

Smokefree Event TOOLKIT

Creating safer, healthier and more accessible events



Brought to you by the Urban American Indian Tobacco Prevention & Education Network,
a project of the Native American Rehabilitation Association of the Northwest, INC.

“Surveys at the Klamath Tribes Annual Restoration Celebration Powwow revealed a community desire to reduce secondhand smoke exposure and create a healthier environment for all participants. With help from the Powwow coordinators and the Tribal Council, we limited commercial tobacco use to designated smoking areas away from the arena and other high-traffic areas. The policy was well received and represents a huge step for us on our way to a 100 percent commercial smokefree policy!

We used everything in this toolkit as we planned and executed the event. It has nuggets of gold throughout—from the talking points that helped all coordinators and volunteers speak consistently about the new policy, to the template news release, emcee script and flyers that helped us communicate the policy to all attendees and vendors.

If you are planning a smokefree powwow or event, this toolkit is a great resource. If you want to advocate for an event to go smokefree or are curious about the benefits of smokefree events, there’s something here for you, too.

Thank you for your interest in creating healthier communities!”

Christa Runnels

Tobacco Prevention & Education Program Coordinator
The Klamath Tribes

Dear Smokefree Event Coordinator,

Thank you for your leadership in working to create smokefree spaces, powwows and other events. The work you are doing is profoundly important for the health and vitality of our community.

For many Native people, the use of traditional tobacco is sacred. Smoking cigarettes, on the other hand, is addictive and is the leading cause of preventable death, disease and disability. In addition, exposure to secondhand smoke can cause serious illness and lead to death.

For American Indians and Alaska Natives, smoking is an especially significant problem. In Oregon, we are twice as likely to smoke as non-Native Oregon adults. Nearly half of American Indian/Alaska Native adults are exposed to secondhand smoke in a typical week compared to 39 percent of all Oregon adults.

Perhaps most troubling is that our children are following in our footsteps, creating another generation harmed by commercial tobacco addiction and disease. Seventeen percent of American Indian/Alaska Native 8th graders smoke compared to only 10 percent of overall Oregon 8th graders. As parents/guardians, older brothers and sisters, family members, and community members, we set the standard as role models and the use of commercial tobacco products around youth has a negative effect on their lifestyle choices.

Planning smokefree events is an important step in reducing the negative impacts of commercial tobacco on our community. Smokefree events promote our health and culture, and show our next generation that smoking is not the norm.

There are other reasons why creating smokefree spaces are so important in Indian Country. Historical trauma has resulted in higher rates of substance abuse, addiction and other destructive behavior patterns that have been passed on for generations. Smokefree events can help us break that cycle.

Smokefree events also draw the important distinction between traditional and commercial tobacco, helping to ensure our traditional use of tobacco remains sacred.

Creating a smokefree event will take leadership, collaboration and clear communication. This guide is designed to walk you through the steps, ensuring your event is healthy, safe and successful.

I am proud that there are people like you doing this important work in our community and I express my gratitude for your leadership.

Sincerely,

Amanda L. Wright

Tobacco Prevention & Education Program Coordinator
Native American Rehabilitation Association of the Northwest, INC. (NARA)

What's in the Toolkit?

I. Primary Event Planning

This section is for the primary event coordinator. It provides a general overview of what goes into a smokefree event, the planner's role and how to make it a success.

In this section you will find:

- 1a. Talking Points:** These are for your use in communicating about the smokefree event. Think of these not as exact words to memorize but rather ideas to communicate authentically and consistently, whether it be on the website, in conversation or in printed materials. The messages in bold are the essential messages that should be delivered in every interaction. The additional messages help you customize your communication based on your audience's beliefs, needs, and level of understanding.
- 1b. Smokefree Event Fact Sheet**
- 1c. Frequently Asked Questions:** You can post this to the event website, distribute it at the event, include it on event signage, or use it in conversations with vendors, volunteers, participants and others.
- 1d. Pre-Event Flyer:** For your use when promoting your smokefree event. Please note that this flyer uses "commercial tobacco-free" language instead of "smokefree" as this term is more often used in this context.
- 1e. Event Flyer:** For distribution and display at the event to explain the smokefree policy. Please note that this flyer uses "commercial tobacco-free" language instead of "smokefree" as this term is more often used in this context.
- 1f. Sample Smokefree Policy Language**
- 1g. Tobacco-free Event Fact Sheet:** The healthiest and safest events are those that prohibit the use of commercial tobacco in all forms, including smokeless tobacco. As a result, many event planners are choosing to implement 100 percent commercial tobacco-free policies, and you can, too. This fact sheet provides tips and tools to help you take this important step.
- 1h. Designated Smoking Area Fact Sheet:** We understand successfully planning and executing a smokefree event takes time and community support. Implementing a designated smoking area policy is a great first step if you are not yet able to go completely smokefree. Using the slightly customized talking points to modify language, all of the materials in this toolkit can be used for an event with designated smoking areas.

II. Communication, Marketing and Advertising

This section is for the event planner(s) in charge of the event's communication, promotion and marketing.

In this section you will find:

- 2a. Talking Points:** (same as above)
- 2b. Sample Web Copy:** If there is a website for your powwow or other event, or if partners and/or sponsors are willing to post information about the event on their website, it's important to include information about the event being smokefree.
- 2c. Media Release Template:** Customize this release for distribution to your local media to promote the event as smokefree.
- 2d. Sample Newsletter Copy:** As you plan your promotions for the event, consider writing an article for publication in community partners' and sponsors' newsletters about the new smokefree policy.
- 2e. Sample Radio Script:** If you are receiving or paying for radio announcements, include this language at the end of your announcement about the powwow or other event.
- 2f. Sample Script for Emcee, Arena Director or Whip Man/Woman:**
He/she is an invaluable resource for communicating the event's smokefree policy. During breaks or other down times, ask him/her to announce and remind participants that the event is smokefree.
- 2g. Pre-Event Flyer:** (same as above)
- 2h. Event Flyer:** (same as above)

III. Security

This section is for the event planner(s) in charge of the event's security.

In this section you will find:

- 3a. Talking points:** (same as above)
- 3b. Process for Handling Violations:** Provide these guidelines to all volunteers so that all incidents are handled professionally and in the same manner.
- 3c. Tips for Training Volunteers:** Use these tips as a guideline every time you train volunteers so that everyone has a clear understanding of the smokefree policy, procedures and what is expected of them.
- 3d. Tips on Talking Respectfully to Elders About the Policy:**
The following tips come from elders in the community and can help assist you and other volunteers when discussing and enforcing the smokefree policy with elders at the event.

IV. Vendors

This section is for the event planner(s) in charge of working with the event's vendors.

