

BACKGROUND

- Large-scale international sporting events such as the Olympic Games provide hosting nations with an opportunity to promote smoke-free environments.
- All Olympics have been tobacco-free since 1998, but there have been few studies on the effectiveness of smoke-free Olympic policies.
- In 2014, Brazil implemented a comprehensive smoke-free law which applied to indoor venues at the 2016 Rio Olympics.

OBJECTIVES

- To evaluate compliance with Brazil's 2014 smoke-free law at the Rio Olympics according to smokers and non-smokers who attended the Olympic Games.
- To measure changes in Brazilian smokers' and non-smokers' support for a smoking ban in indoor Olympic venues before and after the Olympic Games.

METHODS AND MEASURES

DESIGN: Data were analyzed from Waves 2 (2012-13) and 3 (2016-17) of the International Tobacco Control (ITC) Brazil Survey, a longitudinal cohort survey of representative samples of approximately 1200 adult smokers and 600

MEASURES: **Compliance** with the indoor Olympics smoking ban was measured at Wave 3 by the following questions asked of 116 (9.9%) smokers and 57 (14.8%) non-smokers who attended indoor Olympics events:

- Did you see no-smoking signs in any of the indoor Olympic venues?
- The last time you attended an indoor Olympic event, were people smoking inside the building?

- The last time you attended an indoor Olympic event, did YOU smoke inside the building? (Smokers only)

Support for the indoor Olympics smoking ban measured among all smokers and non-smokers at Waves 2 and 3. Support was defined as those who answered "not allowed indoors at all" to the following question:

- Do you think smoking in Olympic venues should be allowed in all indoor areas, in some indoor areas, or not allowed indoors at all?

ANALYSES: Multivariable logistic regression analyses (GEE) adjusted for sex, age, smoking status, and time-in-sample were conducted to test for differences in pre-post policy support.

RESULTS

Figure 1. Reported compliance with the 2016 Rio Olympics smoking ban at Wave 3 (2016-17)

