

# PLAY LIVE BE TOBACCO-FREE

## Why is Tobacco-Free Sport and Recreation Important?

For years sport and recreation organizations have played a very important role in the health and well being of people of all ages in our community. A tobacco-free policy is positive and strengthens the impact your team has on the health of your community. It also provides a very important message about choosing to be tobacco-free to everyone involved in your organization.

### Benefits to a Team

The benefits of tobacco-free sport and recreation include:

- Preventing youth from starting to use the Tobacco Industries deadly products.
- Protecting the environment and keeping your field clean
- Giving everyone a chance to perform at their best
- Creating a tobacco-free culture

### Role Modeling

By choosing to be a tobacco-free team or organization you are helping to prevent youth from starting to use tobacco industry products. This is because children and youth model their behaviors after people they look up to, people like you; coaches, leaders, family and peers. Smoking often begins in the teen years.

### Health Benefits

By pledging to be a tobacco-free team you can help create a tobacco-free environment. Tobacco use has a negative effect on sports performance. Tobacco companies have been known to target youth through sport. For example, the use and promotion of chew tobacco products by athletes glamorizes the use of chew which influences youth to start.

### Environmental Benefits

Cigarette butts are the main source of litter in communities and on beaches. It takes 15 years for a cigarette butt to biodegrade.



**SPEAK UP!  
SPEAK OUT!**

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Youth Exposing Lies In Tobacco

they trick, they kill, they lie.  
Let's **Extinguish** The Source

**Wide Awake**  
The New Generation