tobacco policy. If there is an existing policy, proceed to the next step. If there is not an existing policy, skip to Step 7.
3. Obtain a copy of the parks and recreation tobacco policy. Following is an example of what you could find on your city's website:

(EXAMPLE) Clinton City Parks Ordinance

Chapter 3. No Smoking Zones

- ♦ 19-3-1. Definitions.

- ◆ 19-3-2. Creation of no smoking areas in City Parks and Recreational Areas.
- ◆ 19-3-3. Penalties.

19-3-1. Definitions. “Smoke” or “Smoking” means possession, carrying, or holding a lighted pipe, cigar or cigarette of any kind, or any other lighted smoking equipment or the lighting or emitting or exhaling of smoke of a pipe, cigar, cigarette, or other lighted smoking equipment. History: 1/03

19-3-2. Creation of no smoking areas in City Parks and Recreational Areas. In Clinton City public parks, smoking is prohibited within 50 feet of areas where playground equipment has been installed for public use by children, play pits, play structures, bleachers, backstops, sports fields, ball diamonds, basketball courts, tennis or volleyball courts, concession stands, skateboard area, BMX area, boweries, pathways for walking, waterfront around fishing and boating areas, and other assembly areas. History: 1/03

19-3-3. Penalties. The violation by any person of the provisions of this chapter is a class C misdemeanor. History: 1/03

4. Review the tobacco policy.
5. Find out local definitions of “public park,” “outdoor venue,” and “recreational facility.” This step is needed to determine what your city classifies as a public park because each city definition is different.
6. Review a model ordinance. See **Attachment A⁴** and **Attachment B⁵** for examples.
7. Review copies of passed Utah policies. See **Attachment C.**
8. Use available resources to help you make the best case for clean outdoor venues and to find out how other states and communities have passed similar legislation.
9. Use the information you gathered to determine if you will partner with local government entities to work toward passing a local ordinance or whether you will target individual parks or recreational facilities.



Bear River Governing Youth Council members Jonathan El-Bakri, Mallory Poole, Amy Nielsen, Marissa Nielsen, and Patrick Risk (left to right) promoted smoke-free Cache County Fair. As a result of youth advocacy and education, the 2006 Cache County Fair began with a smoke-free family night.

Resources

Secondhand Smoke Links: http://www.cdc.gov/tobacco/ETS_Toolkit⁶

Utah Tobacco Facts: <http://www.tobaccofreeutah.org/facts.html>⁷

The Master Settlement Agreement: <http://caag.state.ca.us/tobacco/pdf/lmsa.pdf>⁸

Utah Indoor Clean Air Act (UICCA) State Law:

<http://www.tobaccofreeutah.org/uicaastat&rule.html>⁹

- ♦ In regards to outdoor venues, the UICCA applies only to areas that are considered enclosed (e.g., rest rooms; food service buildings; rodeo announcement booths that are enclosed by windows, doors and a roof; etc.). The 25-foot rule applies to the entranceways, air intakes, and open windows of these areas. This rule applies in two ways: employees of the event or function would need to have a policy in place prohibiting smoking within 25 feet of these areas, and there could not be a smoking permitted area within 25 feet of these areas.
- ♦ The state definition of “place of public access” ([Title 26-38-2](#)) is “any enclosed indoor place of business, commerce, banking, financial service, or other service-related activity, whether publicly or privately owned and whether operated for profit or not, to which persons not employed at the place of public access have general and regular access or which the public uses.”

Rodeo Toolkit: Local “Buck Tobacco” projects are pursuing tobacco promotion and use (including “chew/spit” tobacco and cigarettes) at rodeos and related events such as rodeo-themed “bar nights.” The target audiences are rodeo-organizing committees, business owners in the communities surrounding rodeos, and community members concerned about tobacco. The project consists of three major components, including a media advocacy campaign, a public engagement/social marketing campaign, and local-level policy development projects.
<http://www.bucktobacco.org/resources/>¹⁰

Professional Rodeo Cowboy Association (PRCA) Tobacco Policy: There is no official policy.

National High School Rodeo Association: The National High School Rodeo Association is an international, non-profit organization dedicated to the development of sportsmanship, horsemanship, and character in the youth of our country through the sport of rodeo. It also is responsible for planning the National High School Finals Rodeo each year. www.nhsra.org

National High School Rodeo Tobacco Policy: This consists of the rules, bylaws, and constitution of the National High School Rodeo Association, as well as the Code of Conduct.
<http://www.nhsra.org/fameset.html>¹¹

Utah High School Rodeo Association: The Utah High School Rodeo Association is a state non-profit organization dedicated to the development of sportsmanship, horsemanship, and character in the youth of our country through the sport of rodeo. It also is responsible for the planning the

Utah High School Finals Rodeo, and for organizing the royalty, high school clubs, and wrangler all stars each year. <http://www.uhsra.com>¹²

? Track your Progress

- ◆ Did you use the resource materials provided to learn about issues related to secondhand smoke at rodeos, parks, or other outdoor venues?
- ◆ Did you research outdoor venues and existing policies in your community?
- ◆ Did you use the information you gathered to determine if you will partner with a local government entity or if you will work with individual venues?
- ◆ If you decided to work with individual venues, have you developed an initial list of priority venues in your area?

Action Step 2: Identify Your Audience and Assess Community Readiness

1. Conduct key informant interviews. If you plan to work with a local government entity, consider interviewing local policy makers (mayors, city council members, county commissioners, etc.). If you plan to target individual venues, collect information from venue management. This will help to identify upfront important barriers and challenges that could affect your policy campaign. Who are the leaders of your community? Are they supportive of your campaign? What additional information will help them support your campaign? Don't just list the visual leaders of your community like the mayor, but also think of the outspoken farmer or homemaker who is thought of as a respected member of your community. For an example of key informant interview questions, see **Research Tool 1**.
2. Track the support of community leaders and decision makers.
3. Identify where to conduct your community assessments (e.g., community event, rodeo barbecue, ethnic festivals, fairs, etc.). When planning your community assessments, be sure to collect information that is relevant to decision makers.
4. Conduct community assessments to learn about your community, its tobacco control history, its existing tobacco control policies, the political climate, and likely allies, supporters, and opponents. See **Research Tool 2** for an example of a resource to use in conducting your community assessments.
5. To learn and share more about actual smoking behaviors at targeted venues, consider conducting observational assessments at these venues. For a sample observation survey, see **Research Tool 3**. Then review and evaluate your assessment results.
6. Before planning your campaign, ask yourself these three questions:
 - ◆ Why do tobacco-free outdoor recreation facilities make sense?
 - ◆ Why are tobacco-free policies for outdoor recreation facilities so important?
 - ◆ Why will tobacco-free policies be effective?

? Track your Progress

- ◆ Did you contact and interview community leaders or key informants?
- ◆ Did you document support of community leaders and key informants?
- ◆ Did you conduct and analyze community assessments and/or observations at targeted venues?
- ◆ Did you document community support?

