



TOBACCO-FREE STADIA GUIDANCE: **MAIN GUIDE**

www.healthystadia.eu

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Executive Summary

This guidance document provides sports clubs and/or stadium operators with a step by step framework for adopting a tobacco control policy at sports stadia. The primary purpose of such a policy is to protect stadium users from the acute health hazards associated with exposure to second-hand smoke. Secondary reasons for adopting a tobacco control policy include:

- Protecting children and young people against second-hand smoke related illness and initiation of smoking
- Reducing the incidence of heart attacks at stadia due to second-hand smoke
- Providing an environment helpful for smokers trying to give up smoking
- Reducing fire risk, cleaning costs and insurance costs
- Breaking all association between sport and the tobacco industry.

The 'minimum standard' policy that should be adopted by clubs/stadia is a smoke-free policy, prohibiting the use of any tobacco products in all internal and external areas. Clubs/stadia can also aspire to a 'gold standard' tobacco-free policy that, in addition to prohibiting use of tobacco products, also excludes the sale and promotion of all tobacco products at sports stadia, thereby maximising the protective value of the policy to all stadium users.

This guidance document is intended for members of staff who will be directly involved in delivering such a policy, and provides a supportive implementation framework. Background information, tools, templates, case studies and links to further information are used throughout.

Overview and Rationale for Guidance

Introduction

Sports clubs and sports facilities have a lot to gain from adopting a tobacco-free policy, prohibiting the use, sale and promotion of any type of tobacco product within a stadium environment. Such a policy protects fans, staff, players and guests from the health hazards of exposure to second-hand smoke, and breaks any association between the tobacco industry and sport. It ensures that stadium users can enjoy the right to clean air which has become an international standard of comfort and safety, and which is now often expected at sports events in many countries across Europe and the rest of the world.

This guidance aims to help sports clubs, multi-purpose stadia and governing bodies of sport develop and enforce a tobacco-free stadium policy. The guide will be particularly useful for sports organisations in countries or regions with weaker tobacco control legislation that does not support stadium operators in the implementation of tobacco control policies.

The document is part of a wider programme of work undertaken by the European Healthy Stadia Network: www.healthystadia.eu (hereon Healthy Stadia) that is advocating for all sports stadia in Europe to become 'tobacco free'.

This programme has received funding and support from the World Heart Federation (WHF) www.world-heart-federation.org as part of UEFA's 'Football and Social Responsibility Portfolio' www.uefa.org/social-responsibility

As such, there will be a natural focus on football clubs and their stadia, but it is intended that the guidance can be used by a range of spectator sports who host their events at stadia.

Support for tobacco control policies

Countries in Europe have made significant steps over the last 10 years in adopting tobacco control legislation that has prohibited the use of tobacco products in enclosed public spaces, something which is generally referred to as a 'smoke-free environment'.

There are many football stadia and multipurpose venues that are now covered by national tobacco control legislation prohibiting smoking in stadium environments (a *smoke-free* policy), and in some cases an additional ban on the sale and promotion of tobacco products (a *tobacco-free* policy). Whilst this has gone some way to protecting the health and safety of fans and stadium workforces in some countries, there has been less progress made in clubs / stadia adopting tobacco control policies under their own volition, something which this guidance aims to assist with.

The primary health and safety reasons for adopting tobacco control policies at stadia are given in Section A below, and are backed up by the following wider societal and organisational trends:

Overview and Rationale for Guidance

- Overriding support for smoke-free policies in communal spaces, even amongst smokers themselves (1)
- Despite 28% of adult citizens across EU countries using tobacco products, one in every two smokers admit they would like to quit (2)
- Smoking rates are going down across European countries each year, and there are far more non-smokers than smokers; according to WHO, in 2012 there were 40 countries in Europe where 70% of the adult population were non-smokers (3)
- Smoke-free policies are in line with key governing bodies of sport such as UEFA, the IOC and FIFA (4)
- Sponsors are increasingly interested in aligning their brands with organisations that promote a healthier environment and image.

Benchmark of current policies at European football stadia

In order to gain an up to date picture of club/stadia tobacco control policies across Europe, Healthy Stadia carried out research to determine the extent and nature of policies operating at football stadia within Europe. The study was primarily interested in capturing information on football clubs playing in top tier football leagues within UEFA's 54 member association countries, and is based upon findings from the 2013/14 season.

Of the 54 UEFA countries approached, the study obtained responses from 50 organisations (either national association or league operators), revealing that 22 countries had at least some type of tobacco-control policy at enclosed football venues within the country's top league.

However, when investigating what type of tobacco-control policy was adopted at football venues, of the initial 22 only 10 had policies that completely prohibited smoking within all internal aspects of football stadia with no use of Designated Smoking Areas. To read the report in full please see: [Survey of Smoke-Free Policies at Football Stadia in Europe](#) - Key findings are represented in Chart 1 below.

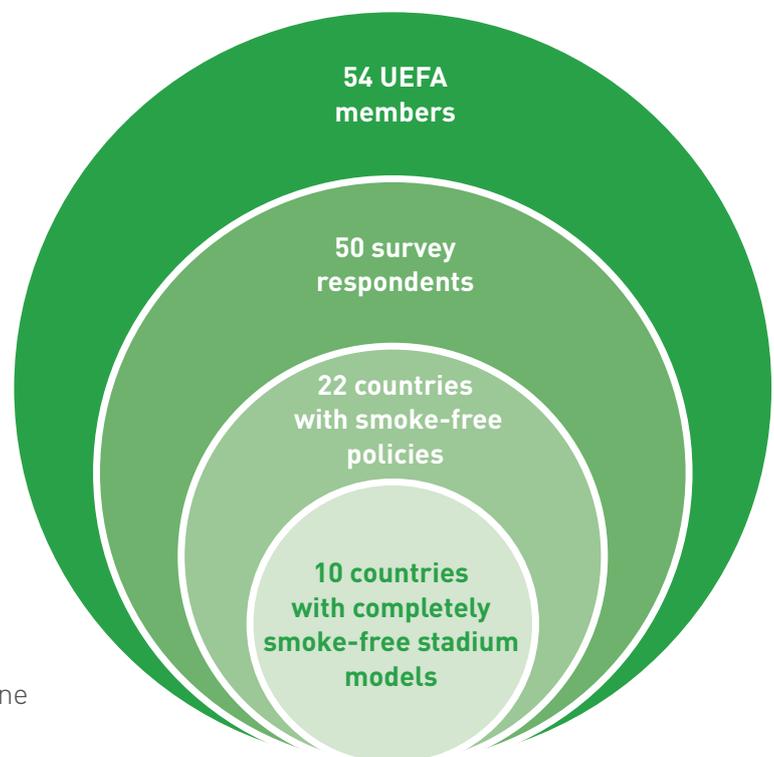


Chart 1: Summary of key survey findings

Whilst non-smokers outnumber smokers in all European countries, many sports organisations are still cautious about implementing stadium smoking bans owing to potential negative responses from fans or members of club/stadium staff. Such attitudes, backed up by the above survey findings, indicate the need for up to date guidance for better implementation of tobacco control policies.