In this section you will find:

4a. Talking Points: (same as above)

4b. Smokefree Policy Language To Insert in Vendor Application/

Agreement: Consider adding this language to your standard vendor application so that it is clear to vendors from the very beginning what they are agreeing to, reducing the likelihood that there will be any confusion or incident at the event. You should also have a box on the application for vendors to initial that verifies that they understand the policy and will refrain from smoking. You may also want to require them to display the provided handout as well.

4c. Table tent: (for vendors to display at their booth and help communicate the policy)

"I smoked for 12 years, I think I was quitting for eight of them. I also used chewing tobacco in times when I couldn't smoke. What made quitting successful was being away from triggers, which included other smokers. It's a hard journey and support from the community is invaluable."

ONE

Primary Event Planning





Thank you for your leadership! By planning and executing a smokefree event, you are taking an important step in reducing the negative impact of commercial tobacco on our community.

This toolkit is designed to make planning and hosting a smokefree powwow or other event easy and successful. It provides tools to help you clearly communicate, promote and enforce a smokefree policy.

For additional assistance:

- Visit www.oregon.gov/DHS/ph/tobacco/programs.shtml to download the contact information for the **tobacco prevention coordinator in your county**.
- The **Native American Rehabilitation Association of the Northwest** is also a great resource. Visit www.naranorthwest.org/tobacco.htm or call 503-230-9875.

Why Plan a Smokefree Event?

The positives of smokefree events are endless. Benefits to our community include:

- Protecting our community members from the deadly effects of **secondhand smoke exposure**.
- Ensuring that events are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Supporting people who have made the difficult decision to **quit smoking** by providing the reinforcement they need to succeed.
- Reducing the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Helping to break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Drawing the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.
- Providing good **role modeling for our youth**, demonstrating that **smoking is not the norm** and helping them avoid peer pressure and the **tobacco industry's marketing**.
 - A key determinant of youth smoking risk is parental use of commercial tobacco.
 - Natural American Spirits, an RJ Reynolds brand of cigarettes, clearly targets American Indians with the image of an American Indian smoking a pipe on the front of the package.

Also, our community wants clean air events. A recent survey at two Oregon powwows found that an overwhelming majority of smokers and nonsmokers support policies that govern the use of commercial tobacco at events.

As the event coordinator, there are additional benefits. Smokefree events:

- Help you and your planning committee ensure the event is **safe and healthy for all involved**—from volunteers and planners to vendors and participants.
- **Prevent mixed messages**. Instead of trying to manage and control designated smoking areas, a 100 percent smokefree policy is clear, direct and more easily enforced.
- Are **safer and cost less** because they require less clean-up time and expense, and have less risk of fire and other damage caused by cigarettes—cigarette butts discarded on the ground can be ingested by young children and create a litter problem.

- **Attract new audiences and increase attendance** since most Oregonians prefer smokefree places and the majority of American Indians and Native Alaskans don't smoke.

What Does a Smokefree Event Mean?

A smokefree event means that all participants—organizers, volunteers, vendors and attendees—will refrain from smoking cigarettes, cigars and other commercial tobacco products during the entire event and on all event grounds. Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.

By contrast, ceremonial tobacco is the original, gifted and sacred tobacco that some Native tribes use strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life and is not banned in a smokefree event.

What's Your Role?

In addition to your role as the overall planner, you will be the primary driver of the effort to create a successful, smokefree event. For larger events such as powwows, you will oversee the work of the other coordinators, who will manage specific areas of the event such as vendors.

The first section of this toolkit is designed for you—to help you manage and carry out the overarching aspects of a smokefree event. The subsections are for you to distribute to the planners of specific aspects of the event. For smaller events, you may be managing some or all of these areas.

What About Designated Smoking Areas?

For those of you who are taking the first step toward a 100 percent smokefree policy by implementing designated smoking areas at your event, this toolkit has resources for you. At the end of this section are refined talking points and a list of the top five things you can do to make your designated smoking area policy a success. Using the talking points, much of the rest of the content can be customized for your event.

Is It Legal To Make an Event Smokefree?

It is completely legal to host a smokefree event. Smoking is an addictive behavior and the right to smoke is not protected by any law or policy.

Top 10 Things To Make Your Smokefree Event a Success

Planning powwows and other events takes a lot of time and dedication. Adding the smokefree element is doable and can happen in steps. These 10 tips are listed in order from essential things to start you out, to those that add extra detail and benefit.

1. If nothing else, include “this event is alcohol, drug and commercial tobacco-free” in all material.
2. Signage, signage, signage! Post the flyers that communicate the smokefree policy in high traffic areas such as the lines for the bathrooms and food.
3. Advertise and promote your event as smokefree using the flyer template in this toolkit.
4. Make sure all event coordinators and volunteers are familiar with the talking points so that everyone communicates the policy clearly.
5. Tell vendors when they sign up or initially request information about being a vendor that the event is smokefree.
6. Give the emcee, arena director and/or whip man/woman the script outline in this section so that they can announce the smokefree policy during breaks and other down times.
7. Post the Frequently Asked Questions and Fact Sheet online and have them available at the event for those who seek additional information about the policy.
8. Find out where people can smoke that is off event grounds and is still in compliance with other laws and ordinances so that you can direct smokers there if need be.
9. Recruit volunteers who are former smokers or smokers who support the smokefree policy to help facilitate enforcement and to talk about the benefits of quitting.
10. During set up, have individual conversations with each vendor and discuss the smokefree policy. Help them determine what they might say if someone is smoking near their booth.

“Powwows are important gatherings, with opportunities for educating our youth, promoting wellness among our people, and reinforcing our good ways of living.”

What is in this section?

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- 1h. Designated Smoking Area Fact Sheet:** We understand successfully planning and executing a smokefree event takes time and community support. Implementing a designated smoking area policy is a great first step if you are not yet able to go completely smokefree. Using the slightly customized talking points to modify language, all of the materials in this toolkit can be used for an event with designated smoking areas.

1a. Talking points (general)

We are dedicated to creating a safe and healthy community. That is why this event is smokefree in addition to being alcohol and drug free. The use of traditional tobacco is still allowed.

Additional messages

- Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.
- Traditional tobacco is the original, gifted and sacred tobacco of some Native tribes that is strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life.

Smokefree events protect our community from the deadly effects of secondhand smoke, demonstrate to youth that smoking is not the norm and support those who have chosen to quit.

Additional messages

Smokefree events:

- Are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Reduce the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Help break the cycle of **addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Draw the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.

Please help us keep this event smokefree. Together we can reduce the toll of commercial tobacco on our community.

Additional messages

- **For volunteers/planners:** Please help clearly communicate the event's smokefree policy.
- **For vendors:** Please refrain from smoking and help us enforce this policy by displaying the provided smokefree signage at your vendor booth. Smokefree events not only protect the health of all participants, they ensure that everyone—nonsmokers and smokers alike—can access and enjoy all parts of the event and the venue.
- **For participants:** Please help us make this a successful event by refraining from smoking during the event and on all event grounds.

