



From Policy to Practice:

**Implementing a 100% Tobacco Free School Policy
in your School District**

www.TobaccoFreeSchoolsNC.com

Table of Contents

Introduction

From policy to practice.....	4
How to use this manual.....	5

Chapter 1- Implementation Planning

Strategy 1: Use the policy as a tool.....	6
Strategy 2: Develop an adoption to implementation Timeline.....	6
Strategy 3: Consider the change the policy represents	7
<i>Chapter Resources</i>	7

Chapter 2- Policy communication

Strategy 4: Identify policy targets and ways to reach them	15
Strategy 5: Devise ongoing communication strategies.....	17
Strategy 6: Do more than communicate – educate	17
Strategy 7: Express support for the policy.....	18
<i>Chapter Resources</i>	18

Chapter 3- Compliance monitoring

Strategy 8: Monitor school compliance	29
Strategy 9: Understand how to gain compliance.....	30
Strategy 10: Help staff monitor the policy	30
Strategy 11: Prepare for compliance challenges	31
<i>Chapter Resources</i>	32

Chapter 4- Addressing Policy Violations

Strategy 12: Understand people’s ability to alter behavior.....	41
Strategy 13: Provide educational or remedial sanctions for students.....	41
Strategy 14: Develop consistently, progressive sanctions	42
<i>Chapter Resources</i>	42

Chapter 5- Supporting tobacco cessation

Strategy 15: Provide cessation services and resources	44
<i>Chapter Resources</i>	44

Chapter 6: Ongoing Evaluation and Advocacy



State of North Carolina
Office of the Lieutenant Governor

BEVERLY EAVES PERDUE
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Congratulations...your school district has adopted a 100% tobacco free school (TFS) policy. This policy prohibits all tobacco use, everywhere on school campus and at school-related events, at all times. The primary goal of this policy is to reduce youth tobacco use. However, there are many other benefits such as healthier employees, decreased access to tobacco products, decreased exposure to secondhand smoke and cleaner campuses.

Since 2002, when the North Carolina Health and Wellness Trust Fund (HWTF) began its 100% TFS campaign, over two-thirds of North Carolina's school districts have adopted the policy. This means that more than two-thirds of North Carolina's students attend school in an environment safe from secondhand smoke and from images of adult role models using tobacco products.

We are proud of these numbers – but we can't stop here. NC's 100% TFS initiative is about more than adopting a policy. It's also about putting this policy into place and sticking with it to provide a safer school environment for students and school staff, ultimately leading to fewer NC kids using tobacco.

From Policy to Practice: Guidelines for Implementing a 100% Tobacco Free School Policy in your School District is a tool for people working to implement the school district's 100% TFS policy. It grew out of the need for school and public health leaders, policy makers, and advocates to capitalize on their enormous success encouraging school districts to adopt a 100% TFS policy. This booklet is based on guidelines established by the Centers for Disease Control (CDC) and includes tips and strategies from school administrators in 100% TFS districts, interviews with community advocates working on this issue and the most recent research on 100% TFS policies. It is one of several resources that support NC's 100% TFS policy initiative. We invite you to share this booklet with all school administrators, counselors, nurses, coaches, students, community volunteers and others willing to work together with your school to support a 100% TFS policy in your school.

Sincerely,

A handwritten signature in black ink, appearing to read "Be Perdue".

Beverly E. Perdue
Chair, NC Health and Wellness Trust Fund Commission

From Policy to Practice

What does it mean for a 100% Tobacco Free School (TFS) policy to be “effectively” implemented? Well, to be most effective, 100% TFS policies must be:

- Successfully communicated to students, staff, parents and visitors and throughout the community;
- Regularly monitored for compliance;
- Consistently implemented using sanctions that emphasize tobacco education and remediation; *and*
- Fully supported with cessation programs and services helping students and school staff to maintain a tobacco-free lifestyle.

There is a strong rationale for focusing on the implementation of 100% TFS policies. First, the potential impact of the policy cannot be achieved if it is not well-implemented. Poor implementation means more students being exposed to secondhand smoke, to tobacco use, to greater access to tobacco products and to a school environment that ignores or supports – rather than prevents – tobacco use. Poor implementation ultimately results in more students trying and using tobacco, and more students at risk for lifelong addiction and its health consequences.

Poor implementation also creates more work for school staff. When tobacco use is tolerated at athletic events or on campus, students, staff and visitors are left with the perception that compliance is optional, and that school rules are not to be taken seriously. This results in more people ignoring the policy, and more work for school staff as they try to achieve compliance – not on only with this policy, but with other school policies as well.

A 100% TFS policy also puts into practice what students are learning about tobacco prevention in school. In order for education to be effective, the school environment must support what is being taught. This means that a poorly implemented 100% TFS policy will undercut important messages that students learn in the classroom about the dangers of tobacco use, and will create an inconsistent environment for other health promoting policies and activities targeting students.

Finally, there is a compelling ethical reason for focusing on 100% TFS policy implementation. Poorly implemented policies have the potential to lead to inconsistent treatment

of youth. For example, a high achieving student may be sanctioned for using tobacco on campus, while a low achieving student in danger of school failure may be tolerated for the same offense. Alternatively, a low achieving student may be sanctioned for tobacco use, while the same behavior by a college-bound student or student athlete facing suspension from a game is tolerated. Some students will benefit from cessation support and assistance while the others will not. Consequently, some students may be more likely to experience tobacco addiction and the consequent diseases.

How to use this manual

From Policy to Practice is geared towards three groups:

- **School or community leaders considering the policy.** The manual provides insight into how others have made a 100% TFS policy work in their districts, and how challenges and barriers to effective implementation have been overcome. We hope that this information helps school superintendents, board members, community advocates and others planning for the policy develop a realistic picture of how a 100% TFS policy can be implemented.
- **School administrators that have recently adopted the policy.** Ideas and strategies included in this manual will allow planners to draw on the collective knowledge of other school districts that have this policy in place. Because there is no need to “reinvent the wheel”, policy implementation is easier and more effective.
- **School administrators with long-term 100% TFS policies already in place.** Administrators in school districts that have had the policy in place for some time may want to review this manual for new ideas to communicate, monitor and support the policy, and to address barriers.

Because planning for effective implementation begins before the 100% TFS policy is adopted, with the manual includes basic strategies to consider when a school district is in the policy planning phase. The four dimensions of implementation – policy communication, compliance, monitoring and cessation support – are addressed. Recent research is summarized at the start of each chapter, followed by specific strategies for achieving optimal implementation. Resources that schools can use to support implementation are included at the back of each chapter.

CHAPTER 1: *Implementation Planning*

Planning for implementation begins even before the 100% TFS policy has been adopted. This is the time to think about what to include in the policy document, develop an appropriate timeline for implementation, and consider factors that may facilitate or hinder implementation.

STRATEGY #1: Use the policy as a tool

Perhaps the most important tool your district has for implementing the 100% TFS policy is the policy document itself. It is the “blueprint” for policy implementation. Effective 100% TFS policy implementation starts with adoption of a policy that includes clear guidelines for how it will be communicated, monitored and supported. Providing details will eliminate any “grey areas”, and will allow for easier acceptance of the policy. For more ideas, review the [Model 100% TFS Policy](#) in this manual.

Some school districts prefer to leave the implementation details out of the policy document, allowing principals the flexibility to develop strategies that meet the needs of students, staff and community members at their school. In this case, we suggest that a policy implementation plan be developed at each school that includes clear strategies for how school staff will communicate, implement, monitor and support the policy.

