

TOBACCO-FREE SCHOOLS: ROLE MODELING FOR OUR FUTURE GENERATIONS



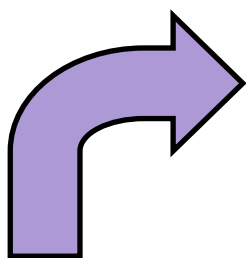
Ohio
Department of Health

Introduction

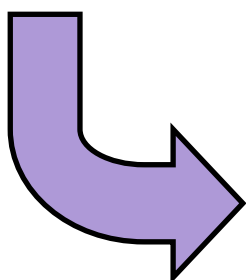
The youth of Ohio are our most precious commodity. We invest many hours and years nurturing them, educating them and protecting them. We help them grow and develop into strong, mature, responsible adults. We also need to protect them from the harmful effects of tobacco use including the influences of adults using tobacco around them. Our goal for 100% Tobacco-Free Schools is just that— Positive Role Modeling For Our Future Generations.

On July 12, 2011 the Ohio Board of Education with a 15 to 0 vote in favor of the 100% tobacco-free schools model policy, capped a year-long effort begun by the Delaware General Health District and its Tobacco-Free Delaware County Coalition. The Ohio Department of Health and its partners support efforts to adopt comprehensive tobacco-free policies in Ohio's schools.

Each school district in Ohio has an opportunity to take the next step in developing a 100% Comprehensive Tobacco Free Policy in their School District. This tool kit was developed to provide guidance and assistance and contains helpful information about adopting, communicating and enforcing a tobacco-free policy in your school district.



100% Tobacco-Free Schools in Ohio



Adams Co/Ohio	Clearview Local	Kent City	Princeton City
Valley Local	Clinton-Massie	Kettering City	River Valley Local
Alexander Local	Columbia Local	Keystone Local	Rocky River City
Allen East Local	Columbus City	Knox County Career	Ross Local
Amanda-Clearcreek	Copley-Fairlawn City	Lake Local	Scioto County CTC
Ashtabula Area City	Coventry Local	Lakewood Local	Shawnee Local
Austintown Local	Crestline EVSD	Licking Valley Local	Southington Local
Avon Lake City	Dayton City	Little Miami Local	Southwest Licking
Barberton City	Delaware Area CC	Logan-Hocking Local	Spencerville Local
Bath Local	Delphos City	Lorain City	Springfield City
Bay Village City	East Cleveland City	Lorain County JVSD	Springfield Local
Beachwood City	East Guernsey	Mad River Local	Springfield-Clark CTC
Bedford City	East Liverpool City	Maple Heights City	St. Clairsville-
Bellbrook-	Eaton Community	Marysville EVSD	Richland
Sugarcreek	Edgewood City	Mason City	Streetsboro City SD
Belpre City	Elgin Local	McDonald Local	Switzerland of Ohio
Bexley City	Fairbanks Local	Miami East Local	Symmes Valley Local
Black River Local	Fairport Harbor	Miamisburg City	Talawanda City
Bloom-Carroll Local	EVSD	Middletown City	Teays Valley Local
Bluffton EVSD	Federal Hocking	Mid-East Career and	Three Rivers Local
Brecksville-	Firelands Local	Technology Centers	Tiffin City
Broadview	Fort Frye Local	Milford EVSD	Toledo City
Brookville Local	Gallipolis City	Monroeville Local	Tri-Rivers Career
Brown Local	Garfield Heights	New Lebanon Local	Trotwood-Madison
Brunswick City	Gibsonburg EVSD	New Philadelphia	Trumbull CTC
Buckeye JVSD	Granville EVSD	North Royalton City	Twinsburg City
Caldwell EVSD	Harrison Hills City	North Union Local	Union Local
Carrollton EVSD	Heath City	Northmont City	Versailles EVSD
Centerville City	Hilliard City	Northwestern Local	West Carrollton City
Chagrin Falls EVSD	Hillsdale Local	Norwayne Local	Westfall Local
Chardon Local	Hopewell-Loudon	Norwood City	Whitehall City
Chesapeake Union	Hubbard EVSD	Oakwood City	Winton Woods City
Chillicothe City	Huber Heights City	Oregon City	Woodmore Local
Cincinnati City	Huron City	Paint Valley Local	Worthington City
Claymont City	Jefferson Township	Perkins Local	

Benefits of 100% Tobacco-Free School Policy



1. Provides positive role modeling.

Many students get the message “Do what I say, not what I do” when a school district has a tobacco policy that excludes teachers and visitors. By state law smoking is not permitted inside the school building; however, many school districts allow smoking and other tobacco products on school grounds. This is an inconsistent message we send students daily. Children learn by watching others, through role modeling. Teachers and school personnel are role models for students starting at a very young age. Adopting a 100% Comprehensive Tobacco-Free School District Policy provides for positive role modeling by not allowing any tobacco products on school grounds. This would include eliminating designated smoking areas.