1b. Fact sheet

Smokefree Events Benefit Our Community

Benefits include:

- Protecting our community members from the deadly effects of **secondhand smoke exposure**.
- Ensuring that events are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Supporting people who have made the difficult decision to **quit smoking** by providing the reinforcement they need to succeed.
- Reducing the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Helping to break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Drawing the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.
- Providing good **role modeling for our youth**, demonstrating that **smoking is not the norm** and helping them avoid peer pressure and the **tobacco industry's marketing**.
 - A key determinant of youth smoking risk is parental use of commercial tobacco.
 - Natural American Spirits, an RJ Reynolds brand of cigarettes, clearly targets American Indians with the image of an American Indian smoking a pipe on the front of the package.

Also, our community wants clean air events. A recent survey at two Oregon powwows found that an overwhelming majority of smokers and nonsmokers support policies that govern the use of commercial tobacco at events.

Traditional Tobacco Remains Sacred

- Traditional tobacco is the original, gifted and sacred tobacco of some Native tribes. It is strictly for spiritual, cultural and ceremonial use, and it ensures the continuance of the Native way of life. It is not banned at Native events.
- Commercial tobacco is manufactured tobacco (cigarettes, cigars, chewing tobacco, etc.) sold for a profit for recreational and habitual use. This type of use can cause addiction, death and disease.

Commercial Tobacco Is Deadly for American Indians and Alaska Natives

- American Indian and Alaska Natives are **twice as likely to smoke** as overall Oregon adults.
- Each year 64 Oregon American Indians and Alaska Natives die from tobacco use.
- Each year 1,250 Oregon American Indians and Alaska Natives suffer from a serious illness caused by tobacco use.
- Oregon American Indians and Alaska Natives are 6 to 15 times more likely to die from tobacco-related illnesses than from alcohol use, motor vehicle accidents or suicide.
- Visit www.oregon.gov/DHS/ph/tobacco/countyfacts.shtml to see additional information about tobacco use in your county.

Secondhand Smoke Harms Us All

- Secondhand smoke causes serious illness and can lead to death.
- It contains more than 43 cancer-causing agents and many other toxins.
- It kills an estimated 800 Oregonians each year.
- Forty-six percent of American Indian/Alaska Native adults are exposed to secondhand smoke in a typical week compared to 39% of all Oregon adults.

Want To Quit?

- The Oregon Tobacco Quit Line is FREE and offers advice, counseling and materials to quit. To reach the Quitline call 800-QUIT-NOW or 977-2NO-FUME (Spanish).
- To download a free smokefree event toolkit, visit www.naranorthwest.org/tobacco.htm.
- The Native American Rehabilitation Association of the Northwest (NARA) provides culturally appropriate education, physical and mental health services as well as substance abuse treatment to American Indians, Alaska Natives and other vulnerable people. Call 503-230-9875 or visit www.naranorthwest.org.
- Contact your local tribal health department for cessation resources and support.

1c. Frequently asked questions

 [template online](#)

1. What is a smokefree event?

A smokefree event means that all participants—organizers, volunteers, vendors and attendees—will refrain from smoking cigarettes, cigars and other commercial tobacco products during the entire event and on all event grounds.

2. Does that mean traditional tobacco is prohibited too?

No, traditional tobacco is allowed and can be an important part of the event. Traditional or ceremonial tobacco is the original, gifted and sacred tobacco of some Native tribes that is strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life. Commercial tobacco, on the other hand, refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit (cigarettes, cigars, chewing tobacco, etc.).

3. I'm interested in quitting smoking. Are there resources to help?

Yes! The Oregon Tobacco Quit Line is a free resource to all Oregonians, and offers advice, counseling and materials to quit. To reach the Quitline call 800-QUIT-NOW or 977-2NO-FUME (for Spanish speakers). The Native American Rehabilitation Association of the Northwest is also a great resource. Visit <http://www.naranorthwest.org/> or call 503-230-9875.

4. Where can people smoke?

People can smoke off event grounds as long as it doesn't violate existing laws, local ordinances or the venue's commercial tobacco policy, including Oregon's new Smokefree Workplace Law, which prohibits smoking within 10 feet of any building's windows, doors or ventilation systems.

5. Can people use chewing tobacco?

While the use of any form of commercial tobacco is discouraged, this event is asking participants to refrain from smoking commercial tobacco. That being said, the healthiest and safest events are those that prohibit the use of commercial tobacco in all forms, including smokeless tobacco. As a result, many event planners are choosing to implement 100 percent commercial tobacco-free policies. Contact your event planner and tell him/her that you support making this event commercial tobacco-free.

6. Why is the event smokefree?

This event is smokefree because of the many benefits it creates for our community, including:

- Protecting our community members from the deadly effects of **secondhand smoke exposure**.
- Ensuring that events are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Supporting people who have made the difficult decision to **quit smoking** by providing the reinforcement they need to succeed.
- Reducing the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as all Oregon adults.
- Helping to break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Drawing the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.
- Providing good **role modeling for our youth**, demonstrating that **smoking is not the norm** and helping them avoid peer pressure and the **tobacco industry's marketing**.
 - A key determinant of youth smoking risk is parental use of commercial tobacco.
 - Natural American Spirits, an RJ Reynolds brand of cigarettes, clearly targets American Indians with the image of an American Indian smoking a pipe on the front of the package.

Also, our community wants clean air events. A recent survey at two Oregon powwows found that an overwhelming majority of smokers and nonsmokers support policies that govern the use of commercial tobacco at events.

7. I'm interested in planning a smokefree event. Are there resources to help?

Yes! Please visit www.naranorthwest.org/tobacco.htm to download a smokefree event toolkit, or call 503-230-9875.

8. Is it legal to make an event smokefree?

It is 100 percent legal to host a smokefree event. Smoking is an addictive behavior and is not protected under any law or policy.

9. What is the current Oregon Smokefree Workplace Law?

As of January 1, 2009, all Oregon workplaces are smokefree, including bars, bingo halls and bowling centers. This is an expansion of the 2002 Smokefree Workplace Law (ORS 433.835-433.990).

10. What is the current Oregon law for smokefree schools?

The use of commercial tobacco products is prohibited on all K-12 school properties.

“Secondhand smoke affects everyone who breathes the air. Some of our loved ones cannot choose whether or not they breathe in toxic smoke but we can make the vital decision to remove secondhand smoke from our powwows now.”

1d. Flyer template 1

 [template online](#)



[Image]

Please join us for the
[Event] on [Dates] at
[Location].

Because of our community's desire for clean air events, and for the health and safety of all involved, we are excited to announce that the **event will be commercial tobacco-free.**

For more information about the event, contact [Name] at [Contact information] or visit [Website, if applicable].