Action Step 3: Plan Your Campaign

1. Identify partners. Determine which organizations, community leaders, and businesses can help in your campaign. Try to interest a local newspaper or television station reporter in covering your story, or try to interest a local physician in championing this issue to add credibility to your campaign. There may be groups willing to support your efforts in various ways and help make your job easier.
2. Recruit community support.
3. Support existing partners and explore new opportunities.
4. Use the Advocacy Institute's Strategy Planning Tool at http://www.cdc.gov/tobacco/ETS_Toolkit/ to answer important questions about campaign goals, audiences, message and delivery, resources, first steps, and evaluation.
5. In collaboration with your partners, identify the tactics you will use to reach your goal (e.g., media advocacy, communications with policymakers, presentations to community organizations, etc.).
6. Develop a time line for your campaign to keep you on track and moving forward. Review the Sample Monthly Time Line at http://www.cdc.gov/tobacco/ETS_Toolkit/ for guidance in developing one that is more specific to your activities. Be flexible. You may encounter unforeseen events that affect your original plan. Make sure to allow plenty of time to achieve your goal. Changing community policies and norms takes time and hard work. To be successful, coalition members and staff will need to devote extensive time to the effort. Be realistic about the time commitment involved.
7. Determine upfront how you will evaluate your activities. Your evaluation should focus on documenting what you did, the outcome of your work, and the quality of that outcome. You can use logs and other documentation tools to track your activities. Track whether you have implemented your activities as planned and whether you have achieved your process objectives. Doing this as you, go along will help you be more effective in current and future activities.

8. Develop contingency plans. You should expect to face significant opposition as you move forward with your clean air policy campaign. It is important to anticipate and plan for this. Opposition could come from various groups, including business owners, community members, and the Tobacco Industry and local or state organizations affiliated with it.

Resources

Utah Parks and Recreation Department Contact information. (See **Attachment D**)

A Dozen Reasons to Focus on Recreation as a Tobacco Prevention Tool. (See **Attachment E** pages 5-7)¹³

Addressing Policy Myths: The Truth Behind Tobacco-Free Recreation (#1-#5). (See **Attachment E**, page 29)¹⁴

? Track your Progress

- ◆ Did you identify diverse partners?
- ◆ Did you form partnerships or a workgroup?
- ◆ Did you collaborate with your partners to identify campaign plans, goals, objectives, and strategies?
- ◆ Did you develop a project time-line?

Action Step 4: Develop Your Materials

Determine which of these materials fits your audience needs. It is essential that your coalition and community help with the research and development of your materials.

1. Fact Sheets

These are usually one-page bulleted data sheets that contain your most important information. They also include sources for each piece of information. Fact sheets are often used in information kits or as handouts.

2. Posters and Billboards

These are creative displays of your campaign message that can be posted almost anywhere with the appropriate permission or permits. See **Attachment F** for local poster examples.

3. Information Kits

These usually consist of folders with a label or logo on the front identifying the organization that is presenting the information inside. Consider using this format to provide information for policymakers that will echo, reinforce, and augment the information you give them orally. Provide a manageable amount of information — don't overwhelm policymakers with reams of paper. Each of the materials in the packet should deliver a key message in a clear, succinct manner that is understandable to laypersons. Be consistent in your use of your slogan, logo, and colors. Make sure to provide a contact

person and a way to get in touch with that person. See **Attachment G** for a local examples.

4. Identify coalition members who possess special computer skills (e.g., experience with graphic design, etc.) who can help create materials. Take advantage of your nearest copy shop, many of which offer design and other production services.

5. Newspaper Advertisements

Newspaper advertising sales departments can give you rates for advertisements of different sizes. They will tell you how you need to format your ad. Others may offer a discount for ads placed by nonprofit organizations (such as voluntary health agencies) or for running an ad multiple times.

Typically, however, most of your newspaper coverage — and all of your media coverage, for that matter — will be earned through media advocacy, rather than paid media. In most clean indoor air policy efforts, paid ads are generally reserved for key moments (e.g., the week or day before the local policymaking body is scheduled to vote on the proposed policy).

- What are the local newspapers in your area?
- Who at the newspaper does stories on local issues, health etc?
- What is their contact information?
- What is the cost to place a local ad? Size, length of time, etc.

6. Letters to the Editor

One member of a group on behalf of the entire group can sign letters submitted to the editorial department of a newspaper. The letters can be powerful tools for influencing local policymakers, either indirectly (by influencing their constituents) or directly. They should be submitted to the newspaper that policymakers and community residents are most likely to read. They should be brief and to the point, and should focus on communicating one or two key messages. For more guidance on how to make the most of this important form of communication, see Tips for Writing Letters at <http://www.no-smoke.org/tsletters.html>.¹⁶ See **Attachment H** for local examples.

7. Television or Radio Advertisements and Public Service Announcements (PSAs)

A number of professionally produced television and radio ads are available through the Media Campaign Resource Center for Tobacco Control which may be accessed at http://www.cdc.gov/tobacco/ETS_Toolkit/publicplaces/action-steps.htm¹⁵ You can try asking television and radio stations that broadcast to your community to air these messages at no cost as PSAs. However, you do not control when PSAs air, which often are at times when few people are exposed to them.

- What are the local TV stations in your area?
- What are the local radio stations in your area? What radio station do the locals listen to?
- Who at the TV station or radio station does stories on local issues, health etc?

- What is their contact information?
 - What is the cost to place a local TV ad or radio ad?
 - What is the TV station or radio station willing to donate or match?
8. Alternatively, you can try to purchase an ad. However, this is typically quite expensive. You may be able to piggyback on television or radio ads that have been placed by outside organizations. These could include ads placed by your state's tobacco control program as part of a statewide media campaign or ads placed by the American Legacy Foundation.

? Track your Progress

- ♦ Did you research media available in your community?
- ♦ Have you determined which media to use to promote the policy change?
- ♦ Have you determined campaign messages?
- ♦ Have you developed materials that meet the needs of your target audience?
- ♦ Did you follow the TPCP media protocol for approving new resources or using existing resources?

Action Step 5: Get the Word Out and Gain Support

To lay the groundwork for an outdoor venue policy, you first need to educate your community on the issues and information you have gathered. The extent of your community education outreach will be determined by the results of your community assessment. All target audiences need to be considered, including the media and the general public. However, the ultimate focus should always be on the decision makers who have the power to enact the desired policy. This education will lay the groundwork for support of the proposed policy change. Again, it is essential that your coalition and community take the lead role in laying the groundwork and educating the community.

Now that you know your audience, determine the best strategies to reach them with your message. The resources below can give you some ideas on how to do that.

- Who are your local leaders?
- What is their contact information?
- What is the best way to reach them?
- What are their platforms or key issues? How can your issue be integrated into their existing issues?

Example: Letter from Salt Lake Valley Health Department youth group (TAAT) to local partners/opinion leaders.



Anti-Tobacco Youth Group

Working to flip around the false images of the Tobacco Industry.

Salt Lake Valley Health Department
2001 S. State Street S2400
Salt Lake City, Utah 84190-2150
Phone 801.468.2506
Fax 801.468.2350

Dear Partners,

As part of an ongoing effort to promote healthy lifestyles in our community, Teen Advocates Against Tobacco and Salt Lake Valley Health Department recommend that all city parks and outdoor recreational areas post no smoking/no tobacco signs.

Postage of no smoking/no tobacco signs would benefit the community by:

- Decreasing tobacco related litter
- Increasing cleanliness of park and aroma
- Improving park atmosphere
- Decreasing the risk of negative health effects related to secondhand smoke
- Increasing patron satisfaction

The following are recommended wording for signage:

- No smoking within 50 feet of children's play area or park entrance
- No smoking except in designated smoking areas
- No Tobacco use
- Thank you for not smoking here

Teen Advocates Against Tobacco and Salt Lake Valley Health Department would like to thank you for taking time to consider these recommendations, and for helping us promote healthy lifestyles by protecting all from the dangers of secondhand smoke.