STRATEGY # 2: Develop a timeline from adoption to implementation

School districts adopting a 100% TFS policy should consider an implementation timeline starting from with the policy’s adoption date to the policy’s effective date. Policy implementation requires planning. For example, the policy has to be communicated to the public, school staff and students; school staff who use tobacco have to be made aware of resources to help them quit or cut down on their tobacco use to get through the school day; staff have to be trained to properly address policy violators; documents such as the school website, employee and student handbooks and contracts have to be revised to include the policy; policy violation protocol has to be determined and support programs need to be established. We recommend at least 4-6 months from policy adoption to implementation. Also, select an implementation date with “significance,” such as the start of the school year.

STRATEGY #3: Consider the change the policy represents

In order for those responsible for TFS compliance to be committed to its goals, the policy must be congruent with a person's beliefs and values. Even before the policy passes, we suggest that school or community leaders talk with principals, guidance counselors, coaches and other school staff about their attitudes about the policy. Do they consider youth tobacco use to be a problem among students at their school? Is preventing or reducing youth tobacco use as important to them addressing other issues, such as obesity? Does school staff believe a 100% TFS policy will reduce or maintain already low levels of youth tobacco use? Do they understand that the policy does not violate the rights of people who use tobacco? These are important beliefs that are necessary for effective implementation. If school personnel are not sure how this policy will benefit students, staff, and the school district, opportunities for education and outreach can be planned.

End of Chapter Resources

- Model 100% Tobacco Free School Policy
- Policy Implementation Timeline Sample
- Frequently asked Questions
- Definition and Rationale for a 100% Tobacco Free School Policy

A Model 100% Tobacco-Free School Policy For North Carolina School Districts

The *(name of school district) Board of Education* recognizes that the use of tobacco products is a health, safety, and environmental hazard for students, employees, visitors, and school facilities. The board believes that the use of tobacco products on school grounds, in school buildings and facilities, on school property or at school-related or school-sponsored events is detrimental to the health and safety of students, staff and visitors. The Board acknowledges that adult employees and visitors serve as role models for students. The Board recognizes that it has an obligation to promote positive role models in schools and promote a healthy learning and working environment, free from unwanted smoke and tobacco use for the students, employees, and visitors on the school campus. Finally, the board recognizes that it has a legal authority and obligation pursuant to G.S. 115C-407 *Policy prohibiting Tobacco Use in School Buildings* as well as the federal *Pro-Children's Act, Title X of Public Law 103-227* and the *No Child Left Behind Act*.

Tobacco Use Prohibited

No student, staff member or school visitor is permitted to use any tobacco product at any time, including non-school hours:

- in any building, facility, or vehicle owned, leased, rented or chartered by the *(Name of School District) Schools*;
- on any school grounds and property – including athletic fields and parking lots – owned leased, rented or chartered by *(Name of Board of Education)*; or
- at any school-sponsored or school-related event on-campus or off-campus.

In addition, school district employees, school volunteers, contractors or other persons performing services on behalf of the school district also are prohibited from using tobacco products at any time while on duty and in the presence of students, either on or off school grounds.

Further, no student is permitted to possess a tobacco product while in any school building, while on school grounds or property or at any school-sponsored or school-related event or at any other time that students are under the authority of school personnel.

Tobacco products may be included in instructional or research activities in public school buildings if the activity is conducted or supervised by the faculty member overseeing the instruction or research and the activity does not include smoking, chewing, or otherwise ingesting the tobacco product.

Definition of Tobacco Products and Tobacco Use

For the purposes of this policy, “tobacco product” is defined to include cigarettes, cigars, blunts, bidis, pipes, chewing tobacco, snuff, and any other items containing or reasonably resembling tobacco or tobacco products. “Tobacco use” includes smoking, chewing, dipping, or any other use of tobacco products.

Legal Reference:		
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(Name of School District)	Tobacco Products	Policy Code:
<p>Signage Signs will be posted in a manner and location that adequately notify students, staff and visitors of about the 100 % tobacco-free schools policy.</p> <p>Compliance for Students Consequences for students engaging in the prohibited behavior will be provided in accordance with the school’s student behavior management plan. Students who violate the school district’s tobacco-use policy will be referred to the guidance counselor, a school nurse, or other health or counseling services for all offenses for health information, counseling and referral. The administration will consult with appropriate health organizations to provide student violators with access to an Alternative to Suspension (ATS) program. The ATS program will provide up-to-date information on the many consequences of tobacco use, offer techniques that students can use to stop tobacco use at school, and provide referrals to local youth tobacco cessation programs. Parents/guardians will be notified of all violations and actions taken by the school. Suspension will only be used after a student has three or more prior violations or refused to participate in other outlined measures.</p> <p>Compliance for Staff and Visitors Consequences for employees who violate the tobacco use policy will be in accordance with personnel policies and may include verbal warning, written reprimand, or termination. Visitors using tobacco products will be asked to refrain while on school property. Law enforcement officers may be contacted to escort the person off the premises or cite the person for trespassing if the person refuses to leave the school property.</p> <p>Opportunities for Cessation The administration will consult with the county health department and other appropriate health organizations to provide students and employees with information and access to support systems, programs and services to encourage them to abstain from the use of tobacco products.</p> <p>Prevention Education The administration will consult with appropriate health organizations to identify and provide programs or opportunities for students to gain a greater understanding of the health hazards of tobacco use and the impact of tobacco use as it relates to providing a safe, orderly, clean and inviting school environment. Per G.S. 115C-81.a3.11, the administration will insure that the North Carolina Healthful Living Education Standard Course of Study for grades K-9 be taught using sequential, age appropriate, current, accurate, evidenced based curricula and a skills based approach (involving students in active "hands-on" learning experiences).</p> <p>Procedures for Implementation The administration will develop a plan for communicating the policy to staff, students, parents and the public. A compliance protocol, which identifies procedures for reminding adults of the policy and outlines consequences for students, staff and visitors who repeatedly violate the policy, will be created and communicated to all students, staff, parents and the public.</p>		
Legal Reference:	Adopted on: <i>(Date)</i> Revised on:	Page 2 of 2

Tobacco-Free Schools Policy Implementation TIMELINE SAMPLE

The following is a sample timeline school systems can use to prepare for implementation of a Tobacco-Free Schools (TFS) policy. This timeline assumes TFS policy passage seven months before implementation. Your timeline may vary.

5-7 months before effective date:

- School Board passes TFS policy
- Policy passage is covered by local news outlets
- School board chair or superintendent writes a guest editorial to the local paper explaining the rationale for the policy
- information is placed in the student newspaper and on student-oriented websites

4-6 months before effective date:

- Superintendent or school board forms an implementation team. This usually consists of a board member, assistant superintendent, school system public information officer, parent(s), coach(s), teacher(s), student representative(s), school nurse and others. Many teams have at least one tobacco user on them. This team meets regularly to set goals, implement strategies for policy implementation, insure staff awareness about resources to help quit tobacco use and develop ways to inform the public about the policy.

3-5 months before effective date:

- Policy announced to school employees in letter from superintendent or school board. Letter also includes information about cessation resources
- Develop partnerships with local health department and hospital to provide tools for assisting employees who wish to stop using tobacco. Promote cessation classes among school staff, and inform them of the 1-800-QUIT-NOW Quitline.
- Policy is discussed in faculty & staff meetings
- Compliance workshop is conducted by state TFS director
- Inform prospective employees of the policy in the interview process

3-4 months before effective date:

- free signage is provided by the NC Health and Wellness Trust Fund
- school officials plan for place of TFS signs, banners and floor stands
- information about the new TFS policy is included in employee handbooks, contracts and student handbooks
- Ask community groups to include an article about the policy in their newsletters

3 months before effective date:

- Hold an in-service on all school policies, including TFS, for teachers, bus drivers, teacher's aides, food service workers and maintenance staff.