2. Reduces exposure to secondhand smoke.

According to the US Surgeon General report, there is no risk-free level of exposure to secondhand smoke. Many times students are exposed to secondhand smoke due to individuals smoking outside of school entrances. This exposure can trigger asthma attacks and is known to cause cancer. Reducing the exposure to secondhand smoke for students, staff and visitors is an important benefit to adopting a 100% Comprehensive Tobacco-Free School District Policy.

3. Prepares students for smoke-free workplaces and tobacco-free college campuses.

Students are being prepared for the world as they head off to school every day, from Kindergarten until they graduate and head off into the workforce and/or college. Having a 100% Comprehensive Tobacco-Free School District Policy will help prepare them for their future. In 2006, the State of Ohio passed the Clean Indoor Air Law, banning smoking in all public businesses. In 2012 the Ohio Board of Regents recommended that all Ohio universities and colleges adopt 100% Tobacco-Free Policies. Many universities including Ohio State University and Cleveland State University have adopted Tobacco-Free Campus policies.



Adopting a Comprehensive Tobacco-Free School Policy

The following is a seven step roadmap for policy change adapted from the North Carolina Health and Wellness Trust Fund, 100% Tobacco-Free School Project.

1. Assess your school district's current policy:

State law prohibits smoking inside any school building and prohibits students from using or possessing tobacco products on school grounds and at school activities. At a minimum, your school district's existing policy about tobacco must reflect state law. However, school districts also have the ability to create and implement more comprehensive tobacco policies. You should begin your 100 % tobacco-free school efforts by carefully reviewing your current policy and determining where the policy is lacking.

The Ohio Department of Health Tobacco Program developed an assessment tool, adapted from the Center for Tobacco Policy Research, to measure school district tobacco policies. This is a 23 point rubric with key criteria for a 100% Comprehensive Tobacco-Free School Policy. Use the chart below to assess your current district policies. You can also compare your assessment to the Tobacco Program's rating of policies referenced in the resource section of this toolkit. This assessment will provide you the outline of your roadmap for making policy changes. See Appendix A for expanded rubric definitions.

2. Enlist support:

Gaining support from a variety of stakeholders can help ensure the policy is passed. Ask for support from students, parents, PTA/PTO members, local health department, school nurses, clergy, local tobacco-free coalitions, local business owners and medical and allied health professionals. You can reach out to potential supporters through community surveys or public forums.

Conduct surveys of students, parents and visitors at sporting events.

Hold a district wide Tobacco Free Event, such as "Kick Butts Day."

Gather community members, including students, teachers, smokers and nonsmokers.

Make sure to address the concerns of school administrators and the public.

3. Draft your policy using the model tobacco-free policy as a guide:

Review the missing criteria from your current school district policy. There may only be a couple of revisions that need to be made to complete all 23 points, or the school district may want to review the model policy for a more complete up to date policy.

Essential elements of a comprehensive tobacco-free policy include the following:

- A concise statement for implementing the policy.
- A clear definition of the terms "tobacco," "possession" and "use."

Essential elements of a comprehensive tobacco-free policy include the following:

- A clear no use/no possession statement for students; for example, “tobacco possession and use is prohibited at all times, including non-school hours, on all school grounds, vehicles, and at all school sponsored events.”
- A clear no use statement for all staff, visitors, faculty and contractors; for example, “tobacco use is prohibited at all times, including non-school hours, on all school grounds, and at all school sponsored events on and off campus.”
- Include a statement about advertising prohibition and list enforcement provisions for violations of the policy, with separate provisions for staff and students.

Date on Policy	Date Reviewed by ODH		ODH Reviewer
Policy Numbers Included in Scoring			
Criteria	Weight	Score	Notes
A. Student			
1 All tobacco (tobacco-free only)	5		
2 In any school facility or building	5		
3 On school grounds, athletic grounds, or parking lots	6		
4 School sponsored events off-campus	6		
5 Enforcement is discussed	5		
6 At all times, 24/7	4		
7 Possession is prohibited	5		
B. Staff			
1 All tobacco (tobacco-free only)	5		
2 In any school facility or building	5		
3 On school grounds, athletic grounds, or parking lots	6		
4 School sponsored events off-campus	6		
5 Enforcement is discussed	5		
6 At all times, 24/7	4		
C. Visitors			
1 All tobacco (tobacco-free only)	5		
2 In any school facility or building	5		
3 On school grounds, athletic grounds, or parking lots	6		
4 Discourages use at school sponsored events off-campus	5		
5 At all times, 24/7	4		
D. General			
1 Rationale for policy	1		
2 All vehicles owned, rented, or leased by school district	3		
3 Educational reinforcement	3		
4 Communication of policy or signage	1		
Total Score	100		

MODEL POLICY FOR 100% TOBACCO-FREE SCHOOLS**Tobacco Use by Students****RATIONALE**

The Board of Education has a duty to protect and promote the health and well-being of all students and staff. The Board is acutely aware of the serious health risks associated with the use of tobacco products, both to users and non-users, and that most tobacco use begins by the age of 18. The Board recognizes that district personnel and school visitors serve as role models to students and, therefore, adopts this 100% Tobacco-Free School Policy to endorse a healthy lifestyle and prevent tobacco use.