Sharing practical experience from sports clubs, stadia operators and tournaments that have successfully put such policies into practice, this document outlines the steps for planning, implementing and monitoring a tobacco-free stadium policy, protecting the health and safety of all fans, upholding their right to breathe clean air and ensuring their comfort.

Intended readership and further support

This guide is primarily aimed at senior departmental staff within sports organisations, in particular facilities management, security, communications and human resources. The guide provides the key health and safety reasons in support of smoke-free and tobacco-free policies, and a step-by-step framework on how to define, communicate, enforce and monitor a successful tobacco control policy. Background information, templates, pictorial examples, case studies and links to further information are used throughout to support organisations.

In addition to the main guidance document, we have also developed a supplementary [Enforcement Training Module](#) for stewards and security staff, and a [Short Guide](#) document that can be used with decision makers at board level – and other key stakeholders such as fan groups, sponsors, and partner organisations – to explain the rationale for a tobacco-free policy and benefits to clubs/stadia.



Part A – Why Adopt a Tobacco-Free Policy at Your Stadium?

The primary reason for adopting a tobacco-free stadium policy is to protect stadium users and staff from the acute dangers of second-hand smoke (SHS) exposure.

Adopting and enforcing a policy eliminating second-hand smoke and prohibiting the use, sale and promotion of tobacco products at your stadium is one of the most important steps you can take to protect the health and safety of fans and members of staff within the stadium environment. The primary reasons for this are presented below:

A:1 Tobacco and health

Tobacco use is the world's biggest cause of premature death: In Europe alone, tobacco causes up to 700,000 deaths each year (5). Using tobacco is a major risk factor associated with heart disease, stroke, bronchitis, emphysema and a wide range of cancers including lung, mouth, throat, liver and kidney. Smokeless tobacco such as oral tobacco is directly linked to cancer of the mouth, tongue, cheek, gum and oesophagus.

Tobacco is not only addictive, but it is the only legal product that kills a large proportion of the people who use it as intended.

Second-hand smoke kills: Second-hand smoke (SHS) is tobacco smoke inhaled involuntarily by those who are not smoking. Many of the poisonous toxins, gases and particles associated with SHS are invisible, so even if smoke cannot actually be seen within an environment, this does not mean that the air is safe for people to breathe. In Europe, SHS contributes to the death of 79,000 non-smokers a year (6).

Special vulnerability of children to second-hand smoke exposure: Children account for about a quarter of all deaths due to SHS (7). Their blood vessels are smaller and their organs are still developing, so toxins have more of an effect, and because they breathe faster they take in more toxic chemicals from the air than adults do. Specific damage to children from SHS includes:

- Doubling the risk of developing asthma
- A five-fold increased risk of sudden infant cot death
- A four-fold increased likelihood of developing middle ear infections and partial deafness
- Increased breathing and chest problems such as bronchitis.

Second-hand smoke poses immediate danger of heart attack: Heart disease causes over 80% of SHS related deaths in adults. Particles from the air enter the blood stream and affect blood vessels immediately; even brief exposure to second-hand smoke can damage blood vessel lining and set off processes that lead to heart attacks. Around the world, heart attack rates have dropped almost immediately after the introduction of strong tobacco legislation that has reduced exposure to SHS amongst populations.

De-normalising connections between tobacco and sport: In addition to eliminating SHS from sports stadia, there are additional benefits of a wider tobacco-free policy:

- Reducing the initiation of smoking amongst young people
- Providing an environment that is helpful for smokers trying to stop smoking

- Reducing the impact of tobacco and SHS on sports performance at both professional and recreational level
- Respecting the right to good health and to breathe clean air of all stadium users, making the stadium environment safer and more comfortable
- Supporting broader community health campaigns and tobacco policies, strengthening public understanding, acceptance and compliance with such policies.

Country specific information: To find out more about tobacco use and health in your country visit the [Tobacco Control Database for the WHO European Region](#)

A:2 Reducing safety risks and lowering operating costs

In addition to specific risks to health of tobacco use and SHS, there are also key reasons why clubs/stadia should implement a tobacco-free policy that are of direct benefit to stadium operations. These include:

- Minimising potential fire hazards presented by lit tobacco use, protecting people from injury and infrastructure from damage
- Minimises tobacco-related litter, thereby reducing costs of infrastructure cleaning
- Reduced costs for cleaning and replacement of soft furnishings for indoor structures
- Reduced insurance costs.

A:3 Second-hand smoke fact sheet

To help explain the acute dangers of SHS to fans, decision makers at a club/stadium and other key stakeholders such as sponsors, please refer to the fact sheet below:

Second-hand Smoke exposure: the facts

- Second-hand smoke is tobacco smoke inhaled involuntarily by those who are not smoking
- In Europe, SHS contributes to the death of 79,000 non-smokers a year
- About a quarter of those killed by SHS are children
- 80% of SHS related deaths in adults are caused by cardiovascular disease
- SHS also causes bronchitis, asthma, emphysema and a range of cancers; SHS raises the risk of developing lung cancer in non-smokers by up to a quarter
- Heart attack rates drop almost immediately when the introduction of a strong smoking ban reduces a population's exposure to SHS
- There is no safe level of exposure to second-hand smoke.

Part B – Defining a Tobacco Control Policy for Sports Stadia

B:1 Getting started

Policy ownership and engagement of stakeholders: It is of key importance that a *designated policy holder* is appointed within a club and /or stadium operator to administer the policy from concept stage onwards. This person should be in a senior position within the organisation, and will have ultimate responsibility for the implementation, monitoring and review of the policy, including liaison with senior staff from communications, facilities, security and human resource departments.

