

Smokefree Event TOOLKIT

Creating safer, healthier and more accessible events



Brought to you by the Urban American Indian Tobacco Prevention & Education Network,
a project of the Native American Rehabilitation Association of the Northwest, INC.

“Surveys at the Klamath Tribes Annual Restoration Celebration Powwow revealed a community desire to reduce secondhand smoke exposure and create a healthier environment for all participants. With help from the Powwow coordinators and the Tribal Council, we limited commercial tobacco use to designated smoking areas away from the arena and other high-traffic areas. The policy was well received and represents a huge step for us on our way to a 100 percent commercial smokefree policy!

We used everything in this toolkit as we planned and executed the event. It has nuggets of gold throughout—from the talking points that helped all coordinators and volunteers speak consistently about the new policy, to the template news release, emcee script and flyers that helped us communicate the policy to all attendees and vendors.

If you are planning a smokefree powwow or event, this toolkit is a great resource. If you want to advocate for an event to go smokefree or are curious about the benefits of smokefree events, there’s something here for you, too.

Thank you for your interest in creating healthier communities!”

Christa Runnels

Tobacco Prevention & Education Program Coordinator
The Klamath Tribes

Dear Smokefree Event Coordinator,

Thank you for your leadership in working to create smokefree spaces, powwows and other events. The work you are doing is profoundly important for the health and vitality of our community.

For many Native people, the use of traditional tobacco is sacred. Smoking cigarettes, on the other hand, is addictive and is the leading cause of preventable death, disease and disability. In addition, exposure to secondhand smoke can cause serious illness and lead to death.

For American Indians and Alaska Natives, smoking is an especially significant problem. In Oregon, we are twice as likely to smoke as non-Native Oregon adults. Nearly half of American Indian/Alaska Native adults are exposed to secondhand smoke in a typical week compared to 39 percent of all Oregon adults.

Perhaps most troubling is that our children are following in our footsteps, creating another generation harmed by commercial tobacco addiction and disease. Seventeen percent of American Indian/Alaska Native 8th graders smoke compared to only 10 percent of overall Oregon 8th graders. As parents/guardians, older brothers and sisters, family members, and community members, we set the standard as role models and the use of commercial tobacco products around youth has a negative effect on their lifestyle choices.

Planning smokefree events is an important step in reducing the negative impacts of commercial tobacco on our community. Smokefree events promote our health and culture, and show our next generation that smoking is not the norm.

There are other reasons why creating smokefree spaces are so important in Indian Country. Historical trauma has resulted in higher rates of substance abuse, addiction and other destructive behavior patterns that have been passed on for generations. Smokefree events can help us break that cycle.

Smokefree events also draw the important distinction between traditional and commercial tobacco, helping to ensure our traditional use of tobacco remains sacred.

Creating a smokefree event will take leadership, collaboration and clear communication. This guide is designed to walk you through the steps, ensuring your event is healthy, safe and successful.

I am proud that there are people like you doing this important work in our community and I express my gratitude for your leadership.

Sincerely,

Amanda L. Wright

Tobacco Prevention & Education Program Coordinator
Native American Rehabilitation Association of the Northwest, INC. (NARA)

ONE

Primary Event Planning





Thank you for your leadership! By planning and executing a smokefree event, you are taking an important step in reducing the negative impact of commercial tobacco on our community.

This toolkit is designed to make planning and hosting a smokefree powwow or other event easy and successful. It provides tools to help you clearly communicate, promote and enforce a smokefree policy.

For additional assistance:

- Visit www.oregon.gov/DHS/ph/tobacco/programs.shtml to download the contact information for the **tobacco prevention coordinator in your county**.
- The **Native American Rehabilitation Association of the Northwest** is also a great resource. Visit www.naranorthwest.org/tobacco.htm or call 503-230-9875.

Why Plan a Smokefree Event?

The positives of smokefree events are endless. Benefits to our community include:

- Protecting our community members from the deadly effects of **secondhand smoke exposure**.
- Ensuring that events are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Supporting people who have made the difficult decision to **quit smoking** by providing the reinforcement they need to succeed.
- Reducing the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Helping to break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Drawing the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.
- Providing good **role modeling for our youth**, demonstrating that **smoking is not the norm** and helping them avoid peer pressure and the **tobacco industry's marketing**.
 - A key determinant of youth smoking risk is parental use of commercial tobacco.
 - Natural American Spirits, an RJ Reynolds brand of cigarettes, clearly targets American Indians with the image of an American Indian smoking a pipe on the front of the package.

