

# Striking Out Unhealthy Air

## *A Guide for Tobacco Control Advocates on Creating Smoke-Free Bowling Centers in Your Community*



### You Can Help Local Bowling Centers Go Smoke Free!

Community support and opinions are very convincing when it comes to a local business deciding to go smoke free. As a tobacco control advocate, you've got the knowledge, resources, and community connections to help a bowling center understand the importance of becoming a smoke-free environment.

- 1) **Talk to the Bowling Center.** Meet with the center's owner or manager and share the facts about the dangers of secondhand smoke and all of the benefits that come with having a smoke-free bowling center. You may find that they have been thinking about going smoke free for awhile.
- 2) **If Necessary, Start Slowly.** Some centers may not be ready to adopt a comprehensive smoke-free policy right away. Ask the center to go smoke free for a day or a week so they can see the benefits for themselves. Your organization may want to hold a smoke-free event during the trial time that the center goes smoke free (see reverse for event suggestions). Be sure to publicize the center's smoke-free trial run so that the community can come and support the center.
- 3) **Help Create a Policy.** Once a bowling center has decided to go smoke free, encourage them to write a smoke-free policy. Written policies provide documentation that the bowling center is actually smoke free.
- 4) **Encourage Signage.** Permanent signs, flyers on the doors, and window stickers are great ways to let customers know that they are entering a smoke-free environment. Create your own signs, or download and print signs from TFYR at [www.ansrmn.org](http://www.ansrmn.org).
- 5) **Celebrate!** Let the community know that the bowling center is smoke free. Helping the bowling center in its efforts to advertise may help with the center's transition. Here are a few suggestions on ways you can help celebrate the new smoke-free bowling center:
  - a. Hold a smoke-free grand re-opening
  - b. Create an ad or press release for local media
  - c. Ask if you can hang signs in local businesses, day cares, senior centers, and schools
  - d. Ask if the bowling center would create coupons for free or discounted bowling to attract customers to see the smoke-free centerDo as much as you can to announce that the bowling center is going smoke free. Not only will it help the bowling center attract more customers, it may also spur some other bowling centers to think about going smoke free.
- 6) **Don't Forget the Web.** If the bowling center has a Web site, encourage them to post an announcement that they are smoke free on the home page. Contact TFYR to have the center listed on TFYR's online list of smoke-free bowling centers at [www.ansrmn.org](http://www.ansrmn.org)
- 7) **Congratulate the Bowling Center.** Take out an ad or write a letter-to-the-editor to thank the bowling center for sparing the health of its customers and employees.



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### Where Can We Find More Resources?

Tobacco-Free Youth Recreation's online smoke-free bowling materials at [www.ansrmn.org](http://www.ansrmn.org):

- a. Guide for bowling center owners
- b. Model policy for centers to adopt
- c. Customizable print ad
- d. Table tents
- e. List of Minnesota's smoke-free bowling centers

Contact TFYR for other resources:

- a. Order smoke-free bowling window clings
- b. Get the most up-to-date list of smoke-free bowling centers
- c. Obtain more research about smoke-free bowling

Be sure to inform TFYR of smoke-free bowling centers in your community to be added to the smoke-free bowling directory!

# Smoke-Free Bowling Event Checklist

Holding a smoke-free event at a bowling center gets community members excited about smoke-free bowling. Here are some things to consider when planning a smoke-free bowling event:

## ***Before the event***

- **Contact the bowling center** owner/manager to see if you can meet with them to discuss holding a smoke-free event
- When meeting with the bowling center, **discuss the details** of the event:
  - What **date and time** will the event be held? Three hours is usually a good length of time (i.e., 6-9pm)
  - What is the **cost** of renting lanes and shoes? If you can set up an event that is free for the public, you are likely to get more people to attend
  - How many **lanes** will be available during the event? How many people will be allowed to bowl at any one time during the event?
  - Does the bowling center have **tables available** for you to use during check in?
  - Does the center have a **microphone** you can use to make announcements and offer prizes?
  - Is the bowling staff willing to help **assign lanes** and move people off lanes if others are waiting? If not, how are you and your staff going to keep track of the flow of attendees?
  - Would the center be willing to donate a **coupon** for future bowling for you to give away to customers?
  - Who will be the **manager on duty** for your event?
- Contact **organizations you could partner with** for the event (public health, local hospitals/clinics, youth groups, etc.)
- Gather **door prizes** to give away during the event
- Decide if **food/drinks** will be provided to attendees and staff/volunteers. It's a good idea for your organization to pay for refreshments for your staff/volunteers. The bowling center may be willing to give attendees a discount on food/drinks
- Put together **"Thank you for coming"** packets to give to attendees. These can include:
  - "Thank you for coming" **note**
  - Your organization's **brochure**
  - "Thank you for being smoke free" **stickers** for placing on restaurant/bar receipts
  - Window **clings** for home/car
- Decide who will **staff the event** with you (we recommend at least 5 people to help with check in):
  - Staff from **your organization**
  - **Students** from the local high school
  - Local adult **smoke-free coalition members**
- **Publicize** the event:
  - Get the **logo** and approval from the bowling center to use their logo to publicize the center on your fliers
  - Place a **paid ad** in local newspaper (TFYR has created an ad you can use; view the ad at [www.ansrmn.org](http://www.ansrmn.org))
  - Write a **press release** to distribute to local newspapers and TV stations
  - Announce the event in a **school newsletter**
  - Create a **flyer** to email out to coalition members and distribute to local venues
  - Follow up with **phone calls** to key people who will be bringing students/other attendees
  - Put an announcement on **Web sites** for your organization, bowling center, and the Minnesota Smoke-Free Coalition
- **Invite opinion leaders** to attend the event
  - **County** Commissioners
  - **City** Council members
  - **State** Representatives and Senators
- Gather **decorations** for the event ("smoke free" balloons, table tents available from TFYR at [www.ansrmn.org](http://www.ansrmn.org), etc.)

## ***Day of Event***

- Pack materials for **check in**:
  - Brochures on **your organization**
  - Brochures on **secondhand smoke, cessation**, etc.
  - Smoke-free **posters/giveaways**
- Gather **prize drawing** materials (prizes, drawing slips, and container for slips)
- Create **sign-in sheet** (customer name, address, how they heard about the event, etc.)
- Collect written **comments** from attendees on how they feel about smoke-free bowling
- **Tally** all customers who come through the door (tally children even if they don't sign in)

## ***After the Event***

- Thank the **bowling center**
  - Send thank-you **note**
  - Write a **public thank-you** note (letter-to-the-editor)
  - Thank them on your **Web site**
- Thank the **staff/volunteers** that helped during the event
- Thank the **prize donors**
- Reach out to **people who signed in** and ask if they want to be a part of the coalition activities