Ahead of determining the exact nature and scope of the policy, the policy holder should familiarise board level and senior departmental level staff on the primary health and safety reasons on why a stadium-based tobacco control policy should be adopted, and the benefits this will bring to the organisation. It is suggested that the [Short Guide](#) version of this document is used to brief decision makers within the organisation.

It is recommended that a participative approach is adopted by the club/stadium through the consultation of key stakeholders, including fan groups, sponsors, health agencies, local government departments and emergency services. The opinions of such stakeholders will prove helpful in building support for the policy, opening helpful communications channels, and determining any potential resistance to the policy and strategies for overcoming this.

B:2 Defining a stadium's tobacco control policy

Minimum standard policy – ‘smoke-free’: Decision makers should be made aware that a smoke-free stadium policy is the minimum standard for safety and comfort in European stadia. Best-practice smoke-free policy means a complete ban on smoking in all areas of the stadium, and applying to all stadium users.

Smoke-free policy definition:

- A complete ban on smoking within the stadium past a defined point demarking the stadium perimeter (commonly the turnstile entrance).
- To include: all enclosed and open stands, thoroughfares, corporate hospitality, media facilities, pitch-side facilities, queuing areas, eating areas, toilets, VIP areas, changing rooms, offices, mix zones and official venue vehicles
- No use of internal designated smoking areas.



Gold standard policy – ‘tobacco free’: The gold standard for stadium tobacco control policies is a tobacco-free policy. Also applying to all indoor and outdoor areas of the stadium, it goes beyond smoke-free policy to also prohibit the sale and promotion of all tobacco and nicotine products. A tobacco-free policy is one that meets the WHO’s recommendations as set out in the WHO Framework Convention on Tobacco Control. This tobacco control policy is one that has been adopted by governing bodies of football, such as UEFA, who apply a tobacco-free policy on an annual basis at its Champions League and Europa League and EUROs competition finals.

Tobacco-free policy definition:

- A ban on the sale of tobacco products within the perimeter of the stadium
- A ban on tobacco advertising, and the promotion or sponsorship of tobacco products or companies within the stadium
- A ban on the sale and use of oral tobacco products e.g. Snus
- No use of external designated smoking areas
- A ban on lighters, matches and ashtrays within the perimeter of stadia
- A ban on the sale, use and promotion of e-cigarette products.

If gold standard policy is too ambitious, it may be easiest for clubs and stadia operators to commit to best practice smoke-free policy and then move progressively towards a best-practice ‘tobacco-free’ policy. Both smoke-free and tobacco-free policies should apply to all users of the stadium, including fans, staff, VIPs and match officials.

B:3 Designated smoking areas, fan zones and staff

Designated smoking areas (DSAs) complicate enforcement of tobacco-free policies and require additional time and resources of stadium staff. Smoke from DSA’s often drifts into other areas, some of which may be internal, thus reducing the protective value of the policy.

Second-hand smoke can build up even in outside areas like fan zones and outdoor catering areas, places where there are often many children or other people susceptible to SHS exposure. Allowing smoking anywhere inside of the stadium, even in external areas, compromises the dissociation of sports with tobacco.

In gold-standard policies, there is no smoking allowed within the stadium perimeter, either indoors or outdoors, and there are no DSAs. To ensure full dissociation of their branding and uniforms with tobacco, some sports clubs do not permit members of staff wearing their insignia to smoke in public.

B:4 E-cigarettes

E-cigarettes do not contain tobacco and have been promoted as a safer alternative to smoking conventional cigarettes. However, there are reasons to consider applying the same restrictions to e-cigarettes as to tobacco products. These include:

- The majority of e-cigarette products contain nicotine which is an addictive substance
- The long term safety to the health of individual users of e-cigarettes is not yet established; in 2014 the World Health Organisation raised concerns about the safety of e-cigarette vapour to non-users (8)
- Use of e-cigarettes can confound enforcement of a smoke-free policy; from a distance it is difficult for both stewards and fans to distinguish between e-cigarette devices (and their vapour) from traditional cigarettes (and their smoke)
- Some brands now use sport as a vehicle for promoting the use of e-cigarettes to young people and non-smokers
- Additionally, many e-cigarette brands are owned by tobacco companies, and therefore sale and marketing of such products are re-establishing the links between tobacco and sport.

Part B – Defining a Tobacco Control Policy for Sports Stadia (Continued)

There are now examples within professional football where use of e-cigarettes are prohibited (e.g. English Premier League [9]), and additional examples where use, sale and promotion of e-cigarettes are included in a gold standard policy (e.g. UEFA policy for EURO 2016 [10]).

B:5 Exceeding tobacco legislation

Sports clubs and stadia operators are responsible for the safety and security of all people in the stadium. They are legally bound to incorporate national (and in some cases local) tobacco control law into their ground regulations, but are also free to go beyond that law if they wish to develop and enforce a more robust tobacco-free stadium policy.

The most common reason why some clubs/stadia continue to operate without a smoke-free or tobacco-free policy is because of weak national/local tobacco control legislation, in particular where legislation does not define a stadium as an enclosed structure - even in cases where there is a fixed roof in place covering stands and seating areas.

Even in countries where tobacco control laws are weak or do not apply to all areas of the stadium, stadia operators have the right to go beyond legislation by integrating strict smoke-free or tobacco-free policy into a stadium's ground regulations, and condition of sale for match tickets. Clubs / stadia are also in a position to enforce penalties aligned to prohibited behaviours, such as ejection from stadium in cases on continuous non-compliance, further details of which are provided at section D:6. There are many examples of ground regulations that exceed current law, and are put into place to ensure safety, security and respect within the stadium e.g. ban on the use of flares at matches or ban on use of homophobic or racist language.

When trying to exceed tobacco legislation, clubs and stadia operators can often benefit from building partnerships with national or local health agencies, and affiliating a new tobacco control policy with existing tobacco campaigns, programs and bye-laws to strengthen the appeal and awareness of the policy.

To help your organisation overcome any potential doubts about implementing a tobacco control policy at your stadium, please consult the following 'myths buster' resource from the [WHO's Tobacco Free Initiative](#).



To help illustrate how a club/stadium can exceed tobacco legislation and work with partner agencies, we have provided a case study below from FC Barcelona on how they have implemented a successful smoke-free stadium policy.