Also, our community wants clean air events. A recent survey at two Oregon powwows found that an overwhelming majority of smokers and nonsmokers support policies that govern the use of commercial tobacco at events.

As the event coordinator, there are additional benefits. Smokefree events:

- Help you and your planning committee ensure the event is **safe and healthy for all involved**—from volunteers and planners to vendors and participants.
- **Prevent mixed messages**. Instead of trying to manage and control designated smoking areas, a 100 percent smokefree policy is clear, direct and more easily enforced.
- Are **safer and cost less** because they require less clean-up time and expense, and have less risk of fire and other damage caused by cigarettes—cigarette butts discarded on the ground can be ingested by young children and create a litter problem.

- **Attract new audiences and increase attendance** since most Oregonians prefer smokefree places and the majority of American Indians and Native Alaskans don't smoke.

What Does a Smokefree Event Mean?

A smokefree event means that all participants—organizers, volunteers, vendors and attendees—will refrain from smoking cigarettes, cigars and other commercial tobacco products during the entire event and on all event grounds. Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.

By contrast, ceremonial tobacco is the original, gifted and sacred tobacco that some Native tribes use strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life and is not banned in a smokefree event.

What's Your Role?

In addition to your role as the overall planner, you will be the primary driver of the effort to create a successful, smokefree event. For larger events such as powwows, you will oversee the work of the other coordinators, who will manage specific areas of the event such as vendors.

The first section of this toolkit is designed for you—to help you manage and carry out the overarching aspects of a smokefree event. The subsections are for you to distribute to the planners of specific aspects of the event. For smaller events, you may be managing some or all of these areas.

What About Designated Smoking Areas?

For those of you who are taking the first step toward a 100 percent smokefree policy by implementing designated smoking areas at your event, this toolkit has resources for you. At the end of this section are refined talking points and a list of the top five things you can do to make your designated smoking area policy a success. Using the talking points, much of the rest of the content can be customized for your event.

Is It Legal To Make an Event Smokefree?

It is completely legal to host a smokefree event. Smoking is an addictive behavior and the right to smoke is not protected by any law or policy.

Top 10 Things To Make Your Smokefree Event a Success

Planning powwows and other events takes a lot of time and dedication. Adding the smokefree element is doable and can happen in steps. These 10 tips are listed in order from essential things to start you out, to those that add extra detail and benefit.

1. If nothing else, include “this event is alcohol, drug and commercial tobacco-free” in all material.
2. Signage, signage, signage! Post the flyers that communicate the smokefree policy in high traffic areas such as the lines for the bathrooms and food.
3. Advertise and promote your event as smokefree using the flyer template in this toolkit.
4. Make sure all event coordinators and volunteers are familiar with the talking points so that everyone communicates the policy clearly.
5. Tell vendors when they sign up or initially request information about being a vendor that the event is smokefree.
6. Give the emcee, arena director and/or whip man/woman the script outline in this section so that they can announce the smokefree policy during breaks and other down times.
7. Post the Frequently Asked Questions and Fact Sheet online and have them available at the event for those who seek additional information about the policy.
8. Find out where people can smoke that is off event grounds and is still in compliance with other laws and ordinances so that you can direct smokers there if need be.
9. Recruit volunteers who are former smokers or smokers who support the smokefree policy to help facilitate enforcement and to talk about the benefits of quitting.
10. During set up, have individual conversations with each vendor and discuss the smokefree policy. Help them determine what they might say if someone is smoking near their booth.

“Powwows are important gatherings, with opportunities for educating our youth, promoting wellness among our people, and reinforcing our good ways of living.”

What is in this section?

This section is for the primary event coordinator. It provides a general overview of what goes into a smokefree event, the planner's role and how to make it a success.

