**Berkshire Smokefree Sidelines Policy**

**Name of club:**

**Approved on [date]:**

**Approved by [chairman/board]:**

**To be reviewed on [date]:**

**Overview**

We are proud to be a Smokefree Sidelines club. Research shows that children and young people who see adults using tobacco can make them think that it is normal, acceptable, or OK to smoke.

Secondhand smoke is particularly dangerous for children and young people, as their bodies are still developing. As a sports club, we encourage all our members and supporters to be active and healthy.

Giving up smoking is the single most important thing you can do for your own health and the health of those around you. That’s why we want to create a supportive environment for all our members and supporters who want to quit, and to reduce the likelihood of our children and young people taking up smoking themselves.

**Who is affected by the Policy?**

This policy applies to all children and adults registered with the club, administrators, officials, coaches, parents, and visitors to our clubs designated playing area, including public parks and pitches.

## **Promotion of the Policy**

The club agree to promote the club’s status as a Berkshire Smokefree Sidelines Club, using the following outlets which supports the positive messaging around smoking:

* Non-smoking signs
* Club handbook
* Advertising and promotional resources (eg brochures, newspaper ads etc)
* Club correspondence (letters, faxes, e-mails etc)
* Announcements
* Function speeches

## **Behavioural expectations**

The club understand that we are role models for children and young people who choose to participate in our club activities, therefore coaches, trainers, officials, club/match officials, volunteers, players, and spectators will refrain from smoking in the following conditions:

* Whilst on the side lines of the pitch/park
* When they are acting in an official capacity for the club, supervising children

**E-Cigarettes/Vaping**

The clubs Smoke Free Sidelines policy is also applied to E-cigarettes/Vaping which are also prohibited from being used on the sidelines.

## **Non-Compliance Strategy**

We encourage clubs to adopt this Smokefree Sidelines Policy.  However, we must advise you that some Leagues do not have active enforcement rules against those in breach of the policy.

Once a club has pledged to have Smokefree Sidelines, any reports of breaches received by the respective League will be brought to the club’s attention.

The League will work with the club and, where appropriate, Berkshire Public Health teams, to offer support to the club.

**Promotional Materials**

The promotional materials required to adequately promote and display signage that shows that the sidelines are smokefree will be provided free of charge. See the ‘Campaign Materials Order Form’ for more details.

**Evaluation and Feedback**

We are keen to collect feedback and ideas from clubs on how best to improve the campaign. We encourage clubs to give their feedback to [Graham.Fisher@Berks-BucksFA.com](mailto:Graham.Fisher@Berks-BucksFA.com).

We are also keen to measure the effects of the campaign, and to do this we would like to complete and evaluation at 3 and 6 months. By signing this policy clubs agree to support this evaluation exercise.

**Timing**

An appropriate timescale will be given to inform all members of the club regarding the adoption of this Smokefree Sidelines Policy to ensure effective compliance to key aspects of policy. We suggest a 2-month period for confirmation and promotion.

This policy is effective as of **(DD/MM/YYYY)**

Approved by…………………………………………………………………………………………

Role in club…………………………………………………… Date……………………………..