



**Everyone is a role model:
Keep Tobacco Away from the Game.**



**Taking the steps towards
Tobacco Free Sport & Recreation**



The production of this handbook has been made possible through a financial contribution from Health Canada.

In partnership with:



The views expressed herein do not necessarily represent the views of Health Canada.

The contents of this guide may not be reproduced for commercial purposes, but any reproduction, with acknowledgement is encouraged.



Health Canada Santé Canada





TABLE OF CONTENTS

Page

Table of contents	
What, why, goals & objectives	1
Ten steps towards Tobacco Free Sport	2
Ways to use the Tobacco Free Sport Logo	3
Partners	4
Policy template	5
Fact sheets	6-7-8
Youth fact sheets	9-10-11
Coaches' notes	12
Sport specific fact sheet	13
Contact Information	14
Appendix	
Athlete, coach & parent pledge forms	15-16-17



WHAT DOES TOBACCO FREE SPORT MEAN?

The concept is simple;

- develop
- communicate
- reinforce a Tobacco Free Policy as part of your sport or recreation program or activity

Implications of Tobacco Free Sport

- this means players, participants, coaches, sport administrators, leaders, officials and spectators do not use tobacco while involved in sporting activities
 - participants and spectators of sporting events are not exposed to second-hand smoke
 - there is no tobacco advertising, sponsorship or marketing at sports events or venues
-

WHY TOBACCO FREE SPORT?

There are a number of important reasons why sport should be Tobacco Free, including;

- to protect athletes, spectators, officials and volunteers from the harm caused by second-hand smoke
 - to help create supportive environments and positive social norms for tobacco free behaviours
 - to eliminate the mixed messages that the community receives through tobacco advertising and its connection with sporting events
 - to send a message that the health of all of those involved in sports, whether as athletes, spectators, officials, administrators and volunteers is important
-

GOALS & OBJECTIVES

- To create a Tobacco Free Sport environment in NB
- To raise awareness and influence behaviour regarding the use of tobacco
 - amongst youth, participants, coaches, officials, volunteers and spectators
 - smokeless Tobacco use
 - messaging for coaches
 - provincial sport organisations (PSO) and policies



Ten Steps toward Tobacco Free Sport

- Step 1:** Visit the Sport NB web site for information, fact sheets & templates on how to get started
- Step 2:** Contact your Provincial Sporting Organization to discuss it at the next board meeting
- Step 3:** Make copies of the different templates and fact sheets available on the Sport NB web site
- Step 4:** Adapt the policy template available online for your specific needs
- Step 5:** Discuss the draft policy with your members
- Step 6:** Amend, finalize and promote your policy
- Step 7:** Provide copies of the policy and fact sheets to all members, including leaders/coaches, referees, parents, athletes and recreation professionals
- Step 8:** Add the logo to your registration form
- Step 9:** Adapt and use the Tobacco Free Sport logo on uniforms, T-Shirts etc.
- Step 10:** Encourage and promote Tobacco Free Sport by using the promotional tools available to you at Sport NB

List of available tools at Sport NB:

- Powerpoint presentation on Tobacco Free Sport
- Banners for use during events
- Posters
- Stickers
- Tattoos
- Crests on uniforms



Ways to use the Tobacco Free Logo

Tobacco Free Sport is a global movement

The Tobacco Free Sport logo is an internationally recognized symbol. The logo was created by the Center for Disease Control and Prevention (CDC) and can be adapted for specific sport and recreation activities.

Many provinces such as Nova Scotia and British Columbia currently use the logo. This logo is also used by organizations in the United-States of America.

The International Olympic Committee and the World Health Organization have both developed Tobacco Free programs





Our Partners



Centre for Coaching Education of NB (CCENB)



Recreation NB



NB Interscholastic Athletic Association (NBIAA)



Esteem Team



Association des travailleurs en loisir du N.-B. (ATLNB)



Department of Wellness, Culture & Sport

Provincial Sport Organizations (PSO)



Policy template

Commitment

We recognize that there is ample research demonstrating the health hazards caused by the use of tobacco products, including smoking, smokeless tobacco and breathing second-hand smoke, and understand our responsibility to the participants of our programs to model and promote tobacco free lifestyles.

We stress to leaders, recreation professionals, teachers, coaches, officials, parents, spectators, and all others involved, the importance of maintaining a tobacco free environment while working with our programs, athletes and participants taking part in sport or physical activities.