2 months before effective date:

- have a school system representative appear on local radio or TV news programs to discuss the policy
- consider developing celebration event for students on the implementation date
- Begin removing all ashtrays from school property, especially those at school building entrances.
- Superintendent sends letter home to parents reminding them of this policy and others in preparation for the new school year

1 month before effective date:

- reminder handouts are developed for distribution at outdoor sporting events
- Public service announcements are provided for use at high school football games to inform fans of upcoming TFS policy.
- Back-to-School tabloid in local paper features article on TFS policy. - Discussions are held with editorial staff regarding future coverage of the new policy.
- signage is placed around campus
- Train administrators, staff and community volunteers to politely remind community members seen violating the policy to respect school policy.

On effective date:

- send out press release publicizing policy
- announce policy over student loudspeakers and at all athletic events, meetings, concerts and plays. Have students develop and/or deliver announcements.
- Post a copy of the policy and a list of cessation resources in staff lounges, offices and staff newsletters

Frequently Asked Questions about Tobacco-Free Schools

What is the definition of a 100% Tobacco Free School (TFS) district?

A school district that prohibits tobacco use at all times, by anyone, on school grounds and at school events.

Why is TFS important?

By passing and implementing TFS, public schools send a clear message to young people that tobacco use is not acceptable. Without TFS, kids receive a mixed message. They learn in class and from coaches to resist tobacco; yet elsewhere on school property these same kids may see visitors or employees using tobacco. TFS makes a school's commitment to tobacco-prevention crystal clear, leaving no room for mixed messages. TFS creates an environment in which second-hand smoke, a serious health hazard, never enters the equation and adults are role models for healthy behavior.

Can this policy be adopted at a school district level?

Yes. Schools are specifically exempted from the state law (GS 143-595, Smoking in Public Places) that prohibits local county and city governments from requiring smoke-free policies in public and private places.

If a school district adopts TFS, how is it implemented?

Early and frequent communication, such as signage, letters sent home to parents, information in event programs at school events and announcement made during outdoor athletic events, is the key to successfully implementing the policy.

Is it difficult to get people to comply with the policy?

Insuring compliance with a 100% tobacco free schools policy is no different than insuring compliance with other school policies. While some may need to be reminded of the policy, most people who are aware of the school's TFS policy willingly abide by it.

Who should I contact if I have more questions on TFS in North Carolina?

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Email: TobaccoFreeSchools.NC@ncmail.net

10 Reasons Your School District should be Tobacco-Free

A 100% Tobacco-Free School prohibits all tobacco use anytime, anywhere by anyone on all school property and at all school-sponsored events (School property includes buildings, grounds and vehicles owned or leased by the school. School-sponsored events include sporting events, school dances and other events held on and off school property).

1. 100% TFS schools provide positive role modeling by adult employees and visitors

A tobacco-free school policy represents a firm commitment by school administration, teachers, and parents to prohibit tobacco use by students, employees and visitors. In addition, youth look to adults they respect, such as teachers and school staff, as role models. It is important that all school staff serve as positive role models for students and do not use any tobacco products in their presence.

2. Lessons learned in the classroom are reinforced with the 100% TFS policy

Tobacco use prevention education is considered an essential element of comprehensive school health programs. Coaches regularly prohibit tobacco use by team members. School hallways and bulletin boards often display prevention messages. Children get a mixed message if they step outside their classrooms to view students and/or teachers using tobacco on school grounds.

3. TFS districts provide a safe environment for students by eliminating exposure to secondhand tobacco smoke

According to the U.S. Surgeon General's 2006 Report "*The Health Consequences of Involuntary Exposure to Tobacco Smoke*"ⁱ secondhand smoke is a serious health hazard and that there is no safe level of exposure. The report concludes that breathing even a little secondhand smoke can be dangerous. Children exposed to secondhand smoke are more likely to have lung problems, ear infections, and severe asthma – all primary causes of school absences. Passing by an outdoor smoking area can trigger an asthma attack or worsen breathing problems for many students. Even a short time in a smoky room can cause your blood platelets to stick together. Exposure to secondhand smoke damages blood vessels and can affect the coronary arteries of healthy nonsmokers. These dangers do not meet the standard of a safe environment at school.

4. TFS policies protect children from developing an addiction to a dangerous drug.

The U.S. Food and Drug Administration classifies nicotine as a drug. School policies do not allow the use of other drugs on school grounds and at school sponsored events. Why should an exception be made for nicotine and tobacco?

5. Complies with Federal Legislation prohibiting smoking inside school buildings

According to the Pro Children Act of 1994. "No person shall permit smoking within any indoor facility utilized for services to kindergarten, elementary, or secondary education or library services to children."

6. Works in conjunction with state and federal laws

Federal law requires federally funded school districts to ban smoking in their 'indoor facilities.' The law specifically allows states to have more restrictive laws. While state law currently prevents units of state or local government from banning smoking in many public places, the law does not apply to a primary or secondary schools. (G.S. 143-601).

7. 100% Tobacco-free schools model policies help compliance with state laws designed to limit access to tobacco by children

State law prohibits the sale and distribution of tobacco products to people under age 18. Schools can uphold the intent of the law by crafting policies that prohibit tobacco use by students, employees and visitors at all times, in all school buildings, on all school grounds, and at all school sponsored events.

8. TFS policies prepare students for the reality of tobacco-free workplaces and communities

Tobacco-free workplaces are quickly becoming the rule rather than the exception. TFS policies prepare students for tobacco-free worksites, restaurants, airplanes, malls and more.

9. TFS protects schools from the risk of future liability by prohibiting smoking on school premises

Individuals have recovered damages in lawsuits because their employers failed to provide a safe, smoke-free work environment. A severe asthma attack can put a child's life in danger, according to the US Surgeon General's 2006 Report. With the rise in the number of children with asthma, there may be grounds for future lawsuits against schools, particularly if an asthma attack or other respiratory problems are triggered due to second hand smoke exposure in a school setting.

10. TFS reduces the risk of fires due to "smoking materials"

Smoking material fires- started with lighted tobacco products rather than lighters or matches- are the leading cause of fire deaths in the U.S. Lighted cigarettes can be easily tossed into school trash cans, placing schools and school children at increased risk of injury due to smoking material fires.

Chapter 2: Policy Communication

It makes sense that people are more likely to comply with a 100% TFS policy if it is communicated clearly. That's because policy communication increases awareness and clarifies rules, making it less likely that someone will inadvertently violate the policy because they are unaware or do not fully understand it.

Policy communication also helps create a school environment that supports a tobacco-free lifestyle. Tobacco users are often addicted. Most want to quit. A good policy communications plan also includes providing information to empathetically help tobacco users quit.

TFS policies can be made explicit in a number of ways, including signage, announcements, letters and emails to parents and media articles. It is strongly recommended that school systems use multiple communication tools. In a recent survey of principals at middle and high schools with a TFS policy in place, 75% of the principals used several different strategies to communicate information about the policy. These strategies included:

1. TFS signage,
2. Announcements at school athletic and social events,
3. Local media articles/announcements,
4. Student-led events to communicate and support the policy; and
5. Information in employee and student handbooks [1].
6. Promoting the toll free North Carolina Tobacco Use Quitline at 1-800-QUIT-NOW (1-800-784-8669).

Implementing these policy communication strategies is often the key to successful implementation as it supports students and staff in requiring compliance. For example, staff will be more likely to remind a person violating the policy at an athletic event if they can point to a sign nearby that explains the policy. Thanks to the Tobacco Free School Signs Project, schools in all districts that have a 100% TFS policy in place receive high quality signs, banners and floor stands at no charge to help communicate the policy.