This event is alcohol, drug and commercial tobacco-free. We are not responsible for lost or stolen items or your travel expenses.

1e. Flyer template 2

 [template online](#)



This event is commercial tobacco-free for the health and safety of all involved.

Please refrain from smoking during the event and on event grounds.

For more information, contact [name] at [contact information]



This event is commercial tobacco-free for the health and safety of all involved.

Please refrain from smoking during the event and on event grounds.

For more information, contact [name] at [contact information]

1f. Sample policy

 [template online](#)

The [Event] Smokefree Policy

WHEREAS, [Event Committee] recognizes that commercial tobacco product use and secondhand smoke near children, youth and adults is ultimately unhealthy and detrimental to the health of others; and

WHEREAS, [Event Committee] recognizes that commercial tobacco or tobacco products includes any product made to maintain or create addiction in its user; and

WHEREAS, [Event Committee] recognizes commercial tobacco products are often consumed in public places and discarded on the ground, thus creating a risk of ingestion to young children, a litter problem and a fire risk; and

WHEREAS, [Event Committee] recognizes that as parents, older brothers and sisters, family members and community members, we set the standard as role models, and the use of commercial tobacco products around youth has a negative effect on their lifestyle choices; and

WHEREAS, [Event Committee] recognizes that tobacco use causes addiction, disease and death; and

WHEREAS, [Event Committee] honors the role that traditional [unmanufactured or virgin] tobacco plays in our ceremonial and powwow drum blessings and views this sharing as an important way to remain healthful and addiction free; and

WHEREAS, [Event Committee] honors the Creator's wish for His children's health; and

WHEREAS, [Event Committee] recognizes that these important values can be taught within our [annual powwow, auction, etc.]; and

WHEREAS, [Event Committee] sees no conflict between this policy and the traditional use of tobacco for ceremonial and healing purposes:

Section 1. Commercial tobacco use prohibited

No person shall smoke commercial tobacco anywhere on the event grounds during [Event].

Section 2. Provision for traditional [unmanufactured tobacco/ virgin tobacco] for ceremonial observation and powwow protocol

The [Event Committee] will ensure that virgin or unmanufactured tobacco will be available for proper blessings of drums and ceremonies as needed during the [Event]. Traditional tobacco may be smoked on site under direction of tribal leaders.

Section 2a. Provision for use of commercial tobacco

In the event unmanufactured or virgin tobacco is unavailable and only commercial tobacco is provided, it must be blessed and all reference to its brand removed and discarded to reduce the potential for the branding of addiction within this ceremony.

Section 3. Enforcement

1. Appropriate signs shall be posted.
2. The community will be notified about this policy.
3. Staff will make periodic observations of the [Event] to monitor for compliance.
4. The [Event] emcee will be contracted to provide healthful reminders of the importance of being tobacco addiction free, smokefree, and for providing good role modeling for youth and to support the development of personal and institutional smokefree policies.

Section 4. Effective Date

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

Official signature here

Date

1g. 100 percent commercial tobacco-free policy fact sheet

Thank you for taking the important next step in protecting our community from the negative effects of commercial tobacco by implementing a 100 percent tobacco-free policy. As you know, the healthiest and safest events are those that prohibit the use of commercial tobacco in all forms, including smokeless tobacco. You are contributing to the growing, positive trend of events and outdoor spaces making the decision to go 100 percent commercial tobacco-free across the state, including the Pendleton Round-Up. Thank you for your leadership.

Top Five Ways To Successfully Implement a Commercial Tobacco-Free Policy

1. Signage, signage, signage! Post the flyers that communicate the commercial tobacco-free policy in high traffic areas such as the lines for the bathrooms and food.
2. Clearly share the policy in all communication. It's especially important to tell your vendors about the policy when they sign up.
3. Make sure all event coordinators and volunteers are familiar with the talking points so that everyone communicates the policy clearly.
4. Give the emcee, arena director or whip man/woman a script outline to announce and remind participants that the event is commercial tobacco-free during breaks and other down times.
5. Post a customized version of the Frequently Asked Questions and Fact Sheet online and have them available at the event for those who seek additional information about the policy.

Talking Points

1. **We are dedicated to creating a safe and healthy community. That is why this event is free of commercial tobacco in all forms, including smokeless tobacco. Traditional tobacco use is allowed.**

Additional messages

- Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.
- Traditional tobacco is the original, gifted and sacred tobacco of some Native tribes that is strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life.

2. **A commercial tobacco-free event helps reduce the toll of commercial tobacco on Indian Country by demonstrating to youth that its use in all forms is not the norm.**

Additional messages

Commercial tobacco-free events:

- Help break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Draw the **important distinction between traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.
- Are **cleaner and safer** for all participants.

3. **Please help us keep this event commercial tobacco-free. Together we can reduce the toll of commercial tobacco on our community by refraining from using commercial tobacco in all its forms at this event.**

Additional messages

- **For volunteers/planners:** Please help clearly communicate the event's commercial tobacco-free policy.
- **For vendors:** Please refrain from using commercial tobacco in any form and help us enforce this policy by displaying the provided commercial tobacco-free signage at your vendor booth.
- **For participants:** Please help us make this a successful event by refraining from using commercial tobacco in all forms during the event and on event grounds.

1h. Designated smoking area fact sheet

Top Five Ways To Successfully Implement a Designated Smoking Area Policy

1. Understand the venue's smoking policy. The use of commercial tobacco products is prohibited on all K-12 school properties and other venues may have their own smoking policies in place.
2. Make sure designated smoking areas are accessible but clearly separate from the event so that people can use them without sending smoke into the venue. Also, be sure the designated smoking area is not within 10 feet of a building's doors, windows or ventilation systems, as prohibited by Oregon's new Smokefree Workplace Law (see FAQ for more information). Due to Tribal sovereignty, this law does not apply to tribally owned facilities, including casinos.
3. Keep designated smoking areas away from high traffic areas such as bathroom and food lines, and away from any areas that attract children and youth.
4. Assign volunteers to escort smokers to designated smoking areas. Try to recruit past smokers who are compassionate and can share their story of quitting if appropriate. Make sure these volunteers understand the policy and are familiar with the talking points below.
5. Clearly share the policy in all communication. It's especially important to tell your vendors about the policy when they sign up.

Talking Points

1. **We are dedicated to creating a safe and healthy community. That is why this event is smokefree in addition to being alcohol and drug free. Smoking is only allowed in designated smoking areas, which are [insert locations]. Traditional tobacco use is allowed.**

Additional messages

- Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.
- Traditional tobacco is the original, gifted and sacred tobacco of some Native tribes that is strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life.

2. Smokefree events protect our community from the deadly effects of secondhand smoke, demonstrate to youth that smoking is not the norm and support those who have chosen to quit.

Additional messages

Smokefree events:

- Are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Reduce the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Help break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Draw the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.

