

Smoke-free sports grounds in the Netherlands

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GEZONDHEIDSFONDSEN
VOOR ROOKVRIJ



Hartstichting



LONG
FONDS



INTRODUCTIONS



All organisations and individuals that are active in tobacco control in the Netherlands, united in:

**Network for a
Smokefree
Netherlands**

INTRODUCTIONS

INSIGHT: Nobody wants children to start smoking

Inviting frame to use	Compelling frame <u>not</u> to use for Smoke free Generation
For protection of children	Against smoking
Smoke-free is healthy and saves lives	Smoking is sickening and kills you
Supply parents freedom to raise their children free of smoke	Forbid parents to smoke
Create surrounding free of smoke together	Prohibit smoking
Take responsibility	Demand responsibility
Show possibilities	Tell them what to do not
Society in the lead	Government in the lead
Connect and participate	Attack and confront
Inspiring	Pedantic
Social movement	Obligated by law
Emphasize solutions	Emphasize problems
Sustainable	Temporary

INTRODUCTIONS – SMOKEFREE GENERATION



Health Funds for a Smokefree NL priorities:

- Public support
Communication / campaigns
- Government measures
Political lobby
- Bottom-up movement smokefree environments
Schoolyards, playgrounds, sports clubs (and later on amusement parks/zoos, terraces, festivals, companies etc)
Children are less tempted to smoke and passive smoking is prevented

SMOKE-FREE SPORTS GROUNDS – BACKGROUND

- Outdoor smoke-free policies (SFP's) at sports clubs represent an important new area of tobacco control, as many people, including youth, spend a large portion of their free time participating in sports.
- SFPs reduce the visibility of smoking, limit the opportunities to smoke, and communicate that smoking is socially unacceptable
- In the Netherlands legislation prohibits indoor smoking, but outside children are still frequently exposed to smoking at sports clubs.



IMPLEMENTATION

Challenge: new topic for sports clubs and federations

- Early 2016 we recruited the first (outdoor) sports clubs. Early adopters as inspiration to others.
- We developed a support package, including a step-by-step plan, communication guidelines and other tools. To help clubs with the implementation and for example the challenge for enforcement/compliance.
- Free smoke-free signs: a way of support, to make it visible in society and to register the smoke-free clubs
- Free publicity and campaigns brought smokefree sports to the attention of general public and sports clubs.
- We lobbied important stakeholders and helped them to contribute to the goal of smoke-free sports grounds: sports associations, professional sports clubs (as influencers) and municipalities.
- The Smokefree generation concept was a highly attractive and unifying strategy for policy makers and organisations like sports clubs as well