STRATEGY #4: Identify policy targets and ways to reach them

There are numerous school and community groups that need to know about the policy: students, school staff, parents, contracted workers, school volunteers, organizations that use

school facilities, fans – both home and away – that attend sporting events and the general public, to name a few. Each group is different, and therefore each group will likely require different communication strategies. Below, we have listed a few strategies for each of the various groups school systems need to reach:

General public and fans at athletic events:

- Use signage, district and school websites, event programs, newspaper articles, student-led events and announcements at athletic and social events attended by the public.
- Information on the [100% TFS Signage Project](#) is included in this manual, along with suggested a [Announcements for Athletic Events](#), and [Positive Statements About the 100% TFS Policy](#) that can be used when talking with people violating the policy.
- Promote the toll-free North Carolina Tobacco Use Quitline at 1-800-QUIT-NOW (1-800-784-8669).

Employees:

- Include written information on the policy in employee handbooks, employment applications/contracts and paychecks.
- Provide detailed policy information at new employee orientations, staff meetings and educational in-services.
- Place TFS policy information in the teachers lounge.
- Promote the toll-free North Carolina Tobacco Use Quitline at 1-800-QUIT-NOW (1-800-784-8669).

Parents:

- Provide written information through handouts in carpool lines, letters to parents and through student handbooks.
- Use TFS signage effectively.
- Mention the TFS policy at new student orientations, PTA meeting and athletic and social events.
- Promote the toll-free North Carolina Tobacco Use Quitline at 1-800-QUIT-NOW (1-800-784-8669).
-

STRATEGY #5: Devise ongoing communication strategies

When your policy is first put into place, you will probably plan a round of activities to inform people about the change. These might include putting up signs, announcements at games, and letters home to parents.

However, that is just the beginning! School leaders with successful compliance understand that high levels of compliance only occur if people are reminded about the policy *again and again*. New students, staff, parents, contract workers and outside groups are constantly coming on campus and need to be informed on an ongoing basis. Come up with simple but effective strategies to continually inform and remind people of the policy.

STRATEGY #6: Do more than communicate – educate

People are more likely to follow a rule that they understand, support and believe is effective. Simply telling people that the school has a 100% TFS policy may not be enough to gain compliance. Education is key.

The first place to start is with the policy document. It should include a strong rationale for the 100% TFS policy, along with well-stated facts about the role of the school in preventing youth tobacco use

Next, take time to help members of the community understand why a 100% TFS policy is such an important measure. Let them know that it is: 1) effective in reducing youth tobacco use; 2) supporting what schools and families teach kids about tobacco; and 3) part of the school district's emphasis on the overall health and well being of students. School systems can build understanding and support for the policy by presenting to key groups, sharing information at athletic events or health fairs, promoting discussions at home about the dangers of tobacco use through homework assignments and providing information through local news outlets.

Finally, let students staff and visitors know that there is support for tobacco users who want to quit by promoting the toll-free North Carolina Tobacco Use Quitline at 1-800-QUIT-NOW (1-800-784-8669).

STRATEGY #7: Express support for the policy

When school and community leaders express their support for the policy, it makes a powerful statement to school staff, students and the public. Schools that are successfully implementing the policy have a superintendent and Board of Education that takes pride in the policy and believes it will benefit students, employees and the community. Ask the superintendent, health director, board chair or head of the local medical society to discuss the values and benefits of the policy in meetings, public events and media interviews.

End of Chapter Resources

- 100% TFS Signs Project
- TFS & Athletic Events
- Sample reminder statements
- Event Announcements for Athletic Events
- Communication Checklist
- Positive Statements About the 100% TFS Policy
- Letter to Parents about the 100% TFS Policy
- Summary of Surgeon General's Second Hand Smoke report



Signage

100% Tobacco Free Schools

Through a grant from the NC Health and Wellness Trust Fund (HWTF), the 100% Tobacco-Free Schools program provides materials *free of charge* to each school system to publicize the 100% Tobacco Free Schools policy. These materials include:

- *Three* 18" x 24" aluminum signs per school building
- *One* 18" x 24" aluminum signs *in Spanish* per school building
- *One* 3' x 10' banner per high school and middle school
- *One* 24"x 36" floor stand per high school and middle school
- *Ten* 7"x 8.5" vinyl decals per high school and each middle school
- *Three* 13" x 5" polyurethane signs per school building

Interested in ordering additional signs, banners, floor stands or decals? Please contact Voss Signs at 1-800-473- 0698 or at www.vosssigns.com. The sales office at Voss can provide you with price quotes, shipping information and order forms.

Tobacco Free Schools Policy & Athletic Events

- Some school systems fear that getting spectators to comply with a school system's TFS policy will require strong "enforcement" efforts. In fact, even using the word "enforcement" is misleading; no one needs to be the tobacco police in order to make TFS a success.
- Instead, the goal is to have people *comply* with the policy. The most effective way to get folks to comply is to *inform* them of the policy.
- Making students, staff and visitors aware of the policy before they ever come on campus (or use tobacco on campus) will drastically reduce the need for reminders.
- When violations occur, what do you do? Simply remind people of the policy.
- Most people will comply with a policy IF they know the policy exists. Proper communication is absolutely key. Proper signage, quarterly reminders from the game announcer and reminder handouts are all effective ways to communicate the TFS policy to spectators.
- On occasion, some spectators may need a simple, friendly reminder of the TFS policy. When a school official gently reminds a tobacco user on campus about the TFS policy, they generally stop the policy violation without any further problems.

Sample Reminder Statements

Most people willingly comply with a 100% tobacco-free school policy IF they know the policy is in place. Therefore, the best way to prevent policy violations is to publicize the policy often and through a variety of ways.

However, some violations will undoubtedly occur. Those who use tobacco on campus need to be reminded of the policy. This should be done *clearly, gently and tactfully*. Violators are usually unaware of the policy and are happy to refrain from tobacco use once they are reminded.

Remember, it is everyone's responsibility to tactfully intervene when policy violations occur. Below are some sample statements to use when tobacco use is occurring on campus and an individual needs to be reminded of the policy:

- ✚ “Excuse me, you’re probably not aware that the school district now has a 100% tobacco-free school policy in place – this means no tobacco use anywhere on campus, at anytime, by anyone. We ask that everyone comply with the policy. Thanks.

- ✚ “I’m sorry, but I’ll need to ask you to comply with our school district’s 100% tobacco-free school policy by putting out your cigarette. The aim of our policy is to protect our students, staff, and school visitors from second-hand smoke, and to role model healthy behavior for all students. Thank you for your cooperation.”

- ✚ “Excuse me, you may not be aware but we have a 100% tobacco-free school policy in place on our campus. We ask that everyone – including staff and visitors – refrain from using any tobacco products- including spit tobacco- until they leave the campus. Thanks.

- ✚ “Excuse me, you may not be aware of this but our school board recently enacted a district-wide 100% tobacco-free school policy. This means no tobacco use anywhere on campus, by anyone, at any time. This policy is designed to ensure a positive and healthy environment learning and working environment for students. Thanks.”

Event Announcements for Communicating a 100% Tobacco Free School Policy

It is important for school staff to remind student and school visitors that the district has a 100% tobacco free school policy, which prohibits tobacco use anywhere on campus, at anytime, by anyone. Regular announcements- by the game announcer or students- at football, baseball and other athletic events are a simple and effective strategy for getting the message across, especially when used in combination with signage and information in event brochures.

Sample Announcements

Below are sample announcements for you to modify and use at school sponsored athletic events:

15 seconds: 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 would like to thank you for keeping our school and stadium tobacco free. Enjoy the game!”