B:6 Case Study

FC Barcelona – Eliminating Second-Hand Smoke at ‘Camp Nou’



Background to policy: Spanish giants FC Barcelona (FCB) were the first Spanish professional football club to develop a comprehensive smoke-free policy at their home stadium, the Nou Camp, coming into effect on 1st January 2012. The decision for the club to adopt a smoke-free policy that exceeds the scope of current tobacco legislation in Spain was made by the FCB Member’s Assembly in 2011, voting unanimously in favour of ‘a smoke-free Camp Nou’. Jordi Monés, FC Barcelona’s medical director, said this reflected a commitment to “health, sport and respect” and that he would like this rule to be applied to other stadia in other countries and for governing bodies of football to “advocate for smoke-free football”.

Exceeding current legislation: Under existing Spanish law, smoking is forbidden in all enclosed spaces within public buildings, and therefore smoking within interior structures of the Nou Camp, such as corridors, stairwells, media zones and offices was already banned before a comprehensive smoke-free policy was adopted. However, in recognition of the harm to health presented by second-hand smoke to both fans and staff, FCB as a club decided to implement a *complete ban on smoking in all areas of the stadium* into the ground regulations, including all external stands and seating areas, thereby exceeding current tobacco legislation.

Communicating the policy: In order to implement the policy, a campaign entitled ‘Barça sense fum’ (Barça without smoke) was designed, emphasising the benefits to health of all fans and staff through the elimination of second-hand smoke, and the creation of a football environment to help smokers stop smoking.

Ahead of the policy coming into effect, FCB ran an intensive sensitisation process for fans informing them that the Nou Camp stadium would become smoke-free at the start of 2012. This campaign involved the handing out of information pamphlets at matches in the six weeks before the policy came into effect, use of large advertising hoardings inside and outside of the stadium, and information printed on tickets for matches, all of which featured the slogan ‘Barça sense fum’. Even before the policy came into effect, significantly lower numbers of people were seen smoking within the stadium.

Enforcing the policy: Since commencement of the policy, all of FC Barcelona’s workforce (including stewards and administrative staff) have been tasked with enforcing no-smoking at the Nou Camp. In the event of someone using tobacco in any internal or external part of the stadium, staff initially ask the person to stop smoking, discuss the adverse effects of tobacco on individuals and the dangers to others of second-hand smoke, and as a final resort, ask the individual to leave the stadium.

Quit with Barca: In addition to the smoke-free policy at the Nou Camp, FCB have also been involved in a quit smoking campaign in partnership with the European Commission entitled ‘Quit Smoking with Barca’. The campaign has run since 2012 focusing on the benefits of giving up smoking, and involves ‘personalised’ counselling from FCB stars using smartphone technologies such as an FCB iCoach app and other web-based support tools (11).

www.fcbarcelona.com

Part C – Communicating a Tobacco-Free Stadia Policy

Whilst clubs and stadium operators should consider whether to adopt either a minimum standard smoke-free policy or more robust tobacco-free policy, for practical purposes, the remainder of this guidance document will refer primarily to the implementation of a 'tobacco-free policy' as the default policy under discussion.

C:1 Developing a policy statement

The policy holder should work closely with senior staff from communications, facilities management and security departments to define a clear tobacco-free policy and what this covers. The policy should be communicated to all stadium users before it comes into effect and on subsequent matchdays.

The first step in communicating either a new or updated tobacco control policy is the development of a policy statement, and we have provided a template policy statement including the key criteria and information for your own in this section. The policy statement will need to detail the following:

- What tobacco related activities are prohibited under the policy

- The primary health reasons why the policy is being adopted, including dangers of second-hand smoke and the acute dangers this presents to children
- Exactly where the policy covers within the stadium environment
- Whom the policy applies to within the stadium and how there are no exemptions
- How the policy will be enforced and any penalties for non-compliance
- A commencement date for the policy and a point of contact for further information.

Once a policy statement has been developed and agreed upon by decision makers within a club or stadium, the statement should also go out to consultation with key stakeholders concerning ground regulations, including: supporter liaison officers and official supporters clubs, local emergency services, public health agencies, and any stewarding and security companies sub-contracted by a club / stadium.

The finalised policy statement should form the basis of all further communications both inside the stadium and through external media channels.



C:2 Template tobacco-free policy statement

Addition of Tobacco-Free Stadium Policy to Ground Regulations by Anytown Football Club

Rationale

Anytown Football Club recognizes that tobacco use and exposure to second-hand smoke is severely harmful to health, in particular to the health of children. The club has therefore imposed a tobacco-free stadium policy that will apply to all internal and external areas within the perimeter of Evergreen Stadium.

Timing

The commencement date for the policy is 1st August 2016.

Who is affected by the policy

This policy is in the interest of fans, visitors and staff. The policy applies to all managers, staff, volunteers, officials, players, coaches, media and all visitors to Evergreen Stadium.

Smoke-free areas

Use of tobacco products and e-cigarette products will be prohibited once all users of the stadium have passed the stadium's perimeter gate. The policy will apply to all internal and external areas, including:

- Enclosed and open stands
- All toilets
- Concourses
- Entrances and exits
- Catering areas
- Hospitality and VIP rooms
- Offices
- Changing rooms
- Pitch-side areas
- Fan zones within the stadium perimeter.

The stadium will use internationally recognised no-smoking signs and other appropriate media (loud speaker announcements, use of TV screens, leaflets from stewards) to inform visitors that all indoor and external areas within the stadium perimeter are smoke-free. There will be no ashtrays or other smoking cues allowed within the stadium.

Exemptions

The stadium is tobacco-free and there are no exemptions in terms of personnel or locations for smoking. There are no designated smoking areas within the stadium.

Ban on advertising and sale of tobacco products

There will be no sale of tobacco or e-cigarette products within the stadium perimeter. The advertising, promotion or sponsorship of any tobacco or e-cigarette products within the stadium perimeter are strictly prohibited. No lighters, matches or open flames are allowed in the stadium.

Enforcement and non-compliance

Staff, security personnel and volunteers at the stadium are trained in how to monitor and enforce the tobacco-free policy, and will be able to explain why this policy has been adopted.

Any person using, selling or promoting tobacco will politely be asked to stop and reminded about the tobacco-free policy and regulations. If the offence continues, a senior member of staff will intervene, with the ultimate penalty for persistent offenders being ejection from the stadium. A small prompt card detailing the policy and related penalties will be available to staff as a policy reinforcement and educational tool.

