



**GAMPNOU
SENSIFUM**

Estadi sense fum?

Jordi Monés, en nom de la Junta del FCB
Àrea Mèdica i de Rendiment FCB

Estadi sense fum?

1. Dades científiques en contra del tabac
2. La societat i la llei
3. El posicionament del FCB



Dades científiques en contra del tabac



El tabac mata,



Dades científiques en contra del tabac



El tabac mata, de varies maneres



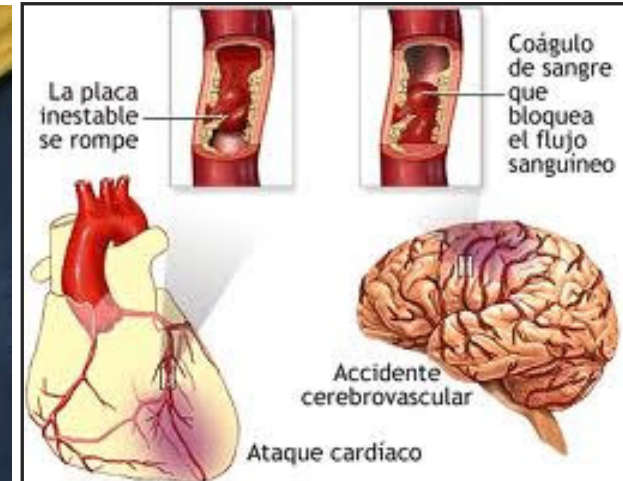
El tabac mata de diverses maneres

1. Fum de primera mà: als **fumadors**
2. Fum de segona mà: als **fumadors passius**
3. Fum de tercera mà: tòxics que queden a les superfícies



El tabac mata els fumadors

El **9%** de totes les morts al món són causades pel tabac



El tabac mata als fumadors

A Catalunya el **15%** de totes les morts són causades pel tabac

8673 persones per any



A Catalunya **CADA HORA** mor una persona que **fuma**

El tabac mata als fumadors

avui, a Catalunya, **estan morint 24 persones**

- 12 seran de càncer
- 6 per malalties cardiovasculars
- 6 per malalties respiratòries



Causa de la mort (> 35 anys)	1998			2002			2006		
	MO	MA	(%)	MO	MA	(%)	MO	MA	(%)
Tumors malignes	5.158	3.658	42,5	5.566	3.935	43,4	5.852	4.081	47,1
Cervell oral	364	274	3,2	303	243	2,7	318	235	2,7
Esòfag	275	200	2,3	307	227	2,5	295	215	2,5
Pàncrees	576	153	1,8	715	201	2,2	757	208	2,4
Laringe	236	204	2,4	238	205	2,3	200	171	2,0
Pulmó, tràquea i bronquis	2.773	2.453	28,5	2.950	2.621	28,9	3.217	2.833	32,7
Coll uteri	86	7	0,1	65	7	0,1	78	9	0,1
Bufeta urinària	603	284	3,3	710	343	3,8	680	318	3,7
Ronyó	245	83	1,0	258	88	1,0	307	91	1,0
Malalties cardiovasculars	19.326	2.532	29,4	18.194	2.463	27,1	17.250	2.298	26,5
Cardiopatia isquèmica (35-64 anys)	692	321	3,7	639	297	3,3	642	284	3,3
Cardiopatia isquèmica (> 65 anys)	5.101	482	5,6	4.864	462	5,1	4.297	398	4,6
Altres malalties cardíaques*	6.858	983	11,4	6.355	992	10,9	6.825	1.039	12,0
Accident vascular cerebral (35-64 anys)	353	162	1,9	327	155	1,7	329	149	1,7
Accident vascular cerebral (> 65 anys)	4.828	278	3,2	4.722	258	2,8	4.205	216	2,5
Altres malalties circulatòries**	1.494	305	3,5	1.287	300	3,3	952	212	2,4
Malalties respiratòries	3.738	2.414	28,1	3.783	2.675	29,5	3.318	2.295	26,5
MPOC	2.495	2.152	25,0	2.802	2.450	27,0	2.373	2.085	24,0
Altres respiratòries***	1.243	262	3,0	981	225	2,5	945	209	2,4
Total	28.222	8.694	100	27.543	9.073	100	26.420	8.673	100

A Ca

nor una persona que **fuma**

El tabac mata terceres persones

L'**1%** de totes les morts al món es donen en els fumadors passius, un 50% dones, un 25 % homes i un 25% nens!

Són terceres persones que no han decidit fumar, són terceres persones 'innocents'

L'anomenat fum de segona mà

Dades científiques en contra del tabac



El tabac mata a terceres persones



A Catalunya **CADA DIA** moren **2** persones a causa del tabac però que **MAI han fumat**

El tabac mata a terceres persones

El tabac conté 40.000 productes químics

Al menys 60 son cancerígens

Acetona, Amoniac, Arsènic, Benzè, DDT, Formol, poloni, cianur, nafatalina, butà, plom, metanol, etc