Sincerely,

Teen Advocates Against Tobacco,
A Salt Lake Valley Health Department Program

Resources

Working With Elected Officials http://www.cdc.gov/tobacco/ETS_Toolkit/: This gives you ideas for working with elected officials through telephone calls, letters, or e-mail messages.
http://www.cdc.gov/tobacco/ETS_Toolkit/publicplaces/action-steps.htm: This website shows you how to find Utah elected officials.

Tips for Writing Letters http://www.cdc.gov/tobacco/ETS_Toolkit/: This will help you craft effective letters to policymakers.

Tips for Testifying http://www.cdc.gov/tobacco/ETS_Toolkit/: This will help you prepare well-organized, clear, compelling testimony at public hearings.

Sample Speaking and Writing Points http://www.cdc.gov/tobacco/ETS_Toolkit/: This will help you with your communications.

Tips to writing local news releases <http://www.publicityinsider.com/release.asp>,
http://tldp.org/LDP/Linux-Media-Guide/html/writing_releases.html,
<http://www.canadaone.com/promote/newsrelease2.html>.

Tips to writing PSA's http://ctb.ku.edu/tools/EN/sub_section_main_1065.htm.

Outdoor Signage Guidelines and Template. See **Attachment I** for template example.

Outdoor Signage Guidelines:

Utah Department of Health- Tobacco Prevention and Control Program

Thank you for providing your community with tobacco-free signage. These signs are a great way to let people know about your local policies, and to encourage smoke-free environments. Here are some guidelines for using the sign templates:

- Your logo may be placed above The TRUTH logo.
- A text box has been included in the template- you may modify the text in this box to meet your local needs.
- Use a clear, simple font (Ideally Impact, or Times New Roman).
- Text should be black on white.
- Use concise wording; the text should be no less than 12-point font on the small template, and 20 point on the large template.
- Use simple wording, such as “This park is tobacco free according to (city policy or Utah Code number),” “This bar is smoke free,” or “This tavern is smoke free by order of the management”.
- The sign can be black and white, or black, red and white as in the template.
- One large and one small template have been provided. Signs should be no smaller than the small template. Sign size should be suited to the venue (e.g. larger signs are appropriate in open areas where they may be less noticeable).

? Track your Progress

- ◆ Did you track the materials that were distributed?
- ◆ Did you track the media sources used to promote your campaign?
- ◆ Did you track the reach of your messages (audience characteristics, #s)?

Action Step 6: Evaluate Your Efforts

The tools provided in this section are intended to help you document the process and the initial outcomes of your tobacco policy project. This documentation will be crucial in planning future projects and sharing project outcomes with tobacco prevention and control partners.

1. To fill in the Process Evaluation Worksheet, use the progress tracking questions and the data collection tools provided with each Action Step. Fill in the information requested under each Action Step as you complete it. If a question does not apply to your project, mark the question as N/A and specify the reason.
2. To fill in the Evaluation Outcomes and Recommendations Table, use the findings listed on the Process Evaluation Worksheet and other pertinent project information.

Process Evaluation Worksheet

Action Step 1: Gather Relevant Facts and Information

- ◆ Did you use the resources provided to learn about issues related to secondhand smoke at outdoor venues? Yes No
- ◆ Please name the community you are working in and briefly note its boundaries.

-
- ◆ What will be the focus of your campaign?
 - To promote tobacco policies at outdoor venues through local ordinances
 - To work with the management of individual venues to promote changes at these venues
 - Other _____
 - ◆ List all the outdoor venues in your community. Check each venue that you plan to target and describe existing policies at that venue.

Venue	Brief Description of Existing Policy	Target

Action Step 2: Identify Your Audience/Assess Community Readiness

- ◆ Did you conduct key informant interviews? Yes No
- ◆ If yes, list community leaders/key informants who support your policy initiative (list positions and affiliations): _____

- ◆ List community leaders/key informants who oppose your policy initiative (list positions and affiliations): _____

- ◆ Briefly describe your plans to make use of key informant support: _____

- ◆ Briefly describe your plans to overcome key informant opposition: _____

- ◆ Did you conduct community assessments? Yes No
If yes, briefly describe your target audience(s), the number of people surveyed or interviewed, and major findings:

Target Audience	Number of People Surveyed	Major Findings

- ◆ Did you conduct observations? Yes No
If yes, briefly describe major findings:

Venue	Major Findings

Action Step 3: Plan Your Campaign

- ◆ List potential partners you contacted and their affiliations:

List partners/workgroup members recruited and their roles/responsibilities in supporting the project:

Partner/Workgroup Member	Role/Responsibility

- ◆ Briefly describe your intervention plan:

Targeted venue(s):
Goal:
Objectives:

Strategies:
Timeline:

Action Step 4: Develop Your Materials

- ◆ List the media available in your community and check the ones selected to promote your intervention:

Type of Media	Media was Selected to Promote Intervention

- ◆ Did you develop/select materials to promote your campaign message?
 Yes No If yes, list the materials:

Description	Form of Distribution	Message	Target Audience

- ◆ Did you follow the TPCP media protocol for approving new resources or using existing resources?
- ◆ How did you ensure that your materials were appropriate for your target audience?

Action Step 5: Get the Word Out/Gain Support

1. List the types and numbers of materials distributed:

Material Description	Number Distributed	Form of Distribution

2. Did you assess how the media messages were received? Yes No

If yes, please describe your findings: _____

Data Source: _____

Evaluation Outcomes and Recommendations Table

Outcomes
Did the jurisdiction or organization adopt the policy change? Describe policy changes:
Describe any new or improved community partnerships resulting from this effort.
Lessons Learned
What factors contributed to success?
What barriers limited or threatened success?
How were barriers addressed?

What were the relative costs (including staff time) and results of different aspects of your efforts? Did some activities appear to work as well as others but cost less?
Recommendations
What are the next steps to support implementation and enforcement of the new policy (if passed) or future passage (if not)?
What will you do differently the next time you attempt to change an outdoor venue secondhand smoke policy?
Which activities and strategies should be continued the next time you attempt to change an outdoor venue secondhand smoke policy?



Source: Utah Department of Health, Tobacco Prevention and Control Program.¹⁷

Action Step 7: Ensuring Policy Sustainability

Post Signage.

The most important way to publicize your tobacco free policy is by posting signs. If you have not done so already, contact the Utah Department of Health, Tobacco Prevention and Control Program for signage template examples.

Before you purchase and post signage keep the following items in mind:

- What is your budget for signage?

- How many signs do you need?
- What type of material should your sign be on (i.e., wood, metal, plastic)?
- Does the city/state logo need to be on the sign?
- Does the signage need to be approved by the city/state before it is printed?
- Does the signage need to be in a different language?
- What is the timeline?

The following locations are suggested place for posting your signs:

- Fencing around playgrounds and fields
- Backstops
- Picnic shelters
- Restrooms
- Concession stands
- Parking lot entrances
- Hiking trail entrances

Celebrate!

Celebrate all of your hard work and success! Invite those who made the policy change possible to celebrate with an event/luncheon etc. to thank the community for making the venue a healthier place to live, work and play. This could be the start “kick off” to educating the community about the new policy.

Educate the community about the new policy.

Educating the community about the new policy will be a big part of ensuring that the policy creates change. This is especially important for enforcement reasons. Depending on the policy language community members or venue staff may be the ones enforcing the policy. This self-enforcement will only happen if the community is made aware of the changes. This could include media outreach, community events, business outreach, direct mail, collateral materials, law enforcement, etc.

