

- Members of the Nets visited 10 schools around the state to talk about the dangers of smoking and tobacco use; they appeared in PSAs and on *Slammin' Planet*, the team's official kids' radio show. In addition, the Nets included the anti-smoking message in all school visits.
- The Nets took the anti-smoking message to its Sprite Nets Junior Basketball League, an organization of eight boys and girls clubs in cities like Jersey City, Clifton, Newark, and Paterson, and 250 coaches involved in that league received anti-smoking literature from the Nets.
- As part of the second grant, the team distributed the "Smoking is an Offensive Foul" brochure to 2,000 middle school students in Irvington and Newark.
- The team's *HoopsZone*, a traveling show during the off-season, distributed anti-smoking literature throughout the state reaching youth at 200 sites.
- The team reviewed anti-smoking essays written by children from kindergarten to ninth grade, many of whom were upset that they could not get their parents to stop smoking.
- **While the Nets were not able to ban tobacco advertising in their home arena because they do not own the facility, they did manage to move the tobacco ads out of camera range.** In addition, Nets ownership and senior management negotiated an early end to a contract between the New Jersey Sports and Exposition Authority and a major tobacco company for tobacco advertising in the Continental Airlines Arena.
- **The Nets have become a model for other professional sports teams interested in establishing anti-tobacco programs.** The Nets are now seen as an "anti-smoking" team, the only one in the NBA. The Houston Rockets and other teams have asked the Nets about instituting an anti-smoking campaign. In addition, the Nets were successful in putting this program on the agenda at the NBA's league meeting.
- **Working with the Nets on this effort expanded the New Jersey Breathes' coalition with more schools, teachers, and grassroots organizations through the extra visibility generated by the Nets.**

### Project Lessons

1. **In the opinion of the Nets organization, the most effective venue for publicizing the anti-smoking message was the ticket incentive program,** which provided free tickets to youth who had developed anti-smoking projects in their school or community.
2. **A critical factor in the success of these projects was the support, leadership, and commitment from the top of the organization.** Nets' President Michael Rowe was committed to this project from the beginning and provided ongoing leadership.
3. **The marketing and promotions staff behind sports teams will typically focus on each game; its longest-term focus is the current basketball season.** Assuming no contractual