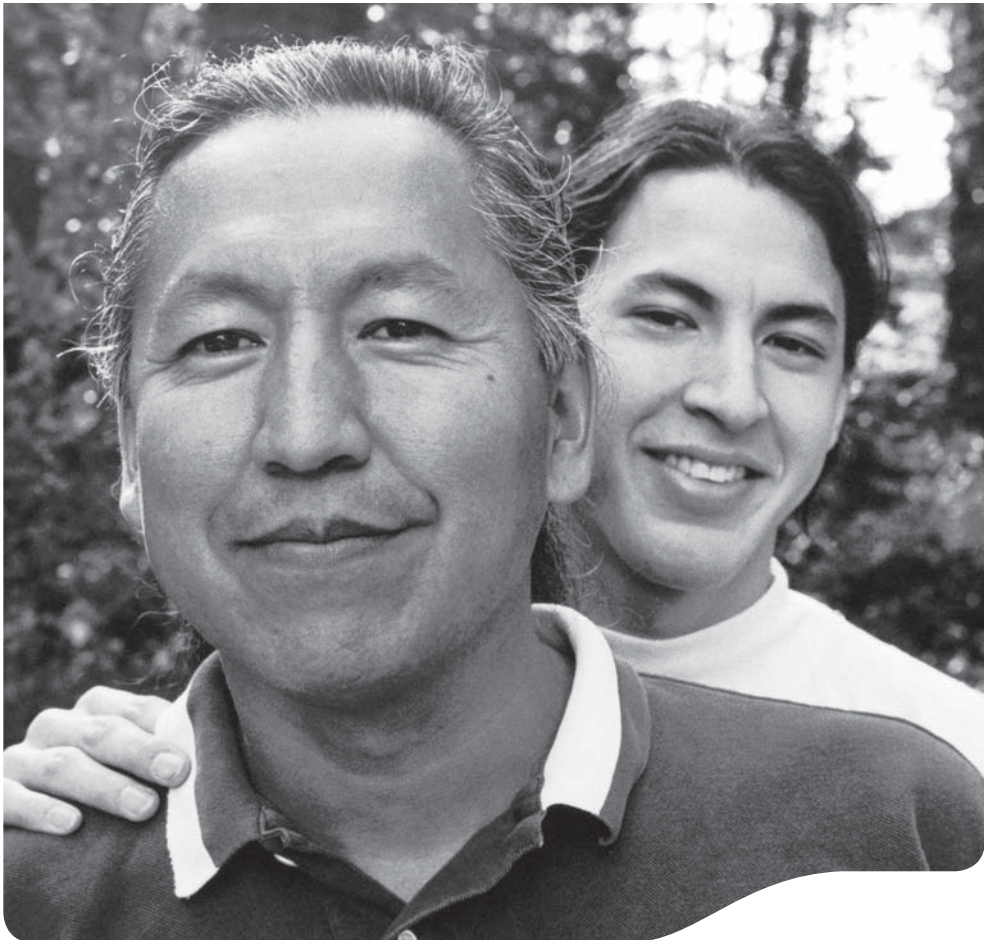
3. Please help us keep this event smokefree. Together we can reduce the toll of commercial tobacco on our community by creating a smokefree environment and restricting smoking to designated areas.

Additional messages

- **For volunteers/planners:** Please help clearly communicate the event's smokefree policy.
- **For vendors:** Please refrain from smoking outside of designated smoking areas and help us enforce this policy by displaying the provided smoke-free signage at your vendor booth. Smokefree events not only protect the health of all participants, they ensure that everyone—nonsmokers and smokers alike—can access and enjoy all parts of the event and the venue.
- **For participants:** Please help us make this a successful event by refraining from smoking outside of designated smoking areas during the event.

TWO

Communication and Advertising





Thank you for your leadership! By planning and executing a smokefree event, you are taking an important step in reducing the negative impact of commercial tobacco on our community.

This section of the toolkit is designed to make the process of marketing, advertising and promoting your smokefree powwow or other event easy, and ensuring that your event is healthy, safe and successful.

Why Plan a Smokefree Event?

The positives of smokefree events are endless. Benefits to our community include:

- Protecting our community members from the deadly effects of **secondhand smoke exposure**.
- Ensuring that events are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Supporting people who have made the difficult decision to **quit smoking** by providing the reinforcement they need to succeed.
- Reducing the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Helping to break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Drawing the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.
- Providing good **role modeling for our youth**, demonstrating that **smoking is not the norm** and helping them avoid peer pressure and the **tobacco industry's marketing**.
 - A key determinant of youth smoking risk is parental use of commercial tobacco.
 - Natural American Spirits, an RJ Reynolds brand of cigarettes, clearly targets American Indians with the image of an American Indian smoking a pipe on the front of the package.

Also, our community wants clean air events. A recent survey at two Oregon powwows found that an overwhelming majority of smokers and nonsmokers support policies that govern the use of commercial tobacco at events.

As the coordinator in charge of marketing and promoting your event, hosting a smokefree event will also **prevent mixed messages**. Instead of trying to explain a complex designated smoking area policy, a 100 percent smokefree policy is clear, direct and more easily communicated.

What's Your Role?

Your goal is to clearly communicate to all involved—other planners, volunteers, vendors, advertisers and participants—the details of the smokefree policy, why a smokefree event is beneficial, and what they can do to make sure the policy is successful. As the person overseeing all communication, that means you should include the language in the talking points on page 27 as a guide for all communication, whether it be in conversation, on the website, in radio announcements, in advertisements or in printed materials such as the event flyers and banners. It is also important to talk about the event as smokefree from the beginning stages of planning, helping to prevent any confusion, misunderstandings or incidents. Since the majority of the population does not smoke, and most people prefer smokefree places, promoting your event as smokefree can be an excellent way to bring in new audiences and increase attendance.

What Does a Smokefree Event Mean?

A smokefree event means that all participants—organizers, volunteers, vendors and attendees—will refrain from smoking cigarettes, cigars and other commercial tobacco products during the entire event and on all event grounds. Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.

By contrast, ceremonial tobacco is the original, gifted and sacred tobacco that some Native tribes use strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life and is not banned in a smokefree event.

“Powwows are a celebration of culture and should be smokefree to acknowledge that addiction is not a part of that culture. We should be modeling for our future generations the importance of who we are as a people. And the more that our people smoke, the higher rates of disease and death our community will experience, and with that comes a loss of our way of life.”

Top 10 Ways To Communicate a Smokefree Policy

Planning powwows and other events takes a lot of time and dedication. Adding the smokefree element is doable and can happen in steps. These 10 tips are listed in order from essential things to start you out, to those that add extra detail and benefit.