Education Checklist:

- √ Educate recreation staff and volunteers during meetings and trainings and explain how to enforce the tobacco use policy.
- √ Add the tobacco-free policy and its rationale to the organization policy manual.
- √ Create small notification cards explaining the policy, to be distributed by park staff or community members to those using the venue.
- √ Articles in a local newspaper, as the result of news release or reporters coverage of city council meetings.
- √ Articles in venue (park and recreation department, city, county) newsletters.
- √ Rulebook or policy statements that are distributed to sports league administrators, coaches, officials, parents and participants.
- √ Postings on venue website.

- √ Public address announcements at recreation events, or public service announcements on local radio stations or public access cable channels.
- √ Kick off celebration or community event with tobacco-free pledges activities, etc.

Evaluation.

Now that the policy is in place, how is it working? Consider developing a plan to monitor how your policy is being implemented and evaluate the results. With this information, you can strengthen your policy and increase its effectiveness and impact over time. A good monitoring plan can also provide proof of success to board members and other communities.

Evaluation Checklist:

- √ Have staff members been informed about the policy and been instructed about how to support the tobacco-free policy? If so, how many. Determine the amount of knowledge they have through a survey assessment.
- √ Is signage prominently displayed? How many? Take pictures of signage for reference.
- √ How have staff/employees effectively addressed violations of the policy? How many violations do you have a month?
- √ Did the recreation program/city/county receive public support and letters of thanks for the policy change? Document dates and keep copies of the letters/emails. This information will give you a feel about whether the policy is being understood and accepted.
- √ Are public-address system messages made on a regular basis at the outdoor recreation-sponsored events? How many messages are read? How often are they read? How many people are reached by the messages?
- √ Were conflicts anticipated and handled appropriately? Document dates of conflicts.
- √ Are their resources available at the recreation programs/city/county offices for those who want to quit using tobacco products?
- √ Collect observational assessments of smoking and littering. Compile results for state and local reports. Has littering gone down? Has that saved the venue money? If so, how much?
- √ If possible, document business impact – monitoring sales, tax revenue, hotel room counts, etc. However, keep in mind that there are other overarching factors that impact these numbers (e.g. the overall state economy)
- √ Follow up on a regular basis with facility management, maintenance and law enforcement.
- √ Media follow up stories. How many and when? Keep copies of the stories.

Share progress.

Throughout the process make sure you take the time to share your progress with local and state partners. It is important that those who were involved in passing the policy see continued success. Share results with the city council that passed the policy, county officials, state agencies, law enforcement, park and recreation departments, schools, parent organizations (PTA) and other cities that are trying to pass similar policies.

Research Tool 1: Sample Key Informant Interview Guide to Assess Support for Tobacco Policy Change at Outdoor Venues

Please note: The questions need to be adapted to match your target audience and project plan.

Introduction: *My name is _____; I work for _____. We are planning a project to make our communities healthier and safer by strengthening policies that limit exposure to secondhand smoke in X (parks and recreational areas/rodeos), especially in areas where children are present. We would be very interested in working with X (city councils) on this issue and we would like to learn more about Xs' (city council members') views of tobacco-free policies.*

Scheduling: *Would you allow me a few minutes of your time to ask some questions about this issue? Is this a good time for you? (Yes: conduct interview / No: ask for more convenient time and call back.)*

Questions:

- 1) What is your opinion about smoking/tobacco use in parks or other outdoor *recreational areas/rodeos/other*?
- 2) What do you think about non-smokers being exposed to secondhand smoke ?
- 3) What do you think about children in particular being exposed to secondhand smoke?
- 4) Do you think secondhand smoke is a problem in any particular outdoor areas of our community?
- 5) Do you think that littering of cigarette butts is a problem in any particular parts of our community?
- 6) Would you support a change in smoking policies for any of those problem areas or any other areas our community?
 - ◆ If yes, how strict of a policy would you support? (e.g., ban all smoking, have designated smoking areas, only allow smoking 50 feet away from any play area, pavilion, sporting events, etc.)
 - ◆ If no, why not?
- 7) As I mentioned earlier, we would like to work with the *city councils/other* to pass stricter smoking policies in parks. What kind of information would the *city council/other* need to support this effort?

If the respondent is not very positive:

- ◆ Would it be helpful to know if the community supports this effort?
- ◆ Would it be helpful to have information on the number of kids affected by exposure to tobacco smoke in *x location* on a given day?

- ◆ Would it be helpful if we provided more information on the health and behavioral [? some word besides normative would be best] effects of children's exposure to secondhand smoke?
 - ◆ What other information is important to you?
- 8) Can you think of (*other*) barriers that we may encounter in working with your *city council /other* to change tobacco policies in local parks?
- ◆ If yes, what could we do to overcome these barriers?

Thank you for your time and your help. (If the interview was positive, you could add, "You will hear more about this project soon, and we are looking forward to working with you.")

Source: Utah Department of Health, Tobacco Prevention and Control Program.¹⁸

Research Tool 2: Tobacco Policy Survey

We would like to know what you think about tobacco-free recreational places. Please answer the following questions:

What is your age? 6-10 11-17 18-24 25-39 40-50 51+

What is your gender? female male

Are you a Current tobacco user → Do you currently use... Cigarettes
(Check all that apply) Former tobacco user Chewing tobacco, snuff, or dip
 Non-tobacco user Cigars or pipes

**Please indicate what kind of tobacco policies you would support at the following places:
(CHECK ONLY ONE ANSWER FOR EACH PLACE)**

RODEOS

- Ban all tobacco use (including chew)
- Ban smoking
- Limit smoking to a designated area
- Have no restrictions on tobacco use
- Other _____

POW-WOWS

- Ban all tobacco use (including chew)
- Ban smoking
- Limit smoking to a designated area
- Have no restrictions on tobacco use
- Other _____

PARKS

- Ban all tobacco use (including chew)
- Ban smoking
- Limit smoking to a designated area
- Have no restrictions on tobacco use
- Other _____

OUTDOORS FESTIVALS/FAIRS

- Ban all tobacco use (including chew)
- Ban smoking
- Limit smoking to a designated area
- Have no restrictions on tobacco use
- Other _____

OUTDOOR SPORTS FACILITIES

- Ban all tobacco use (including chew)
- Ban smoking
- Limit smoking to a designated area
- Have no restrictions on tobacco use
- Other _____

OTHER _____

- Ban all tobacco use (including chew)
- Ban smoking
- Limit smoking to a designated area
- Have no restrictions on tobacco use
- Other _____

In your view, is secondhand smoke mostly just irritating to nonsmokers, or do you think that it can cause health problems like cancer and heart disease?

Just irritating Causes health problems Neither Both Undecided

Source: Utah Department of Health, Tobacco Prevention and Control Program.¹⁹



Attachment A: City-Owned Outdoor Recreational Facilities: *Model Tobacco-Free Policy*

WHEREAS, the City believes that tobacco use in the proximity of children and adults engaging in or watching outdoor recreational activities at City-owned or operated facilities is detrimental to their health and can be offensive to those using such facilities; and

WHEREAS, the City has a unique opportunity to create and sustain an environment that supports a non-tobacco norm through a tobacco-free policy, rule enforcement, and adult peer role modeling on City-owned outdoor recreational facilities; and

WHEREAS, the City believes parents, leaders, and officials involved in recreation are role models for youth and can have a positive effect on the lifestyle choices they make; and

WHEREAS, the tobacco industry advertises at and sponsors recreational events to foster a connection between tobacco use and recreation; and

WHEREAS, cigarettes, once consumed in public spaces, are often discarded on the ground requiring additional maintenance expenses, diminish the beauty of the City's recreational facilities, and pose a risk to toddlers due to ingestion; and

WHEREAS, the City Park & Recreation Board determines that the prohibition of tobacco use at the City's recreational facilities serves to protect the health, safety, and welfare of the citizens of our City.