15 seconds: Did you know that more than 1600 nonsmokers in North Carolina will die this year due to exposure to secondhand smoke? This is one reason why all (name of school district) schools are 100% tobacco free. We remind our visitors and fans that smoking or chewing tobacco is prohibited on school grounds – including in and around the stadium. Thank you for your support and enjoy the game.

15 seconds: Hey fans! Did you know that there is now a toll free number you can call to get help with quitting tobacco use? The North Carolina Quitline is toll free at 1-800-Quit-Now or 1-800-784-8669. It is available 8AM to Midnight; 7 days per week, in English, Spanish and multiple languages.

30 seconds: Hey fans! Did you know that there is now a free service to help with quitting tobacco use? The North Carolina Quitline is toll-free at 1-800-Quit-Now or 1-800-784-8669. It is available 8AM to Midnight; 7 days per week, in multiple languages. Callers may request information about quitting for themselves, a friend or family member. You can call if you are just thinking about quitting or are ready to quit. Trained Quit coaches will listen and help you develop a plan that works for you.

15 seconds: Nearly 25,000 NC kids under 18 will become new smokers each year. That is one reason why (name of school district) schools has a 100% tobacco free school policy. Tobacco use of any kind is strictly prohibited on all school property – including in and around the stadium. Thank you for your support and for helping us help our students be tobacco free.

30 seconds: Hey fans! Did you know that tobacco use is the number one cause of preventable death in North Carolina? Every year more than 12,000 people in our state die from the use of tobacco products – more than those who die from AIDS, alcohol, traffic accidents, illegal drugs, murder and suicide combined. This is one reason why (name of school district) schools are 100% tobacco free. This means no tobacco use anytime, by anyone, anywhere on campus – including stadiums. We appreciate your support and thank you for keeping our school and stadium tobacco free. Enjoy the game!”

100% Tobacco-Free School Communications Checklist

Without effective communication, compliance with the policy will be low. Therefore, communication must be clear, ongoing, and consistent. Here are some communication tips:

Communicating to Students

- ❑ Post tobacco-free school signs at entrances to school buildings, school grounds, parking lots, athletic facilities, and in school and activity buses.
- ❑ Place details in student handbooks and orientation guides.
- ❑ Announce policy through student organizations, activities and newspapers.
- ❑ Make announcements over morning broadcasts at school and over loudspeaker systems at school events.
- ❑ Have students design posters, banners, and signs to communicate the new policy.
- ❑ Inform students of tobacco cessation support programs in the community and tell them how they can access these programs.
- ❑ Involve student groups or clubs to assist in communicating the policy.
- ❑ Include information in the student newspaper and on student websites.

Communicating to Employees

- ❑ Provide employees with a copy of the policy.
- ❑ Discuss the policy at staff meetings and new staff orientation.
- ❑ Hold an in-service on all school policies, including TFS, for teachers, bus drivers, teacher's aides, food service workers and maintenance staff.
- ❑ Post a copy of the policy in staff lounges, offices and staff newsletters.
- ❑ Tell staff about the toll-free North Carolina Tobacco Use Quitline at 1-800-QUIT-NOW (1-800-784-8669) and other tobacco cessation programs in the community and provide information about accessing these programs.
- ❑ Inform potential employees of the policy in all job interviews. Mention the 100% tobacco-free policy on job applications

Communicating to Parents/Guardians

- ❑ Provide information at parent open houses at the start of the new school year.
- ❑ Send a letter to parents/guardians explaining the policy change, providing reasons for the change violators and asking for support in implementation.
- ❑ Discuss the policy changes at PTA/PTO and other parent group meetings
- ❑ Include an article about the policy in parent-oriented newsletters and local newspapers.
- ❑ Announce the policy at all athletic events, meetings, concerts and plays. Have students develop and/or deliver announcements.

- ❑ Let parents/guardians know about the toll-free North Carolina Tobacco Use Quitline at 1-800-QUIT-NOW (1-800-784-8669) and other tobacco cessation programs in the community and provide information about accessing these programs.

Communicating to the Community

- ❑ Place an ad in the paper thanking the school board for making the school district 100% tobacco-free.
- ❑ Ask community groups to include an article about the policy in their newsletters. (Provide them with a short article, if necessary).
- ❑ Remove all ashtrays from school property, especially those at school building entrances.
- ❑ Announce the new policy at all athletic events, meetings, concerts and plays. Include announcements in event bulletins.
- ❑ Train administrators, staff and community volunteers to politely ask community members to respect school policy.
- ❑ Ask students, staff, and volunteers to distribute informational flyers at school events.
- ❑ Communicate the policy to parent and business volunteers who assist in supervising youth during off-campus activities, including field trips, job shadowing or community service.
- ❑ Inform vendors of the policy via official memo, face-to-face communications or language in the written contract agreement.
- ❑ Let the community know about the toll-free North Carolina Tobacco Use Quitline at 1-800-QUIT-NOW (1-800-784-8669) and other tobacco cessation programs in the community and provide information about accessing these programs.

(Adapted from School Tobacco Policies, Oregon Department of Human Services, 2002)

Sample letter to parents

Dear Parents:

On *(date)* the *(name of school district)* School Board adopted a 100% 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 policy is attached.

The School Board adopted this policy for three reasons:

- *Support families to keep their children off tobacco*
Tobacco use is the single leading cause of preventable death and disease in our state. Ninety percent of adults who are addicted to tobacco began before the age of 18, and the average age of initiation is between 12 and 14 years old. 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 campus 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. In fact, studies show that North Carolina school districts with long-standing TFS policies have 40% fewer youth tobacco users than schools without such policies.
- *Provide a safe environment for students and staff*
We must provide a safe learning and work environment for students and staff. Exposure to secondhand smoke can trigger an asthma attack or exacerbate respiratory problems. Clusters of employees and visitors smoking outside near building entrance or at school sponsored events place others at risk. This does not meet the standard of a safe environment.
- *A cleaner campus*
Discarded smoking materials litter school grounds, parking lots, vehicles, and stadiums. Cleaning or replacing items damaged by smoke or smoking materials is costly. Prohibiting tobacco from campus will mean a cleaner environment for students, staff and school visitors.

We will soon be placing signs promoting the new policy on all school campuses, and making announcements at school sponsored events. We will also let you know of upcoming tobacco education and cessation classes for students who use tobacco and want to stop. Recently, the NC Health and Wellness Trust Fund provides funding to the toll-free North Carolina Tobacco Use Quitline at 1-800-QUIT-NOW (1-800-784-8669) to help teens, staff and parents who are tobacco users and want to quit. If you have questions or comments about the policy, please call the principal at your child's school.

Sincerely,
Superintendent or Board Chair

North Carolina School Leaders Speak Out

Benefits of a 100% tobacco free school policy to the school district

“Educating children involves more than teaching the 3R’s. It also involves helping children learn how to make meaningful choices in their lives. Our tobacco-free school policy sends a strong message about meaningful choices.” *Dr. D. John Morris, Jr. Superintendent, New Hanover County Schools*

“Our tobacco free schools policy has not only helped to prevent and intervene in youth tobacco use, but has also helped employees to stop tobacco use as well. The success of the policy in our district has also served as a catalyst to address other childhood health issues such as childhood obesity and juvenile diabetes.” *Robert Logan, Superintendent, Asheville City Schools*

“Several staff members have accepted the policy as an incentive for them to stop smoking. They have wonderful support from their peers and are being successful in this challenge. In addition, at athletic events the amount of debris and trash on the fields has markedly decreased.”
Julia Mobley, Superintendent, Pamlico County Schools

“The health and safety of students are the number one priority of the school district...and are key to successful learning. We have a mandate to protect the health and safety of all students. Tobacco use prevention is a top priority. ...We anticipate that the [100% tobacco free school] policy will greatly lower the health-related spending on the citizens of the county.”