El tabac mata terceres persones

El tabaquisme secundari és un problema molt greu de salut pública

NO HI HA CAP NIVELL SEGUR D'EXPOSICIÓ AMBIENTAL AL TABAC

El tabac **danya l'ADN pocs minuts després** de la seva inhalació



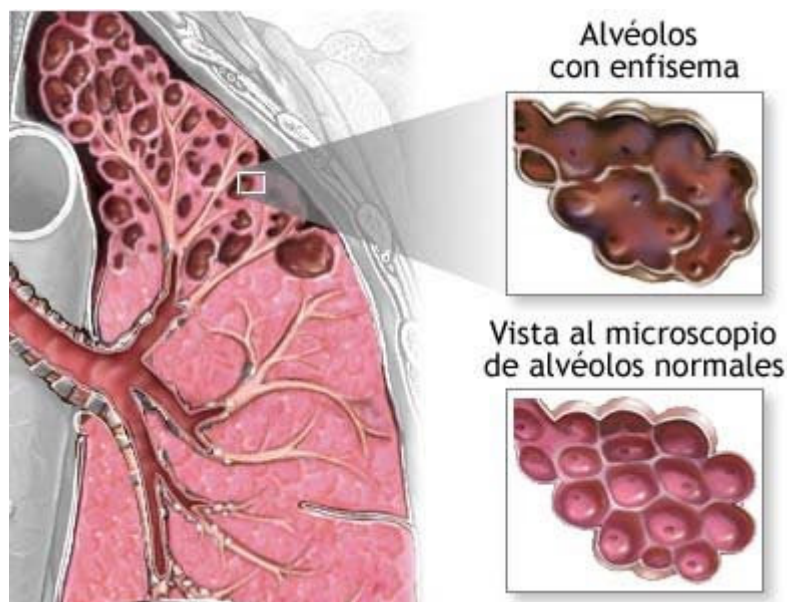
El tabac mata a terceres persones

El tabaquisme secundari és un problema molt greu de salut pública, també en els nens



...o causa molt mala qualitat de vida

El tabac produeix envelliment i provoca malalties cròniques molt greus: ENFISEMA PULMONAR



Dades científiques en contra del tabac



...o causa molt mala qualitat de vida

El tabac produeix envelliment i provoca malalties cròniques molt greus: CEGUESA



Dades científiques en contra del tabac



...o causa molt mala qualitat de vida

El tabac produeix envelliment i provoca malalties cròniques molt greus: DISFUNCIÓ ERÈCTIL



Fum de “tercera mà”

“La nicotina reacciona amb productes químics atmosfèrics (àcid nitrós), dipositant-se en la superfície d’objectes quotidians.

Perduren molt de temps, son altament tòxics i cancerígens, encara que l’aire s’hagi ventilat

Els residus del tabac s’adhereixen a la pell i roba del fumador, i en entrar als ambients interiors i són propagats a tot arreu...

Winickoff, J. *Beliefs About the Health Effects of "Thirdhand" Smoke and Home Smoking Bans.* *Pediatrics.* 2009; Vol. 123 No. 1, pp. 74-79



La tendència és a deixar el tabac

En els últims 20 anys un 29% dels homes han deixat el tabac, 1 de cada 3

En dones si bé havia augmentat un 9%, des del 2002 s'inicia la disminució

Evolució del Tabaquisme a Catalunya

	Homes	Dones	Total
1990	47,3	22,4	33,7
1994	42,3	20,7	30,6
1998	39,3	23,0	30,9
2002	38,0	26,6	32,1
2006	34,5	24,3	29,4

La societat avança en una direcció...

1. Llei anti tabac

Què cal saber?

La Llei 42/2010, que va entrar en vigor el 2 de gener de 2011, estableix que **tots els espais tancats d'ús públic són espais sense fum**. Només es permet habilitar zones per fumar exclusivament en alguns tipus de centres residencials.

En concret, **prohibeix fumar en instal·lacions esportives**, sempre que no siguin a l'aire lliure. També **prohibeix fumar en bars, restaurants i altres establiments de restauració tancats**. Per tant, **està prohibit en tots els espais tancats que són dins d'una instal·lació esportiva**, incloent els de venda de menjar i begudes, les zones de serveis, els vestidors, les zones de pas, etc. Es consideren espais tancats les anelles circulars o el·líptiques dels estadis, darrera les graderies, en que hi ha un únic espai cobert entre dos parets laterals.

La societat avança en una direcció...

1. Situació a altres països:
 1. Des de 1 Juliol 2007 està prohibit a TOTS els camps anglesos
 2. També Amsterdam Arena I Bay Arena Leverkusen
 3. TOTS els estadis USA NFL
 4. Al Mundial de Sud-àfrica no es podia fumar



La societat avança en una direcció...

La FIFA també advoca per la prohibició, que ja la va aplicar als Mundials del 2002 i del 2010, i ha demanat a les Federacions Nacionals, que segueixin el seu exemple

Aplicar la llei

Cal aplicar la llei d' immediat

**Llevat de l'aforament i de l'exterior a TOTA la resta
NO ESTÀ PERMÈS fumar, per llei**

El posicionament del FCB



Què fem amb l'aforament?

Què fem amb l'aforament?

El nostre equip jurídic ha considerat que sent estrictes amb la llei **TAMBÉ** es podria **PROHIBIR...**

També en la Salut, **més que un club**

Davant dels socis i de tota la Societat la **JUNTA** és **SENSIBLE** amb aquest tema, i està **COMPROMESA** amb el **RESPECTE**, la **SALUT** i la **MADURESA SOCIAL**, i **VETLLEM** pel **SOCI**

També en la Salut, **més que un club**

la Junta ha decidit per unanimitat:

1) Fer una recomanació clara per tenir una bona **SALUT**

“Si us plau, a l’estadi no fumis, fes-ho pels altres, sobretot pels nens, per a la bona salut de tots”

2)...I demanar a l’Assemblea, com a propietaris del Club, que ens aprovi un **Camp Nou Sense Fum**, en el qual no es pugui fumar en tot l’estadi.