Policy review

This policy will be reviewed immediately upon implementation. Following the results of monitoring, it will be reviewed on a periodic basis thereafter, but at least annually before the start of a new season. This will ensure that the policy is sustained, effective and up to date.

Signed and dated by Management of Evergreen Stadium:

John Smith, Stadium Events Manager

For further information please contact:
john.smith@anytownfc.com

Part C – Communicating a Tobacco-Free Stadia Policy (Continued)

C:3 Communicating the policy to key audiences

As demonstrated in the FC Barcelona case study, communicating a new or revised tobacco control policy well in advance of its commencement is imperative for both members of the club and stadium's workforce, and for fans attending matches. The earlier fans can be informed of any changes in the stadium's operations and ground regulations, in particular the health reasons behind this change, the greater levels of compliance will be with the policy.

In addition to signage and other audio-visual information on matchdays, there are a range of communications channels and marketing techniques that can be used to promote a tobacco-free policy. Clubs and stadium management should develop a communications plan well in advance of the policy's commencement date that takes the following information and steps into account:

Identify target audiences: local and national media, home fans, away fans, stewards, events staff, club staff, volunteers, stakeholders (e.g. national football association, sponsors, health agencies, emergency services).

Establish a suitable timeline: engage target audiences, beginning 3-4 months in advance of the policy commencement and continuing past the first match at which the policy applies.

Develop key messages: to be delivered through a press release and / or web article concerning the policy, focussing on the health benefits to fans and staff of eliminating second-hand smoke from the stadium (see example article from Lisbon Final in section C:4).

Host a press conference: involving a current or ex-player and local public health advocate in advance of the policy commencement to deliver key messages on your tobacco-free policy, focussing on the health benefits that the policy will bring to fans and staff.

C:4 Promotional tools

In addition to developing press releases and working with media outlets and key stakeholders to deliver your key messages, there are a wide range of marketing and communications assets that can be used on both a temporary and/or permanent basis to promote a tobacco-free policy to target audiences, in particular fans attending matches. These include:

Ground regulations: State the policy within the stadium's ground regulations and make sure this is visible outside all turnstile entrances to the stadium and on the club and/or stadium's website. Ensure that this remains a permanent communications tool.

Match tickets: Include the policy and exactly what it prohibits on all match tickets that are valid for matches on the date on which the policy commences. Ensure this remains a permanent communications tool. If your policy coincides with the start of a new season, mention the policy on any fixtures cards or similar that are available to fans and season ticket holders / members.

Information cards: Equip stewards and other members of staff with a simple information card on why the club has adopted tobacco-free policy, detailing what the policy prohibits, where this applies, and the health benefits of the policy for all fans and staff (see next section on 'Enforcement' for further details).

Digital communication: Promote the policy and its health benefits through a series of website articles to feature on the club's and / or stadium's official website, and reinforce this through social media outputs (Twitter, Facebook, Instagram).

Plan the articles so they feature prominently prior to the policy coming into effect (at least four to six weeks in advance), immediately before the policy starts (48 hours before), and on the day of the first match that the policy affects.



See good practice example of web article promoting a tobacco-free policy in advance of key match:
No Smoking at Lisbon Final

Season ticket holders & members: Disseminate a specific communication on the new policy to all season ticket holders and members in advance of the policy commencement, and include an article emphasising the health benefits of the policy in any hard copy or email newsletter to fans on your customer relationship database.

Club publications: Include a series of articles in the matchday programme, club magazine, and additional supporter magazines and websites. Mention the policy on any fixture cards or similar promotional items available to fans.

Partner agencies: Work with your key stakeholders and local public health advocates to amplify your announcement of a tobacco-free policy through their own communications and social media channels.

C:5 No smoking signage

One of the most effective tools that can be used to inform fans and other stadium users that smoking is not permitted within any part of the stadium is through signage. There are a number of considerations concerning visual appearance, wording and placement that should be reflected upon in advance of the policy coming in effect.

No Smoking Pictogram: An internationally recognised 'No Smoking' pictogram should be used in line with a signage placement strategy (See C:8). The pictogram should consist of a circular shape, with a black pictogram on a white background, red edging and a red diagonal line through the pictogram.



Primary signage: Signs to include no smoking pictogram and detailed wording on scope of tobacco-free policy – see examples at C:6. To be used at ground regulations notification points (e.g. turnstiles / entrance gates), and additional 'hot spot' areas with higher rates of non-compliance, e.g. catering and toilet facilities. Minimum size of 60cm height x 40cm width.

Secondary / reminder signage: Signs to include no smoking pictogram and simple wording stating No Smoking – see example at C:6. To be used to reinforce tobacco-free policy in areas not covered by primary signage e.g. stairwells; corridors, inside toilets. Minimum size of 20cm height x 15cm width.

Legislation: If your tobacco-free policy is one that is supported by local tobacco legislation, this should be stated in the wording for primary signage, indicating that: 'It is against the law to smoke in any part of this stadium'

Penalties: Clubs or stadium management may wish to detail any penalties that apply to instances of non-compliance with the policy. This may take a basic form e.g. 'Penalties Apply', or may state an ejection or a financial penalty if applicable under local tobacco legislation.

E-cigarettes: If your policy also precludes the use of e-cigarettes, you may wish to use the double no smoking pictogram including cigarettes / e-cigarettes (see example at C:6), and for cases of primary signage, the following wording: 'No Smoking: Use of tobacco & e-cigarette products are prohibited in any part of this stadium'.

Part C – Communicating a Tobacco-Free Stadia Policy (Continued)

C:6 Template no smoking signs and wording

Example of primary signage:



NO SMOKING:

Smoking is prohibited in any part of this stadium

Example of secondary / reminder signage:



NO SMOKING

Example of primary signage with ejection penalty:



NO SMOKING:

Smoking is prohibited in any part of this stadium by law - anyone caught smoking will be ejected

Example of primary signage to include e-cigarettes:



NO SMOKING:

Use of tobacco & e-cigarette products are prohibited in any part of this stadium

C:7 Visibility and fixings

All no smoking signs should be easily seen and understood. In conditions of poor natural light it may be necessary to provide either artificial illumination and/or to make the signs using reflective material. No smoking signs at stadia should also meet the following general requirements:

- All signs should be securely fixed, including temporary signs used on an event basis only
- Signs should not be fixed in such a way that they restrict spectator viewing or impede the circulation of spectators
- All signs should be kept clean
- Handwritten signs should not be used.