Section 1: Tobacco use prohibited in outdoor recreational facilities

No person shall use any form of tobacco at or on any City-owned or operated outdoor recreational facilities, including the restrooms, spectator and concession areas. These facilities include [insert specific facilities here, e.g. playgrounds, athletic fields, beaches, aquatic areas, parks, and walking/hiking trails].

Section 2: Enforcement

1. Appropriate signs shall be posted in the above-specified areas.
2. The community, especially facility users and staff, will be notified about this policy.
3. Staff will make periodic observations of recreational facilities to monitor for compliance.
4. Any person found violating this policy may be subject to immediate ejection from the recreation facility for the remainder of the event.

Section 3: Effective Date

This policy statement is effective immediately upon the date of adoption.

Appropriate City Official

Date

Source: Tobacco-Free Youth Recreation, Association for Nonsmokers - Minnesota.²¹



Attachment B: Youth Recreational Organization *Model Tobacco-Free Policy*

COMMITMENT

As an organization whose goal is to provide a safe, healthy youth recreational environment, we recognize that there are numerous health hazards resulting from the use of tobacco products, including smoking, the breathing of secondhand smoke, and the use of smokeless tobacco. We understand our responsibility to the participants of our program to model and promote healthy, tobacco-free lifestyles. We also realize that the tobacco industry strives to make a connection between recreation and tobacco, and we promise to refuse any compensation, either monetary or goods, from any tobacco industry-sponsored program, promotion, or advertisement.

We stress to leaders, teachers, coaches, officials, administrators, parents, spectators, and all others involved the importance of maintaining a tobacco-free environment while working with young people and encourage everyone to be a positive, tobacco-free role model. Therefore, we will provide an environment that is free of tobacco at all events.

POLICY

The use or possession of any form of tobacco during all activities sanctioned by or in which our organization participates is prohibited. This includes, but is not limited to, all league games, tournaments, competitions, organization-sponsored events, and all other performances. This policy applies to all participants: players, leaders, teachers, coaches, managers, club officials, administrators, and spectators.

DEFINITION

Tobacco use is the possession or ingestion of tobacco in any form, regardless of the quantity.

ENFORCEMENT

Violation of this rule will result in a verbal and written warning. A second violation may cause the individual to be removed from the activity or game.

Authorized signature: _____

Title: _____

Date: _____

Source: Tobacco-Free Youth Recreation, Association for Nonsmokers - Minnesota.²²

Attachment C: Samples of Utah Policies

SALT LAKE CITY ORDINANCE

No. 81 of 2006

(No Smoking in City Parks, Recreational Areas, and Cemeteries, and Near Mass Gatherings)
AN ORDINANCE ENACTING CHAPTER 15.30 OF THE SALT LAKE CITY CODE, PROHIBITING
SMOKING IN CITY PARKS, RECREATIONAL AREAS, AND CEMETERIES, AND NEAR MASS
GATHERINGS.

WHEREAS, Salt Lake City Corporation (the “City”) has authority to protect the public health, welfare, and sanitation; and

WHEREAS, based on the findings of the Utah Legislature in Utah Code Section 78-38-.5, the City hereby finds that the U.S. Environmental Protection Agency (EPA) has determined that environmental tobacco smoke is a Group A carcinogen, in the same category as other cancer causing chemicals such as asbestos; and

WHEREAS, the EPA has determined that there is no acceptable level of exposure to Class A carcinogens; and

WHEREAS, the United States Surgeon General has determined that the scientific evidence indicates that there is no risk-free level of exposure to secondhand smoke; and

WHEREAS, reliable studies have shown that breathing side stream or secondhand smoke is a significant health hazard, in particular for elderly people, individuals with cardiovascular disease, and individuals with impaired respiratory function, including asthmatics and those with obstructive airway disease; and

WHEREAS, the Americans with Disabilities Act, which requires that disabled persons have access to public places and work places, deems impaired respiratory function to be a disability; and

WHEREAS, the 2004 Behavioral Risk Factor Surveillance Survey indicates that 87% of Salt Lake County residents would support smoking restrictions at parks; and

WHEREAS, cigarette butts are not biodegradable and discarding cigarette butts and tobacco onto the ground in places such as city parks, recreational areas, and cemeteries, and at the locations of mass gatherings is unsightly, unclean, and particularly hazardous to small children and animals who handle and sometimes ingest them, which can lead to serious health effects; and

WHEREAS, littering in city parks and near mass gatherings, including littering of cigarette butts, shall not be tolerated; and

WHEREAS, smoke free parks are important for the health of children and adults; and

WHEREAS, because children imitate adult behavior, the elimination of smoking in places such as city parks, recreational areas, and cemeteries, and near mass gatherings furthers the goal of reducing youth smoking; and

WHEREAS, the Salt Lake Valley Board of Health, as a policy-making body designated by statute to protect the public’s health, has deemed it prudent, reasonable, and necessary to support, advocate, and urge that municipal legislative bodies in Salt Lake County adopt an ordinance: (1) protecting the public health and welfare by prohibiting smoking in public parks, gathering places, recreational areas, and plazas; and (2) guaranteeing the right of nonsmokers to breathe smoke-free air, and to recognize that the need to breathe smoke free air shall have priority over the desire to smoke; and

WHEREAS, the City finds that the prohibition of smoking in the City's parks, recreational facilities, and cemeteries, and near mass gatherings serves to protect the health, safety, and welfare of persons in the City.

NOW, THEREFORE, be it ordained by the City Council of Salt Lake City, Utah:

SECTION 1. That Chapter 15.30, Salt Lake City Code, be, and the same hereby is, enacted to read as follows:

Chapter 15.30 Smoking Prohibited in City Parks, Recreational Areas, and Cemeteries, and Near Mass Gatherings

15.30.010. Definitions

A. "City park" means and includes city-owned parks, public squares, ball diamonds, golf courses, soccer fields, and other recreation areas, Library Square, city-owned cemeteries and trails, but not designated smoking areas specified by the city.

B. "Mass gathering" means an outdoor assembly of 100 or more people on city-owned property that reasonably can be expected to continue for two or more hours.

C. "Smoke" or "smoking" means and includes: possession, carrying, or holding a lighted pipe, cigar, or cigarette of any kind, or any other lighted smoking equipment, or the lighting or emitting or exhaling of smoke of a pipe, cigar, or cigarette or any kind, or of any other lighted smoking equipment.

15.30.020. Prohibitions

Smoking is hereby prohibited in city parks, light-rail train stations, within twenty-five (25) feet of bus stops, and within fifty (50) feet of mass gatherings. A violation of this ordinance is an infraction punishable by a fine not to exceed twenty-five dollars (\$25.00) but not by imprisonment. Police officers shall have the discretion to issue a "warning" if they deem it is in the best interests of the city for the first offense.