John F. Smith, Sr. Superintendent, Bertie County Public Schools

“With a national focus on health related issues, two key benefits associated with being a 100% tobacco free school district are the ability to address and teach the whole child and inform parents and the community at large of health hazards associated with smoking”

Dr. William Harrison, Superintendent, Cumberland County Schools

“Before the policy, at football games and other sporting events, there was a lot of tobacco use, and it really made our school an ugly place, a dirty place.”

Genavee Brown, senior, Wilkes High School

“Our tobacco free school policy has provided a much cleaner and safer environment for all students, staff, and community partners. Awareness and strong support of the policy throughout the school system are key components. A safe and healthy educational climate promotes success for students and achievement of our goals for continual school improvement.”

Dr. Ted Kaniuka Superintendent, Pender County Schools

“Our school district has benefited from the 100% Tobacco Free School Policy by allowing students to 1) take leadership roles in developing and implementing the policy; 2) understand their own health risks and communicate the message to other youth, and 3) make wise decisions about healthy lifestyles.” *Helen M. Owen, Henderson County Public Schools*

Policy implementation

“The transition from a smoking environment to a smoke free environment has been a relatively smooth process. This transition was implemented using a variety of strategies including signage, smoking cessation classes and literacy based awareness.”

Dr. William Harrison, Superintendent, Cumberland County Schools

“...The process of implementation has gone amazingly well.”

Julia Mobley, Superintendent, Pamlico County Schools

“...Implementation has gone very well. The information regarding our school district having a 100% Tobacco free school policy was communicated to ALL employees and students. The information is now a part of the packet of information that is reviewed with all employees when they are hired. We have had positive feedback from staff regarding this policy. In the beginning developing of this policy, we involved school staff, community agencies, and students.”

Alice Ragan, Health Services, Gaston County Schools

“We have experienced very little surprise or resistance to the Tobacco Free School Policy. The implementation and enforcement of the policy have been much easier than I had anticipated. Our students and community seem to have an understanding of the health issues related to smoking and, in turn, respect the spirit of the policy.”

Dr. Jerry Thomas, Superintendent, Union County Public Schools

“As a result of informing the district employees and others [about the policy], we did not encounter any severe situations in the implementation of the policy. Our employees and school visitors were very cooperative in helping us to implement the policy... and continue to accept and comply with policy guidelines.” *John Smith, Superintendent, Bertie County Public Schools*

"We're not asking adults to stop using tobacco products. We just want them to stop using it during school events." *Page Jones, student, Tuscola High School*

Keys to success

"One of the key issues was communication. There wasn't anybody who didn't know about it: It was coming." *Wayne Talley, Principal, Washington County Schools*

“TFS was successfully implemented because it was an expectation from the days the doors opened. It was an environment that we created as part of our culture, and we maintained and supported that environment. We have had very few problems with implementation.” *Randy Richardson, Principal, Pender County Schools*

“Communication is key. All stakeholders, students, parents, employees, visitors, vendors, contract workers and others must be informed. Working with employees and students who are addicted to tobacco is also key.” *John F. Smith, Sr. Superintendent, Bertie County Public Schools*

Major Conclusions of the 2006 Surgeon General's Report¹: The Health Consequences of Involuntary Exposure to Tobacco Smoke

1. Secondhand smoke **causes premature death and disease** in children and in adults who do not smoke.
2. Exposed children have increased risk for
 - Sudden infant death syndrome (SIDS)
 - Acute respiratory infections
 - Ear problems
 - More severe asthmaParents' smoking impacts their children by
 - Causing respiratory symptoms
 - Slowing lung growth
3. Exposing adults to secondhand smoke causes
 - immediate adverse effects on the cardiovascular system
 - coronary heart disease
 - lung cancer
4. The scientific evidence indicates that there is **no risk-free level of exposure** to secondhand smoke.
5. Many **millions** of Americans, both children and adults, **are still exposed to secondhand smoke** in their homes and workplaces.
6. **Eliminating indoor smoking** fully protects nonsmokers from exposure to secondhand smoke
7. **Separating smokers** from nonsmokers, cleaning the air, and ventilating buildings **cannot eliminate exposure** to secondhand smoke.

¹ US DHHS Public Health Service, Office of the Surgeon General. *The Health Consequences of Involuntary Exposure to Tobacco Smoke*. <http://www.cdc.gov/tobacco/sgr/index.htm>
Rockville, MD 2006

Chapter 3: *Policy Monitoring*

While most people will comply with the 100% TFS policy, there will be a small number who do not. What causes poor compliance?

One reason is lack of communication. There is little chance people will follow the policy if they don't know it exists or don't understand it.

Individual beliefs about the policy are also important. If people believe the policy violates their right to use tobacco, or that it will not help reduce youth tobacco use, they are more likely to be noncompliant.

Tobacco addiction also plays a role. Students and staff may want to comply with the policy but are unable to get through the day without using tobacco.

Poor monitoring by school staff can also lead to low compliance. If people see that nothing happens when others use tobacco on campus, they will be more likely to use tobacco on campus themselves.

STRATEGY #8: Monitor school compliance

Compliance monitoring is about making sure that students, staff and visitors comply with the 100% TFS policy. Research shows that strict compliance monitoring is linked with decreases in student tobacco use [2].

The 100% TFS policy should be monitored inside buildings, including restrooms and locker rooms; around school grounds during the school day and after school hours; at all school-related events both on and off campus; in carpool lines and parking lots and on buses. The policy should also be monitored when outside groups use school facilities and when individuals or groups who may not have learned about the policy (such as workers) are on campus.

Although each school may approach compliance monitoring differently, those that are most successful all have two things in common:

- All staff at the school – from the part-time janitorial workers to the principal -- are charged with monitoring policy compliance. At these schools, individual

roles and responsibilities are outlined so that everyone is clear about what to do when they encounter someone violating the policy.

- A team is in place to oversee implementation and compliance. The team addresses compliance problems, makes sure staff members understand their monitoring roles and responsibilities, oversees communication efforts and provides feedback to the district on how policy compliance is going. Teams might include the principal, assistant principal, school resource officer, counselors and student services coordinator.

STRATEGY #9: Understand how to gain compliance

Gaining compliance with the 100% TFS policy may require a number of steps. To prevent inadvertent violations, expectations must be communicated to students, staff and visitors in a way that is understandable. Staff must support the 100% TFS policy and be clear on their monitoring responsibilities and the process for addressing violations. In turn, the staff themselves must be overseen to assure that they are fulfilling their responsibilities. It is important to gain support from those being monitored by turning policy opponents into supporters and keeping those who will not support the policy from subverting others. Personal obstacles such as addiction to tobacco need to be addressed to insure high levels of policy compliance.

STRATEGY #10: Help staff monitor the policy

According to research, personal or professional values largely determine how staff intervene when smoking is witnessed at school. Staff are more diligent about monitoring the policy when they view the policy and sanctions for violators as legitimate, coherent with personal and professional beliefs and beneficial to students. For example, school staff may be less likely to “catch” a student violating the policy if they know this will result in a harsh sanction – such as out-of-school suspension – that may harm the student’s educational goals. Review and discuss school sanctions for student policy violations with staff, and make revisions as necessary. One way to assess staff attitudes about the policy and how it is implemented is with the [School Staff Compliance Monitoring Tool](#). This brief survey looks at the staff’s beliefs about

the policy and their opinions about how the policy is being communicated, monitored and supported.

Staff may also be uncertain what to do when they see a violation, or they may be intimidated by the idea of telling someone to stop using tobacco. To help train school staff on effective compliance monitoring, the NC Tobacco Prevention and Control Branch will hold a Compliance Workshop at your school or district. This one-hour program will review common compliance challenges and strategies used by other schools to overcome them.