També en la Salut, **més que un club**

Per coherència amb el **valors** del Barça, de **salut**,
d'esport ,de **respecte...**

Per coherència en voler **afavorir** horaris per a que
nens i persones grans puguin venir al camp

**“Si us plau, a l'estadi no fumis, fes-ho pels altres,
sobretot pels nens, per a la bona salut de tots”**

També en la Salut, **més que un club**

En aquest projecte, la Junta del FCB vol agrair el suport i la sinèrgia de la Conselleria de Salut, del Col·legi de Metges de Barcelona i de la Soc. Catalana pel Control i Tractament del Tabaquisme



**Generalitat
de Catalunya**



També en la Salut, **més que un club**

En col·laboració amb aquestes Entitats participarem en promoure campanyes de salut i posarem a l'abast dels socis recursos per a qui vulgui deixar de fumar



**Generalitat
de Catalunya**



El compromís del FCB



També en la Salut, **més que un club**

CAPSE GESCLINIC Les Corts Dra Laura Sebastian

CAP MONTNEGRE Les Corts

HOSPITAL CLINIC Dr Josep Brugada

HOSPITAL DE BELLVITGE Dr Josep M Ramon

Sanitat Respon



**Generalitat
de Catalunya**



El compromís del FCB



What happens to your body if you stop smoking **right now?**

in 20 minutes:

Your blood pressure will return to normal.

in 8 hours:

The carbon monoxide (a toxic gas) levels in your blood stream will drop by half, and oxygen levels will return to normal.

in 48 hours:

Your chance of having a heart attack will begin its long decline. All nicotine will have left your body. Your sense of taste and smell will return to a normal level.

in 72 hours:

Your bronchial tubes will relax, and your over-all energy level will rise.

in 2 weeks:

Your circulation will increase, and it will continue to improve for the next 10 weeks.

