



ANCHOR

ACCELERATING NATIONAL COMMUNITY HEALTH OUTCOMES THROUGH REINFORCING PARTNERSHIPS

HEALTHY PLACES AND SPACES: SMOKE-FREE PARKS AND EVENTS



Summer is a season to enjoy the outdoors and take advantage of community gatherings held at local parks and gardens. Those experiences can be ruined for many, especially families with young children, by the consistent presence of second-hand smoke. The American Heart Association wants to prevent exposure to the toxic effects of second-hand smoke in public spaces. It is providing Douglas County, Nevada, with large barricade signs for use at park concerts, festivals and other popular events throughout the summer. The signs are being used throughout the towns of Minden, Gardnerville and Genoa. They're protecting residents and visitors from the toxic dangers of secondhand smoke at outdoor public venues and encouraging a healthy environment and lifestyle for all.

The Challenge

There is no risk-free level of exposure to secondhand smoke, which contains more than 7,000 chemicals, including hundreds that are toxic and dozens that can cause cancer. Secondhand smoke exposure is linked to strokes, lung cancer, and coronary heart disease in adults. Among children, it can increase the risk for sudden infant death syndrome, acute respiratory infections and middle ear disease.



“The ANCHOR program and the Partnership of Community Resources and the Douglas County Parks and Recreation Department together have worked to use smoke free events signs throughout Douglas County to help protect clean air for all.”

– Cheryl Bricker, Executive Director, Partnership of Community Resources

The Solution

The American Heart Association, through its Accelerating National Community Health Outcomes through Reinforcing (ANCHOR) Partnerships initiative, is helping to clear the air of secondhand smoke in Nevada. ANCHOR provided six large barricade signs to help to help protect clean air at summer festivals, concerts and other large events at Douglas County parks. Each large sign informs the public they are entering a “smoke free event, including e-cigarettes and vaping.” ANCHOR worked on encouraging the use and distribution of the signs with Partnership of Community Resources, a non-profit community coalition dedicated to the prevention of substance abuse and the promotion of wellness through its network of local advocacy groups.

Sustaining Success

After the summer festival season is over, the six “smoke free” barricade signs will be loaned by the Partnership of Community resources to Douglas County or any community organization or agency seeking help protecting citizens by promoting a smoke-free environment.

Policy, System and Environmental Change

The American Heart Association and Douglas County partners who are dedicated to reducing exposure to toxic secondhand smoke helped to build additional momentum from past success to make local playgrounds tobacco-free, achieved by Partnership of Community Resources. Douglas County partners have been using its smoke free event signs at numerous public events throughout the summer, helping to promote a culture where everyone has the ability to breathe clean air while spending time at outdoor entertainment venues.

Results

Having large smoke-free event signs that declare major summer gatherings on Douglas County park grounds free from vaping and cigarette smoke has helped provide cleaner air to residents and visitors trying to enjoy outdoor events. It also has protected them from exposure to toxic secondhand smoke. The signs are being used throughout the county at events ranging from Gardnerville’s popular “Movies in the Park,” to the farmers markets and the GE Family Concert Series in the town of Minden. In Genoa, the oldest settlement in Nevada, the signs meet visitors at the town’s “Summer Concerts on the Green,” as well as its annual Cowboy Festival. The signs are discouraging the use of tobacco products and helping to educate the public about the dangers of secondhand smoke.

Get Involved

Everyone has the right to breath smoke-free air indoors and out. Learn more about the serious impact of secondhand smoke on everyone’s health, including people who don’t smoke. Research what government policies affect the public parks, playgrounds and outdoor venues in your community. To find out what steps you can take to help improve the health of all residents, contact the [Nevada Tobacco Prevention Coalition](#). To learn more about the use of the smoke-free barricade signs in Douglas County, contact Partnership of Community Resources.