STRATEGY #11: Prepare for compliance challenges

While most people will fully comply with a school TFS policy, there are a small number who may not. They usually fall into one of several categories:

- **School employees addicted to tobacco:** Used to taking regular breaks to smoke or chew tobacco, they find it hard to get through the day without either leaving campus or violating the policy. Schools can avoid this by providing adequate time (3-6 months) between the policy adoption date and effective date so that these staff can utilize resources to quit or cut back. Educate school employees about the toll-free North Carolina Tobacco Use Quitline at 1-800-QUIT-NOW (1-800-784-8669) and other tobacco cessation programs in the community and provide information about accessing these programs. NC Quitline information is included at the end of the chapter. During that time period, offer (or partner with the local health department or hospital to offer) cessation classes and other cessation therapy.
- **Groups that use school facilities:** Sports leagues, clubs and other groups that use school facilities after instructional hours may not be aware of the policy or may not realize the policy applies to them. Avoid compliance issues by making sure that signage about the policy is visible, and make sure all contracts include a statement about the school's policy and the organization's responsibility to abide by it. If a group uses the

facility on a regular basis, it may help to provide a letter from the facilities manager letting them know about the policy. Some schools include a stipulation in the contract that a cleaning fee will be charged if tobacco is used when their organization is using school facilities.

- **Workers from outside the school district:** While school district employees may know about the 100% TFS policy, contractual workers from outside the district such as janitorial services or subcontractors may not. We advise school systems to communicate this information through contractual agreements and letters to school contractors.
- **Fans at athletic events.** With adequate signage, regular announcements at games and reminders in program event brochures, TFS compliance will likely be very good. For fans that still use tobacco on school grounds, school systems must have staff who will remind them of the TFS policy in a friendly but firm manner. Simply reminding them of the policy is usually sufficient.

Tackle Smoking is a great program that involves youth groups in monitor compliance at football games and other athletic events. This program is easily implemented and is available at no charge.

End of Chapter Resources

- State Compliance Resources
- 100% Tobacco Free Schools Compliance Workshop
- Promoting Compliance at Football Games: The Tackle Smoking Project
- Communication Checklist
- Strategies for Solving Compliance Issues

State Compliance Resources for 100% TFS Schools



Free Signage

Through a grant from the NC Health and Wellness Trust Fund (HWTF), the 100% Tobacco-Free Schools program provides signs, banners, decals and other promotional materials to each school system to publicize their 100% Tobacco-Free Schools policy.

Compliance Workshop

This training is offered to staff responsible for policy implementation in school districts that have adopted a 100% tobacco-free school policy. Topics covered include: planning for implementation; common compliance challenges and solutions; and lessons learned from other NC school districts. Compliance toolkits are provided to participants.

Web Resources

www.HealthWellNC.com - This site providing the public with downloadable information about tobacco-free schools, tobacco use cessation resources and other NC Health and Wellness Trust Fund programs.

www.TobaccoFreeSchoolsNC.com - Provides health educators, education leaders and other professionals with detailed, downloadable information about the TFS program.

Quitline

www.QuitlineNC.com - At 1-800-QUIT-NOW, teachers, students and other school personnel can receive free and confidential help quitting tobacco.

Technical Assistance

Technical assistance is available to help school districts, school boards, community advocate, and community coalitions assess needs, develop advocacy strategies, address compliance issues, establish alternative to suspension or youth cessation programs and develop processes for monitoring and evaluating the policy.

Peer Networking

We can link school administrators interested in adopting this policy - including superintendents, board members, and principals - with their peers in school districts that have successfully done so.

100% TFS Compliance Workshop

"We passed a 100% Tobacco-Free School Policy (or we want to) - how do we make sure people comply?" is a frequent question asked by school district staff and local tobacco control advocates. That's why the NC Health and Wellness Trust Fund (HWTF) and the Tobacco Prevention and Control Branch (TPCB) of the NC Division of Public Health have designed an in-service training program to help your school district successfully ensure compliance with a 100% Tobacco-Free school policy.

The workshop benefits 100% TFS school districts wanting to improve compliance *and* school districts that are considering adopting the policy and want more information on effective compliance strategy planning. Participants will:

- Analyze potential compliance obstacles and challenges to promoting compliance to a 100% TFS policy in their school district.
- Learn ways to identify and overcome compliance obstacles and challenges.
- Identify programs and services to support their 100% TFS policy.
- Learn effective communication strategies to increase awareness among students, staff and school supporters.
- Understand the components of a comprehensive policy compliance plan.

Examples of effective communication and compliance strategies from other school districts that are 100% tobacco-free will be shared in an interactive, 1-hour session using case studies, group contributions and discussion.

Would you like this workshop to be held in YOUR school district?

This in-service training workshop can take place at your school district for groups of five or more. Ideally, groups will include a mix of school and community representatives who will be responsible for addressing policy communication and enforcement in the school district. These might include principals, assistant principals, community or media relations staff, school resource officers, law enforcement officials, student leaders and others. There is no cost for the workshop and all training materials will be provided.

For more information

For more information or to schedule an in-service workshop, please contact the State Director of 100% Tobacco-Free Schools Program at 919-707-5406 or via e-mail at tobaccofreeschools.nc@ncmail.net.



Objectives

1. Document the amount of smoking at your high school football games.
2. Determine how often babies/children are directly exposed to secondhand smoke at games.
3. Count the number of 100% Tobacco-Free School signs and announcements at your games.

Definitions

Instance of smoking: any person with a lit cigarette counts as an instance of smoking.

100% Tobacco-Free School sign: any sign stating that your school is a Tobacco Free School or that specifies that tobacco use or smoking is prohibited

100% Tobacco-Free School announcement: any announcement stating that your school is Tobacco Free or that smoking is prohibited.

STEP 1: Split into 4 teams (2 people per team)

TEAM 1 – positioned in the bleachers behind the home team

TEAM 2 – positioned in the bleachers behind the visiting team

TEAM 3 – positioned in End Zone area between the home and visiting team bleachers

TEAM 4 – positioned in End Zone area opposite TEAM 3

The positioning of TEAMS 3 and 4 depends on the set-up of your stadium. Teams 3 and 4 should position themselves in areas other than the bleachers where people hang-out during the game. Talk to your teammates and decide where groups 3 and 4 should be positioned so that you are able to observe people when they are not in the bleachers.



TACKLE SMOKING: SCORE SHEET

Date: ____ / ____ / ____

SURVEY DOCUMENTATION

Home team _____ Visiting team _____

Teammates 1) _____ 2) _____

Indicate your position by circling one of the options below:

1) Home stands 2) Visiting stands 3) End zone area A 4) End Zone area B

PREGAME

- How many entrances are there at your high school football stadium _____
- Are "no smoking" or "100% Tobacco-Free School" signs posted at all entrances to the stadium?
 - Yes
 - No
 - N/A
- How many "no smoking" or "100% Tobacco-Free School" signs are posted inside your stadium*