15.30.030. Exceptions

A. American Indian/Alaska Native Ceremonies

1. A person is exempt from the restrictions of this chapter if the person:

a. Is a member of an American Indian/Alaska Native tribe whose members are recognized as eligible for the special programs and services provided by the United States to American Indians/Alaska Natives who are members of those tribes;

b. Is an American Indian/Alaska Native who actively practices an American Indian/Alaska Native religion, the origin and interpretation of which is from a traditional American Indian/Alaska Native culture;

c. Is smoking tobacco using the traditional pipe of an American Indian/Alaska Native tribal religious ceremony, of which tribe the person is a member, and is smoking the pipe as part of that ceremony; and

d. The ceremony is conducted by a pipe carrier, American Indian/Alaska Native spiritual person, or medicine person recognized by the tribe of which the person is a member and by the American Indian/Alaska Native community.

2. A religious ceremony using a traditional pipe under this section is subject to any applicable state or local law, except as provided in this section.

B. First Amendment Activities

A person is exempt from the restrictions of this chapter if the person is smoking or using smoking materials to exercise protected First Amendment activity, such as smoking or use of materials for bona fide religious purposes.

15.30.040. Posting of Signs

“No smoking” signs or the international “No Smoking” symbol (consisting of a pictorial representation of a burning cigarette enclosed in a red circle with a red bar across it) shall be clearly and conspicuously posted in every city park.

SECTION 2. EFFECTIVE DATE. That this Ordinance shall take effect on the date of its first publication.

Passed by the City Council of Salt Lake City, Utah, this 14th day of November, 2006.

Bill No. 81 of 2006

Published: December 2, 2006.

Tooele County ORDINANCE 2006-12

AN ORDINANCE PROHIBITING SMOKING WITHIN 25 FEET OF PLAYGROUNDS, PLAY PITS, SPORTING AREAS, CHILDREN AND ANIMAL VENUES, GATHERING PLACES, CONCESSION STANDS, AND PATHWAYS

WHEREAS, this commission finds that the public health, convenience, and necessity require the adoption of an ordinance restricting secondhand smoke exposure in certain public places; and

WHEREAS, this commission held a public hearing and found that those in attendance were in favor of the general terms of this ordinance;

NOW, THEREFORE, BE IT ORDAINED BY THE LEGISLATIVE BODY OF TOOELE COUNTY, UTAH that Title 6, Chapter 22 of the Tooele County Code is hereby enacted to read as follows:

CHAPTER 22

SMOKING IN PUBLIC PLACES

6-22-1. Smoking prohibited.

In the unincorporated areas of Tooele County, smoking is prohibited within 25 feet of public playgrounds, play pits, sporting areas, children and animal venues, gathering places, concession stands, and pathways. It shall be permissible to smoke in public parking areas at such venues.

6-22-2. Definitions.

As used in this chapter:

- (1) “Playground” means any park or recreational area specifically designed to be used by children that may have play equipment installed, or any similar facility located on public grounds.
- (2) “Play Pit” means any designated play area within a public park for use by children, where the area is not contained by a fence. The boundary of a play pit shall be defined by the edge of the resilient surface of safety material, such as concrete or wood, or any other material surrounding the play pit.
- (3) “Sporting Area” means any public area used for sporting events, including, but not limited to, bleachers, backstops, sports fields, ball diamonds, basketball courts, tennis or volleyball courts, skateboard areas, swimming pools, and BMX areas.

(4) "Gathering Place" means any public area where people congregate or assemble, including, but not limited to, boweries, pavilions, amphitheaters, picnic tables, and booths.

(5) "Concession Stand" means any place intended for the distribution of goods and services in a public area.

(6) "Pathway" means any pathway located in a public area intended for walking, jogging, or biking.

(7) "Public Park" means any park operated by a public agency.

(8) "Smoke" or "Smoking" means the carrying of a lighted pipe, cigar, or cigarette of any kind, or the lighting of a pipe, cigar, or cigarette of any kind, including, but not limited to, tobacco, or any other weed or plant.

(9) "Tobacco" means cigarette and tobacco products as defined in Utah Code Section 59-14-102.

6-22-3. Violation.

Any person, association, corporation, or the officers of the association or corporation who violates any provision of this chapter shall be:

(1) on the first violation guilty of a class C misdemeanor; and

(2) on the subsequent similar violation within two years, guilty of a class B misdemeanor.

IN WITNESS WHEREOF the Tooele County Commission, which is the legislative body of Tooele County, passed, approved, and enacted this ordinance this 28th day of March, 2006.

ATTEST:

TOOELE COUNTY COMMISSION:

DENNIS D. EWING, Clerk

DENNIS ROCKWELL, Chairman

(S E A L)

Commissioner Rockwell voted _____
Commissioner Lawrence voted _____
Commissioner Johnson voted _____

APPROVED AS TO FORM:

DOUGLAS J. AHLSTROM
Tooele County Attorney

MIDVALE CITY

ORDINANCE NO. 04/18/2006 O-3

AN ORDINANCE AMENDING TITLE 9 OF THE MIDVALE MUNICIPAL CODE TO PROHIBIT SMOKING IN CITY PARKS, RECREATIONAL AREAS AND CEMETERY

WHEREAS, Midvale City Corporation is empowered to establish programs to protect the public health, welfare and sanitation; and

WHEREAS, the City hereby finds that the U.S. Environmental Protection Agency (EPA) has determined that environmental tobacco smoke is a Group 'A' Carcinogen, in the same category as other cancer causing chemicals such as asbestos; and

WHEREAS, children exposed to secondhand smoke have an increased risk of asthma, respiratory infections, bronchitis, pneumonia, sudden infant death syndrome, developmental abnormalities, and cancer; and

WHEREAS, reliable studies have shown that breathing side stream or secondhand smoke is a significant health hazard, in particular for elderly people, individuals with cardiovascular disease, and individuals with impaired respiratory function, including asthmatics and those with obstructive airway disease; and

WHEREAS, the Americans with Disabilities Act, which requires that disabled persons have access to public places and work places, deems impaired respiratory function to be a disability; and

WHEREAS, the health care costs and lost productivity incurred by smoking related disease and death represent a heavy and avoidable financial drain on our community; and

WHEREAS, preliminary studies indicate exposure to secondhand smoke in outdoor places may reach levels as high as indoor venues; and

WHEREAS, discarding cigarette butts and tobacco onto the ground in places such as city parks, recreational areas, and cemetery is unsightly, unclean and particularly hazardous to small children who handle and sometimes ingest them; and

WHEREAS, because children often model adult behavior, the elimination of smoking in places such as city parks, recreational areas, and cemetery furthers the goal of reducing youth smoking.

NOW, THEREFORE, BE IT ORDAINED BY CITY COUNCIL OF MIDVALE, UTAH:

Section 1. The Midvale City Council hereby amends Title 9 of the Midvale Municipal Code as follows:

9.34.085 Smoking Prohibited in City Parks, Recreational Areas, and Cemetery

Smoking is hereby prohibited in all city parks, recreational areas, and cemetery. A violation of this ordinance is an infraction for the first offense and a Class C misdemeanor for any subsequent offenses. Police Officers shall have the discretion to issue a "Warning" if they deem it is in the best interests of the City for the first offense.

City parks, recreational areas, and cemetery shall be defined as city-owned ball diamonds, pocket parks, soccer fields, linear parks/trails and any other city-owned property with the exception of city streets, sidewalks, and designated smoking areas.

Section 2. This ordinance shall become effective after passage and upon at least one publication in a newspaper of general circulation in Midvale City, State of Utah.