DEFINITION:

For the purpose of this policy, "tobacco product" is defined to include any product that contains tobacco, is derived from tobacco, or contains nicotine, which is intended for human consumption, or is likely to be consumed, whether smoked, heated, vaporized, chewed, absorbed, dissolved, or ingested by any other means. The term "tobacco products" includes e-cigarettes, electronic nicotine delivery systems (ENDS), and other electronic smoking devices (including JUUL's, myBlu, Mojo, etc.), but does not include any cessation product approved by the United States Food and Drug Administration for use as a medical treatment to reduce and eliminate nicotine or tobacco dependence.

TOBACCO USE PROHIBITED:

No student is permitted to use tobacco products (including e-cigarettes) at any time, including non-school hours, on all school grounds including in any building or facility, athletic grounds, parking lots or vehicle owned, leased, rented or chartered by _____ School District.

In addition, no student is permitted to use tobacco products (including e-cigarettes) at any school-sponsored event, whether such event occurs on-campus or off-campus.

Finally, no student is permitted to possess tobacco products (including e-cigarettes), papers used to roll cigarettes, lighters, or other paraphernalia at any time.

TOBACCO PROMOTION PROHIBITED:

Tobacco advertising is prohibited on school grounds, in all school-sponsored publications, and at all school-sponsored events. Tobacco promotional items that promote the use of tobacco products, including clothing, bags, lighters, and other personal articles are not permitted on school grounds, in school vehicles, or at school-sponsored events.

PROVIDING NOTICE:

"No Tobacco" signs will be posted throughout the district at entrances and other appropriate locations on all academic buildings, administrative spaces, school grounds, and athletic fields. Students will be provided notice of this policy through student handbooks and district personnel will be provided notice of this policy through personnel handbooks. District vehicles will display the international "No Smoking" insignia. Announcements will be made during home athletic events both before the event and during intermission, as well as at all school functions where deemed appropriate. School programs will include a written reminder of the tobacco-free policy.

ENFORCEMENT:

Explicit enforcement actions should be outlined in the written tobacco-policy. It is imperative that a 100% Tobacco-Free Schools policy be enforced, for both students and staff, through tiered disciplinary measures ranging from verbal and written warnings to more severe consequences.

EDUCATIONAL REINFORCEMENT:

Tobacco-use prevention education should be closely coordinated with the other components of the school health program. Staff responsible for teaching tobacco-use prevention education should have adequate pre-service training and participate in ongoing professional development activities to effectively deliver education programming. Preparation and professional development activities should provide basic knowledge about the effects of tobacco use and effects of peer pressure on tobacco use combined with skill practice in effective instructional techniques and strategies and program-specific activities.

TOBACCO EDUCATION PROGRAM RESOURCES:

To search for educational materials and local tobacco cessation programs, visit www.odh.ohio.gov/tobacco

LEGAL REFERENCES:

Pro-Children Act of 1994, 20 U.S.C. § 6081 et seq (1994).

OHIO REV. CODE ANN. §§ 3313.20, 3313.47, 3313.751, 3791.031 (LEXIS 2005).

PLEASE NOTE* This is only 1/3 of the model policy. The other 2/3 of the policy covers staff and visitors and can be found on our website at <https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/tobacco-use-prevention-and-cessation/prevention/>

This model policy and information are provided by the Ohio Department of Health for educational purposes only and are not to be construed as legal opinion or as a substitute for obtaining legal advice from an attorney. Readers with questions about the application of the law to specific facts are encouraged to consult legal counsel familiar with the laws of their jurisdictions.



4. Prepare and Present Your Policy to the School Board:

After you gain support from stakeholders and draft a policy, it is time to gain support from the school board. Make sure all school board members understand the importance and the benefits of a 100% tobacco-free policy. Meet individually with the superintendent and each member of the board to gain support. Identify any school board members who strongly support the issue and enlist their support in advocating for approval from other members. Find out what concerns members have so you can address the concerns during school board presentations.

Be well prepared for the presentation. Know what forms need to be completed, how many readings or votes are required before the policy is adopted and if the policy must be approved by a subcommittee prior to your presentation to the school board.

