

# 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)



**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.