In this section you will find:

- 1a. Talking Points:** These are for your use in communicating about the smokefree event. Think of these not as exact words to memorize but rather ideas to communicate authentically and consistently, whether it be on the website, in conversation or in printed materials. The messages in bold are the essential messages that should be delivered in every interaction. The additional messages help you customize your communication based on your audience's beliefs, needs, and level of understanding.
- 1b. Smokefree Event Fact Sheet**
- 1c. Frequently Asked Questions:** You can post this to the event website, distribute it at the event, include it on event signage, or use it in conversations with vendors, volunteers, participants and others.
- 1d. Pre-Event Flyer:** For your use when promoting your smokefree event.
- 1e. Event Flyer:** For distribution and display at the event to explain the smokefree policy.
- 1f. Sample Smokefree Policy Language**
- 1g. Tobacco-free Event Fact Sheet:** The healthiest and safest events are those that prohibit the use of commercial tobacco in all forms, including smokeless tobacco. As a result, many event planners are choosing to implement 100 percent commercial tobacco-free policies, and you can, too. This fact sheet provides tips and tools to help you take this important step.
- 1h. Designated Smoking Area Fact Sheet:** We understand successfully planning and executing a smokefree event takes time and community support. Implementing a designated smoking area policy is a great first step if you are not yet able to go completely smokefree. Using the slightly customized talking points to modify language, all of the materials in this toolkit can be used for an event with designated smoking areas.

1a. Talking points (general)

We are dedicated to creating a safe and healthy community. That is why this event is smokefree in addition to being alcohol and drug free. The use of traditional tobacco is still allowed.

Additional messages

- Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.
- Traditional tobacco is the original, gifted and sacred tobacco of some Native tribes that is strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life.

Smokefree events protect our community from the deadly effects of secondhand smoke, demonstrate to youth that smoking is not the norm and support those who have chosen to quit.

Additional messages

Smokefree events:

- Are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Reduce the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Help break the cycle of **addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Draw the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.

Please help us keep this event smokefree. Together we can reduce the toll of commercial tobacco on our community.

Additional messages

- **For volunteers/planners:** Please help clearly communicate the event's smokefree policy.
- **For vendors:** Please refrain from smoking and help us enforce this policy by displaying the provided smokefree signage at your vendor booth. Smokefree events not only protect the health of all participants, they ensure that everyone—nonsmokers and smokers alike—can access and enjoy all parts of the event and the venue.
- **For participants:** Please help us make this a successful event by refraining from smoking during the event and on all event grounds.

1b. Fact sheet

Smokefree Events Benefit Our Community

Benefits include:

- Protecting our community members from the deadly effects of **secondhand smoke exposure**.
- Ensuring that events are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Supporting people who have made the difficult decision to **quit smoking** by providing the reinforcement they need to succeed.
- Reducing the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Helping to break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Drawing the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.
- Providing good **role modeling for our youth**, demonstrating that **smoking is not the norm** and helping them avoid peer pressure and the **tobacco industry's marketing**.
 - A key determinant of youth smoking risk is parental use of commercial tobacco.
 - Natural American Spirits, an RJ Reynolds brand of cigarettes, clearly targets American Indians with the image of an American Indian smoking a pipe on the front of the package.

Also, our community wants clean air events. A recent survey at two Oregon powwows found that an overwhelming majority of smokers and nonsmokers support policies that govern the use of commercial tobacco at events.

Traditional Tobacco Remains Sacred

- Traditional tobacco is the original, gifted and sacred tobacco of some Native tribes. It is strictly for spiritual, cultural and ceremonial use, and it ensures the continuance of the Native way of life. It is not banned at Native events.
- Commercial tobacco is manufactured tobacco (cigarettes, cigars, chewing tobacco, etc.) sold for a profit for recreational and habitual use. This type of use can cause addiction, death and disease.

Commercial Tobacco Is Deadly for American Indians and Alaska Natives

- American Indian and Alaska Natives are **twice as likely to smoke** as overall Oregon adults.
- Each year 64 Oregon American Indians and Alaska Natives die from tobacco use.
- Each year 1,250 Oregon American Indians and Alaska Natives suffer from a serious illness caused by tobacco use.
- Oregon American Indians and Alaska Natives are 6 to 15 times more likely to die from tobacco-related illnesses than from alcohol use, motor vehicle accidents or suicide.
- Visit www.oregon.gov/DHS/ph/tobacco/countyfacts.shtml to see additional information about tobacco use in your county.

Secondhand Smoke Harms Us All

- Secondhand smoke causes serious illness and can lead to death.
- It contains more than 43 cancer-causing agents and many other toxins.
- It kills an estimated 800 Oregonians each year.
- Forty-six percent of American Indian/Alaska Native adults are exposed to secondhand smoke in a typical week compared to 39% of all Oregon adults.

Want To Quit?