APPROVED AND ADOPTED this 18th day of April, 2006.

JoAnn B. Seghini, Mayor

ATTEST:

Rori L. Clark, CMC
City Recorder

Date Published: _____

ORDINANCE 2005-03

AN ORDINANCE PROHIBITING THE USE OF TOBACCO PRODUCTS ON ALL PARKS AND RECREATIONAL AREAS OWNED AND LEASED BY HYDE PARK CITY, UTAH

WHEREAS, the safety, health and welfare of Hyde Park City residents is a concern of the Hyde Park City Council; and,

WHEREAS, Utah Code Annotated *78-38-5, indicates that the Utah State Legislature relies on findings from the Environmental Protection Agency (EPA) regarding environmental tobacco smoke, also known as second hand smoke, as a Group A carcinogen; and,

WHEREAS, environmental tobacco causes an increase in respiratory diseases and disorders among exposed persons; and,

WHEREAS, the EPA has found that environmental tobacco smoke is responsible for approximately 3,000 lung cancer deaths each year in nonsmoking adults and impairs the respiratory health of hundreds of thousands of children; and,

WHEREAS, in order to protect it's citizens, the Hyde Park City Council desires to lead by example in preventing adults and youth from being subjected to the effects of second hand smoke.

NOW THEREFORE, BE IT ORDAINED, by the City Council of Hyde Park, Utah, as follows:

Smoking or carrying lighted cigarettes, pipes, cigars, and other tobacco products on all publicly owned or leased areas where playground equipment has been installed for public use by children, play pits, play structures, bleachers, backstops, sports fields, ball diamonds, basketball courts, tennis or volleyball courts, concession stands, skateboard areas, BMX areas, boweries, and pathways for walking, is prohibited.

PENALTY. The violation by any person of the provision of the ordinance is a Class "C" Misdemeanor.

SEVERABILITY. If any part of this ordinance shall be deemed invalid, such parts shall be severed and the invalidity thereof shall not affect the remaining parts of this ordinance.

EFFECTIVE DATE. This ordinance shall become effective immediately after passage by the Hyde Park City Council.

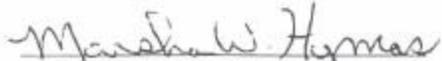
PASSED AND ADOPTED by the City Council of Hyde Park City, State of
Utah, this 15th day of February, 2005.

HYDE PARK CITY, A Municipal Corporation



David N. Kooyman – Mayor

ATTEST:



Marsha W. Hymas – City Recorder



Attachment D: Parks and Recreation Departments

Bear Lake Parks &
Recreation
1030 N. Bear Lake Blvd.
Garden City, UT
(435) 946-3343

Brigham City Parks &
Recreation
20 N. Main Street
Brigham City, UT
(435) 734-2013

Carbon County Recreation
65 S. 100 E.
Price, UT
(435) 636-3263

Cedar City Parks &
Recreation
286 N. Main Street
Cedar City, UT
(435) 865-9223

Clearfield Parks &
Recreation
55 S. State Street
Clearfield, UT

Clinton City Recreation
Department
Director: Lee Ann Powell
1906 W. 1800 N.
Clinton City, UT 84015
(801) 774-2666

Green River State Park
PO Box 637
Green River, UT
(435) 564-3633

Heber Parks & Recreation
777 State Route 319 #3
Heber City, UT
(435) 649-9109

Hyrum Parks & Recreation
405 W. 300 S.
Hyrum, UT
(435) 245-6866

Logan Parks & Recreation
195 S. 100 W.
Logan, UT
(435) 750-9877

Moab City Recreation
195 S. 100 W.
Logan, UT
(435) 259-2255

Millard County Recreation
81 Manzanita Ave.
Delta, UT
(435) 864-1470

Midway Parks & Recreation
Deer Creek
Midway, UT

Ogden Parks & Recreation
Manager: Annette Cottle
(801) 629-8253

Peoa Parks & Recreation
9040 N. State Hwy 302
Peoa, UT
(435) 336-2241

Provo Parks & Recreation
351 W. Center St.
Provo, UT
(801) 852-6600

Salt Lake Parks &
Recreation
Salt Lake City, UT
(801) 483-5473 or
(801) 270-7260

Sandy City Parks &
Recreation
440 East 8680 South
Sandy, UT 84070
(801) 568-2900

St. George Parks Division
340 W. 200 S.
St. George, UT
(435) 634-5869

Tooele Parks & Recreation
90 N. Main Street
Tooele, UT
(435) 843-2140

Source: Utah Department of Health, Tobacco Prevention and Control Program.²³

Attachment E: Creating Healthy Communities: Using Recreation As A Tool for Tobacco Prevention

Creating Healthy Communities: Using Recreation as a Tool for Tobacco Prevention was developed and produced by Tobacco-Free Youth Recreation, a program of the Association for Nonsmokers-Minnesota, and the SmokeFree Soccer Initiative of the Minnesota Department of Health. The guide explains how community leaders can reach out to young people who are involved in recreational programs. It contains examples of successful recreation-based tobacco prevention strategies, samples of tobacco policies that have been implemented, and ideas for community events that promote the tobacco-free message. To access the tool go to:

http://www.tobaccofreeutah.org/creating_healthy_communities.pdf (PDF 3.28MB)

Source: Tobacco-Free Youth Recreation, Association for Nonsmokers – Minnesota.²⁴

Attachment F: Salt Lake Valley Health Department Poster



53,000 nonsmokers die each year from second-hand smoke.

So much for a healthy jog in the park.

So, you're trying to improve your well-being with a little fresh air and outdoor recreation? Turns out the air you're breathing might not be as fresh as you thought. Secondhand smoke in outdoor public places can reach levels as high as those found in indoor facilities where smoking is permitted. Help make our parks clean and smoke-free.



The TRUTH™



Do you see a park or an ashtray?

It takes years. Years for trees to grow and years for cigarette butts to decompose. In the meantime, they're not only a blot on the landscape, but a hazardous threat to children and animals. If ingested, they can lead to dangerous reactions, including irregular heartbeats and seizures. Help make our parks clean and smoke free.



The TRUTH™

Attachment G: Samples of local information kits

1) Salt Lake Valley Health Department Brochure



Animals

Animals are susceptible to the same health related effects of secondhand smoke as humans are.

Effects on Animals¹²

- 4 out of 5 animals exposed to secondhand smoke will have a shorter life span.
- Animals with long noses are at an even greater risk of developing certain nasal and sinus cancer, as they expose more tissue to the carcinogens when they inhale.
- Chemicals from cigarette smoke can be found in animals' bodies for long periods of time.
- Measurable levels of carcinogens can be found in dogs' hair and urine for months after exposure.
- Cats exposed to secondhand smoke have an increased chance of developing a type of oral cancer commonly found in smokers, possibly because the carcinogens in smoke can settle on cats' fur which they can pick up as they groom themselves.



www.slvhealth.com

Environment

The Environment and Cigarette Butts

- Several trillions of cigarettes are littered worldwide each year. They are the most littered item in the world.¹³
- Cigarette butts are not biodegradable. The filter tips take many years to decompose.¹³

Harmful Effects of Cigarette Butts

- In 2002, the American Association of Poison Control Centers received 7,866 reports of nicotine ingestion among children. Eating a tobacco product can lead to severe effects such as irregular heartbeat and seizures.¹⁴
- Cigarette filters which contain harmful plastic and toxic chemicals have been found in the stomachs of fish, birds, whales and other animals.¹⁵
- Cigarette butts are a major cause of fires. The Yellowstone National Park fire in 1998 burned more than 400,000 acres caused by a discarded cigarette butt.¹⁶



www.slvhealth.com

Children

Youth and Tobacco

- Everyday about 6,000 youth try smoking cigarettes. More than 3,000 of these young people will become regular smokers.⁸
- More than 5 million current U.S. minors will die prematurely from tobacco related causes.⁹
- The perception that tobacco use is normal is one factor that encourages adolescent tobacco use.¹⁰

Health Effects on Children

- Exposure to secondhand smoke increases children's risk of ear infections, wheezing, cough, pneumonia and bronchitis.¹¹
- An estimated 2,000 cases of Sudden Infant Death Syndrome (SIDS) are caused from secondhand smoke each year.⁶
- Every year 8,000 new cases of asthma and as many as 1 million cases of exacerbated asthma in children are diagnosed from secondhand smoke.⁶



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Health

Secondhand smoke is a mixture of the smoke given off by the burning end of a cigarette, pipe, or cigar and the smoke emitted at the mouthpiece and exhaled from the lungs of a smoker.