Make your presentation brief. Include the facts about 100% tobacco-free schools, personal stories from students, recognition of supporters and serious concerns raised during the individual meetings held previously. You may invite stakeholders and supporters to the meeting.

Key Elements



- ◆ Identify students to champion the policy.
- ◆ Identify an influential member on the school board to champion the policy.
- ◆ Identify a smoker, if possible, on the school board to champion the policy.
- ◆ Acquire and submit forms to get on school board agenda.
- ◆ Select a group to present. These may include local healthcare providers, teachers, students, PTA/PTO, athletic directors, or other champions.
- ◆ Provide information to board members prior to the meeting.
- ◆ Preferably, meet with a few board members individually before the meeting.
- ◆ Gather support from community members to attend the meeting.
- ◆ Convey the importance of a tobacco-free policy and ask for approval to adopt.
- ◆ Recognize policy change takes time; if at first you don't succeed, strategize and try again.

The Power of Youth

When mobilizing to present your new comprehensive 100% tobacco-free policy to the school board, remember that the youth in your school district hold a power that can assist in this movement towards a healthier and safer learning environment. The following is taken from the Centers for Disease Control and Prevention, *Best Practices User Guide: Youth Engagement—State and Community Interventions*, pg. 2.

- ⇒ **Advocate for policy change:** Young people can be effective at garnering support for policy development and change. Youth capture the attention of political leaders, including school administrators and the media, making them important partners in policy advocacy.
- ⇒ **Project a powerful voice:** Youth have credibility with peers and community members. This allows them to help educate the community to reduce pro-tobacco influences and increase healthier norms and behaviors.
- ⇒ **Expose tobacco industry tactics:** Young people can be effective partners in the fight against the tobacco industry by exposing its manipulative tactics and undermining its efforts.
- ⇒ **Offer energy and vitality:** Youth bring energy to activities and events. Tobacco control programs should work to channel this energy into action, resulting in increased awareness and policy change.
- ⇒ **Reflect genuine concern:** Youth generally volunteer their time to be involved in tobacco control efforts. They do this because of the stake they have in their own future.
- ⇒ **Bring diverse representation and provide generational insight:** Youth can provide important insight about their generation. Involving youth in tobacco control efforts ensures more effective, population-specific policies.
- ⇒ **Invoke creativity and innovation:** Young people naturally challenge traditional attitudes and norms that may restrict and limit how adults think and act. They add innovation and creativity to any activity, making it more attractive to other youth and policy makers. Their novel ideas for policy advocacy strategies help push efforts forward.
- ⇒ **Mobilize their peers:** Youth have the ability to mobilize their peers for activities and facilitate access to many arenas. These actions add strength to tobacco control policy efforts while also broadening the type and number of venues involved in message delivery.



5. Communicating the policy to students, staff and visitors:

Once the policy passes, effectively communicating the policy to all is one of the most important steps. You should begin communicating your policy at least three months prior to implementation to give visitors, students, staff and contract workers ample time to adjust to the change. Communications should be positive and reinforce that 100 % tobacco-free schools are in the best interest of everyone - educationally, socially, and health wise.

Post prominently placed tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, athletic facilities and on vehicles.

Students' checklist

- ⇒ Place details about the tobacco-free policy in student handbooks, planners, and orientation guides.
- ⇒ Review and discuss the tobacco-free policy at student orientation meetings.
- ⇒ Spread the information about the tobacco-free policy through student organizations and activities.
- ⇒ Make announcements about tobacco-free policy at sporting events and during morning announcements .
- ⇒ Have students design posters, banners and signs about being a 100% tobacco-free school.
- ⇒ Include articles in student newspaper and on school websites about the tobacco-free policy.

Employee Checklist

- ⇒ Provide every employee a copy of the tobacco-free policy.
- ⇒ Discuss the tobacco-free policy at staff meetings.
- ⇒ Hold in-service training on tobacco related school policy.
- ⇒ Post the tobacco-free policy in school lounges and offices.
- ⇒ Include articles about the tobacco-free policy in staff newsletter.

Parents' Checklist

- ⇒ Discuss tobacco-free policy at parent open house.
- ⇒ Send letters home explaining tobacco-free policy and its consequences.
- ⇒ Ask parents to sign student-school contracts about tobacco-free policy.
- ⇒ Discuss tobacco-free policy at PTA/PTO.
- ⇒ Include an article outlining the tobacco-free policy in newsletters.
- ⇒ Announce the tobacco policy at athletic events, meetings, concerts, plays and other school events.

Sample Announcements for Games & Events

- For the safety of our students, (name of school district) is proud to have a 100 % tobacco-free school policy. At this time, we would like to remind our home fans and visitors that the use of any tobacco products during tonight's sporting event is strictly prohibited. We appreciate your support and thank you for keeping our school and stadium tobacco-free. Enjoy the game!
- We would like to remind our visitors and fans that smoking and chewing tobacco are prohibited on school grounds – including in and around the stadium. Thank you for your support and enjoy the game!
- Thank you for attending tonight's performance. We would like to remind our audience that (name of school/district) is tobacco-free. Tobacco use of any kind is prohibited in and around the theater. Thank you for your cooperation. Enjoy the show/concert!