- The Oregon Tobacco Quit Line is FREE and offers advice, counseling and materials to quit. To reach the Quitline call 800-QUIT-NOW or 977-2NO-FUME (Spanish).
- To download a free smokefree event toolkit, visit www.naranorthwest.org/tobacco.htm.
- The Native American Rehabilitation Association of the Northwest (NARA) provides culturally appropriate education, physical and mental health services as well as substance abuse treatment to American Indians, Alaska Natives and other vulnerable people. Call 503-230-9875 or visit www.naranorthwest.org.
- Contact your local tribal health department for cessation resources and support.

1c. Frequently asked questions

 [template online](#)

1. What is a smokefree event?

A smokefree event means that all participants—organizers, volunteers, vendors and attendees—will refrain from smoking cigarettes, cigars and other commercial tobacco products during the entire event and on all event grounds.

2. Does that mean traditional tobacco is prohibited too?

No, traditional tobacco is allowed and can be an important part of the event. Traditional or ceremonial tobacco is the original, gifted and sacred tobacco of some Native tribes that is strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life. Commercial tobacco, on the other hand, refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit (cigarettes, cigars, chewing tobacco, etc.).

3. I'm interested in quitting smoking. Are there resources to help?

Yes! The Oregon Tobacco Quit Line is a free resource to all Oregonians, and offers advice, counseling and materials to quit. To reach the Quitline call 800-QUIT-NOW or 977-2NO-FUME (for Spanish speakers). The Native American Rehabilitation Association of the Northwest is also a great resource. Visit <http://www.naranorthwest.org/> or call 503-230-9875.

4. Where can people smoke?

People can smoke off event grounds as long as it doesn't violate existing laws, local ordinances or the venue's commercial tobacco policy, including Oregon's new Smokefree Workplace Law, which prohibits smoking within 10 feet of any building's windows, doors or ventilation systems.

5. Can people use chewing tobacco?

While the use of any form of commercial tobacco is discouraged, this event is asking participants to refrain from smoking commercial tobacco. That being said, the healthiest and safest events are those that prohibit the use of commercial tobacco in all forms, including smokeless tobacco. As a result, many event planners are choosing to implement 100 percent commercial tobacco-free policies. Contact your event planner and tell him/her that you support making this event commercial tobacco-free.

6. Why is the event smokefree?

This event is smokefree because of the many benefits it creates for our community, including:

- Protecting our community members from the deadly effects of **secondhand smoke exposure**.
- Ensuring that events are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Supporting people who have made the difficult decision to **quit smoking** by providing the reinforcement they need to succeed.
- Reducing the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as all Oregon adults.
- Helping to break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Drawing the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.
- Providing good **role modeling for our youth**, demonstrating that **smoking is not the norm** and helping them avoid peer pressure and the **tobacco industry's marketing**.
 - A key determinant of youth smoking risk is parental use of commercial tobacco.
 - Natural American Spirits, an RJ Reynolds brand of cigarettes, clearly targets American Indians with the image of an American Indian smoking a pipe on the front of the package.

Also, our community wants clean air events. A recent survey at two Oregon powwows found that an overwhelming majority of smokers and nonsmokers support policies that govern the use of commercial tobacco at events.

7. I'm interested in planning a smokefree event. Are there resources to help?

Yes! Please visit www.naranorthwest.org/tobacco.htm to download a smokefree event toolkit, or call 503-230-9875.

8. Is it legal to make an event smokefree?

It is 100 percent legal to host a smokefree event. Smoking is an addictive behavior and is not protected under any law or policy.

9. What is the current Oregon Smokefree Workplace Law?

As of January 1, 2009, all Oregon workplaces are smokefree, including bars, bingo halls and bowling centers. This is an expansion of the 2002 Smokefree Workplace Law (ORS 433.835-433.990).

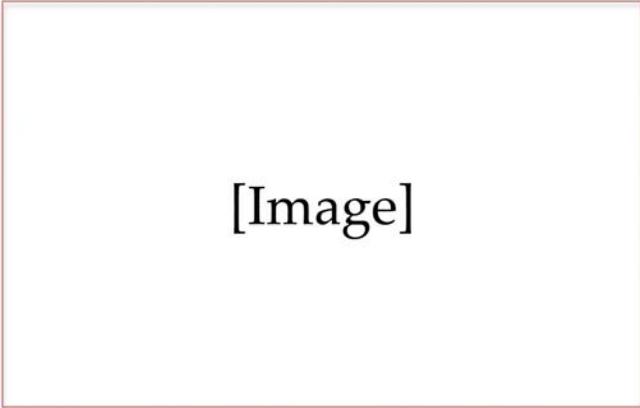
10. What is the current Oregon law for smokefree schools?

