

February 12, 2010



Play, Live, Be Tobacco-Free...Ontario Grant Program promotes tobacco-free sport and recreation programming in Ontario

To: PSOs | MSOs | PROs and Community Sport Councils:

Please forward to your clubs, leagues and teams at the community level

For Immediate Release

February 12, 2010 (Toronto, ON) – In an effort to keep tobacco industry products out of sport and recreation and through a grant provided by the Ministry of Health Promotion Healthy Communities Fund, SPORT4ONTARIO, in collaboration with the Play, Live Be Tobacco-Free (PLBTF) Provincial Collaborative*, is pleased to announce the *Play, Live, Be Tobacco-Free...Ontario* Grant Program. This grant program provides the opportunity for organizations to apply for grants up to \$500.00 to develop and promote a *Tobacco-Free Policy*.

Tobacco-free sport and recreation means that everyone taking part in a sport or recreational activity does not use tobacco industry products. It means participants, spectators, coaches and leaders do not smoke, snuff, dip, or chew tobacco while engaged in the activities of your organization.

Sport and recreation organizations play a vital role in the health and well-being of our communities. Participation in sport and recreation activities not only benefits one's physical health through physical activity, it also contributes to psychological health, through feelings of accomplishment and a sense of belonging that comes from being part of a team or club.

While acknowledging the benefits to an individual's personal health and well-being gained from participation in sport and recreation activities, there are important precautions to take during these activities to ensure the safety of all participants. Just as protective equipment is worn to prevent injury, sun block and hats are worn to protect against the sun's harmful UV rays, and healthy eating can maximize a player's athletic abilities, the air we breathe also has a great impact on health and a participant's physical abilities. Cigarettes and other tobacco industry products counteract the health benefits gained by participating in sport and recreation activities. Exposure to second-hand smoke also puts one's health at risk since there is no safe level of exposure to second-hand smoke.

Non-profit sport and recreation clubs, teams, leagues and organizations wishing to support and promote *Tobacco-Free Policy* and activities are invited to apply for funding. Grants will be awarded based on application descriptions of how your organization will implement a policy and include/endorse the message [Play, Live, Be Tobacco-Free](#) through a variety of educational and promotional activities and /or resources.

The deadline for applications is 12:00 noon on March 12, 2010. Successful grant applicants will be notified by March 31, 2010.

For complete details on the *Play, Live, Be Tobacco-Free...Ontario Grant Program* including the grant guidelines and application form, click [here](#). You are strongly encouraged to contact one of the designated contacts listed in the grant guidelines before you begin the application process.

A *Tobacco-Free Policy* strengthens the positive impact your organization has on the health of your community and provides an important message about being tobacco-free to the individuals who are part of your organization. Become a tobacco-free organization and send a clear message that your organization values a tobacco-free lifestyle! We look forward to working with you.

About SPORT4ONTARIO

[SPORT4ONTARIO](#) is a not-for-profit, non-partisan organization that provides the collaborative environment, knowledge and resources to build capacity and drive leadership excellence in the Ontario sport community through education, advocacy, interaction, research and innovation.

*About the Play, Live, Be Tobacco-Free (PLBTF) Provincial Collaborative

The PLBTF Provincial Collaborative is composed of the Tobacco Control Area Networks (TCANs consisting of the 36 Ontario Public Health Units {PHUs}), The Program Training and Consultation Centre (PTCC), SPORT4ONTARIO (S4O), the Coaches Association of Ontario (CAO), Physical Activity Resource Centre (PARC), Parks and Recreation Ontario (PRO), Canadian Cancer Society (CCS) – Smokers’ Helpline (SHL), the Ontario Lung Association (OLA), and the Ontario Chronic Disease Prevention Managers Network.

With support from:



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