I think one of the main reasons it's so hard to quit smoking is because all the benefits of quitting and all the dangers of continuing seem very far away. Well, here's a little timeline about some of the more immediate effects of quitting smoking and how that will affect your body RIGHT NOW. I quit smoking, it's been about 20 hours. So far my only tips are: get a bunch of straws, You've gotta stimulate that oral fixation. I've also found sunflower seeds and an empty bottle for shisha is a great oral fix. You guys are going to save so much money for booze!! - sunflower seeds, water... lot's of water, blowing up a balloon, eating an apple, sucking on a licorice stick... I quit over six months ago, after trying gum, lozenges, nicotine nasal spray (clinical trial), group therapy, and cold turkey. Finally, my doctor suggested hypnotherapy. I went to someone (a PhD) at the local University hospital - not some sideshow performer. After the first session, I was down to 2 cigarettes a day. After the second session, I quit completely. I had one more session for a follow-up. I haven't had a cigarette since. I've been in bars, I've been in Vegas, I've been in a lot of smoking situations. I've never wanted one. Maybe my great success is the exception, but it's worth a try. I smoked for over 25 years, folks. 25 years. And one more thing - the oral substitution thing? I have a night guard I use at night so I don't grind my teeth. I used that as my substitute. No calories! When I wanted a cigarette during those first couple of weeks, I just popped the guard into my mouth and sucked on it. In addition to regaining faster and smell senses, the cilia in your lungs begin to regenerate within a few days, sweeping the lungs of debris and protecting against mucus buildup. They are pretty resilient little fibers. All are interesting suggestions. I love the one about the sunflower seeds. I was a 27 year smoker and was a sort of all my wits and to quit. You know the most important thing is that you be ready!!! I found a treatment using lasers that I tried and has actually done the trick for me. I only needed one treatment and it's been down hill all the way. I didn't really know anything about it but it does work and it was painless. Wanting to quit truly is the key, but don't confuse wanting to quit with believing you can quit. I didn't believe I could quit, but I wanted to. Also, I can only speak from my experience, but I'm betting that you should invest in more than one hypnotherapy session. Where I went, they did 3 sessions, and gave a discount if you pay for all three up front. I'm a photographer, and I've bought all sorts of equipment with my "cigarette money" since then, so if the cost of hypnosis is a concern, think of all you'll save in the long run. Good luck, everyone! I quit cold turkey for 8 months just because I really didn't want to smoke anymore. Unfortunately I did go back to it, but I found that the key to my quitting was that I no longer desired cigarettes. Smoking really just didn't appeal to me and that was what helped me quit the most. When you no longer want a cigarette for any reason, even when offered, that's when you're ready to quit. And I'm not saying that other methods don't work but it's much harder when you have to force yourself to say no to smoking than it is to just no longer desire to smoke. I think that if you can psych yourself out of liking your cigarettes then you won't want to smoke anymore. I started smoking when I was 19, and stopped cold turkey when I became 27. For three years, I didn't even smoke a cigarette. I used gums for a couple of weeks but then I was getting depressed so a friend suggested running and I got hooked. Lost something like 30 pounds, and even managed to run the marathon in 3:30 at the beginning of this year. Unfortunately, september last year I had a reunion with my university friends, and all of them being smokers, I smoked a bit with them... then after that holiday, I stopped again, but like 4 or 5 months ago, I started smoking socially, like 1 or 2 cigarettes when I go out... and I was getting stressed lately as I am finishing my PhD thesis and started smoking almost everyday... each day I buy a pack, I smoke a few the first one feels very nice, but the rest really makes me sick in the stomach, but I still keep doing it) and then I got so mad at myself, and throw the pack away...I did that for a couple of weeks, and last Monday, I vowed not to flirt with smoking again and quit. So far so good, I have felt a bit sleepy the first few days, but now it is ok. There is one problem though. I am gonna take my 20 relatives to a couple of weeks and I am gonna hang out with the same friends I mentioned before for a week or so, and I am a bit scared that I might not be able to resist the temptation. With no luck if I pass this test, then I don't think I will fall another...I smoked for over 15 yrs, and then, while running up the steps to my apt last year, I felt that all was not good. I checked my pulse and it found it to be over a 100 and I was gasping. I knew that at some time had come to say goodbye to that wonderful white paper tube filled with tobacco that had kept me uneasy and unhealthy for so long. I also knew that there is no way that some "quit down" was the it's and leave it over a period of time. This was it - the ultimate test - leave or stay and suffer. That day, when I left the pack and the zippo lighter, I knew that I had done it. It been over a year now and there is no way that I'm going back to it. The one thing that I did learn from this is that the mind is an awesome instrument and capable of doing some extraordinary stuff (this includes giving the will power to do and sustain what one wants to do). I feel better, do better and live better now, than I did then. I give it up and it'll see the difference in days not months. -July 18 this year was last cigarette after smoking 54 years. Stopped for no other reason than it had become a pain in the neck, a large inconvenience. I was a 2 pack a day smoker for 20 years. I have now quit for 20 years. I found I had to "unlearn the habit" and I've been successful where friends of mine have failed. I stopped craving at the 3 month mark after I quit. I unlearned the habit by becoming conscious of how it formed in the first place. You or I were not born from our mother's womb smoking a cigarette. We all learned how to do this. Think back to your first smoking experiences and how you learned to do this and reverse the steps. I did anyone start feeling crappy after they quit smoking? My grandma quit and got terrible cancer sores and stomach aches. I'm assuming from nicotine withdrawal. I quit almost 2 weeks ago - cold turkey, and I'm so glad I did but I got a little woozy now and then, anyone else? In relation to your comment Krista, I've felt woozy the last few days too. Gave up smoking on Monday and since last night, I have started to feel the physical effects of the withdrawal. Hardly slept, awoken immenacely and today I've been experiencing sharp pains in my lungs and feeling dizzy for 3 days...can't wait to see the extent of how my body's going to punish me for abusing it for so long! I have recently quite (Last smoke was Dec 10 2008 7:30pm) and thought I'd add some things that MAY help others as it's so old for me. I have been smoking for about 36 yrs, and in the last 2 to 3 yrs, smoking between 50 & 75 cigs a day. I have tried several times to quit, using the "patch" and "gum"... both methods failed. Also tried cold turkey... this was a disaster (in my case). This time though, I think (and hope) I found the right combination (though still too early to be sure, but the physical feeling this time is different... calmer). I started to read all of these comments some of them made me feel good, some of them made me feel bad, I only gave up nearly 48 hours ago now... I had an opportunity to quickly view "An Easy Way To Give Up Smoking" I've found that lolies help with the oral fixation thing. So what if you look like Kojak all the time. I found it most useful when I was driving as I always smoked when driving to and from work. I quit smoking the 1st time around 18 years ago and managed to stay off them for two years until my sister-in-law came to stay, she smoked, and was staying for a couple of months. I days she offered me a smoke and I accepted. Big mistake. I was hooked again, I quit for the second time in January 2008 so its round 22 years now and its happy to say this time there is no way I would accept again. Friends of mine smoke but I would never be tempted to go back.... sure I gained a little weight but im gonna lose that over the next few months I hope, then again even if I cant its still preferable to smoking... What I really wanted to say, is to all of you ex-smokers who have quit, only to be offered a cigarette... for some smoker, then you end up taking it and BAM! just like that you are a smoker again. So sad! I know, I've done it. Now if someone, who knows, I have quit and know I want to stay quit offers me a cigarette, I will say, "yes, thank you", then I will politely take it from their hand and crumple it up real good, throw it on the ground and say, "Thanks, I really needed that" so at least what hour does the "I need to smoke a cigarette or I will kill myself" thing start? and when does it end? - Here it is, 24 hours. easy, but I can make it a week, no prob. I quit every day! Seriously, I don't smoke all day, and then at night I buy a pack and relax on my balcony garden smoking. It's a form of meditation and companionship. Then I fall asleep thinking, "okay, no more tomorrow. I WILL quit." And I throw the pack in the trash in the morning, I feel a void if I don't trash this little ritual. When I stopped smoking I felt as if I could breathe again. [sic]

in 3-9 months:

Coughs, wheezing and breathing problems will dissipate as your lung capacity improves by 10%.

in 1 year:

Your risk of having a heart attack will have now dropped by half.

in 5 years:

Your risk of having a stroke returns to that of a non-smoker.

in 10 years:

Your risk of lung cancer will have returned to that of a non-smoker.

in 15 years:

Your risk of heart attack will have returned to that of a non-smoker.

La societat avança en una direcció...

