

SECTION 7: RESOURCES

SAMPLE SCHOOL-SPONSORED EVENT ANNOUNCEMENTS

School-sponsored events, such as athletic events, concerts, and theater performances, are an opportunity for students, staff and community members to have fun and celebrate student talent while not being exposed to secondhand smoke or seeing tobacco and e-cigarette use.

Regular announcements at events are a simple and effective strategy for getting the message across, especially when used in combination with signage and information in event brochures. We recommend multiple announcements throughout the course of an event — for example, at the beginning of the event, at the start of each break, and at the end of the event.

The following are sample announcements you can modify and use at your school-sponsored athletic events. These are easily adaptable for other events, such as theater performances:



15 SECONDS: For the safety of our students, [name of school] is proud to have a 100 percent tobacco- and e-cigarette-free school policy. At this time, we would like to remind our home fans and visitors that the use of tobacco products or electronic cigarettes during tonight's sporting event is strictly prohibited. We appreciate your support and would like to thank you for keeping our school and stadium tobacco- and e-cigarette-free. Enjoy the game!



15 SECONDS: About 6,900 Virginia kids under 18 become new smokers each year. That is one reason why (name of school division) schools have a 100% tobacco- and e-cigarette free school policy. Tobacco and e-cigarette use of any kind is strictly prohibited on all school property, including in and around the stadium and parking lots. Thank you for your support and for helping us keep our students tobacco- and e-cigarette-free.



15 SECONDS: Tobacco kills more than 1,200 Americans every day. Eighty percent of them started smoking before they were 18. This is one reason why [name of school] schools are 100 percent tobacco- and e-cigarette-free. We would like to remind our visitors and fans that tobacco and e-cigarette use of any kind during tonight's game is prohibited. Thank you for your support, and enjoy the game!



30 SECONDS: Hey, fans! Did you know that tobacco use is the number one cause of preventable death in Virginia? Every year more than 9,000 people in our state die from the use of tobacco products — more than those who die from AIDS, alcohol, traffic accidents, illegal drugs, murder and suicide combined. This is one reason why [name of school] schools are 100 percent tobacco- and e-cigarette-free. This means no tobacco or e-cigarette use anytime, by anyone, anywhere on campus — including stadiums and parking lots. We appreciate your support, and thank you for keeping our school and stadium tobacco- and e-cigarette-free. Enjoy the game!