



Kitchener - January through July 2009

In January, a colleague working in workplace health referred one of her clients who was grappling with what to do about smoking at the games of the local softball league she belonged to. We followed up on this and met with the representative to discuss the TFSR campaign. She was overjoyed to see the toolkit and really impressed with all the wonderful templates in the appendix. We provided her with some premiums that she could use at her registration booths during the early stages of the season. Within approximately 4 weeks of that first meeting, the Kitchener Minor Girls Softball Association adopted a [Tobacco Free Sport Policy](#).

On April 21, 2009, during our annual Youth Action Alliance report to our local regional council, we mentioned the success we had with getting a local sports organization to adopt the policy. It caught the ear of a local reporter and what followed was a blitz of media coverage on what was by then being referred to as the “Tobacco Free Sports movement”.

Since that time one of our enforcement officers has reported that several baseball associations have made internal policies to restrict smoking around the diamonds. Region staff has been featured on television explaining how the SFOA applies to school property, including sports fields. We keep hearing stories about how different organizations are going about adopting the policy and enforcing it – like the story of the 14 year old referee who suspended play at a youth soccer game until a parent put out their cigarette or left the pitch area.

Throughout July, we plan to make several presentations to sports organizations and take part in major public events promoting our wonderful toolkit and Tobacco-Free Sports and Recreation. Our goal is to get every organization or team in Waterloo to adopt and practice this policy. Way to go for Tobacco-Free Sports!

Submitted by Marie Green, Region of Waterloo - Youth Action Alliance