C:8 Signage placement strategy

A signage placement strategy should be developed, taking into account the stadium's maximum capacity and layout. All internal and external areas should be covered by no smoking signage, with specific consideration being given to entrance points to the stadium, and 'hot spot' areas that smokers often use in stadia such as toilets, catering areas, VIP areas etc.

The placement strategy should also take into account at which point within the wider stadium footprint the tobacco-free policy will come into effect. As a minimum requirement this will be at the turnstile entrance at a stadium, but club or stadium management aiming for a gold standard tobacco-free policy may wish to implement a 'No Tobacco' perimeter zone in advance of turnstiles e.g. after an initial entrance gate before gaining access to the stadium structure proper.

To assist in the development of a signage placement strategy, we have developed a short placement audit that includes recommended types of signage for specific areas within a football stadium. An adequate number of signs will need to be produced to correspond with each specific area of the stadium; for example, if a stadium has 30 turnstile entrances, at least 35 signs for this area should be produced taking into account need for replacements.

Part C – Communicating a Tobacco-Free Stadia Policy (Continued)

C:9 Signage placement audit template

Type of Sign / Location:	Quantity Required:
Primary Signage - Areas external to primary stadium structure	
At stadium perimeter positions external to primary stadium structure e.g. perimeter gates	[]
At turnstile entrances to the primary stadium structure	[]
In car parking or drop-off areas within the stadium perimeter	[]
At fan-zones and catering areas within the stadium perimeter	[]
Primary Signage – Internal ‘hot spot’ areas within stadium	
Within all catering areas within the primary stadium structure	[]
At the entrance to all types of toilet facilities (standard, VIP, disabled)	[]
At the entrance to any internal VIP or corporate seating areas, including hospitality areas and skyboxes etc.	[]
Secondary Signage – Internal areas within stadium	
At the entrance point to blocks of standard seating areas for spectators within stands	[]
Suspended signage above standard seating areas for spectators within stands	[]
On the backs of seats within standard seating areas for spectators within stands	[]
At the entrance to any external VIP seating areas	[]
Within internal walkways within the primary stadium structure	[]
Within internal and/or external stairwells within the primary stadium structure	[]
Within the internal aspects of all types of toilet facilities e.g. above urinals	[]
Attached to or within clear site of pitch-side ‘dugout’ areas	[]
Within player and match officials changing and administration rooms	[]
Within journalist / media areas and mix-zones	[]
Within all staff offices, staff relaxation areas, food and drink areas and internal work location within stadium perimeter	[]
Any other areas - please specify location(s) and quantity:	[]

C:10 Using audio-visual tools within the stadium

In addition to using fixed signage to communicate the tobacco-free policy to fans on a matchday, there are a number of audio-visual tools and techniques that can be employed to reach a mass audience. These include:

Public Address Announcements: Produce simple scripts for public address announcements both inside and outside the stadium, and make sure that announcements feature at key points during the matchday i.e. at least twice before the start of the match, at the start of half-time, and immediately after the match has finished. Include one or two very clear messages concerning the dangers of tobacco usage and second-hand smoke, and how your club is committed to promoting a healthy environment to fans, visitors and staff.

Stadium Screens & Scoreboard: If your stadium has big screens or a large electronic scoreboard, use these assets to display the international no-smoking sign, and include the following wording: 'No Smoking: in any part of the stadium'. If your stadium also has digital advertising boards, utilise these assets to display no smoking information at key points during the matchday.

Posters & Preview Signage: Develop a promotional poster or temporary signage that can be displayed in advance of the policy coming into effect in key positions inside the stadium (e.g. catering areas and toilets).

Steward Uniforms: Consider incorporating a No Smoking symbol and wording into the uniform of stadium stewards and security staff (e.g. a steward vest or jacket), or represent this through a badge or armband that can be attached to clothing.

C:11 Minimising smoking cues

Any fixed ash trays or stub bins within the stadium should be completely removed. Stub bins outside of the stadium that are ahead of a tobacco-free perimeter should also include no smoking signage. There should be no use of small or disposable ash trays within any part of the stadium, whilst lighters and ash trays should not be available for sale.



Part D – Enforcing a Tobacco-Free Policy

D:1 Importance of appropriate enforcement

Even when national tobacco legislation is in place to underpin a tobacco-free stadium policy, it is not necessarily the case that the policy is met with high levels of compliance. Whilst a number of reasons may be cited to explain low levels of compliance, e.g. lack of signage communicating the policy, if staff are not adequately trained to enforce a tobacco control policy, it is likely that this will result in cases of non-compliance that will potentially proliferate over time.

It is critical that a smoke-free or tobacco-free stadium policy is enforced rigorously from the first match onwards once the policy comes into effect. The policy holder should work closely with senior staff from facilities management, security and human resources departments to ensure the tobacco control policy is enforced effectively on matchdays and non-matchdays.

D:2 Staff training – general level

It should be the responsibility of all club staff, including matchday event staff and any volunteers, to advise fans of the policy in cases of non-compliance. Whilst specific training should be given to stewarding and security staff (see D:3), it is important that all members of staff are fully briefed by their departmental managers on key facts relating to a new or updated tobacco control policy, in particular the health reasons why the policy is being implemented, what the policy prohibits, where the policy covers, and when the policy will come into effect. Training of general club staff should be based upon the following:

- An education briefing involving all club and matchday staff should take place prior to the policy coming into effect (approximately 4-6 weeks prior)

- Education briefing can be supported by a hard copy document outlining the policy's key facts, or a short e-learning course that can be delivered by departmental leads
- All club staff should also receive a 10 minute refresher in the 48 hours in advance of the policy's commencement date, or as part of their standard matchday briefing
- All staff should be kept informed of levels of success in implementing the policy and any additions or changes to the policy in the future.

D:3 Steward and security training

The primary members of 'frontline' matchday staff who are responsible for enforcement of any tobacco related policy are security staff and stadium stewards. A specific training programme should be developed to: educate security and stewards on the key details relating to the policy; exactly how to intervene with fans in cases of non-compliance; how this fits into a wider response plan for instances of persistent non-compliance; and, any penalties in place to help staff enforce the policy.

