



## How can I turn my outdoor event in Greater Manchester smokefree?

### A guide for event organisers - working together towards a smokefree generation

This pack has been created for the organisers of any outdoor event who want to make their event smokefree. It provides practical information on how to successfully host a smokefree event.

#### What is a smokefree event?

An event can be referred to as 'smokefree' if attendees are encouraged not to smoke either across the entire grounds or within an allocated space e.g. within a family zone.

#### Why go smokefree?

Every year, increasing numbers of event organisers across Greater Manchester are choosing to host outdoor events that are completely smokefree or where smoking is restricted.

Smoking is the biggest preventable cause of death worldwide and every day thirteen people across Greater Manchester die early due to smoking related illness. Hosting smokefree events helps smokers who are trying to quit, helps to de-normalise and protect children and young people from smoking behaviour, protects people from the harmful effects of second-hand smoke in crowded spaces and supports the Greater Manchester ambition of Making Smoking History. It also reduces litter and pollution and eliminates a major fire hazard.

Making events smokefree is popular with the public – over 40,000 people attended smokefree events across all 10 Greater Manchester boroughs during Smokefree Summer 2018. Nearly 80% of Greater Manchester residents support the extension of outdoor smokefree spaces and 95% support making events that are specifically for children and families smokefree.

Creating more smokefree events and spaces is part of Greater Manchester's ambition to Make Smoking History. We're aiming to enable and encourage 115,000 of the 400,000 people currently smoking in Greater Manchester to quit by 2021.

## How to host a smokefree event - 5 Steps to smokefree success

**1. Agree to make your event smokefree:** Ensure you have approval from those in charge of organising the event.

**2. Publicise the fact that your event will be smokefree:** Use the Smokefree Events logo on publicity to help establish with the public and people who will attend your event that it is smokefree and that you are part of a positive movement. Please contact us at [gmhscp.makingsmokinghistory@nhs.net](mailto:gmhscp.makingsmokinghistory@nhs.net) to receive high resolution artwork for use on your promotional materials.

We suggest that you use the following text to advertise your Smokefree Event on any promotional material *“This is a no smoking/restricted smoking\* event, part of Smokefree Events in Greater Manchester. Thank you for helping to inspire a smokefree generation.”* or *“This event is no smoking/restricted smoking\*\*”* if you are short of space on your promotional material.

Please also email [gmhscp.makingsmokinghistory@nhs.net](mailto:gmhscp.makingsmokinghistory@nhs.net) to let us know about your event and we will help to promote it as part of our Smokefree Events series.

**3. Brief all staff and volunteers ahead of the event about its Smokefree status and ensure they know what to do if they see someone smoking:** Staff at the event are encouraged to complete the GM Very Brief Advice (VBA) online training which will support them to politely ask anyone found smoking at the event not to smoke, but that if they need to smoke to do it out of sight of children and young people e.g. off the event premises or in the designated smoking area (if there is one). We suggest using one of the following approaches:

*“Hi, can I just let you know that we’re asking people not to smoke at this event/in this area so that we can reduce the amount of smoking that children and young people see, making it less likely that they might want to start smoking and also help adults who are trying to quit”*

*“Hello, this is one of many events across Greater Manchester which are going smokefree, to protect children, protect the environment and help those who are trying to quit: would you support us in these efforts?”*

*“Hello, this event/area is smokefree; we’re asking people not to smoke, at/in this family-friendly event/area. Greater Manchester is working to Make Smoking History for our future generations.”*

**4. Announce at the beginning of your event that it is a Smokefree Event and explain why it is smokefree:** announcing this at the beginning will let people who were not already aware know that your event is a Smokefree Event. Explaining your reason for being smokefree will promote the positive health message.

**5. Record attendance, any challenges and feedback at your Smokefree Event:** We would love to hear how many people attended your event, whether you had any challenges with smokefree messaging and whether you received any feedback about the smokefree status, as this will help us improve messaging for other event organisers. Please send details to [gmhscp.makingsmokinghistory@nhs.net](mailto:gmhscp.makingsmokinghistory@nhs.net)

## Frequently asked questions

### ***What's the problem with people smoking out of doors?***

It's a well-documented fact that when children see older role models smoking they're more likely to start themselves. The fewer people who are seen smoking, the less chance there is of children copying.