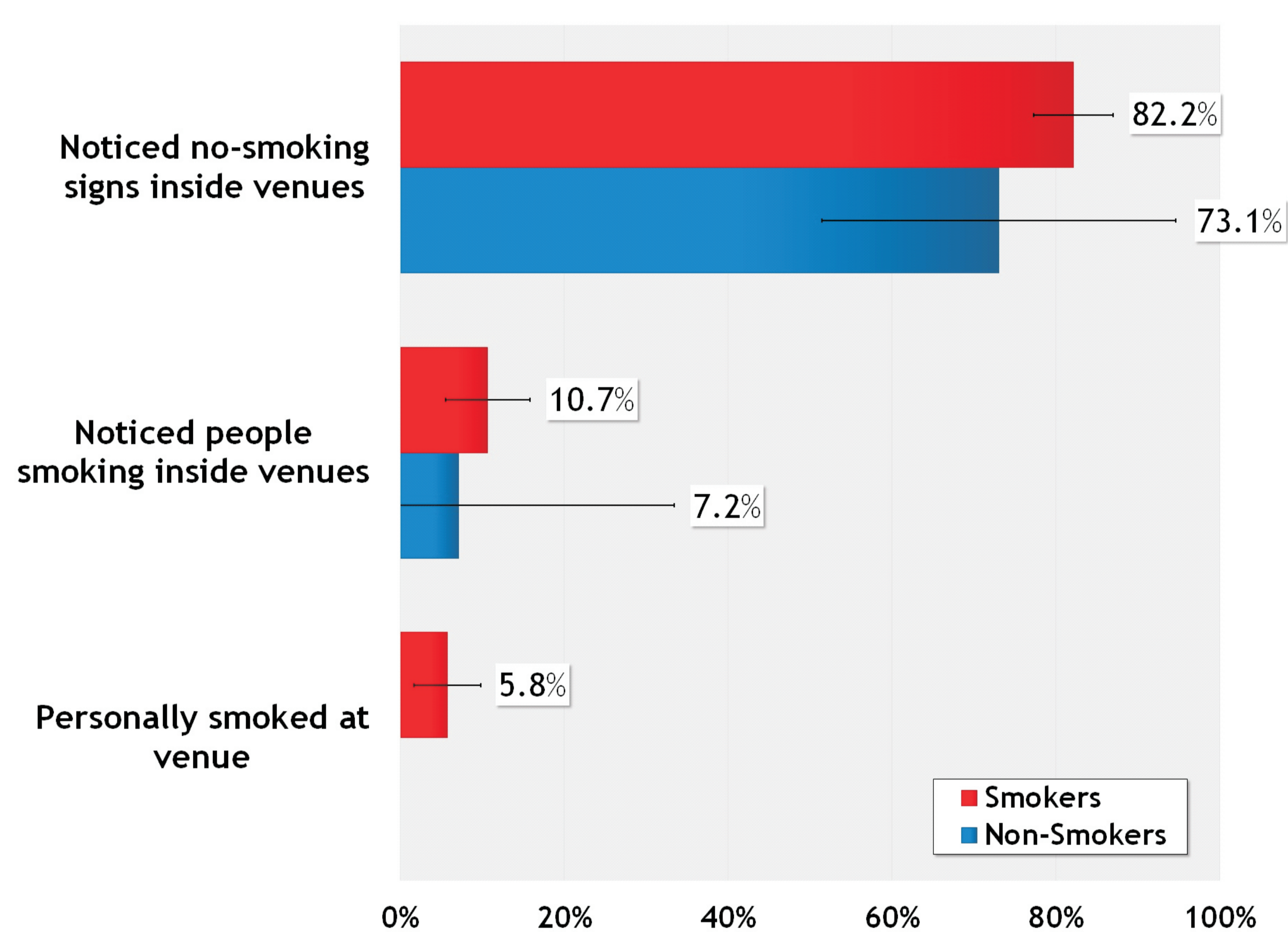
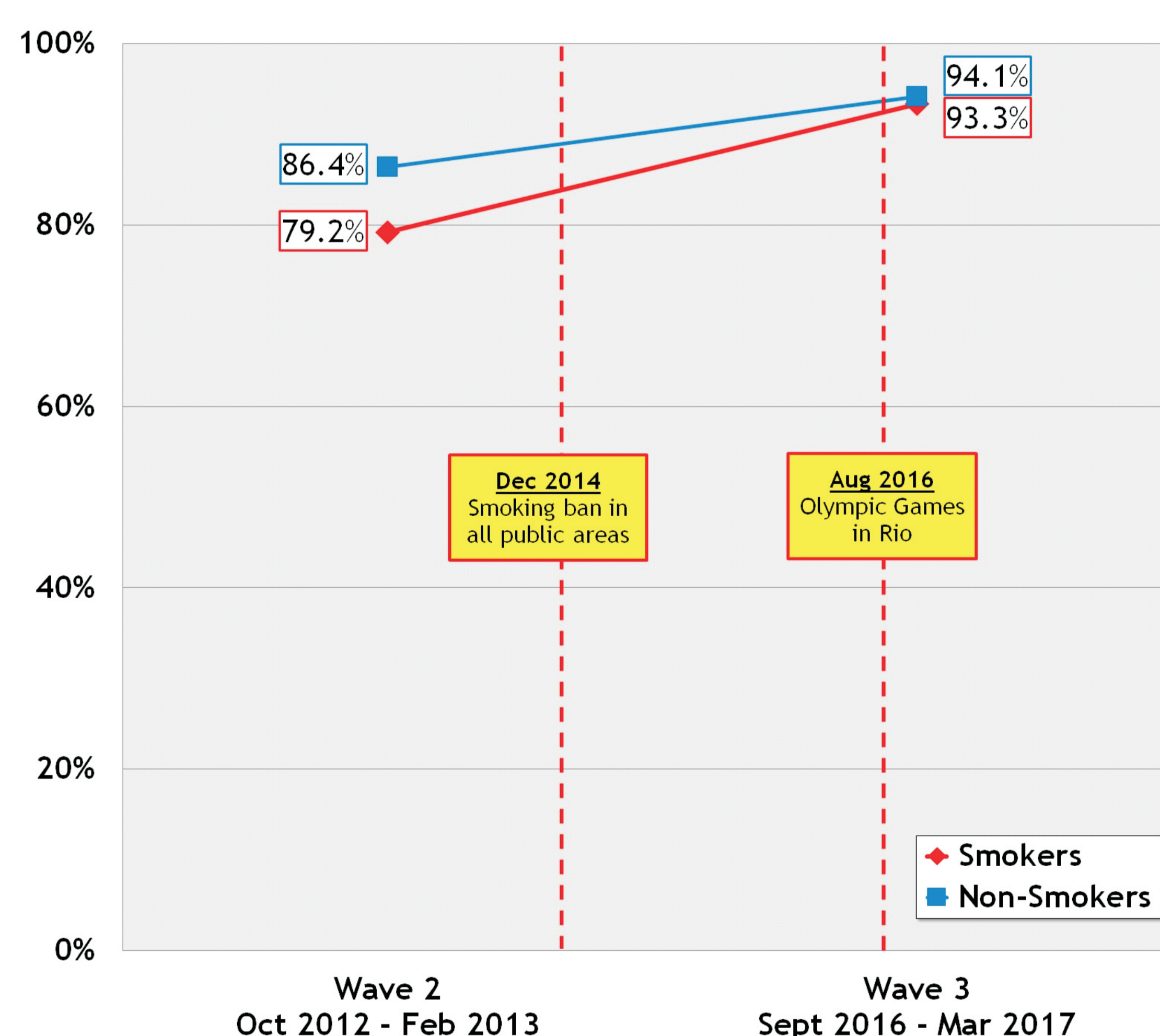


Figure 2. Percentage of smokers and non-smokers who support smoke-free Olympic venues, by wave



CONCLUSIONS AND IMPLICATIONS

- There was strong implementation of and high compliance with Brazil's comprehensive smoking ban at the 2016 Rio Olympics.
- Support for smoke-free Olympic venues was strong before the Games and increased significantly ($p < 0.001$) among smokers and non-smokers after the Games.
- It would be beneficial for the upcoming 2020 Tokyo Olympics organizers to consult with Rio Olympics organizers to maximize the effectiveness of any efforts to make the Tokyo Olympics smoke-free.