See Appendix B for additional sample announcements and news releases to support your 100% Tobacco-Free School Policy



Adapted from the Colorado State Tobacco Education & Prevention Partnership, "Tobacco Free School Policy Checklist Toolkit"

6. Enforcing the policy:

Enforcement of your 100% Comprehensive Tobacco-Free School Policy can be key to the success of your policy. Here are some tips and strategies for successful enforcement:

A. Consistency

Policy violations need to be handled consistently with each individual from the beginning of the policy date. Set progressive disciplinary guidelines for violation of the policy and be consistent. This will help with any “testing” of the policy.

B. Positive & clear message

The new comprehensive tobacco-free policy needs to be presented positively to everyone: students, staff, parents and visitors. This may be an opportunity to provide information about the health and academic benefits as well as cessation opportunities to those who are interested. It is also important to be clear about the consequences for violating the policy. School districts without a clear progressive disciplinary action may run into issues with enforcement.

Don't know what to say when enforcing tobacco policy?

Try some of these statements:

I need to ask you to put away your chewing tobacco/cigarette. We have a tobacco-free policy, which includes staff and visitors. Thank you for understanding.

Our students, staff and PTA agree that the best way to create a healthy, positive environment for our students is to ask everyone to comply with our tobacco-free policy. We appreciate your help.

Our tobacco-free school policy is working well for us. Allowing adults to use tobacco on campus makes it more difficult for us to enforce a no-tobacco use policy for students. Thank you for your cooperation.

You may not have noticed our signs indicating that the school is tobacco-free. If you wish to smoke/chew, you are welcome to leave the grounds and come back when you are finished. Thank you.

We need to ask visitors to comply with our school's tobacco-free schools policy. Our goal is to role model healthy behaviors to our students and to protect students, staff and visitors from secondhand smoke. Thank you for your help.

Our tobacco-free schools policy extends to school events off school property. To keep our message consistent, please do not use tobacco of any kind during this event. Thanks for your cooperation.

Adapted from the Colorado State Tobacco Education & Prevention Partnership, “Tobacco Free School Policy Checklist Toolkit”

C. Communication, communication, communication

Everyone needs to know about the policy in order to follow the policy. Posting signs on the school and athletic grounds, in parking lots, and at school entrances is only the beginning. The school district will need to continue on an ongoing basis by making announcements at games, sending a letter home with student orientation/handbooks, posting policy information on the school district website, etc.

Examples of Consequences for Repeated Violations of School Tobacco Policies:

The following disciplinary actions shall be taken against **students** found in violation of this policy:

1st offense: Completion of a Tobacco Education Program/parent notification

2nd offense: 3-day in-school suspension

3rd offense: 5-day in-school suspension

Subsequent violations: Recommendation for expulsion

The following disciplinary actions shall be taken against district **personnel** found in violation of this policy:

Enforcement for staff should follow the school's personnel regulations as with any other personnel policy.

The following disciplinary actions shall be taken against school **visitors** found in violation of this policy:

1st offense: verbal notification of the policy.

Multiple offenses: removal from school property or, if off-campus, removal from school activity.



7. Evaluate your policy:

Periodic evaluation of the policy will allow you to deal with any glitches. Ask schools in the district to report any problems with compliance and address the problems right away. Periodically ask students, staff, visitors and community members for feedback and keep records of the responses.

- **Collect stories of positive effects of policies on students, staff and the community.**
- **Solicit comments from parents and community members.**
- **Publicize these comments and stories in school newsletters—send home to parents.**
- **Develop recognition events for students and staff who quit tobacco use.**
- **Orient new administrators, employees and board members about the policy.**
- **Identify problems with policy implementation and make necessary corrections.**
- **Have a tobacco-free schools poster contest each year and post the winning entries.**



Conclusion

If your school district follows the steps outlined here, adopting, passing, implementing and enforcing a 100% comprehensive tobacco-free schools policy should be a success. Most barriers to success occur when schools are in the process of gaining support for their policies or having the policy passed by the school board (steps 2 and 4). By being prepared and warding off problems before they become issues, you will assure a smooth transition into a tobacco-free district. Compliance should not be a problem if you communicate the policy well and consistently enforce the policy. Be up front and open with all shareholders about the policy and its repercussions.