A short training programme of 30-45 minutes in length should be developed for all full and part-time security and stewarding staff. Training of staff should be in small groups, and based upon a slide presentation supervised by team or departmental managers. In addition to the slides, training should include role playing to help staff prepare for handling breaches and complaints, and leave staff with summary printed materials for further reference. Enforcement training should include information on:

Rationale: Facts on smoking and second-hand smoke, in particular effects on children, and benefits of a tobacco-free stadium for all (include fire safety & litter)

Policy summary: What does the tobacco-free stadium policy cover, who does it affect, and when will it come into force

Legal regulations: Provide details of any national or local smoke-free legislation that backs up the policy and related penalties

Promotion: Overview of how the policy will be communicated prior to the policy activation and tools used to communicate the policy on matchdays

Graduated response: Details on a tiered response system, starting with verbal warnings and increasing to a senior staff intervention, and appropriate penalties if warnings are ignored

Awareness of 'hot spots': Develop a map of potential hot spot areas within the stadium where fans are most likely to smoke and at what points during a match

Penalties: If the offence continues, a senior member of staff will intervene, with the ultimate penalty for persistent offenders being ejection from the stadium.

Enforcement Training Module

To help football clubs and / or stadium management train their stewards and security staff, we have developed a bespoke set of template enforcement training slides that are available as a document that supplements this guidance, and can be downloaded through the Healthy Stadia website:

www.healthystadia.eu/tobacco/guidance

D:4 Graduated response plan for breach of tobacco control policy

All frontline staff involved in speaking directly to fans on a matchday should be aware of a graduated approach to instances of non-compliance, moving from a simple verbal warning, through to any penalties that apply to sustained breaches of the policy after an initial warning has been issued. A graduated response plan should be documented and rehearsed in detail as part of steward and security training.

Graduated Response Plan – Key Steps

1. Any person using tobacco or e-cigarettes should be politely asked to stop by stewards and/or volunteers, and reminded about smoke-free policy operating at the stadium
2. If the user does not stop, an information card may be shown to the offending person with details of the policy and why this has been adopted to protect the health of fans and staff
3. If the offence still continues, a second and final verbal warning should be issued, and if necessary reinforced by a senior steward or member of the security team who should warn about likely penalties for continued breach of the policy
4. If this final warning is also ignored, the offender should be removed from the stadium, and if supported by national legislation, handed to police for a potential fine
5. Incidents of persistent non-compliance and ejection from stadium should always be officially logged by stadium management as part of a monitoring strategy.

Part D – Enforcing a Tobacco-Free Policy (Continued)

D:5 Monitoring smoking ‘hot spots’

Club/stadium management should plan to monitor likely ‘hot spot’ areas in a stadium at key points during a match, including:

- At turnstile entrances (pre-match)
- Standard seating / standing areas (during match)
- Inside standard and disabled toilets and near to their entrances (both pre-match and half-time)
- Internal and external catering areas (pre-match and half-time)
- Within stadium walkways and stairwells (pre-match and half-time).

An adequate number of frontline staff should be made available to monitor hot spot areas in the stadium, whilst staff should be particularly attentive at key times during a match, such as half-time and full-time, when incidents of non-compliance are more prevalent.

D:6 Penalties

The issuing of a penalty in cases of persistent non-compliance is a helpful tool as part of an enforcement strategy. Usually the simple warning of being ejected from the stadium or a potential fine is enough warning to prevent offenders who continue to smoke, but there may be occasions when penalties need to be issued, in particular during the early stages of a new tobacco control policy.

Penalties incurring fines are dependent upon national or local tobacco control legislation, but clubs and stadium management with tobacco control policies that exceed national tobacco legislation are in a position to eject fans from the stadium in cases of persistent non-compliance as part of the stadium’s ground regulations.

The most common penalties for instances of non-compliance include:

- Ejection from stadium
- Ejection from stadium and loss of season ticket / club membership / refusal of future entry (to be used for cases of repeat offending)
- Ejection from stadium and potential financial fine in accordance with local / national tobacco legislation.

D:7 Use of volunteers for enforcement

In addition to using stewards and security staff as primary enforcers of a tobacco control policy, clubs may also wish to consider using ‘tobacco-free volunteers’ who can act as a first point of contact with fans or stadium users who are seen smoking within a stadium environment on matchdays. The advantage of using volunteers is to let stewards focus on their core safety responsibilities, and to set a positive, non-confrontational tone in cases of non-compliance – a ‘soft approach’.

Volunteers should be trained to the same level as steward and security staff, but should understand that they are only a first point of contact as part of a graduated enforcement response, and should escalate cases of persistent non-compliance to official stewards or security personnel. To help tobacco-free volunteers speak to fans about the policy, it may be helpful to develop a tobacco-free themed shirt or vest for them to wear, and for volunteers to be equipped with yellow and red card information cards on the policy.

Example Yellow Card



Information on 'Tobacco-Free' Policy at Anytown FC

- Anytown FC has declared the Evergreen Stadium 'Tobacco Free' to help protect the health of everyone using the stadium
- Please do not smoke in any internal or external part of the stadium, including the use of e-cigarettes
- This approach eliminates second-hand smoke which is a known cause of chronic diseases, and is particularly dangerous for children
- Enjoy the game and please respect the health and enjoyment of others around you!

Example Red Card



Please stop smoking within the stadium

- Smoking and use of e-cigarettes is NOT allowed within any part of this stadium
 - This policy protects the health of fans and staff who do not smoke against the known dangers to health of second-hand smoke
 - By continuing to smoke you are breaking an official club policy and harming the health of those around you
 - If you continue to smoke after this warning you will be ejected from the stadium
- OR
- If you continue to smoke after this warning you will be reported to police and will be liable for a fine of €250

D:8 Communication tools for enforcement

To assist stewards, security staff and (if used) tobacco-free volunteers in offering advice on a tobacco-free stadium policy, it may be helpful to develop a brief information card, or set of cards, to help explain the key facts of the policy to fans, and the health benefits associated with it. The cards can be used by staff if fans have any questions about the policy, or if fans or other stadium users are seen to be smoking or using e-cigarette products.

A good concept to develop for football clubs and / or stadia is the use of yellow and red information cards. A yellow card can be used to explain what the tobacco-free policy prohibits, where this applies and the health benefits of a tobacco-free stadium. A red card can be used to explain that incidents of continuous non-compliance with the policy will result in an official warning from security, and ultimately ejection from the stadium. If covered by national legislation, warning of a financial penalty may also be included.