1. Campionat d'Atletisme 2010



Smoke Free European Athletics Championships

To take care of yourself, remember:

- Smoking is prohibited on all the premises and in the grounds of the European Athletics Championships Barcelona 2010.
- There is no safe level of exposure to environmental smoke (or second-hand smoke). Tobacco smoke always hurts.
- Smoke-free environments are the only effective measure to prevent passive smoking.

Sense Fum Campionat d'Europa d'Atletisme

Per cuidar la vostra salut, recordeu:

- És prohibit fumar a totes les dependències i recintes del Campionat d'Europa d'Atletisme Barcelona 2010.
- No hi ha cap nivell segur d'exposició al fum ambiental de tabac. El fum sempre fa mal.
- Els espais sense fum són l'única mesura efectiva per evitar el tabaquisme passiu.

La societat avança en una direcció...

1. Campanya OMS I FIFA 2002



La societat avança en una direcció...

1. Campanya OMS I FIFA 2002



Enter The Stadium - Tobacco Free Sports

Sports and tobacco do not mix... FIFA's decision to back our public health cause is a significant step towards achieving this goal. The world's biggest sporting event is now tobacco free.

Dr Gra Hagen Brantford, Director General, WFP of Health Organization commending FIFA for declaring the 2002 World Cup Tobacco Free

If our sport could once be used to promote tobacco when we did not know better, we have an obligation to use it to discourage tobacco now that we do. This is an obligation towards all those who, in the past, have suffered as a consequence of having been duped into thinking tobacco and football have something in common... That's why FIFA has been very ready to work with the World Health Organization and the US Centers for Disease Control to see how we can use the World Cup... to reflect modern knowledge and modern awareness of the dangers of tobacco use.

Ruth Cooper, Director of Communications, Fédération Internationale de Football Association (FIFA), November 2000

May 31, 2002. World's largest sporting event, the FIFA 2002 World Cup games, to begin in Seoul, Republic of Korea.

May 31, 2002. The World Health Organization's 191 Member States celebrate World No Tobacco Day (WNTD).

Two mandates, two dreams. A shared vision and a global event, the world of health and the world of sport came together on May 31, 2002 to write a piece of public health history. The World Cup games were declared tobacco free for the first time ever. Billions of viewers watched the kick-off game beginning with tobacco free messages flashing around the world as well as in the stadium.

The journey to rid sports of the influence of tobacco, however, began much earlier and it was routed through knowledge, outrage, decision, and action on the one hand and science, policy, and implementation on the other. In his remarks quoted above, the former FIFA official says it all.

Knowledge, provoking a new understanding of an issue. Knowledge, setting people free. Knowledge, spurring some to act, others to legislate, and yet others to agitate.

In the beginning, people did not know that tobacco was a killer. Most people still do not know that a cigarette is a highly engineered product designed to bring on early addiction and save death in one in two of its regular users. Most people do not know that tobacco companies use sports, from playgrounds to national and international stadiums as well as sports goods, as marketing and recruitment settings to attract new and younger victims while keeping the old ones addicted. When the World Health Organization (WHO) decided in 1990 to begin work on a set of global rules to curb the marketing and promotion of tobacco and its products, the focus turned to the sports arena. The reasons were obvious. Tobacco companies pump hundreds of millions of dollars every year into sponsoring sports events worldwide.

Until recently, they were everywhere. From your humble sports field around the corner to the grand stadiums of the world, not to mention clothing and equipment used by athletes and fans, tobacco beckoned from every corner.

The glare of boisterous publicity around tobacco products was deliberately designed to keep the gaze of deaths caused by them away from the public eye. The deception was for the public. The profits were for the companies and the death and disease burden were for countries to cope with.

Sports is a celebration of life. It inspires healthy living, fair competition and above all, fun and camaraderie. Associating tobacco with sports helped hide the grim truth about the death-causing ingredients these products contain. All this was done in the name of choice. It took half a century of knowledge generation, outrage and court action to expose the inherent deceit behind the way tobacco companies designed, manufactured, sold, promoted and protected their products.

Something started to change in 1998 when 191 countries set about working on the proposed Framework Convention on Tobacco Control (FCTC). As WHO readied the ground for a tobacco treaty, first about tobacco related disease, and later about the product that was allowed to cause 4.2 million deaths annually now and an estimated 10.4 million deaths in 2025. The first barrage of questions led to more questions until suddenly the floodgates were opened for truth to pour out. The story was ugly. It was a tale of deception and deceit with tobacco industry's own documents showing that they were enticing children as young as nine to smoke or chew tobacco. Sports stadiums where unsuspecting children and youth go to kick a ball or ride a bicycle were prime settings for tobacco promotion. WHO focused on the eye of the needle when it told the world that tobacco was a communicable disease, communicated through advertising, marketing and promotion.

WHO's call for rules around tobacco has met with success in many areas. Some countries have seized their courts for redress, others have worked through their

parliaments to strengthen existing rules or write in new ones. One area where the call has been strong and unanimous has been sports. Country after country has called for abolishing any links between tobacco and sports. The WHO launched its own Tobacco Free Sports in 1999 joining forces with the US Centers for Disease Control (CDC). From sports clubs, to stadiums around the world, from sports goods manufacturers to sports television broadcasters to governments negotiating the FCTC, the verdict was unequivocal and unrelenting: tobacco and sport do not mix.