1. If nothing else, include “this event is alcohol, drug and commercial tobacco-free” in all materials.
2. Signage, signage, signage! Post the flyers that communicate the smokefree policy in high traffic areas such as the lines for the bathrooms and food.
3. Advertise and promote your event as smokefree using the flyer template in this toolkit.
4. Make sure all event coordinators and volunteers are familiar with the talking points so that everyone communicates the policy clearly.
5. Give the emcee, arena director or whip man/woman the script outline in this section so that they can announce the smokefree policy during breaks and other down times.
6. Post the Frequently Asked Questions and Fact Sheet online and have them available at the event for those who seek additional information about the policy.
7. Use the web copy provided to post information about the smokefree policy on the event’s website or on the websites of community partners and sponsors.
8. Use the radio script provided to promote the smokefree policy in planned radio announcements.
9. Use the press release provided to announce to the local media that the event will be smokefree.
10. Use the newsletter template provided to submit articles in local newsletters announcing the smokefree policy; provide the template and ask all partners, volunteers and partners to publish it in their communication channels.

What is in this section?

This section is for the event planner(s) in charge of the event's communication, promotion and marketing.

In this section you will find:

- 2a. Talking Points:** These are for your use in communicating about the smokefree event. Think of these not as exact words to memorize but rather as ideas to communicate authentically and consistently, whether it be on the website, in conversation or in printed materials. The messages in bold are the essential messages that should be delivered in every interaction. The additional messages are to help you customize your communication based on your audience's beliefs, needs, level of understanding, etc.
- 2b. Sample Web Copy:** If there is a website for your powwow or other event, or if partners and/or sponsors are willing to post information about the event on their website, it's important to include information about the event being smokefree.
- 2c. Media Release Template:** Customize this release for distribution to your local media to promote the event as smokefree.
- 2d. Sample Newsletter Copy:** As you plan your promotions for the event, consider writing an article for publication in community partners' and sponsors' newsletters about the new smokefree policy.
- 2e. Sample Radio Script:** If you are receiving or paying for radio announcements, include this language at the end of your announcement about the powwow or other event.
- 2f. Sample Script for Emcee, Arena Director or Whip Man/Woman:** He/she is an invaluable resource for communicating the event's smokefree policy. During breaks or other down times, ask him/her to announce and remind participants that the event is smokefree.
- 2g. Pre-Event Flyer:** For your use when promoting your smokefree event. Please note that this flyer uses "commercial tobacco-free" language instead of "smokefree" as this term is more often used in this context.
- 2h. Event Flyer:** For distribution and display at the event to explain the smokefree policy. Please note that this flyer uses "commercial tobacco-free" language instead of "smokefree" as this term is more often used in this context.

2a. Talking points

We are dedicated to creating a safe and healthy community. That is why this event is smokefree in addition to being alcohol and drug free. The use of traditional tobacco is still allowed.

Additional messages

- Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.
- Traditional tobacco is the original, gifted and sacred tobacco of some Native tribes that is strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life.

Smokefree events protect our community from the deadly effects of secondhand smoke, demonstrate to youth that smoking is not the norm and support those who have chosen to quit.

Additional messages

Smokefree events:

- Are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Reduce the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Help break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Draw the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.

Please help us keep this event smokefree. Together we can reduce the toll of commercial tobacco on our community.

Additional messages

- **For volunteers/planners:** Please help clearly communicate the event's smokefree policy.
- **For vendors:** Please refrain from smoking and help us enforce this policy by displaying the provided smokefree signage at your vendor booth. Smokefree events not only protect the health of all participants, they ensure that everyone—nonsmokers and smokers alike—can access and enjoy all parts of the event and the venue.
- **For participants:** Please help us make this a successful event by refraining from smoking during the event and on all event grounds.

2b. Sample web copy

 [template online](#)

[Event] is dedicated to providing a safe and healthy event for all participants. That is why this event is smokefree in addition to being alcohol and drug free. The traditional use of traditional tobacco is allowed.

Smokefree events protect our community from the deadly effects of secondhand smoke, demonstrate to youth that smoking is not the norm, and support those who have chosen to quit.

Please refrain from smoking at the event or on event grounds. Together we can reduce the toll of commercial tobacco on our community by taking the important step to go smokefree.

2c. Media release template

 [template online](#)

FOR IMMEDIATE RELEASE

[Insert logo if available]

[Contact Information]

[Date]

[City], Ore.—The [Event] planning committee is proud to announce that this year's powwow [or other event type] will be 100 percent smokefree. Smoking commercial tobacco will be prohibited during the entire event on all event grounds. The use of traditional tobacco will be allowed.

Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit. By contrast, ceremonial tobacco is the original, gifted and sacred tobacco that some Native tribes use strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life and is not banned in a smokefree event.

“We are dedicated to providing a safe and healthy community,” said [Name], [role/title with event]. “Commercial tobacco use is one of the most significant health risks facing American Indians and Alaska Natives. Making [event] smokefree helps reduce secondhand smoke exposure, demonstrates to our children that smoking is not the norm, and supports those of us who have successfully quit smoking or are trying to quit. Most people prefer smokefree spaces, and this creates a more welcoming and accessible event—especially for young people or people with health conditions that are impacted by secondhand smoke.”

“We applaud the [Event] committee for their leadership in reducing commercial tobacco use,” said [Name (an influential community member if possible or someone from the Native American Rehabilitation Center of the Northwest)], [role/title]. “In addition to the obvious health benefits, smokefree events draw the important distinction between traditional and commercial tobacco, ensuring that traditional use of tobacco remains sacred and helping break the cycle of addiction and substance abuse that has been passed on for generations.”

Smokefree environments are especially important in Indian Country. American Indian/Alaska Natives are twice as likely to smoke as all Oregon adults and 46 percent of American Indian/Alaska Native adults are exposed to secondhand smoke in a typical week, compared to just 39 percent of all Oregon adults. Twenty-one percent of American Indian and Alaska Native youth in 11th grade in Oregon report smoking, compared to 17 percent of all 11th grade Oregonians. Two out of every five Native American and Alaska Natives die from commercial tobacco-related illnesses each year; this is higher than deaths related to alcohol, illicit drug use, motor vehicle accidents and suicide combined.

Resources

Smokefree policies are proven to help people quit. The Oregon Quit Line provides free advice, information and materials to help smokers quit for good. Call 800-QUIT-NOW. The Native American Rehabilitation Association of the Northwest (NARA) provides culturally appropriate education, physical and mental health services as well as substance abuse treatment to American Indians, Alaska Natives and other vulnerable people. Call 503-230-9875 or visit www.naranorthwest.org.

About [Event]

[Insert standard language about your event including the date, time, location and contact information of the main coordinator.]

2d. Sample newsletter copy

 [template online](#)

[Event] is coming up on [Date] at [Location]. [Add other event details as needed.]

Because we are dedicated to providing a safe and healthy event for all participants, this year's event will be 100 percent smokefree in addition to being alcohol and drug free. The use of traditional tobacco is allowed.