The use of commercial tobacco products is prohibited on all K-12 school properties.

“Secondhand smoke affects everyone who breathes the air. Some of our loved ones cannot choose whether or not they breathe in toxic smoke but we can make the vital decision to remove secondhand smoke from our powwows now.”

1d. Flyer template 1

 [template online](#)



[Image]

Please join us for the
[Event] on [Dates] at
[Location].

Because of our community's desire for clean air events, and for the health and safety of all involved, we are excited to announce that the **event will be commercial tobacco-free.**

For more information about the event, contact [Name] at [Contact information] or visit [Website, if applicable].

This event is alcohol, drug and commercial tobacco-free. We are not responsible for lost or stolen items or your travel expenses.

1e. Flyer template 2

 [template online](#)



This event is commercial tobacco-free for the health and safety of all involved.

Please refrain from smoking during the event and on event grounds.

For more information, contact [name] at [contact information]



This event is commercial tobacco-free for the health and safety of all involved.

Please refrain from smoking during the event and on event grounds.

For more information, contact [name] at [contact information]

1f. Sample policy

 [template online](#)

The [Event] Smokefree Policy

WHEREAS, [Event Committee] recognizes that commercial tobacco product use and secondhand smoke near children, youth and adults is ultimately unhealthy and detrimental to the health of others; and

WHEREAS, [Event Committee] recognizes that commercial tobacco or tobacco products includes any product made to maintain or create addiction in its user; and

WHEREAS, [Event Committee] recognizes commercial tobacco products are often consumed in public places and discarded on the ground, thus creating a risk of ingestion to young children, a litter problem and a fire risk; and

WHEREAS, [Event Committee] recognizes that as parents, older brothers and sisters, family members and community members, we set the standard as role models, and the use of commercial tobacco products around youth has a negative effect on their lifestyle choices; and

WHEREAS, [Event Committee] recognizes that tobacco use causes addiction, disease and death; and

WHEREAS, [Event Committee] honors the role that traditional [unmanufactured or virgin] tobacco plays in our ceremonial and powwow drum blessings and views this sharing as an important way to remain healthful and addiction free; and

WHEREAS, [Event Committee] honors the Creator's wish for His children's health; and

WHEREAS, [Event Committee] recognizes that these important values can be taught within our [annual powwow, auction, etc.]; and

WHEREAS, [Event Committee] sees no conflict between this policy and the traditional use of tobacco for ceremonial and healing purposes:

Section 1. Commercial tobacco use prohibited

No person shall smoke commercial tobacco anywhere on the event grounds during [Event].

Section 2. Provision for traditional [unmanufactured tobacco/ virgin tobacco] for ceremonial observation and powwow protocol

The [Event Committee] will ensure that virgin or unmanufactured tobacco will be available for proper blessings of drums and ceremonies as needed during the [Event]. Traditional tobacco may be smoked on site under direction of tribal leaders.

Section 2a. Provision for use of commercial tobacco

In the event unmanufactured or virgin tobacco is unavailable and only commercial tobacco is provided, it must be blessed and all reference to its brand removed and discarded to reduce the potential for the branding of addiction within this ceremony.

Section 3. Enforcement

1. Appropriate signs shall be posted.
2. The community will be notified about this policy.
3. Staff will make periodic observations of the [Event] to monitor for compliance.
4. The [Event] emcee will be contracted to provide healthful reminders of the importance of being tobacco addiction free, smokefree, and for providing good role modeling for youth and to support the development of personal and institutional smokefree policies.

Section 4. Effective Date

This policy statement is effective immediately upon the date of adoption.

Official signature here

Date

1g. 100 percent commercial tobacco-free policy fact sheet

Thank you for taking the important next step in protecting our community from the negative effects of commercial tobacco by implementing a 100 percent tobacco-free policy. As you know, the healthiest and safest events are those that prohibit the use of commercial tobacco in all forms, including smokeless tobacco. You are contributing to the growing, positive trend of events and outdoor spaces making the decision to go 100 percent commercial tobacco-free across the state, including the Pendleton Round-Up. Thank you for your leadership.

