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# Meet the Presenters



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# What is YST?



- Y Street is the Virginia Foundation for Healthy Youth's award-winning volunteer statewide youth initiative.
- Launched in 2004 to work on 2 major issues: **TOBACCO & OBESITY**
- Partnered with **90+** High Schools across Virginia to train and engage youth in policy change.





**Campaign Goal:** Create 100% Tobacco-Free and E-Cigarette-Free Outdoor Public Spaces

**Become a Champion** by adopting a tobacco-free and e-cigarette-free outdoor policy.

# Comprehensive Policy Means:

- ☐ Prohibit tobacco and electronic smoking device use in all outdoor recreational areas **at all times**.
- ☐ Require **tobacco-free and e-cigarette-free signs** to be posted in visible, prominent locations.
- ☐ **Notify** staff and volunteers about the tobacco-free and e-cigarette-free policy.
- ☐ Announce and post the policy to **inform your communities**.







# WHY GO TOBACCO-FREE?

- Tobacco and e-cigarette use in outdoor places **creates litter** that is not only unsightly but also poses **significant risks** to humans, pets, and the environment.
- Parklands and recreation centers serve as **pillars of health** for families and should reflect that to promote **healthy communities**.
- Recent events **banning e-cigarette products** from store shelves highlight risks associated with usage.





**83% of** Virginians in and around Warrenton believe that cigarettes, empty e-cigarette, and vaping cartridges are litter, and are toxic to humans and animals.



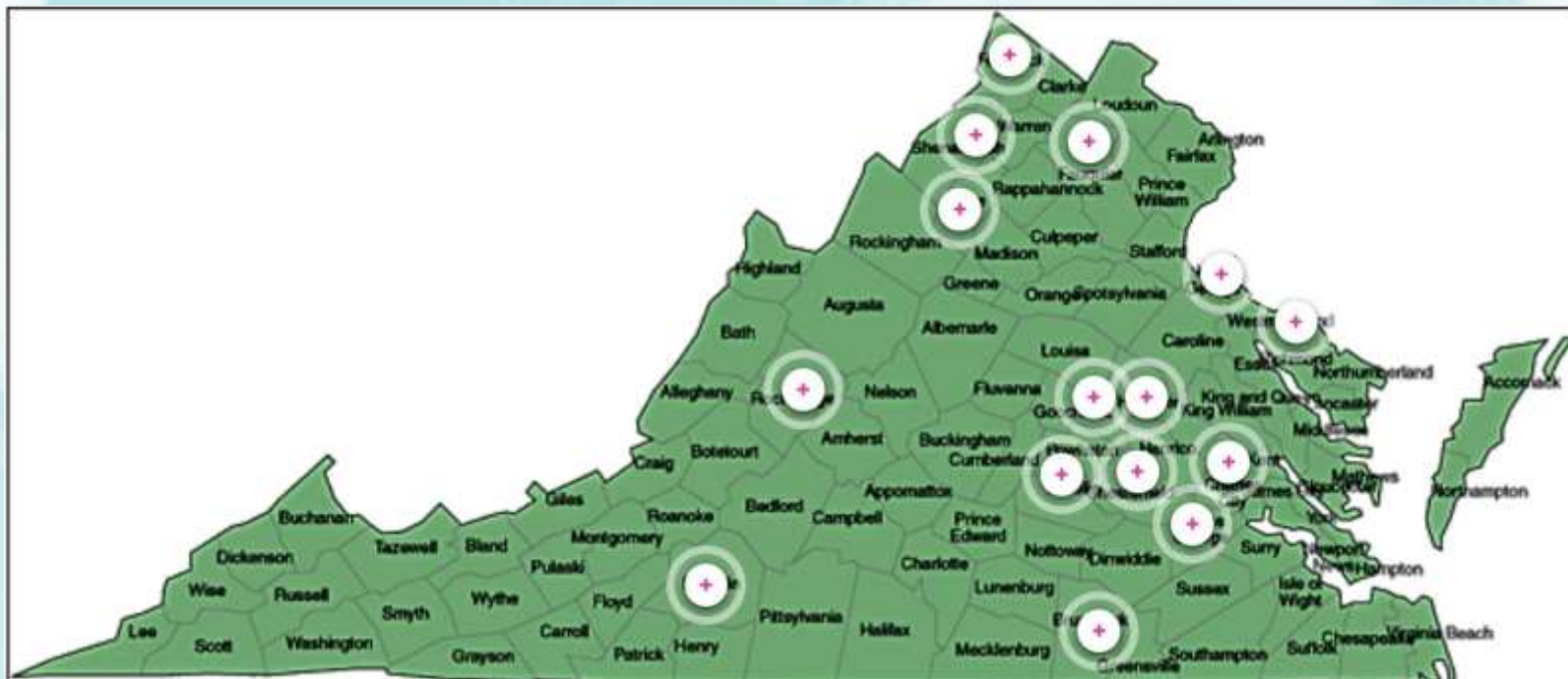
**69% of** Virginians in and around Warrenton believe tobacco litter negatively impacts their outdoor experience.



**76% of** Virginians in and around the Warrenton area are in favor of tobacco-free outdoor policies.



# Share The Air Partners



Share The Air has 15 partners whose Tobacco-Free and Vapor-Free policies cover over 750,000 residents in the Commonwealth of Virginia.

# POLICY IMPLEMENTATION AND PARTNER RESPONSE

*This program being very low cost and low barrier was the perfect way to start initiatives in our town that help improve the quality of life for our citizens. Not just for our residents, but our visitors as well.*

**Emmy Houck, Parks & Recreation Coordinator, Ashland**



**Congratulations  
ASHLAND PARKS &  
RECREATION for going  
smoke-free, vapor-free,  
and tobacco-free.**



*When I or my staff have been at parks or playgrounds, and fields, parents have pointed out the signs and they've been very happy that we are advertising the fact that you shouldn't be smoking or vaping near sports fields or playgrounds.*

**Chris Clarke, Director of Parks and Recreation, King George County**



**Congratulations  
KING GEORGE COUNTY  
PARKS & RECREATION for going  
smoke-free, vapor-free,  
and tobacco-free.**



# FREE Tobacco-Free Signage

## ALUMINUM SIGNS: BEST FOR OUTDOOR AREAS

- Sign Poles/Lampposts
- Fences
- Athletic Fields or Playgrounds
- Parking Lots
- Outside of Buildings

## DECALS: BEST FOR ENTRIES

- Windows
- Glass Doors



Aluminum Signs  
12" x 18"

Decals  
8" x 8"



# FREE Resources

Toolkit Includes:

- Tobacco-Free and E-Cigarette-Free **Model Policy**
- Comprehensive **Policy Checklist**
- **Implementation & Communication Resources**
- And more!



# QUESTIONS?

