



## Oxfordshire Smoke Free Sidelines

Oxfordshire Smoke Free Sidelines, is a collaboration between the Oxfordshire Football Association, Berks and Bucks Football Association, Active Oxfordshire, Oxfordshire County Council Public Health and your local youth football leagues. Norfolk introduced the first Smoke Free Sidelines policy, which has since rolled out successfully in the North.

As an affiliated club to the Football Association we aim to introduce a culture of smoke free sidelines across Oxfordshire to encourage harm reduction to those exposed to smoking. Children and young people are at risk the more they are exposed to smoke and the acceptance of smoking in our society. Furthermore, young people are most at risk of becoming smokers themselves if they grow up in communities where smoking is the norm. The aim of Tobacco Control is to change social norms and work to prevent the uptake of smoking. One approach to address this is to promote outside spaces used by children and young people as voluntary smoke free areas.

**Smoking remains the biggest cause of preventable deaths in Oxfordshire** and is known to increase health inequalities within our local society. Smoking often starts as a childhood addiction and evidence has shown that most adult smokers started smoking at a young age.

The move for clubs to adopt a Smoke Free Sidelines policy complements existing club policies or supports your clubs desire to create a healthy family friendly environment. We believe that such an environment and image will be advantageous in attracting new members and positively promoting the club within your local community.

Together with your County Football Association and youth leagues we aim to:

- Work collectively and individually, to promote Smoke Free Sidelines in order to provide healthy, safe places that give everyone a chance to perform at their best in their chosen sport or activity.
- To educate members of your club including children and young people about the dangers of smoking and the short and long term health consequences of smoking.

For agreeing to adopt an Oxfordshire Smoke Free Sidelines policy and as a participating club you will receive the following support from the above partners:

- Free brief intervention training and information on the initiative
- A pre written policy for club to adopt
- Promotional material for use in correspondence and marketing materials
- Free Smoke Free Sideline resources for games and training days in and around the club setting

Adopting smoke free sidelines is not about targeting smokers unfairly, but more asking current smokers to be aware of their visibility to children who may see them smoking. The idea is to encourage smokers to either refrain from smoking during the match or to move away from the side lines and smoke where children and young adults are not present. As a





sports club involved in creating positive environments for wellbeing we want to support our members and

supporters who want to consider quitting. This is done through ongoing promotion and developing as active role models to the children and young people involved in our club

For more information or support to quit smoking in Oxfordshire please contact:  
Web – <https://www.smokefreelifeoxfordshire.co.uk> or [www.nhs.uk/smokefree](http://www.nhs.uk/smokefree)  
Phone - 01869 814 216 | 0800 246 1072 text QUIT to 66777

Your engagement and commitment to this new initiative is much appreciated.

Yours sincerely

Oxfordshire Football Association and Berks and Bucks Football Association



## Oxfordshire Smoke free Sidelines Policy

**Name of club**

**Approved on [date]**

**Approved by [chairman/board]**

**To be reviewed on [date]**

### **Overview**

We are proud to be a Smoke Free sidelines club. Research shows that children and young people who see adults using tobacco think that smoking is more common than it actually is. Smoking in front of children and young people can make them think that it is normal, acceptable or OK to smoke.

Second hand 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 clubs status as an Oxfordshire Smoke Free 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 which are also prohibited from being used on the sidelines.

**Non-Compliance Strategy**

We encourage clubs to adopt this Smoke Free 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 Smoke Free Side-lines, any reports of breaches received by the respective League will be brought to the club’s attention and they will be asked to try and correct this behaviour.

The League will work with the club and, where appropriate, involve Active Oxfordshire, Oxfordshire County Council Public Health and their County FA to offer support to the club.

**Timing**

An appropriate timescale will be given to inform all members of the club in regards to the adoption of this Smoke Free Side lines policy to ensure effective compliance to key aspects of policy. We suggest a 3 month period for confirmation and promotion.

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

Approved by.....

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