Once your school district adopts a 100% tobacco-free policy, contact the Ohio Department of Health for free 100% Tobacco-Free School signs. Signs can be obtained by sending a copy of the policy to:

Ohio Department of Health, Tobacco Use Prevention and Cessation Program
246 N. High Street
Columbus, Ohio 43215

Or send the policy electronically to tobaccoprevention@odh.ohio.gov and ask for a 100% Tobacco-Free School sign. For more information or assistance, contact the Ohio Tobacco Use Prevention and Cessation Program at 1-866-557-7868.



Resources and References

Ohio Department of Health Tobacco Prevention Website

<http://bit.ly/OhioTobaccoProgram>

School District Tobacco Policy Scorings

<http://>

Tobacco free school resources from other states:

North Carolina

<http://www.tobaccofreeschoolsnc.com/>

North Dakota

<http://bit.ly/NorthDakotaToolkit>

South Carolina

<http://bit.ly/SouthCarolinaToolkit>

Colorado

<http://bit.ly/ColoradoToolkit>

Montana

<http://bit.ly/MontanaToolkit>

Reference:

Centers for Disease Control and Prevention. *Best Practices User Guide: Youth Engagement—State and Community Interventions*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2010.

National Resources:

Campaign for Tobacco Free Kids

www.tobaccofreekids.org

Federal and state initiatives, research, fact sheets, special reports and state-specific data

U.S. Centers for Disease Control and Prevention –Tobacco Information and Prevention Source (TIPS)

www.cdc.gov/tobacco

Offers a variety of tobacco-related materials. Youth prevention materials can be downloaded from

www.cdc.gov/tobacco/youth/index.htm

Centers for Disease Control (CDC) Division of Adolescent and School Health

www.cdc.gov/HealthyYouth/tobacco

Data and statistics, science-based strategies, national, state and local program information, publications and links

American Lung Association

www.lungusa.org

Publications, data, cessation information, state and community links

National Spit Tobacco Education Program (NSTEP)

www.nstep.org

Smokeless tobacco prevention and cessation program sponsored by Oral Health America

My Last Dip

www.mylastdip.com

Web-based smokeless tobacco cessation project

The Foundation For A Smokefree America

www.notobacco.org

Anti-smoking site for teens

Appendix Table of Contents

Appendix A: 100% Tobacco-Free School Rubric Scoring	21
Appendix B: Survey Tools	22-23
Appendix C: Media Templates	24
Appendix D: Sample letter to NEW parents about Adoption & implementation	25
Appendix E: Sample letter to parents about adoption & Implantation	26

Appendix A: 100% Tobacco-Free School Rubric Scoring

General approach	Documentation provided for each policy (original or revised) is rated as-is. No assumptions are made about policies or components that are not provided, including original policy aspects that are not included with revised policies.
Scoring	Items are given a score of "1" if the policy fully meets the criteria, and a score of "0" if the policy does not meet the criteria or if the criteria is not addressed. No partial points are awarded.
Target	If a given policy or section of a policy does not specify the target audience (i.e. student/staff/visitor), the policy is only counted as applying to students. Unless this is a property policy, then the policy will apply to everyone as long as no other policy states different.

Target	Key Element	Explanation
Students	All tobacco (tobacco free only)	Policy prohibits use of all forms of tobacco, not just cigarettes/smoking.
	In any school facility or building	Policy specifies prohibition within all school-owned buildings.
	On school grounds, athletic grounds or parking lots.	Policy specifies prohibition on grounds, including athletic grounds or parking lots. References to "premises" include both buildings and grounds, and thus cover this criteria.
	School-sponsored events off campus	Policy specifies prohibition at off-campus events sponsored by the school.
	Enforcement is discussed	Policy mentions enforcement; can reference who is responsible, by what means the policy will be enforced, or consequences of violation.
	At all times (24/7)	Policy specifies prohibition is in effect at all times; can include such terminology as "24 hours a day," "365 days a year," "at all times."
	Possession is prohibited	Policy specifies that students are not permitted to possess tobacco.
Staff	All tobacco (tobacco free only)	Policy prohibits use of all forms of tobacco, not just cigarettes/smoking.
	In any school facility or building	Policy specifies prohibition within all school-owned buildings.
	On school grounds, athletic grounds or parking lots.	Policy specifies prohibition on grounds, including athletic grounds or parking lots. References to "premises" include both buildings and grounds, and thus cover this criteria.
	School-sponsored events off campus	Policy specifies prohibition at off-campus events sponsored by the school.
	Enforcement is discussed	Policy mentions enforcement; can reference who is responsible, by what means the policy will be enforced, or consequences of violation.
	At all times (24/7)	Policy specifies prohibition is in effect at all times; can include such terminology as "24 hours a day," "365 days a year," "at all times."
Visitors	All tobacco (tobacco free only)	Policy prohibits use of all forms of tobacco, not just cigarettes/smoking.
	In any school facility or building	Policy specifies prohibition within all school-owned buildings.
	On school grounds, athletic grounds or parking lots.	Policy specifies prohibition on grounds, including athletic grounds or parking lots. References to "premises" include both buildings and grounds, and thus cover this criteria.
	School-sponsored events off campus	Policy specifies prohibition at off-campus events sponsored by the school.
	Enforcement is discussed	Policy mentions enforcement; can reference who is responsible, by what means the policy will be enforced, or consequences of violation.
	At all times (24/7)	Policy specifies prohibition is in effect at all times; can include such terminology as "24 hours a day," "365 days a year," "at all times."
General	Rationale for policy	Policy provides a rationale or reasoning behind establishing a policy.
	All vehicles owned, rented, or leased by school district	Policy specifies that prohibition includes school vehicles, buses, etc.
	Educational reinforcement	Policy discusses educational component to supplement policy; can include references to tobacco prevention programming for students.
	Communication of policy or signage	Policy mentions how policy will be conveyed; posting of signs, placement in student and employee handbooks, etc.