Policy

All games, activities, practices, tournaments, competitions, sponsored events and other performances, community & sanctioned events overseen by our organization will be tobacco free. Tobacco free means no smoking, snuffing, dipping, or chewing tobacco by players/participants, coaches/leaders, parents, spectators, officials and volunteers.

We will promote the tobacco free policy at all our activities by;

- having coaches/leaders explain the policy to players/members and ask them to explain the policy to their parents and others who may come to their games/activity/performance and such
- including the policy in the first schedules/notices about the sport or recreation group so all new and returning participants, their parents/guardians, coaches/leaders and officials/managers/staff know about the policy from the start
- making the policy visible throughout the year/season using various messages, including logos on uniforms, banners at events, posters and encouraging coaches and older players/members to promote active and healthy Tobacco Free lifestyles

We will reinforce the tobacco free policy at all our activities by;

- encouraging all coaches/leaders, players/members, and parents to respectfully remind someone using tobacco about the tobacco-free policy
- being able to point out to a tobacco free logo on a uniform or banner makes this easier
- distributing reminder cards to smoking individuals

Consistently applying the consequences with people who repeatedly break the policy – repeated violations by players/members or their parents/guardians may result in a verbal or written warning for the coach/leader, a member of the association/organization or the facility representative. Following a written warning the individual violating the policy once again may be asked to leave the activity or game.



Tobacco

What you need to know about it!

Tobacco is a substance consisting of dried leaves and stems of the plant *Nicotiana Tabacum*, which contains the drug nicotine. Nicotine is a powerful stimulant to the brain and central nervous system and is extremely addictive.

Tobacco is consumed in three principal ways:

- Smoking
- Chewing and dipping
- Snuffing

All three produce approximately equal blood nicotine levels in tobacco users.

Smoking health effects

Tobacco use is the single most preventable cause of death and disease in Canada. Many health effects are associated with the use.

Cancers; tobacco use is linked to a number of cancers such as lung, mouth, throat, larynx, bladder, cervix, esophagus, kidney and pancreas. Studies suggest that smokers are at increase risk for other cancers such as stomach, liver and colorectal.

Cardiovascular Diseases; tobacco use is linked to various cardiovascular conditions such as heart attacks, stroke, aortic aneurysm and peripheral vascular disease.

Respiratory Diseases; tobacco use can cause a number of permanent respiratory diseases such as emphysema, chronic bronchitis and asthmatic bronchitis.

Short-Term Health Effects; physical endurance decreases, less urine is produced, appetite decreases and pulse and blood pressure increases.

Other forms of Tobacco

Smokeless Tobacco; also known as (Spit) tobacco, causes diseases of the mouth, teeth & gums. Long-term use can cause oral cancer.

Second-hand smoke; studies confirm that non-smokers subject to second-hand smoke can experience the same types of health effects that smokers do.

Cigars; cigar smokers are affected by the same variety of illnesses and diseases as cigarette smokers. Cigar smokers have the same risk of oral cancer and cancer of the esophagus and larynx as cigarette smokers.

Did you know?

One in six deaths in Canada is caused by smoking.

There are slightly more than six million smokers in Canada, or 20% of the population aged 15 and older.

In New Brunswick, there is approximately 24% of the population aged 15 and older that smoke, the highest rate in Canada.

Among current smokers, 52% reported having had their first cigarette between the ages of 11 and 15.

According to CTUMS 2004 and 1999 the percentage of smokers aged 15-19 in New-Brunswick has decreased from 27% in 1999 to 18% in 2004.

Sources

Canadian Tobacco Use Monitoring Survey (CTUMS) 2004
 Canadian Cancer Society
 Prevention Source BC Fact sheet



Smokeless or (SPIT) Tobacco

What you need to know about it!

Smokeless tobacco is a type of tobacco product that is placed inside the mouth (referred to as a “wad”). This gives the user a continuous high from the nicotine.

Smokeless tobacco is sold in three forms:

1. **Chew;** a leafy form of tobacco sold in pouches. Users keep the chew between the cheek and gums for several hours at a time.
2. **Plug;** chew tobacco that has been pressed into a brick
3. **Snuff;** a powdered, moist form of tobacco sold in tins. Users put the snuff between the lower lip or cheek and gum. As well, some users will sniff it. Using snuff is also called “dipping”.