We have decided to adopt a smokefree policy to protect our community from the deadly effects of secondhand smoke, demonstrate to youth that smoking is not the norm and support those who have chosen to quit.

We hope you will share in our efforts to bring about awareness of this policy and what it means for our community, and that you will refrain from smoking at the event or on event grounds.

Thank you for your support! Together we can reduce the toll of commercial tobacco on our community by taking the important step to go smokefree.

2e. Sample radio script for donated airtime

 [template online](#)

[Event] is proud to be smokefree for the health of our community. Please don't smoke commercial tobacco on event grounds. Thank you.

2f. Sample script for the emcee, arena director, and whip man/woman:

 [template online](#)

Because we are dedicated to providing a safe and healthy event for all participants, this [Event] is smokefree in addition to being alcohol and drug free. If you are a smoker, we ask that you please show respect for those who are not and refrain from smoking on event grounds. If you have any questions, please ask the event staff. We thank you for your support.

2g. Flyer template 1

 [template online](#)



[Image]

Please join us for the
[Event] on [Dates] at
[Location].

Because of our community's desire for clean air events, and for the health and safety of all involved, we are excited to announce that the **event will be commercial tobacco-free.**

For more information about the event, contact [Name] at [Contact information] or visit [Website, if applicable].

This event is alcohol, drug and commercial tobacco-free. We are not responsible for lost or stolen items or your travel expenses.

2h. Flyer template 2

 [template online](#)



This event is commercial tobacco-free for the health and safety of all involved.

Please refrain from smoking during the event and on event grounds.

For more information, contact [name] at [contact information]



This event is commercial tobacco-free for the health and safety of all involved.

Please refrain from smoking during the event and on event grounds.

For more information, contact [name] at [contact information]

THREE

Security





Thank you for your leadership! By planning and executing a smokefree event, you are taking an important step in reducing the negative impact of commercial tobacco on our community.

This section of the toolkit is designed to make the process of enforcing your smokefree event easy, and ensuring that it is healthy, safe, without incident and successful.

Why Plan a Smokefree Event?

The positives of smokefree events are endless. Benefits to our community include:

- Protecting our community members from the deadly effects of **secondhand smoke exposure**.
- Ensuring that events are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Supporting people who have made the difficult decision to **quit smoking** by providing the reinforcement they need to succeed.
- Reducing the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Helping to break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Drawing the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.
- Providing good **role modeling for our youth**, demonstrating that **smoking is not the norm** and helping them avoid peer pressure and the **tobacco industry's marketing**.
 - A key determinant of youth smoking risk is parental use of commercial tobacco.
 - Natural American Spirits, an RJ Reynolds brand of cigarettes, clearly targets American Indians with the image of an American Indian smoking a pipe on the front of the package.

Also, our community wants clean air events. A recent survey at two Oregon powwows found that an overwhelming majority of smokers and nonsmokers support policies that govern the use of commercial tobacco at events.

As the coordinator in charge of the event's security, a smokefree event will **prevent mixed messages**. Instead of trying to manage and control designated smoking areas, a 100 percent smokefree policy is clear, direct and more easily enforced. It will also be **safer and cost less** because it will require less clean-up time and expense, and have less risk of fire and other damage caused by cigarettes. Finally, cigarette butts discarded on the ground can be ingested by young children and create a litter problem.

What's Your Role?

Your role will be to enforce the smokefree policy. That means you will train yourself and all security volunteers on how to ask people to refrain from smoking in a way that's respectful. You should also use the provided talking points to make sure that all volunteers understand the policy and can speak knowledgeably and consistently about it, so that participants are clear about what you are asking them to do and why.

What Does a Smokefree Event Mean?

A smokefree event means that all participants—organizers, volunteers, vendors and attendees—will refrain from smoking cigarettes, cigars and other commercial tobacco products during the entire event and on all event grounds. Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.

By contrast, ceremonial tobacco is the original, gifted and sacred tobacco that some Native tribes use strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life and is not banned in a smokefree event.

Top Five Ways To Enforce a Smokefree Policy

Planning powwows and other events takes a lot of time and dedication. Adding the smokefree element is doable and can happen in steps. These five tips are listed in order from essential things to start you out, to those that add extra detail and benefit.

1. Signage, signage, signage! Post the flyers that communicate the smokefree policy in high traffic areas such as the lines for the bathrooms and food.
2. Make sure all event coordinators and volunteers are familiar with the talking points so that everyone communicates the policy clearly; recruit volunteers that are former smokers or supportive smokers to help facilitate enforcement and to give testimonials.
3. Post the Frequently Asked Questions and Fact Sheet online and have them available at the event for those who seek additional information about the policy.
4. Find out where people can smoke that is off event grounds and is still in compliance with other laws and ordinances so that you can direct smokers there if need be.
5. Ask people who are in violation of the policy to leave the event.

What is in this section?

This section is for the event planner(s) in charge of the event's security.

In this section you will find:

- 3a. Talking Points:** (same as above)
- 3b. Process for Handling Violations:** Provide these guidelines to all volunteers so that all incidents are handled professionally and in the same manner.
- 3c. Tips for Training Volunteers:** Use these tips as a guideline every time you train volunteers so that everyone has a clear understanding of the smokefree policy, procedures and what is expected of them.
- 3d. Tips on Talking Respectfully to Elders About the Policy:**
The following tips come from elders in the community and can help assist you and other volunteers when discussing and enforcing the smokefree policy with elders at the event.

3a. Talking points

We are dedicated to creating a safe and healthy community. That is why this event is smokefree in addition to being alcohol and drug free. Traditional tobacco use is allowed.

Additional messages

- Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.
- Traditional tobacco is the original, gifted and sacred tobacco of some Native tribes that is strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life.

Smokefree events protect our community from the deadly effects of secondhand smoke, demonstrate to youth that smoking is not the norm and support those who have chosen to quit.

Additional messages

Smokefree events:

- Are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Reduce the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Help break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Draw the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.

Please help us keep this event smokefree. Together we can reduce the toll of commercial tobacco on our community.

Additional messages

- **For vendors:** Please refrain from smoking and help us enforce this policy by displaying the provided smokefree signage at your vendor booth. Smokefree events not only protect the health of all participants, they ensure that everyone—nonsmokers and smokers alike—can access and enjoy all parts of the event and the venue.
- **For participants:** Please help us make this a successful event by refraining from smoking during the event and on all event grounds.

Security-specific Messages

- This event is smokefree for the health and safety of all participants. Will you please put your cigarette out?
- Here is a fact sheet that explains the rationale behind a smokefree policy as well as other great resources.
- I have an escort who can show you where you can smoke off event grounds.
- If we see you smoking on the event grounds again, we're going to have to ask you to leave.
- We appreciate your support and willingness to comply with this policy.