Dear Staff,

Thank you for your participation. For more information, please call _____ at _____.

1. What is your position in the school district?

2. Do you currently use tobacco products?

3. What type of products do you use? (Please circle all types that apply)

- 4. If you smoke tobacco, where do you smoke during your work day?**

5. Which of the following best illustrates your opinion regarding second-hand smoke:

6. What percent of adults do you think use tobacco?

7. Would you support a tobacco-free school? (no tobacco in all school facilities, on all school property and at sponsored activities including academic and sporting events)

8. What is your age?

- a. 18-29 years b. 30-49 years c. 50-65 years d. Over 65 years

Comments:

Thank you for your participation

Appendix B: Survey Tools

Youth survey on Tobacco

1. How do you feel about breathing other peoples cigarette and cigar smoke?
Don't mind Dislike Dislike very much
2. What percentage of adults do you think use tobacco products? 25% 50% 75%
3. Do you think your school should be tobacco-free? (no tobacco in all school facilities, grounds and at sponsored activities, including academic and sporting events) *Yes No I'm not sure I don't care*
4. Have you learned about the dangers of tobacco at school? *Yes No Not sure*
5. What school do you attend?
Elementary Middle High School
6. Please tell us your age. _____

Tobacco survey for Adults

1. Do you currently use tobacco products?
yes no
2. What types of products do you use?
cigarettes cigars smokeless other
3. If you use tobacco products, are you interested in quitting? *Yes No Maybe*
4. Would you support a tobacco-free School campus?
Yes No Maybe No Opinion
5. Circle you are range. *18-29 years 30-39 years 40-49 years 50-59 years 60-69 years over 69*
6. What is your home zip code? _____

Survey provided by the Perry County Health Department.

Appendix C: Media Template

SAMPLE NEWS RELEASE TEMPLATE – For 100% Tobacco-Free Schools Policy for Toolkit

(your health department or school logo and address here)

NEWS RELEASE – FOR IMMEDIATE RELEASE

(date)

Contact: *(name)*

(contact title)

(contact phone)

(contact e-mail)

_____ School District Adopts 100% Tobacco Free School Policy

YOUR TOWN – The _____ Board of Education recently adopted a new 100 Percent Tobacco Free School Policy based on the guidelines established by the Ohio Department of Health Tobacco Use Prevention and Cessation program. All forms of tobacco are now prohibited by students, staff, and visitors in school facilities, on school and athletic grounds, and in parking lots. Tobacco use is prohibited at all times, including school-sponsored events that are held off-campus.

“Adopting the 100% Tobacco Free School Policy in the _____ School District will help protect the health of our students, and hopefully help prevent them from starting to use tobacco products,” said _____.

Youth tobacco use in Ohio has been decreasing since 2000, as public school systems have adopted tobacco free policies, according to the Ohio Department of Health. The 2010 Ohio Youth Tobacco Youth Survey indicates that more than 9% of middle school students and more than 23% percent of high school students report using tobacco products.

The Ohio Department of Health Tobacco Use Prevention and Cessation Program provide guidance and resources for parents or school systems seeking to adopt a tobacco free policy. Learn more about the Ohio Department of Health, Tobacco Use Prevention and Cessation Program and this effort at <http://bit.ly/OhioTobaccoProgram>.

Appendix D: Sample letter to **NEW** parents about the adoption and implementation

Dear Parents:

As a new parent in (name of school district), we want to share an important district policy with you. On (date) the (name of school district) School Board adopted a 100% comprehensive tobacco free school policy. This policy prohibits use of all tobacco products by everyone, everywhere on campus, at all times – including school events after regular school hours. This policy also prohibits students from bringing tobacco products on campus. A copy of the new policy is attached.