What is in smokeless Tobacco?

It is made of a mixture of tobacco, nicotine, sweeteners, abrasives, salts and chemicals.

It contains over 3,000 chemicals including poisons and 28 known carcinogens. Some of the harmful chemicals are;

- Polonium 210 (nuclear waste)
- N-Nitrosamines (cancer-causing)
- Formaldehyde (embalming fluid)
- Nicotine (addictive drug)
- Cadmium (used in car batteries)
- Cyanide
- Arsenic
- Benzene
- Lead

Is smokeless tobacco a safer option than smoking?

No, the same health problems associated with smoking still occur, but are transferred to the mouth instead of the lungs.

It is extremely addictive because the nicotine is absorbed rapidly into the bloodstream through the lining of the mouth.

Smokeless tobacco contains HIGHER amounts of nicotine than cigarettes. A user holding an average-sized “wad” of dip or chew in the mouth for 30 minutes receives as much nicotine as contained in 4 cigarettes. Users of smokeless tobacco are 2 to 11 times greater risk of developing oral cancer than non-users.

Did you know?

Most people who use smokeless tobacco begin when they are in High School or earlier.

Tobacco companies put sugar and flavorings in smokeless tobacco to make it taste better for teens.

Contrary to stereotypes, most (at least 70%) of major league baseball players **do not use** smokeless tobacco products.

Health effects

Smokeless tobacco can lead to mouth cancer & other diseases such as; cancer of the pharynx, esophagus, larynx, pancreas, urinary tract and nasal cancer.

It can cause your teeth to stain, give you bad breath and have you constantly drooling and spitting. Recession of the gums, tooth erosion and loss are common among smokeless tobacco users.

Sources

Canadian Tobacco Use Monitoring Survey (CTUMS) 2004
Prevention Source BC Fact sheet



Second-hand Smoke

What you need to know about it!

Second-hand smoke is a combination of smoke that comes from burning cigarette, pipe, or cigar between puffs and the smoke that is exhaled by the smoker.

Second-hand smoke is more dangerous than directly inhaled smoke. Second-hand smoke releases the same 4,000 chemicals as smoke that is directly inhaled, but in even greater quantity. Approximately 50 of these chemicals (carcinogens) cause cancer.

Cigarettes burn approximately 12 minutes, but smokers usually only inhale for 30 seconds.

What are the short-term health risks?

- eyes, nose and throat irritation
- headache
- nasal discomfort and sneezing
- cough and sore throat
- nausea and dizziness
- increased heart rate and blood pressure
- increased risk for people with heart disease (angina), asthma, allergies

What are the long-term health risks?

- reduces ability to take in and use oxygen
- cancer of the lung research on second-hand smoke and the relationship with other cancers is in progress.
- heart disease and stroke
- childhood asthma and other breathing difficulties

Did you know?

- Nearly half of non-smokers in Canada are exposed to second-hand smoke.
- According to CTUMS 2004, 17% of children aged 0-17 in New-Brunswick, are regularly exposed to second hand smoke at home.
- According to the Canadian Cancer Society, Health Canada estimates that more than 300 non-smokers die from lung cancer each year because of second-hand smoke.

Sources

Canadian Tobacco Use Monitoring Survey (CTUMS) 2004
 Canadian Cancer Society
 Prevention Source BC



Youth Tobacco, **stop, think, there are consequences**

What you need to know about it!

Tobacco is a substance consisting of dried leaves and stems of the plant *Nicotiana Tabacum*, which contains the drug nicotine. Nicotine is a powerful stimulant to the brain and central nervous system and is extremely addictive.

How is it consumed?

- 1 Smoking
- 2 Chewing and dipping
- 3 Snuffing

All three produce approximately equal blood nicotine levels in tobacco users.

Smoking health effects

Tobacco use is the single most preventable cause of death and disease in Canada. Many health effects are associated with the use.

Cancers; tobacco use is linked to a number of cancers such as lung, mouth, throat, larynx, bladder, cervix, esophagus, kidney and pancreas. Studies suggest that smokers are at increase risk for other cancers such as stomach, liver and colorectal.

Cardiovascular Diseases; tobacco use is linked to various cardiovascular conditions such as heart attacks, stroke, aortic aneurysm and peripheral vascular disease.