RESULTS

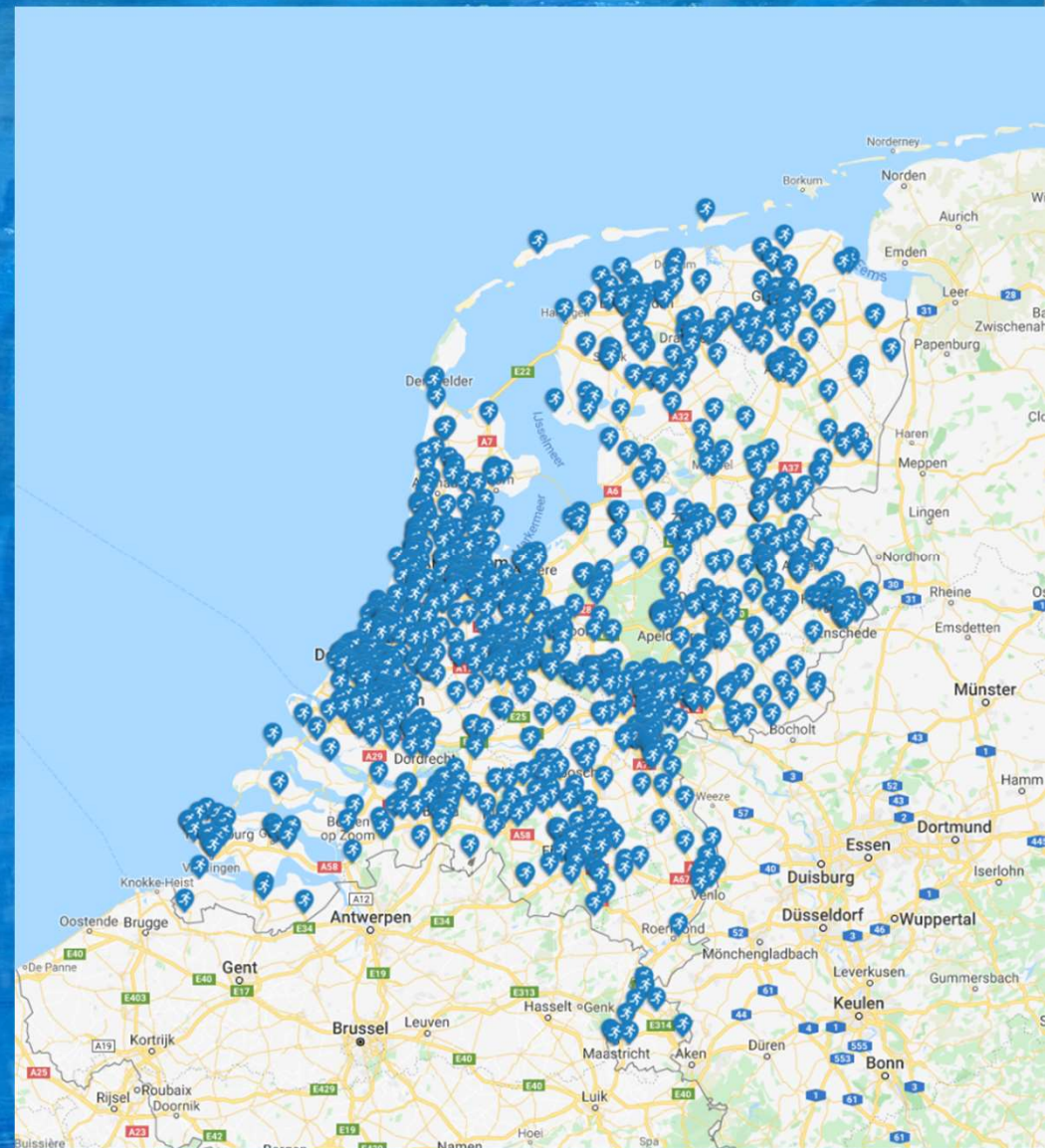
We realised support of important organisations:

- The highest levels of **professional football** in the Netherlands realized smoke-free stadiums
- In November 2018 a **National Prevention Agreement** (NPA) was signed by the government and for the tobacco theme 31 organisations, including Health Funds for a Smokefree Netherlands and the next organisations.
- The 'Nederlands Olympisch Comité*Nederlandse Sport Federatie' (NOC*NSF) (the umbrella organisation for sports in the Netherlands) and **sports federations** set the target for smoke-free sports clubs by 2025. They started a campaign with us aimed at the boards of sports clubs to become smoke-free.
- The **Association of Netherlands Municipalities** and **Regional Public Health Services** encourage municipalities and local sports clubs to implement smoke-free policies.
- Some **municipalities** realized smoke-free sports grounds through regulations, for example by rental agreements of sports fields.



RESULTS

- From 5 in 2016 to approximately **2,500 outdoor sports clubs** with a partly or completely smoke-free policy. About 33% of some of the big outdoor sports for children in the Netherlands
- **High level of social support**: 9 out of 10 adults believe that sports grounds, where children are playing, should be smokefree.
- Results from research: Overall **sports clubs perceive the implementation of an outdoor SFP at sports clubs as feasible.**
 - The SFP has led to less (visible) smoking at the venue;
 - Is often actively enforced, and most of the time smokers react positively when they are approached;
 - Respondents thought that a nonsmoking norm was reinforced, i.e., smoking at the sports club was no longer seen as 'normal'.
- **Plans for expansion smoking ban** for environments where children often go, e.g. playgrounds and sports grounds



MORE INFORMATION

- **E-mail:** m.vandooremaal@hartstichting.nl **Website:** www.rookvrijegeneratie.nl/sport
- **Scientific articles:**
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