3b. Process for handling violations

 [template online](#)

Perform the following steps in order, going to the next one only if the smoker will not comply with what you are asking or doing.

1. Use the security-specific messages to ask the person to stop smoking.
2. Have a volunteer escort the person to where he/she can smoke off event grounds.
3. Ask people who will not comply to please leave the event.
4. Escort those who will not comply off the event grounds.
5. Ask those who you see smoking again to leave.

“An addiction is an addiction is an addiction. We don’t let people come into our circle who are drunk or abusing other substances, and smoking should be no different—it’s harming the individual as well as others who have to breathe in the secondhand smoke.”

3c. Tips for training volunteers

1. Discuss with volunteers the benefits and reasoning behind a smokefree policy so that they understand and are supportive of the policy.
2. Print the talking points for each volunteer. Walk through the messages, explaining that they can put the messages in their own words as long as they maintain consistency.
3. Walk volunteers through the protocol, ensuring that everyone follows the same steps. Have volunteers act out scenarios in which a smoker won't comply with the policy.
4. Discuss with volunteers the tips for working with elders.
5. Walk volunteers around the event site before it starts, pointing out where smokers can go if they have to smoke.

3d. Tips on talking respectfully to elders about the policy

While it's important to recruit age-appropriate volunteers to help enforce the policy, especially for situations in which elders are in violation of the law, anyone can ask elders to comply with the smokefree policy. Elders in our community provided the following tips:

1. Try not to be intimidated by elders. Remember that they were once young and are not always perfect.
2. Remember that we are all a community working on greater goals; if you don't feel comfortable talking to an elder directly, then ask another volunteer or elder who is in favor of the policy to talk to the individual who is not in compliance with the policy.
3. Have copies of the fact sheet available to hand out so that the person can see the reasoning behind the policy and the additional resources, including the Oregon Quit Line.
4. Find out where people can smoke that is off event grounds and is still in compliance with other laws and ordinances so that you can direct smokers there if need be. Have escorts available to walk elders to these areas.

FOUR

Vendor





Thank you for your leadership! By planning and executing a smokefree event, you are taking an important step in reducing the negative impact of commercial tobacco on our community.

This section of the toolkit is designed to make the process of working with vendors and communicating with them about the smokefree policy easy. It will help ensure that relationships with vendors are maintained and there is no confusion, misunderstanding or incident with vendors as it relates to the smokefree policy.

Why Plan a Smokefree Event?

The positives of smokefree events are endless. Benefits to our community include:

- Protecting our community members from the deadly effects of **secondhand smoke exposure**.
- Ensuring that events are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Supporting people who have made the difficult decision to **quit smoking** by providing the reinforcement they need to succeed.
- Reducing the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Helping to break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Drawing the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.
- Providing good **role modeling for our youth**, demonstrating that **smoking is not the norm** and helping them avoid peer pressure and the **tobacco industry's marketing**.
 - A key determinant of youth smoking risk is parental use of commercial tobacco.
 - Natural American Spirits, an RJ Reynolds brand of cigarettes, clearly targets American Indians with the image of an American Indian smoking a pipe on the front of the package.

Also, our community wants clean air events. A recent survey at two Oregon powwows found that an overwhelming majority of smokers and nonsmokers support policies that govern the use of commercial tobacco at events.

What's Your Role?

In addition to your normal work with vendors, your role will be to make sure all vendors are aware of and abide by the policy by refraining from smoking. You should also provide the handout on page 47 to vendors, asking them to display it at their booth. Remember, vendors are there to enjoy the event and sell their products. Reminding them that not everyone smokes and, more importantly, many people cannot be around smoke for health and other reasons, will help them understand the importance of keeping the vendor section and their booths smokefree.

What Does a Smokefree Event Mean?

A smokefree event means that all participants—organizers, volunteers, vendors and attendees—will refrain from smoking cigarettes, cigars and other commercial tobacco products during the entire event and on all event grounds. Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.

By contrast, ceremonial tobacco is the original, gifted and sacred tobacco that some Native tribes use strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life and is not banned in a smokefree event.

Top Five Ways To Work with Vendors Regarding the Smokefree Policy

The following five tips are ordered so that the ones that are less time and resource intensive are followed by those tasks that are more involved.

1. Tell vendors when they sign up or initially request information that the event is smokefree.
2. Include the provided smokefree policy language in the vendor application.
3. Provide vendors with the handout in this toolkit and request that they display it at their booth.
4. During set up, have individual conversations with each vendor and discuss the smokefree policy. Help them determine what they might say if someone is smoking near their booth.
5. Point out to vendors that smokefree events are more accessible and ensure that everyone—nonsmokers and smokers alike—can access and enjoy all parts of the event and the venue, including the vendor area. Keeping the vendor sections and their booths smokefree will help make sure all participants can view and purchase their products.

What is in this section?

This section is for the event planner(s) in charge of working with the event's vendors.

In this section you will find:

4a. Talking Points

4b. Smokefree Policy Language To Insert in Vendor Application/

Agreement: Consider adding this language to your standard vendor application so that it is clear to vendors from the very beginning what they are agreeing to, reducing the likelihood that there will be any confusion or incident at the event. You should also have a box on the application for vendors to initial that verifies that they understand the policy and will refrain from smoking. You may also want to require them to display the provided handout as well.

4c. Table Tent: (for vendors to display at their booth and help communicate the policy)

"Many youth, teenagers, young children and babies are present. We want to make sure that they are not exposed to the substances, behaviors and message that smoking is OK and traditional."

"As a child I don't remember cancer being a familiar word, but now it seems as though everyone knows at least one person who has been touched by some form of it. So when you know that something is a cancer-causing agent, like cigarettes, why would you ever want to be surrounded by them?"

4a. Talking points

We are dedicated to creating a safe and healthy community. That is why this event is smokefree in addition to being alcohol and drug free. Traditional tobacco use is allowed.

Additional messages

- Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.
- Traditional tobacco is the original, gifted and sacred tobacco of some Native tribes that is strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life.

Smokefree events protect our community from the deadly effects of secondhand smoke, demonstrate to youth that smoking is not the norm and support those who have chosen to quit.

Additional messages

Smokefree events:

- Are more **accessible for all**, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Reduce the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Help break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Draw the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.

Please refrain from smoking and help us enforce this policy by displaying the provided smokefree signage at your vendor booth.

A smokefree event not only protects the health of all participants, it allows everyone to access and enjoy all parts of the event and the venue, including the vendor area. Keeping the vendor section and your booth smokefree will help make sure all participants can view and purchase your products.

4b. Vendor policy application language

 [template online](#)

“This is a drug, alcohol and smokefree event. No sales of sacred items, any type of commercial tobacco and paraphernalia or any other items as deemed by the committee.”

4c. Vendor table tent

 [template online](#)



[Event] is **smokefree** for the health and safety for all involved.

Please refrain from smoking during the event and on event grounds.