Respiratory Diseases; tobacco use can cause a number of permanent respiratory diseases such as emphysema, chronic bronchitis and asthmatic bronchitis.

Other forms of Tobacco

Smokeless Tobacco; also known as (Spit) tobacco, causes diseases of the mouth, teeth & gums. Long-term use can cause oral cancer.

Second-hand smoke; studies confirm that non-smokers subject to second-hand smoke can experience the same types of health effects that smokers do.

Cigars; cigar smokers are affected by the same variety of illnesses and diseases as cigarette smokers. Cigar smokers have the same risk of oral cancer and cancer of the esophagus and larynx as cigarette smokers.

Did you know?

One in six deaths in Canada is caused by smoking.

There are slightly more than six million smokers in Canada, or 20% of the population aged 15 and older.

In New Brunswick, there is approximately 24% of the population aged 15 and older that smoke, the highest rate in Canada.

Among current smokers, 52% reported having had their first cigarette between the ages of 11 and 15.

Sources

Canadian Tobacco Use Monitoring Survey (CTUMS) 2004
 Canadian Cancer Society
 Prevention Source BC fact sheet



Youth Smokeless (spit) Tobacco, **stop think, there are consequences**

What is it?

Smokeless tobacco is a type of tobacco product that is placed inside the mouth (referred to as a "wad"). This gives the user a continuous high from the nicotine.

Smokeless in 3 forms:

1. **Chew;** a leafy form of tobacco sold in pouches. Users keep the chew between the cheek and gums for several hours at a time.
2. **Plug;** chew tobacco that has been pressed into a brick
3. **Snuff;** a powdered, moist form of tobacco sold in tins. Users put the snuff between the lower lip or cheek and gum. As well, some users will sniff it. Using snuff is also called "dipping".

What is in smokeless Tobacco?

It is made of a mixture of tobacco, nicotine, sweeteners, abrasives, salts and chemicals.

It contains over 3,000 chemicals including poisons and 28 known carcinogens.

Some of the harmful chemicals are; Polonium 210 (nuclear waste), N-Nitrosamines (cancer-causing), ormaldehyde (embalming fluid), Cadmium (used in car batteries), Cyanide, Arsenic and Lead to name a few.

Is smokeless tobacco a safer option than smoking?

No, the same health problems associated with smoking still occur, but are transferred to the mouth instead of the lungs.

Smokeless tobacco contains **HIGHER** amounts of nicotine than cigarettes. A user holding an average-sized "wad" of dip or chew in the mouth for 30 minutes receives as much nicotine as contained in 4 cigarettes.

Did you know?

Most people who use smokeless tobacco begin when they are in High School or earlier.

Tobacco companies put sugar and flavorings in smokeless tobacco to make it taste better for teens.

Contrary to stereotypes, most (at least 70%) of major league baseball players **do not use** smokeless tobacco products.

Health effects

Smokeless tobacco can lead to cancer of the mouth & other diseases such as; cancer of the pharynx, esophagus, larynx, pancreas, urinary tract and nasal cancer.

It can cause our teeth to stain, give you bad breath and have you constantly drooling and spitting. Recession of the gums, tooth erosion and loss are **common among smokeless tobacco users**.



Youth Second-hand Smoke, **stop think, there are consequences**

What is second-hand smoke?

Second-hand smoke is a combination of smoke that comes from burning cigarette, pipe, or cigar between puffs and the smoke that is exhaled by the smoker.

Second-hand smoke is more dangerous than directly inhaled smoke. Second-hand smoke releases the same 4,000 chemicals as smoke that is directly inhaled, but in even greater quantity. Approximately 50 of these chemicals (carcinogens) cause cancer.

Cigarettes burn approximately 12 minutes, but smokers usually only inhale for 30 seconds.

What are the short-term health risks?

- eyes, nose and throat irritation.
- headache
- nasal discomfort and sneezing
- cough and sore throat
- nausea and dizziness
- increased heart rate and blood pressure
- increased risk for people with heart disease (angina), asthma, allergies

What are the long-term health risks?

- reduces ability to take in and use oxygen
- cancer of the lung research on second-hand smoke and the relationship with other cancers is in progress.
- heart disease and stroke
- childhood asthma and other breathing difficulties

Did you know?