Declaring sport an important link in the communication of tobacco-related diseases, WHO has called for global bans on tobacco marketing, advertising and sponsorship of sport. It has called for an end to pernicious association between the life-affirming activity that is sports and a life-taking product. This movement into centre court has become a metaphor for the FCTC, whose principal aim is to reclaim ground, including policy ground, from vested interests.

sport is about people

La societat avança en una direcció...

1. Campanya OMS I FIFA 2002

1 Athletes, sports organizations, national and local sports authorities, schools and universities, teams, sports media and everyone interested in physical activity are invited to join the campaign for Tobacco Free Sports 2002 to give people every where to take back their right to health and healthy living and to protect future generations from the preventable death and disease caused by tobacco.

Dr. Ota Iqbal
Executive Director
GLOBE 2002 World Health Organization
November 2001

2 In relation to the theme Tobacco-Free Sports for World No Tobacco Day, 2002, I want to urge all the sportspeople (including sports organizers and their respective governments) to make sports across the globe free from tobacco by not accepting sponsorship from the tobacco companies.

Having played international cricket for twenty one years and having established the largest cancer hospital in Pakistan, Memon Memorial Hospital, which is providing free medical services to the poor suffering from cancers, I have witnessed first-hand the power and pervasiveness of tobacco addiction through sports and its disastrous health consequences in the form of cancer and deaths. Apparently one of the lung cancer is tobacco is attributable to deposits smoking. The fact that sports people are used as promoters of the habit and that disease and death caused by smoking is absolutely avoidable saddens me.

Whoever and wherever you are playing, as sportsman or woman, let's make a personal resolution on this World No Tobacco Day that we will not accept any tobacco sponsorship either personally or as teams. We will not play in any such events, which directly or indirectly promote tobacco. The habit, and hence we will not use tobacco to millions of avoidable deaths every year in the world due to tobacco.

2002 Khan
Assistant Captain Pakistan Cricket team

Tobacco Free Sports, launched as part of the global advocacy project "Tobacco Kills - Don't Be the Next!", was designed to capture and channel the outrage over tobacco-related deaths into the policy domain. The phrasing of the policy arena with science and economic sought to reframe tobacco deaths and bring to it new understanding, mean that of a nasty individual habit. Tobacco is now seen as a public health disaster, exacerbated by the rampant marketing of tobacco compared to an unappealing public. The Tobacco Free Sports campaign's contribution to the global debate has been significant.

In 1998, the IOC and WHO, in cooperation with the Organizing Committee of the Games, prohibited smoking in all Olympic sports events. In 1999, the concept of a global Tobacco Free Sports initiative was included as a part of the tobacco talks. Don't be Disappointed! Advocacy in Pakistan. An early partner was the CDC.

Building on the momentum created by tobacco free Olympics, the idea was carried to other sports. With the USA men's soccer team in 2000 and the South African Football Federation in 2001 going tobacco free, the stage was set for the initiative moving ahead in Europe and beyond. In November 2001, WHO, CDC, IOC and FIFA, joined by international athletes, officially launched the Tobacco Free Sports initiative and released it as the official theme for the year world No Tobacco Day celebrations.

In 2002, tobacco free sports came of age and started reclaiming ground in ways unprecedented in WHO's history. The year felt like a city where Olympics and the 2002 PanAm Winter Games kicked off the year's tobacco free sports activities, followed by numerous national and international events. Working jointly with WHO, the WHO was able to ensure that the 2002 WHO World Cup soccer games were tobacco free.

fairness

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Good athletes do not smoke because they know sport and physical activity are deeply incompatible with tobacco use. We will continue to support the campaign for tobacco control and healthy lifestyles in the future.
Dr Jacques Rogge, President International Olympic Committee

Sports is about health. We firmly believe that the Olympics should not be associated with unhealthy behaviours, that's why we work so hard to promote policies such as the tobacco-free Olympics. We can promote many such healthy lifestyles and are actively working with WHO in drafting similar policies.
Juan Antonio Samaranch, Former president, International Olympic Committee

I am looking forward to being able to live and compete in fresh air during the 2002 Games. Tobacco use and sports just don't mix. Its not just smoking that can harm you, but breathing in other people's smoke can also hurt an athlete's performance.
Joan Redon, US women's national team

The 2002 FIFA World Cup

May 2002 was a time for reckoning. In addition to the games themselves being tobacco free, WHO achieved a major breakthrough with the development of a Memorandum of Cooperation with FIFA for the World Cup in Korea and Japan in 2002. It contained very specific measures that would be taken to protect the players, spectators, staff, volunteers, media as well as television viewers from the harmful effects of tobacco exposure, consumption, advertising, marketing and promotion during the World Cup and future FIFA events. This policy and its development will have long term impact in ensuring smoke free stadiums in the seated areas for future events as well, and was achieved through the collaboration with the WHO Western Pacific Regional Office and WHO Country Office in Korea.

Tobacco use, in any form, was restricted to specifically designated areas, clearly indicated and well apart from the main seating areas of the venues. No tobacco products were sold or distributed freely at the games; vending machines were deactivated or removed. Signs and audio messages in many languages notified the public of the tobacco-free policy. These policies applied to players' and coaches' zones, and areas for media and VIPs as well. There was no tobacco advertising or promotion material at the venues. In addition, health information on the dangers of tobacco use, the false premises of the association of tobacco and sports in advertising and promotion, and FIFA's decision to go tobacco free, was distributed at the stadium.