Part E: Monitoring, Evaluation and Review

E:1 Monitoring

A monitoring framework will allow club and / or stadium management to revise elements of its enforcement strategy, (e.g. where and when to place stewards at certain times during a matchday), and also to increase or amend aspects of its communications concerning the policy. The policy holder should work with senior staff from security and facilities management departments to develop a robust process monitoring framework that can be applied to both matchday and non-matchday operations.

For matchday situations, club and / or stadium management should develop a simple to use monitoring form for use by all frontline staff (stewards, security and volunteers) that can capture key information relating to incidents of non-compliance that are detected at a match by any member of staff. This should include explicit instances of non-compliance e.g. smoking or selling tobacco products, and any additional indicators relating to smoking. An example monitoring form is included below:

	Where in stadium?	Time?	Action or decision taken?
Incident of tobacco use			
Incident of e-cigarette use			
Incident of continuous non-compliance (specify any penalty given)			
Visual evidence or clear smell of tobacco smoke			
Evidence of tobacco-related litter or paraphernalia			
Evidence of tobacco sales or promotion activities			
Incidents of abusive behaviour towards staff when enforcing policy			
Notes and comments			

It is advised that frontline staff are familiarised with the monitoring form and how to report this back to team leaders as part of their enforcement training, with the monitoring process tested at matches well in advance of the policy coming into effect. A statutory process should be established for all frontline staff to report back to team leaders concerning tobacco related incidents on matchdays, with protocol established for the submission of monitoring forms at the end of each match.

It is advised that a specific log book relating to incidents of non-compliance with the tobacco-free policy is maintained by management for at least the first two years of the policy coming into effect, capturing information on breaches of the policy on matchdays and also non-matchdays.

E:2 Incident log book

Steward and security team leaders should also submit details of any tobacco related incidents as part of a post-match incident report, using information gained through individual monitoring forms.

A specified individual should be given responsibility for keeping the log book up to date, and notifying the policy holder, of any significant changes relating to compliance with the policy. Keeping this information up to date is essential for reviewing aspects of the policy, and communicating a policy's level of success to both club / stadium staff, fans, and wider stakeholders.

E:3 Qualitative feedback

A final addition to the wider evaluation process should involve assessing the levels of awareness and support for a tobacco-free stadium policy from fans and wider stakeholders. A good way of implementing this type of qualitative evaluation is by using volunteers to speak to fans leaving a stadium at the end of a match, or through an online survey that can be sent out to fans and wider stakeholders.

This type of survey will be particularly helpful in amending or supplementing communications and signage in support of a tobacco-free stadium policy, and will also feed into an overall policy review.

Stakeholder Feedback Survey – Key Themes

- Key participant information (e.g. gender, age, staff member, fan)
- Does this person smoke on a regular basis or not?
- Are they aware that a tobacco-free policy applies at the stadium?
- Do they support a tobacco-free policy that protects the health of fans and staff?
- How have they been made aware of the policy? - media, signage, PA announcement etc.
- Are they aware of where the policy applies to within the stadium?
- Have they noticed anyone smoking or using e-cigarettes within any part of the stadium? If so, where and when was this?
- Have they noticed any sale or promotion of tobacco or e-cigarette products within the stadium? If so, where and when was this?

Part E: Monitoring, Evaluation and Review (Continued)

E:4 Policy review

The monitoring and evaluation process detailed above should provide club and/or stadium management with feedback on breaches of the policy on a match-by-match basis, thereby offering key data that can be used to make changes to matchday enforcement, signage and announcements, and additional promotion of the policy through stakeholders and media channels. It is advised that an initial review of the policy and its level of compliance is conducted immediately after the first match to address any unanticipated problems.

Following any immediate operational changes in the early stages of policy implementation, the policy holder should evaluate the overall success of the tobacco-free stadium policy, and review whether any changes or additions need to be made to the policy and its scope over a medium to long term period. During the first year of the policy, it is important to review the scope and level of success of the policy on a regular basis, at least every 2-3 months, with a mid-season and annual review of the policy in subsequent years.

E:5 Updating the policy

Any permanent or temporary modifications to the stadium's structure or operations should be considered in a review of the policy, with all club and / or stadium staff being given the opportunity to feedback on any improvements or changes to the scope of the policy and how it is implemented. Clubs and stadia operators should be aware of any new trends affecting the policy (e.g. the emergence of e-cigarettes) and consult with stakeholders and public health agencies on how to respond to such developments.

Finally, clubs and stadium operators should be open to learning from good practices adopted by other clubs and stadia from both their own country and across Europe and further afield to help address issues experienced in the implementation of their own policy, and to keep up to date with new developments.



Summing-up

This guidance document will provide club management and stadium operators with the background information, templates and tools to plan, implement and review a tobacco control policy, preferably a tobacco-free stadium policy. The primary aim of the guide is to encourage as many football stadia across Europe (and further afield) to adopt a tobacco-free policy in order to guarantee clean air and thereby protect the health of all stadium users, in particular children.

Next steps: We recognise the difficulties faced by sports organisations in attempting to implement tobacco control policies at stadia without the support of national tobacco control legislation, and possible resistance to voluntary tobacco control policies from fans. In addition to using this guidance document, we strongly advise that clubs and stadium operators work in consultation and partnership with key stakeholders in order to initiate the process of adopting a tobacco-free stadium policy, including national football association, local health agencies, supporter liaison officers and local law enforcement agencies. It is important that the planning and implementation of a tobacco-free stadium policy is driven at executive and / or board level in order to maintain traction and viability, and that all staff within a club / stadium organisation are kept up to date with progress and successes.

Further support: The European Healthy Stadia will work with governing bodies of sport, in particular national football associations, from early 2016 as part of an ongoing advocacy campaign to encourage all football clubs across Europe to adopt a tobacco-free stadium policy, an ambition we hope to achieve by 2025. As part of this advocacy work we would be delighted to hear from clubs, stadium operators and governing bodies of sport who want to share their experiences, learning and successes in adopting tobacco-free policies, whilst we are very happy to receive case studies and any suggestions to improve or update this guidance document over time.

Contact us at: info@healthystadia.eu

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The document builds upon some of the themes and tools developed in two earlier guides on tobacco free stadia and sports, and we acknowledge the influence of both these documents within the text below. For further reading, please consult Tobacco Free Sports (12) published in 2008 by the International Union Against Tuberculosis and Lung Disease, and the more recent A Guide to Tobacco-Free Mega Events (13) published by the World Health Organisation in 2010.

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