- Nearly half of non-smokers in Canada are exposed to second-hand smoke.
- According to CTUMS 2004, 17% of children aged 0-17 in New-Brunswick, are regularly exposed to second hand smoke at home.
- According to the Canadian Cancer Society, Health Canada estimates that more than 300 non-smokers die from lung cancer each year because of second-hand smoke.

Sources

Canadian Tobacco Use Monitoring Survey (CTUMS) 2004
 Canadian Cancer Society
 Prevention Source BC



Coaches' Notes



The athletes you coach make decisions about tobacco use daily. Next to a parent, a coach can be the most influential person in a young person's life. That is why it is important that you spread the message about tobacco use. It's easy with these tips on how to do it...

- never use tobacco products around your players. Recognize the influence you have on them
- adopt the Tobacco Free policy provided by your association, school or organization
- use the pledge card for you and your players to sign
- discuss with your players' parents the Tobacco Free policies. Ask them to please not smoke or use tobacco products at their children's games
- refuse tobacco company sponsorship or advertising of any type
- distribute materials and giveaways to your players
- work with your association, school or organization to enforce their Tobacco-Free sports policies
- provide your players and parents with up-to-date information on tobacco
- connect with community groups working on Tobacco Free activities
- keep your information simple and repeat it as many times as you can

Coaches defending your Goals!

If you smoke, you won't be able to run for 20 minutes, let alone for 90 minutes.

Staying Tobacco Free gives you more stamina and makes you an asset to your team.

Smoking slows down lung growth and reduces lung function. That can leave you gulping for air when you need it most.

Defending your goals... by example!

Have your players hold their breath for 45 seconds.

- After 30 seconds, they will feel how a smoker feels after running the length of a soccer field.
- After 40 seconds, they will feel how a smoker feels after running twice the length of the soccer field.

Reference: The Tobacco-Free Sports playbook: Pitching Healthy Lifestyles to Youth, Teams and Communities., Department of Health and Human Services, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2001

Reference: The CDC Tobacco Information and Prevention Source (TIPS)



Tobacco & Physical Activity

What causes smokers to be less fit than non-smokers?

To achieve peak performance, your heart and lungs need oxygen-rich blood. When you inhale tobacco smoke, you introduce carbon monoxide into your system (Carbon monoxide is just one of the 3000-plus chemicals found in tobacco). When carbon monoxide combines with hemoglobin, a substance in the red blood cells that enables the blood to carry oxygen through the body, the ability to transport oxygen is reduced.

As a result:

Less oxygen is delivered to your body's cells and to your heart and lungs.

This decrease in oxygen will reduce your physical endurance, making it more difficult for you not only to do well in sports but also to do everyday things, like walking up stairs.

What are some other effects of smoking on physical fitness?

A number of physical endurance studies have shown that smokers reach exhaustion before non-smokers do and can't run as far or as fast as non-smokers.

Additional results noted that smokers:

- obtained less benefit from physical training
- had less muscular strength and flexibility
- experienced disturbed sleep patterns
- suffered from shortness of breaths almost three times as often as non-smokers

Smoking also affects your bones and joints, putting you at increased risk for developing the following conditions:

- osteoporosis
- hip fractures
- rheumatoid arthritis
- low back pain
- exercise-related injuries, such as;
- bursitis, tendonitis, sprains and fractures

Does smoking affect the physical performance of teens and pre-teens? Yes, they experience the same negative effects as adults. This includes:

- lower physical endurance
- shortness of breath
- increased sports-related injuries
- poorer overall health

It will also cause the following:

- slow down their lung growth
- impair lung function
- cause their hearts to beat faster than those of non-smokers
- the resting heart rates of young adult smokers are 2 to 3 times faster than those of non-smokers
- in addition, young people who are heavy smokers experience coughing and more frequent and severe respiratory illnesses

Fortunately for both adults and young smokers, many of the effects of smoking can be reversed if and when they quit.

Reference:

© Copyright 1995-2006, The Cleveland Clinic. All rights reserved.

Reproduced with permission.

CDC smoking and physical activity web site



Contact information



Sport NB
900 Hanwell Road, suite 13
Fredericton, NB E3B 6A2

Tel/Tél: (506) 451-1320
Fax/Télé: (506) 451-1325

tobaccofreesport@sportnb.com

Web site: <http://www.sport.nb.ca/snb/en/programs/tobaccofreesport.aspx>