



# Sample Promotional Material

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**[ORGANIZATION  
LOGO HERE]**

## **What?**

Summary of the tobacco-free policy. Define which tobacco industry products and tobacco-like products are included – cigarettes, pipes, smokeless tobacco products, e-cigarettes...

## **Why?**

Insert the background information and reasons for going smoke-free.

Cut and paste the policy here.

## **Who?**

List who the policy applies to – participants, coaches/leaders, spectators, parents, officials...

## **Where?**

List locations where the policy applies – field, stands/sidelines, home/away games...

List locations where people can use tobacco industry products and tobacco-like products (e.g., e-cigarettes).

## **When?**

Specify when the policy came/comes into effect.

## **How?**

Specify how the policy will be enforced – verbal reminders, voluntary compliance...

## **Questions**

Insert the contact information.