



When it comes to summer festivals, fairs, markets, concerts, powwows and Aboriginal Day, 100 per cent smoke free is the way to go! Listening to live music, eating a meal or taking in a special event is so much more enjoyable in the fresh air. Guests agree; most British Columbians (85 per cent) do not smoke and prefer smoke free entertainment spaces.

Making your venue smoke free protects the health of guests, staff and volunteers, and models smoke free living to children and youth. It also reduces fire risk, litter and related clean-up costs. If you're interested in providing a smoke free setting for your event, check out the tips below:

PROMOTE THE EVENT AS SMOKE FREE:

- Advertise your event as smoke free and include smoke free messages prominently in all advertising.
- Post a notice on your website homepage and in the rules and regulations section.
- Include information about being smoke free in your frequently asked questions section. An example is below:

Can I smoke on the event grounds?

- Our grounds are 100 per cent smoke free, but there is a designated smoking area off-site near the entrance.
- This is a family-friendly event. Please do not bring alcohol, tobacco or drugs with you.
- Use social and conventional media to promote your smoke free event.
- Announce reminders periodically during the event.

POST SIGNAGE:

- Post 100 per cent smoke free signs at entrances, in high traffic areas and places where children gather.
- Clearly indicate the location of any off-site designated smoking areas. Consider posting a flag or large sign so it's easy to find.

INFORM STAFF, VOLUNTEERS AND VENDORS:

- Consider including a statement about the smoke free venue in your vendor/exhibitor agreement. Request that vendors display smoke free signage at their booth.
- Provide education and training to your staff/volunteers/planners and vendors. Clearly communicate your new policy. Ask them to comply and to remind others about the policy.
- Provide talking points so staff, volunteers and vendors are able to give a consistent message if they encounter someone smoking on-site. Sample talking points are below:
 - You may not have seen the signs, but smoking is no longer allowed on our grounds/at this event. If you need to smoke, the nearest designated smoking area is nearby, at X location.
 - We realize that this may be a change for some people, but it's important that we provide a safe and healthy environment for our guests.
 - Smoke free doesn't mean you can't smoke, it just means that you can't smoke on this site.
 - If you'd like information about quitting smoking, we have materials at X location.

Staff at the Interior Health Tobacco Reduction Program can provide resources and education for staff, volunteers and vendors. Contact tobacco@interiorhealth.ca for more information.