Dangers of Secondhand Smoke

- The Environmental Protection Agency has classified secondhand smoke as a group "A" carcinogen, meaning there is no safe level of exposure.¹
- Secondhand smoke has been found to be more toxic than mainstream smoke, which is the smoke inhaled by a smoker.⁴
- Secondhand smoke in outdoor public places can reach levels as high as those found in indoor facilities where smoking is permitted.²
- Even five minutes of exposure to secondhand smoke can cause negative health effects.¹

Health Effects of Secondhand Smoke

- Secondhand smoke is the third leading cause of preventable death in the United States. Between 38,000 and 65,000 nonsmokers die each year from diseases caused by secondhand smoke such as coronary heart disease and lung cancer. Among those deaths, 6,000 occur in children.^{5,6}
- Secondhand smoke contains over 4,000 chemicals; at least 2,000 are poisons and 43 are cancer causing.⁷



www.slvhealth.com

Why Are Smoke-Free Parks Important

Throughout Salt Lake County there are over 300 parks that children frequent to use playground equipment, play team sports, or spend time with family and friends. Parks should be clean, safe places that protect our children from danger and health hazards, including secondhand smoke.

The Environmental Protection Agency has classified secondhand smoke as a group A carcinogen, meaning there is no safe level of exposure.¹ Secondhand smoke in outdoor public places can reach levels as high as those found in indoor facilities where smoking is permitted.² Even five minutes of exposure to secondhand smoke can cause negative health effects.¹ Secondhand smoke can also become a nuisance to those using the park. In Utah 84.6% of adults are non-smokers.

Cigarette litter also poses a hazard in Salt Lake County. Several trillions of cigarettes are littered worldwide each year, making them the most littered item in the world. Cigarette butts are not biodegradable; the filter tips take many years to decompose.³ Cigarette litter can also be ingested by children and animals, which can lead to serious health effects.

Smoke-free parks are important "For the Health of Our Children".

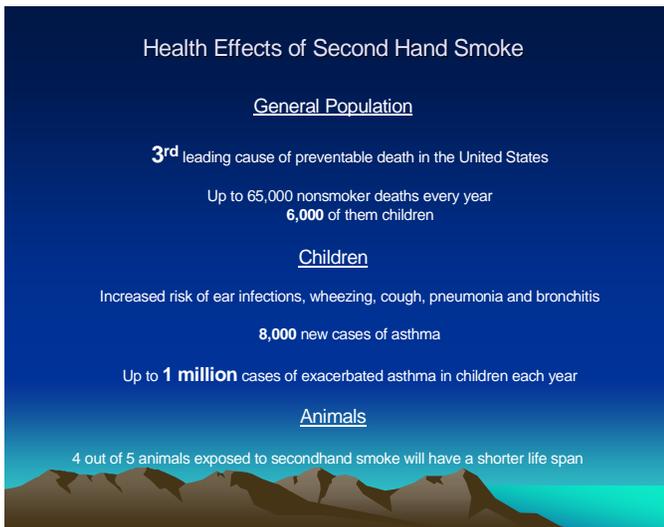
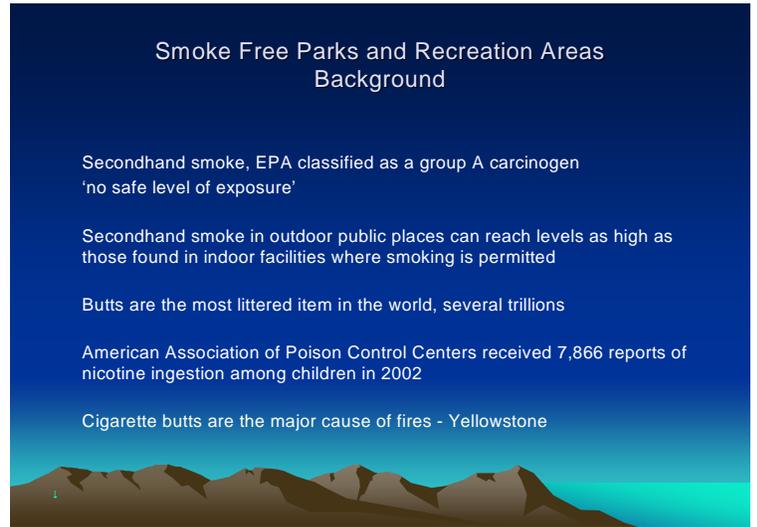


www.slvhealth.com

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2) The Tooele PowerPoint that was used with Tooele Board of Health



SLVHD Proposed to SL Co. Board of Health

A health regulation, which would prohibit tobacco use
in SL Co. within 50' of ...

playgrounds
play pits/sandboxes
sporting areas
children & animal venues
gathering places
concession stands
pathways.

78% of SL park directors would support 50'

Tooele Trends

Current Use Rate

Adults 18+ (2001-03)	19.1%
Youth in grades 9-12 (2003)	6.4%
Children exposed to smoke at home (2003)	1,200

Tooele Trends

Tooele County Survey Results

Completed: 591 M:257/F:334 Use: Current 62 Former 58 Non 471

	Rodeos	Parks	Outdoor Sports Facilities
Ban all tobacco Use	233	272	253
Designated Area	232	194	216
Ban Smoking	70	68	67
No restrictions	49	53	49
Other	7	4	6

In your view is secondhand smoke irritating or does it cause health problems?

Just irritating: 39
Causes Health Problems: 248
Both: 254

Neither: 14
Undecided: 36

*Surveys were conducted Fall 2003 in Grantsville City, Tooele City and Tooele County Fair.

Plan of Action and Direction

- Gather Relevant Facts and Information**
 - Currently there are **NO** county policies restricting tobacco use within Tooele County Outdoor Venues except Deseret Peak Swimming Pool.
- Assess Community Readiness**
 - Observational Surveys have been conducted at Tooele City Parks, Tooele County Fair, Tooele Derby, Youth Baseball games. Result show smoking within 25ft of youth at all these events.
 - 591 Surveys have been conducted within Tooele County Parks and Recreation
- Plan Campaign**
 - Media (newspaper), Bulletin Boards, Pamphlets at public gathering places, etc.
- Get the Word Out and Gain Support**
 - Public Forum, Contact Youth Agencies, Other Agencies
- Develop Policy, Take to Board of Health for Review**

Attachment H: Outdoor Venue Signage Template



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