There was more. Before the start of the games and during the interval, a Public Service Announcement (PSA) on Tobacco Free Sports ran on the on the stadium's screens and around the world on television. The Tobacco Free Sports logo appeared around the side by side with the corporate sponsor of the games. The logo appeared during the entire opening match, watched by millions of television viewers around the world and continues to appear in the countless photos that were taken during the match. The PSA was also beamed to national broadcasters in over 80 countries for broadcast in association with the games as part of FIFA's basic feed. The official site of the World Cup, www.fifa-worldcup.com, hosted by Yahoo!, broke all records as the most frequently visited site in World Cup and indeed international sport history. The Tobacco Free Sports logo, poster and links to more information about the tobacco epidemic and the work of WHO figured prominently on the site and were viewed by billions of people.

Together, FIFA and WHO wrote a piece of public health history.

sport is about commitment

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Talking about tobacco-free sports is the first step toward generating broad public support to reclaim sports for health. By talking about tobacco-free sports we pave the way for a complete ban on advertising of tobacco products consistent with the draft International Framework Convention on Tobacco Control, the first international public health treaty that seeks to regulate tobacco. Let us talk about tobacco-free sports.
Dr. Shigeru Omi, Director Regional Office for the Western Pacific World Health Organization

Tobacco and sport simply do not mix. Sport supports health and well-being. Tobacco takes health away.
Dr. Marc Danzer, Director Regional Office for Europe World Health Organization

Thanks to the unstinting effort of WHO and its partners the rate of sponsorship by the tobacco industry in the world is declining, but in this, the Eastern Mediterranean Region, it is on the rise. People think that tobacco money is essential for certain sports events to survive. This is untrue. The real truth is that tobacco products needed sports to survive not the opposite. In the countries of this Region, the tobacco industry sponsors many sports events, such as car rallies and football matches. I hope that decision makers in the Region will address this challenge so that we may see our sports totally free of tobacco. We have a commitment and obligation to ourselves and to our children to help them achieve the best possible life in terms of health and opportunities and also to support them in choosing a healthy lifestyle, as well as healthy habits based on solid scientific information. Let us all work to make our favourite sports tobacco-free and help in creating a tobacco-free generation.
Dr. Hassane A. Gizaely, Director Regional Office for the Eastern Mediterranean World Health Organization

Africa has one of the fastest growing prevalence rates of tobacco use among young people. The tobacco epidemic is spread through tobacco advertising, sports sponsorship, marketing and promotion. This is a reality in every country of our Region. All countries should prohibit tobacco marketing, promotion and advertising as well as the distribution of free samples of tobacco products. I call on all heads of government, sports directors, teams and organizers, the community, political leaders and young people to create and maintain Tobacco Free Sports environments in our communities, towns, cities, and nations.
Dr. E. M. Samba, Director Regional Office for Africa World Health Organization

There are many difficult choices that public health has to make. This choice is not a difficult one: we can sell cigarettes, or we can protect our children. The cost of the first is unacceptably high, while the while the benefit of the second has no price. PAHO urges sports events to refuse tobacco sponsorship and to make their venues smoke-free. We also urge governments to prohibit the use of sports – or any other event sponsorship – to promote tobacco products. There has never been a better opportunity than now.
Dr. George A. O. Alleyne, Director Regional Office for the Americas World Health Organization

Joining WHO in this campaign of "tobacco-free sports" are some of the best sportspersons from the Region, including cricketer legend Roshan Maharojuna from Sri Lanka, cricketer Mohammed Akram Khan and ace swimmer Mohammed Mubshara Hossain Khan from Bangladesh; shooter Jaspal Rana and cricketer Virender Sehwag from India; Karim Lam Dorji basketball coach from Bhutan; tennis champion Angelique Widjaja and body builder Ade Rai from Indonesia; athlete Bakuntha Manandhar and taekwondo trainer Sabita Rajbhandari from Nepal; football player Mohamed Kafem from Maldives, Wushu player Khiao Khinze Khan, football player Hain Zopee Nyaga and weightlifter Sae Sae Win from Myanmar; boxer Wincham Pukit, tennis player Tannasina Tunavikam and football player Theerathap Waothaij (Lesso) from Thailand. These "tobacco-free champions" will collaborate with national health authorities in efforts to free sports from the vicious grip of tobacco. Sportspersons, with their strong influence over the young, can be useful ambassadors in promoting healthy lifestyles and tobacco-free life. Sportspersons should also be aware that smoking and other forms of tobacco consumption can affect their own performance.
Dr. Udon Muehler Ruffo, Director Regional Office for the South East Asia World Health Organization

afghanistan albania algeria andorra angola antigua and barbuda argentina armenia australia budapest cuba barcelona paris chile caracas **sport** is about me ball munich mexico austria azerbaijan bahamas bahra achievement belgium belize ben bhutan bolivia bosnia and herzego bulgaria burkina faso burundi cameroon cambodia canada cara verde central africa republic chad chile ch

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WHO Director-General's World No Tobacco Day 2002 Award

The Director-General's World No Tobacco Day Award is given to people and organizations who have shown exceptional courage and vision in tobacco control. In 2002, it was awarded only to the sport tobacco ban as an organization which, in addition to representing the sport of all sports, football, had shown exemplary leadership in the field of tobacco control. "Sports and tobacco do not mix. We have a common goal - that all sports are free from tobacco. With athletes to back our public health cause is a significant step towards this goal, the world's biggest sporting event to free tobacco free," she added when the award was announced. WHO received the award at the opening congress of the games in a glittering event where tennis was the only non-sporting organization to be represented.