Top Five Ways To Successfully Implement a Commercial Tobacco-Free Policy

1. Signage, signage, signage! Post the flyers that communicate the commercial tobacco-free policy in high traffic areas such as the lines for the bathrooms and food.
2. Clearly share the policy in all communication. It's especially important to tell your vendors about the policy when they sign up.
3. Make sure all event coordinators and volunteers are familiar with the talking points so that everyone communicates the policy clearly.
4. Give the emcee, arena director or whip man/woman a script outline to announce and remind participants that the event is commercial tobacco-free during breaks and other down times.
5. Post a customized version of the Frequently Asked Questions and Fact Sheet online and have them available at the event for those who seek additional information about the policy.

Talking Points

1. **We are dedicated to creating a safe and healthy community. That is why this event is free of commercial tobacco in all forms, including smokeless tobacco. Traditional tobacco use is allowed.**

Additional messages

- Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.
- Traditional tobacco is the original, gifted and sacred tobacco of some Native tribes that is strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life.

2. **A commercial tobacco-free event helps reduce the toll of commercial tobacco on Indian Country by demonstrating to youth that its use in all forms is not the norm.**

Additional messages

Commercial tobacco-free events:

- Help break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Draw the **important distinction between traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.
- Are **cleaner and safer** for all participants.

3. **Please help us keep this event commercial tobacco-free. Together we can reduce the toll of commercial tobacco on our community by refraining from using commercial tobacco in all its forms at this event.**

Additional messages

- **For volunteers/planners:** Please help clearly communicate the event's commercial tobacco-free policy.
- **For vendors:** Please refrain from using commercial tobacco in any form and help us enforce this policy by displaying the provided commercial tobacco-free signage at your vendor booth.
- **For participants:** Please help us make this a successful event by refraining from using commercial tobacco in all forms during the event and on event grounds.

1h. Designated smoking area fact sheet

Top Five Ways To Successfully Implement a Designated Smoking Area Policy

1. Understand the venue's smoking policy. The use of commercial tobacco products is prohibited on all K-12 school properties and other venues may have their own smoking policies in place.
2. Make sure designated smoking areas are accessible but clearly separate from the event so that people can use them without sending smoke into the venue. Also, be sure the designated smoking area is not within 10 feet of a building's doors, windows or ventilation systems, as prohibited by Oregon's new Smokefree Workplace Law (see FAQ for more information). Due to Tribal sovereignty, this law does not apply to tribally owned facilities, including casinos.
3. Keep designated smoking areas away from high traffic areas such as bathroom and food lines, and away from any areas that attract children and youth.
4. Assign volunteers to escort smokers to designated smoking areas. Try to recruit past smokers who are compassionate and can share their story of quitting if appropriate. Make sure these volunteers understand the policy and are familiar with the talking points below.
5. Clearly share the policy in all communication. It's especially important to tell your vendors about the policy when they sign up.

Talking Points

1. **We are dedicated to creating a safe and healthy community. That is why this event is smokefree in addition to being alcohol and drug free. Smoking is only allowed in designated smoking areas, which are [insert locations]. Traditional tobacco use is allowed.**

Additional messages

- Commercial tobacco refers to products for recreational and habitual use that large tobacco companies manufacture and sell for a profit.
- Traditional tobacco is the original, gifted and sacred tobacco of some Native tribes that is strictly for spiritual, cultural and ceremonial use. It ensures the continuance of the Native way of life.

2. Smokefree events protect our community from the deadly effects of secondhand smoke, demonstrate to youth that smoking is not the norm and support those who have chosen to quit.

Additional messages

Smokefree events:

- Are **more accessible** for all, especially our elders or others who live with or are recovering from asthma, cancer and other chronic diseases that require them to avoid secondhand smoke.
- Reduce the **toll of commercial tobacco on Indian Country**—American Indian/Alaska Natives are twice as likely to smoke as overall Oregon adults.
- Help break the **cycle of addiction and substance abuse** that has been passed on for generations due to historical trauma.
- Draw the important distinction between **traditional and commercial tobacco**, helping to ensure traditional use of tobacco remains sacred.

3. Please help us keep this event smokefree. Together we can reduce the toll of commercial tobacco on our community by creating a smokefree environment and restricting smoking to designated areas.

Additional messages

- **For volunteers/planners:** Please help clearly communicate the event's smokefree policy.
- **For vendors:** Please refrain from smoking outside of designated smoking areas and help us enforce this policy by displaying the provided smoke-free signage at your vendor booth. Smokefree events not only protect the health of all participants, they ensure that everyone—nonsmokers and smokers alike—can access and enjoy all parts of the event and the venue.
- **For participants:** Please help us make this a successful event by refraining from smoking outside of designated smoking areas during the event.