The School Board adopted this policy for three reasons:

□ Provide positive role modeling for our children's future

Tobacco use is the single leading cause of preventable death and disease in our state and nation. Nearly 9 out of 10 smokers started smoking by age 18, and 99% started by age 26. Most parents – even those who use tobacco – do not want their children to become addicted. Youth spend a great deal of their time at school and school-related events. Allowing the use of tobacco products on campus implies school approval of such use. Keeping tobacco off school grounds means students have less opportunity to see their friends and teachers using tobacco, and less access to tobacco products. This means they will be less likely to try – and possibly become addicted – to tobacco. Children learn by watching others, through role modeling. Teachers and school personnel are role models for students starting at a very young age. Adopting a 100% Comprehensive Tobacco-Free School District Policy provides for positive role modeling by not allowing any tobacco products on school grounds. This includes eliminating designated smoking areas.

□ Provide a safe and clean environment for students, staff and visitors

We have an obligation to provide a safe and clean environment for students, staff and visitors to learn, work and play. Exposure to secondhand smoke can trigger an asthma attack or worsen respiratory problems. Employees and visitors smoking outside near building entrances, or at school sponsored events, place others at risk. This does not meet the standard of a safe environment. Discarded smoking materials litter school grounds, parking lots, vehicles, and stadiums. Cleaning or replacing items damaged by smoke or discarded smoking materials is costly. Banning tobacco from campus will mean a cleaner environment for students, staff and visitors.

□ Prepare students for smoke-free workplace and tobacco-free college campus

Students are being prepared for the world as they head off to school every day, from Kindergarten until they graduate and head off into the workforce and/or college. Having a 100% Comprehensive Tobacco-Free School District Policy will help prepare them for their future. In 2006, the State of Ohio passed the Clean Indoor Air Law, banning smoking in all public businesses. In 2012 the Ohio Board of Regents recommended that all Ohio universities and colleges adopt 100% Tobacco-Free Policies. Many universities including Ohio State University and Cleveland State University have adopted Tobacco-Free Campus policies.

Over the next few months, we will be placing signs promoting the new policy on all school campuses, and making announcements at school sponsored events. If you have questions or comments about the policy, or want more information, please call the principal at your child's school.

Thank you for your support.

Sincerely,

Superintendent or Board Chair

Appendix E: Sample letter to parents about the adoption and implementation

Dear Parents:

On *(date)* the *(name of school district)* School Board adopted a 100% comprehensive tobacco free school policy. This policy prohibits all tobacco use by everyone, everywhere on campus, at all times – including school events after regular school hours. This policy also prohibits students from bringing tobacco products on campus. A copy of the new policy is attached.

The School Board adopted this policy for three reasons:

□ **Provide positive role modeling for our children's future**

Tobacco use is the single leading cause of preventable death and disease in our state and nation. Nearly 9 out of 10 smokers started smoking by age 18, and 99% started by age 26. Most parents – even those who use tobacco – do not want their children to become addicted. Youth spend a great deal of their time at school and school-related events. Allowing the use of tobacco products on campus implies school approval of such use. Keeping tobacco off school grounds means students have less opportunity to see their friends and teachers using tobacco, and less access to tobacco products. This means they will be less likely to try – and possibly become addicted – to tobacco. Children learn by watching others, through role modeling. Teachers and school personnel are role models for students starting at a very young age. Adopting a 100% Comprehensive Tobacco-Free School District Policy provides for positive role modeling by not allowing any tobacco products on school grounds. This includes eliminating designated smoking areas.

□ **Provide a safe and clean environment for students, staff and visitors**

We have an obligation to provide a safe and clean environment for students, staff and visitors to learn, work and play. Exposure to secondhand smoke can trigger an asthma attack or worsen respiratory problems. Employees and visitors smoking outside near building entrances, or at school sponsored events, place others at risk. This does not meet the standard of a safe environment. Discarded smoking materials litter school grounds, parking lots, vehicles, and stadiums. Cleaning or replacing items damaged by smoke or discarded smoking materials is costly. Banning tobacco from campus will mean a cleaner environment for students, staff and visitors.

□ **Prepare students for smoke-free workplace and tobacco-free college campus**

Students are being prepared for the world as they head off to school every day, from Kindergarten until they graduate and head off into the workforce and/or college. Having a 100% Comprehensive Tobacco-Free School District Policy will help prepare them for their future. In 2006, the State of Ohio passed the Clean Indoor Air Law, banning smoking in all public businesses. In 2012 the Ohio Board of Regents recommended that all Ohio universities and colleges adopt 100% Tobacco-Free Policies. Many universities including Ohio State University and Cleveland State University have adopted Tobacco-Free Campus policies.

Over the next few months, we will be placing signs promoting the new policy on all school campuses, and making announcements at school sponsored events. If you have questions or comments about the policy, or want more information, please call the principal at your child's school.

Thank you for your support.

Sincerely,

Superintendent or Board Chair