tobacco free sports
play it clean

Media coverage

International media interest in this initiative was very lively and sustained, peaking in particular during high profile events such as the November 2001 Olympic football, the Salt Lake City Olympics in February 2002, the FIFA World Cup kick-off in May 2002 and the world no tobacco day celebrations on May 31, 2002. Initial media coverage in countries received wide local and regional coverage, passing around the internet connected to World No Tobacco Day publications but also around announcements by local sport federations or athletes pledging to go tobacco free. In Egypt, former Egyptian footballer Mohamed El-Nabali joined the campaign, and public health announcements featuring the athletes was aired repeatedly on both national and satellite channels. Inevitably, former footballer, cricket, generated both public and media interest with Tobacco Free Sports message aired on Pakistan TV and radio.

Media coverage of the WHO/FIFA initiative as well as Tobacco Free Sports set a new threshold spreading around the world in languages and mediums. In addition to reporting on the event, they served as watchdogs worldwide, reporting on violations of the agreement with sports organizations or the use of deceptive advertising methods adopted by tobacco companies in the run-up to the games.

The Tobacco Free Sports initiative expanded WHO's coverage beyond its regular constituency of health researchers and enabled public health to be reflected in entirely new areas such as the sport pages, business and financial pages, society pages and even by leading advertising industry information services such as Advertising Age and Brand Republic. The package of what is essentially a public health story by such a wide array of media points to the popularity and appeal of this initiative among all sections of the public.

The tone and content of the coverage was very positive. Every sport article included either one or more of the main messages that the initiative aimed to convey:

- Tobacco kills.
- Tobacco companies promote, encourage and include the use of tobacco by associating it with the positive imagery of sports. This makes tobacco appear more glamorous, appealing, fun and healthier.
- The young are a particular target of this kind of marketing, and are particularly susceptible.
- Sports is calling for global bans on advertising, marketing and sponsorship of sports by tobacco companies.

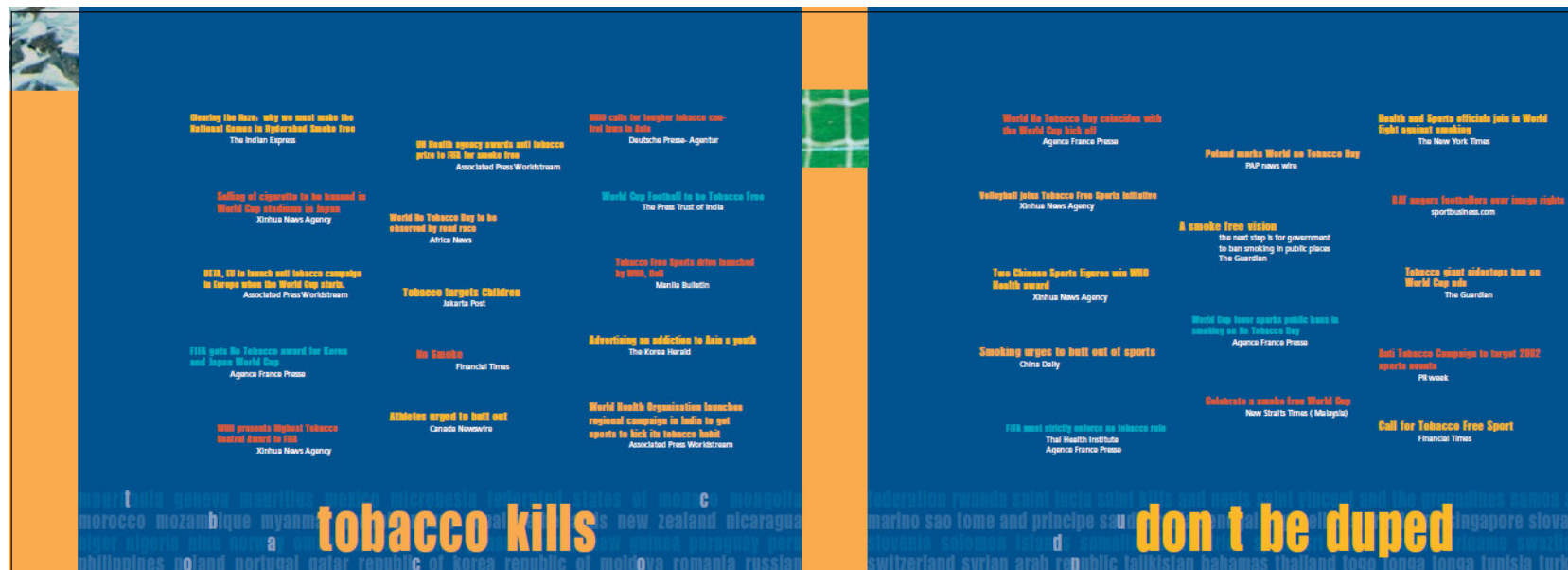
WHO is calling for global bans on smoking in public areas such as stadiums and playgrounds to protect people from second-hand smoke.

The call for global bans received by far the most media attention as every story touched this particular angle. As here were the core policy issues involved in the campaign, the media communication goal of this initiative was fully realized.

tobacco free

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**CAMP NOU
SENSE FUM**

**També en la salut...
més que un club**