Even in an outdoor environment, people are susceptible to the effects of second-hand smoke in crowded areas. A study by Stanford University discovered that breathing in smoke from someone smoking out of doors can have adverse effects on the heart and respiratory systems and increase the severity of asthma attacks, especially in children. <https://news.stanford.edu/news/2007/may9/smoking-050907.html>

Smoking takes its toll on the environment. Almost all cigarette butts contain a filter made of fibres of cellulose acetate – a form of plastic. Cigarette butts are not fully bio-degradable and can take up to twelve years to break down.

### ***What if someone lights up at one of the smokefree events?***

Feedback from the Smokefree Summer events in 2018 was that attenders who understood the reason for the request not to smoke were more than happy to comply. There were signs posted up around the events, asking people not to smoke:



Of course, many attenders will not see or register the message on signs at events asking them not to smoke, and some event attenders will appreciate an explanation as to why. Our experience from 'Smokefree Summer' as well as from many previous smokefree events is that a friendly informative intervention works best. If someone is smoking at the event / within a designated smokefree area of the event then you should feel confident, knowing that the public supports not smoking in front of children and young people, to make an approach.

You will need to ensure that all of the event workers are happy and confident with delivering these messages. A good idea would be to disseminate this messaging at any face-to-face briefing prior to the event starting. Please ensure that the event officials know that compliance by event attenders is voluntary.

In some boroughs, local authority land is already licensed as smokefree, but in the majority of circumstances this will not be the case. Therefore, the request not to

smoke can't be enforced, and compliance is voluntary. We do not want attenders to feel unwelcome, or for staff and volunteers to feel at risk, and so if you have made an approach to no avail then you may not feel inclined to pursue with the individual the request not to smoke. In our long experience of supporting smokefree events we have no experience of any refusal to comply.

We recommend urging people not to smoke at the events in your communications (on social media, in leaflets etc.) and thanking them for protecting children and young people by keeping the area smokefree and healthy. Another handy tip is to announce the smokefree element at the opening of the event / welcome speech.

### ***What about vaping?***

Vaping is now the most popular method used by people trying to quit smoking. Public Health England states that e-cigarettes are at least 95% less harmful than cigarettes. 32% of current smokers and 61% of ex-smokers report using electronic cigarettes because they want to quit smoking entirely.

Many smokers may have made previous quit attempts with the support of stop smoking treatments such as prescription medication or nicotine replacement therapy (NRT) which have been unsuccessful. Evidence suggests that smokers who start vaping reduce the number of cigarettes they smoke.

Some localities are concerned that vaping and smoking look alike and hence are concerned that both can encourage children and young people to start smoking. As the event organiser, you can decide whether or not you want to allow vaping at your event. Feel free to contact [gmhscp.makingsmokinghistory@nhs.net](mailto:gmhscp.makingsmokinghistory@nhs.net) if you need further information about vaping.

### ***Where can I signpost smokers to for support to quit?***

It is vital that Smokefree Events offers a route for those who want to quit. If anyone with whom you speak is interested in quitting then you can recommend that they call The Greater Manchester Stop Smoking helpline on 0300 123 1044 or visit <https://mycityhealth.co.uk/smoking>

### ***What kind of outdoor places might be smokefree in future?***

Smokefree environments could be extended to public outdoor spaces, including hospital grounds, school and nursery perimeters and playgrounds. Parks, sports grounds, outdoor events and crowded squares also enjoy public support as smokefree places.

### ***Aren't you just attacking smokers?***

Absolutely not. We want to have a conversation with smokers and ask them to help protect children and young people from smoking behaviour. Smoking is an addiction which usually starts early in people's lives; it is not a lifestyle choice.

Our research has shown that the vast majority of people in Greater Manchester who smoke want to stop smoking, or feel that they should. We're supporting people to quit and we're working hard to make sure that fewer children start smoking in the first place.

As revealed in the History Makers consultation, four in five members of the public support extending smokefree spaces, including a majority of smokers.

## **Promoting your event – messages, hashtags and suggested posts**

You may wish to use the following messaging when promoting your event.

### **In event communications:**

- 'This is a smokefree event – helping to inspire a smokefree generation'
- 'Join us in helping us to keep XXXareaXXX smokefree and healthy'
- Thank you for respecting our healthy smokefree community space / green space / event
- 'Thank you for not smoking at this event, and helping us to keep kids in XXXareaXXX healthy'
- 'Thank you for helping to inspire a smokefree generation'
- 'Healthy smokefree environments make everyone feel better'

### **In wider communications:**

- Smokefree spaces offer a reminder of the dangers of smoking, and a reason to consider stopping smoking.
- By creating more smokefree spaces, there is less exposure to adult role models who smoke.
- Smokefree spaces reduce litter, and protect the environment from toxic cigarette waste
- The History Makers survey in Greater Manchester showed that a large majority of people support more smokefree spaces.

