

# HOW TO BUILD SUPPORT FOR SMOKE-FREE OUTDOOR EVENTS

To build support for outdoor smoke-free festivals and events, public health units would benefit to create accountability, reduce fears and concerns of event organizers, align to values and norms of stakeholders, and help smokers comply. Working within the existing supportive tobacco control climate, using policy interventions, partnering and creating linkages to other enforcement structures, and using a progressive behaviour change strategy with all stakeholders can trigger these mechanisms.

Link to detailed study: [https://www.ptcc-cfc.on.ca/knowledge\\_exchange/DoPs/smoke\\_free\\_festivals\\_and\\_events](https://www.ptcc-cfc.on.ca/knowledge_exchange/DoPs/smoke_free_festivals_and_events)

CONTEXT	 <b>Supportive Tobacco control climate</b>	Awareness of SHS harms, increasing awareness of outdoor SHS harms, motivation to protect children and low resistance to new smoke-free policy form a supportive context.
	 <b>Policy interventions</b>	Policies cue people not to smoke and provide an accountability mechanism for not smoking. E.g., SFOA, by-laws, event policies.
	 <b>Partnerships</b>	Partnerships can provide access to networks/relationships, expertise, power and resources. E.g., municipal event teams, AGCO, local police, security, local advocates.
	 <b>Progressive behaviour change approach</b>	A progressive behaviour change strategy, favouring supporting over controlling, promotes incremental change and builds support over time. E.g., setting goal or mandate, helping people fulfill their role, monitoring progress and trajectories, and intervening if needed.
MECHANISM	 <b>Accountability</b>	Legislation, event permits, land use agreements and publically posted call-to-action letters can be used to hold people accountable.
	 <b>Organizer`s fears/ concerns addressed</b>	Emphasizing that ticketing is last resort and giving event organizers time to change helps build support.
	 <b>Values and norms alignment</b>	When applicable, aligning to child protection and health/fitness values helps build support. However, seeking quit support during an event is not a typical reason why people attend and event.
	 <b>Smokers understand where to/not to smoke</b>	People may want/need to smoke, so making sure that they know the event is smoke-free and where they can smoke will help them be supportive and comply.
OUTCOME	 <b>Support for smoke-free festivals and events</b>	New smoke-free policies and permit/land-use agreement conditions adopted. Organizers accept smoke-free requirements and supports (e.g., signage). Compliance remains an issue, but improves annually.

SFOA—Smoke-Free Ontario Act

SHS—Secondhand smoke

AGCO—Alcohol and Gaming Commission of Ontario



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# BUILDING SUPPORT FOR SMOKE-FREE FESTIVALS AND EVENTS: A DOCUMENTATION OF PRACTICE STUDY

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Smoke-free outdoor spaces provide protection from SHS and can reduce tobacco consumption,<sup>1</sup> promote quit attempts<sup>2</sup> and support relapse prevention.<sup>2</sup> Since outdoor festivals and events have large crowds of people where smoking occurs,<sup>3</sup> it is important for public health to intervene. To understand how public health units can create smoke-free outdoor events, a multiple case study was conducted. Within the study, interviews (11 key informants) and documents were analyzed using a realist-inspired approach.<sup>4,5,6</sup>

Case	Case overview
<b>Hamilton</b>	An innovative 2012 by-law removed smoking from municipal property venues. 2015 <i>SFOA</i> amendment extended ban to private property venues.
<b>Ottawa</b>	An innovative 2012 by-law removed smoking from municipal property venues. Iteratively worked to create even playing field across all venues.
<b>Windsor-Essex</b>	The 2015 <i>SFOA</i> amendment removed smoking from venues/events deemed as patios or sporting areas. <i>SFOA</i> was leveraged to develop clearer by-laws.
<b>Leeds, Grenville &amp; Lanark</b>	The 2015 <i>SFOA</i> amendment removed smoking from venues/events deemed as patios or sporting areas. <i>SFOA</i> proprietor obligations were leveraged to create broad ownership.

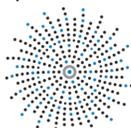
**SFOA**—Smoke-Free Ontario Act

**SHS**—Secondhand smoke

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