

# 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 use. We encourage school division staff to use these events to remind students, staff, and school supporters that the division has a tobacco-free school policy in place – one that prohibits tobacco and e-cigarette use anywhere on campus, at any time, by anyone. Regular announcements at athletic games, concerts, performances, and other events are a simple and effective strategy for getting the message across, especially when used in combination with signage and information in event brochures.

## EFFECTIVE USE OF ANNOUNCEMENTS

Advocates and school staff provide the following suggestions for using announcements to effectively communicate a tobacco-free school policy:

- Positive, pro-health announcement: Announcements should be positive – reminding visitors that the policy exists to protect the health of students.
- Provide at least four announcements: For example, at the beginning of the game, end of the first quarter, halftime, and end of the third quarter – to ensure everyone is aware of the policy.
- Youth participation: Invite student clubs and organizations to create and make the announcements.

**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 concerts and theater performances:**

**15 SECONDS:** For the safety of our students, (name of school division) is proud to have a 100 percent tobacco-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-free. Enjoy the game!

**15 SEGUNDOS:** Para la seguridad de nuestros estudiantes (nombre del distrito escolar) se enorgullece de tener una política escolar de 100% libres de tabaco. En este tiempo, quisiéramos recordarles a nuestros aficionados de casa y a los visitantes que el uso de cualquier producto de tabaco durante el acontecimiento deportivo de esta noche se prohíbe estrictamente. Apreciamos su apoyo y quisiéramos darles las gracias por mantener nuestra escuela y nuestro estadio libre de tabaco. ¡Gocen el juego!

**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-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-free.

**15 SEGUNDOS:** Como 6,900 niños de Virginia con menos de 18 años de edad se convierten en fumadores cada año. Esta es una de las razones porqué las escuelas del (nombre de distrito escolar) tienen una política escolar de 100% libres de tabaco. El uso de tabaco de cualquier tipo está prohibido estrictamente en toda la propiedad escolar – incluyendo dentro y alrededor del estadio y de los estacionamientos. Gracias por su apoyo y por ayudarnos a mantener a nuestros estudiantes libres de tabaco.



**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 division) schools are 100 percent tobacco-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!

**15 SEGUNDOS:** El tabaco mata a más de 1,200 americanos todos los días. Ochenta por ciento de ellos comenzaron a fumar antes de que tuvieran 18 años de edad. Esta es una de las razones porqué las escuelas del (nombre de distrito escolar) tienen una política escolar de 100 % libres de tabaco. Quisiéramos recordarles a nuestros visitantes y aficionados que el uso de tabaco de cualquier tipo durante el juego de esta noche está prohibido. ¡Gracias por su apoyo y goce el juego!

**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 division) schools are 100 percent tobacco-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-free. Enjoy the game!

**30 SEGUNDOS:** ¡Hola aficionados! ¿Sabían ustedes que el uso de tabaco es la causa número uno de muerte evitable en Virginia? Cada año más de 9,000 personas en nuestro estado mueren por el uso de productos de tabaco – más que aquellos que mueren de SIDA, alcohol, accidentes de tráfico, drogas ilegales, asesinato y suicidio combinadas. Esta es una de las razones porqué las escuelas del (nombre del distrito escolar) tienen una política escolar de 100% libres de tabaco. Esto significa nada de tabaco en cualquier tiempo, por cualquier persona, dondequiera en el campus – incluyendo estadios y estacionamientos. Apreciamos su apoyo y les damos las gracias por mantener nuestra escuela y nuestro estadio libre de tabaco. ¡Goce el juego!