### **Social media**

If you let the Making Smoking History team know about your Smokefree Event, we'll share it on our social media.

If you are promoting on social media, we suggest using the hashtags #smokefreeevent #smokefreeGM and/or #makingsmokinghistoryGM to promote your event. You can also tag @HistoryMakersGM and your local authority in your post to highlight your event locally.

### **PR and media**

Below is a press release which you or your local authority colleagues may like to issue in support of the event(s).

## Template press release

### XXXX EVENT TURNS SMOKEFREE IN SUPPORT OF MAKING SMOKING HISTORY IN GREATER MANCHESTER

People at XXX event are being asked not to smoke in order to help Make Smoking History for future generations.

XXX is one of an increasing number of events across Greater Manchester that has chosen to be smokefree.

Evidence suggests that the fewer smokers children and young people see, the less likely that they are to start smoking.

While some people mistakenly believe there is no harm in smoking outside, studies show that cigarettes smoked outdoors in crowded spaces can cause harm, such as increasing the severity of asthma attacks in children.

Over three quarters of people in Greater Manchester support the idea of more smokefree outdoor spaces in hospital grounds, playgrounds and areas close to schools and nurseries.

95% of people surveyed at the 'Smokefree Summer' events in 2018 said that they support no smoking at outdoor events which are specifically for children and families.

And while the request not to smoke won't be enforced, organisers want people to recognise the benefits of smokefree environments, particularly for children and young people.

*Insert quote from event organisers*

*Insert details of smokefree event*

**ENDS**

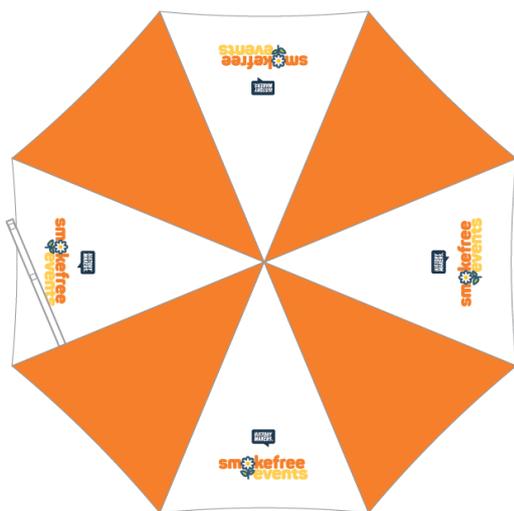
## Promotional materials available

We will have a small quantity of branded items in stock, which we will be happy to provide on a first come, first served basis. Some items will need to be returned whilst others are for distribution at your event. Please get in touch with Jen Hacking, Project Support and Campaigns Officer, at [gmhscp.makingsmokinghistory@nhs.net](mailto:gmhscp.makingsmokinghistory@nhs.net) or on 07870 997 323 to request items.

'Smokefree Events' 'This is a smokefree area' poster.



'Smokefree Events' umbrella



'Smokefree Events' shopping trolley tokens



If you would like to promote your event as part of 'Smokefree Summer' in 2019 and beyond then we have many more items that can be provided/loaned out, including:

- 'Smokefree Summer' sun visors (two different designs)
- 'Smokefree Summer' stickers (5cm diameter)
- 'Smokefree Summer' A4 colouring-in sheet (two different designs)
- 'Smokefree Summer' T-shirts
- 'Smokefree Summer' 2.25m teardrop flag banner
- 'Smokefree Summer' 6' x 2.5' scrim banner
- 'Smokefree Summer' 233.5cm x 125.0cm tablecloth

## Artwork

Please contact us at [gmhscp.makingsmokinghistory@nhs.net](mailto:gmhscp.makingsmokinghistory@nhs.net) to receive high resolution artwork for use on your promotional materials. We encourage you to add the 'Smokefree Events' logo to all of the promotional materials for your events, and to reference the smokefree element in all pre-event publicity.

Please let us know if you have any other asks or requirements and we will endeavour to meet these.



## Post-event

We would love for you to let us know how your event has gone; how many people attended, how people engaged with the smokefree element, what worked well and what could be done better next time.

For further information, please contact:

Jen Hacking  
Project Support and Campaigns Officer  
Greater Manchester Health and Social Care Partnership  
[gmhscp.makingsmokinghistory@nhs.net](mailto:gmhscp.makingsmokinghistory@nhs.net)  
07870 997 323

*Thank you for helping to Make Smoking History in Greater Manchester!*