

Success Story Worksheet



Date Submitted:

2/1/2021

County/Area/Tribe:

Lincoln

Goal Area:

- ☐ Cessation
- ☐ Disparate Populations
- ☒ Secondhand Smoke Exposure
- ☐ Youth Prevention

Individuals/Target Audience:
(who this happened to)

Participants in a community softball tournament

Setting:
(Where and when this took place)

Cody Park in North Platte, Nebraska

Conflict:
(obstacle, barrier or problem)

It was reported to Tobacco Free Lincoln County Coalition that, during previous seasons, participants in the softball games had been observed drinking alcohol or smoking in the ball field complex.

Action:
(what happened)

TFLC partnered with North Platte Recreation Department to include an information sheet for each tournament participant. The sheet outlined city regulations and reasons to "play and celebrate tobacco-free and alcohol-free" at North Platte city ballfields. Magnets with this message were produced and distributed at Cody Park and North Platte Recreation Center. A video with scenes from the first games of the season and the tobacco and alcohol-free message was produced in-house and published on the coalition Facebook page. The effort received earned media coverage through an interview on KODY Radio.

Outcome(s):
(measurable or concrete evidence of change)

Approximately 105 participants in the softball tournament received information and encouragement to abide by tobacco-free and alcohol-free policies. Players who were encountered at the ball fields expressed positive attitudes toward the project. It is not known whether there was recurrence of smoking or drinking at the ballfields, but none was reported to the coalition.

Relevance:
(how this story helps us demonstrate need or measure success)

Many communities have adopted smoke-free or tobacco-free policies for their outdoor recreation areas. That demonstrates increased awareness of the dangers of secondhand smoke exposure, along with the need to set a proper example for children. However, people sometimes need, and will respond to, reminders.