GAMETIME ASSESSMENT

		Smoking in the bleachers	Smoking on stadium grounds
1stQ	1. Number of instances of smoking		
	2. Was anyone observed smoking standing or sitting next to a baby or child?	a) Yes b) No	
	3. Was there a 100%Tobacco-Free School announcement during this quarter?*	a) Yes b) No c) N/A	
2ndQ	4. Number of instances of smoking		
	5. Was anyone observed smoking standing or sitting next to a baby or child?	a) Yes b) No	
	6. Was there a 100%Tobacco-Free School announcement during this quarter?*	a) Yes b) No c) N/A	
HALF	7. Number of instances of smoking		
	8. Was anyone observed smoking standing or sitting next to a baby or child?	a) Yes b) No	
	9. Was there a 100%Tobacco-Free School announcement during this quarter?*	a) Yes b) No c) N/A	
3rdQ	10. Number of Instances of smoking		
	11. Was anyone observed smoking standing or sitting next to a baby or child?	a) Yes b) No	
	12. Was there a 100%Tobacco-Free School announcement during this quarter?*	a) Yes b) No c) N/A	
4thQ	13. Number of Instances of smoking		
	14. Was anyone observed smoking standing or sitting next to a baby or child?	a) Yes b) No	
	15. Was there a 100%Tobacco-Free School announcement during this quarter?*	a) Yes b) No c) N/A	



TACKLE SMOKING: GAME SUMMARY SHEET

Use this summary sheet to total all of your team's data

SURVEY DOCUMENTATION

1. Date of game ____ / ____ / ____
 2. Home team _____ 3. Visiting team _____

POLICY COMMUNICATION

3. Were "no-smoking" or Tobacco-Free School signs posted at all entrances of the stadium? Yes
 No
4. Did all four data collection teams agree on whether or not signs were posted at all entrances to the stadium?
 Yes No
5. How many "no-smoking" or Tobacco-Free School signs were posted inside the stadium?*
- _____
6. Did all four data collection teams report seeing the same number of signs posted inside the stadium?
 Yes No
7. How many Tobacco-Free School announcements occurred during the game?*
- _____
8. Did all four data collection teams report hearing the same number of announcements at the same times during the game?
 Yes No

TOTAL # OF INSTANCES OF SMOKING OBSERVED AND SECONDHAND SMOKE EXPOSURE

9. Report the total number of instances of smoking by game segment in the grid below:

1 ST Q	2 ND Q	Halftime	3 rd Q	4 TH Q	Total

10. For each segment of the game, place a check mark in the appropriate box if any of your teams observed someone smoking while standing/sitting next to a child/baby.

1 ST Q	2 ND Q	Halftime	3 rd Q	4 TH Q	Total (0-5)

* If your school district is not tobacco free, use these questions to indicate the number of no-smoking signs and announcements.

Checklist for Communicating a 100% Tobacco Free School Policy

To students

- ❑ Post tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, athletic facilities, and in vehicles.
- ❑ Place details in student handbooks and orientation guides and at student orientation meetings.
- ❑ Spread the information through student organizations, activities and newspapers.
- ❑ Make announcements over morning broadcasts at school and at school events.
- ❑ Have students design posters, banners, and signs to communicate the new policy.
- ❑ Educate students about tobacco cessation support resources such as 1-800-QUIT-NOW.
- ❑ Involve student groups such as Teens Against Tobacco Use (T.A.T.U.).
- ❑ Include in student newspaper articles and on school websites.

To employees

- ❑ Provide every school district employee with a copy of the policy and a letter of explanation from the school board.
- ❑ Discuss the policy at staff meetings and new staff orientation.
- ❑ Provide in-service training on tobacco-related school policies for all school staff.
- ❑ Post information in staff lounges or offices.
- ❑ Include information in staff newsletters.
- ❑ Educate staff about tobacco cessation support programs such as 1-800-QUIT-NOW.
- ❑ Inform potential employees of the policy in all job interviews and on all job applications.
- ❑ Involve respected school personnel in sharing messages with staff groups.

To parents/guardians

- ❑ Send a letter to each parent or guardian explaining the policy changes, giving the health, academic and social reasons for the changes, and asking for support.
- ❑ Ask parents to sign student-school contracts that address the tobacco policy for participation in extra-and co-curricular activities.
- ❑ Discuss the policy changes at PTA/PTO, site council, or similar meetings.
- ❑ Include an article outlining the policy and implications of the policy in school newsletters and school or community newspapers.
- ❑ Announce the new policy at all athletic events, meetings, concerts and plays. Have students develop and/or deliver announcements.

Strategies for solving compliance issues

Considerations around compliance should be woven into all phases of policy development, communication, implementation and monitoring. Here are some strategies for compliance problem solving that other school administrators have found helpful.

Policy Development and Implementation

- **School infrastructure.** Identify a faculty member to take a lead role in tobacco use prevention education, policy and cessation efforts for each school. Put tobacco use prevention in their job descriptions and provide the training and support necessary for them to do their job well.
- **Student Compliance.** Develop alternative to suspension (ATS) program for students caught violating the policy. This program helps avoid out of school suspension.
- **Staff support for students attempting to quit.** Encourage teachers to allow students in ATS and youth cessation programs to use techniques in class (water, candy) to help them in their quitting process.
- **Cessation program implementation.** Screen potential cessation participants to determine tobacco use and motivation to quit. Offer cessation programs multiple times during the school year. Involve respected faculty who are former tobacco users in the cessation programs.
- **Timing of policy.** Select an implementation date with significance, such as the start of the new school year. Allow sufficient time for people to prepare for implementation. Identify cessation resources available to tobacco users – in the school district and the community. Let tobacco users know about these options in advance the policy going into effect.
- **Community partnerships.** Include the wider community in discussions about the implementation of a tobacco-free policy. Explore partnerships with local hospitals, nonprofits, and mental health or public health departments to offer programs such as ATS, cessation and promotion activities.
- **Student involvement.** Involve students in the development and implementation of policies, including the planning and implementation of promotion activities. The Teens Against Tobacco Use (TATU) program offers training for high school students to serve as role models to middle school students.

Compliance Responsibility

- **Compliance monitors.** Use the same monitors (i.e.: hall monitors) used for aggressive behavior and truancy for monitoring tobacco use on school grounds. If police officers or school resource officers (SRO's) currently monitor the school grounds for compliance with laws and other school regulations, they should be responsible for tobacco monitoring as well. Visibility of law enforcement personnel may reduce visitor policy violations.
- **Consistency.** Make a firm commitment to promote compliance the policy consistently. Expect some people to “test” the new policy.

Communication

- **Proactive, clear and consistent communication.** This is most effective way to increase compliance. Post the written policy around campus. Have signage in place when the policy

starts. Signage should be visible at entrances to campus and school buildings, playing fields, bleachers, vehicles, and other areas where tobacco use may occur. Announce the policy at athletic events, plays, dances and concerts. Mention tobacco free policies on written event program guides. Publicize the tobacco policy in student newsletters. Announce the policy at all PTA and PTO meetings. Place details of the policy in employee and student handbooks. Mention tobacco-free policies at new student orientations for middle, high, alternative and transfer students. Direct attention to tobacco free policies in the employee hiring or contracting process.

- **Positive message.** Present the policy in a positive light – while at the same time acknowledging that students, staff and visitors may find it initially challenging. Emphasize the health, academic and social benefits of a tobacco free school to staff and students. Encourage students to make responsible decisions about their health and to respect other students and staff by not using tobacco on campus.
- **Focus on behavior.** Focus on the use of tobacco as an unhealthy behavior – not on the user. For example, teachers who use tobacco may still be great role models for youth but their tobacco use promotes an unhealthy behavior. Make sure students and staff are not alienated or embarrassed about their tobacco use.
- **Expectations and consequences.** Make sure the policy clearly articulates the expected behaviors and consequences of failing to meet the expectations as specified in the policy.

(Adapted from the Oregon Department of Health Services Tobacco Prevention and Education Program)

Chapter 4: Compliance and Sanctions

No matter how well the 100% TFS policy is communicated, monitored or supported, there are bound to be some policy violations. Therefore, sanctions – or the application of penalties – play a small but key role in policy implementation.

Most schools in NC with a 100% TFS policy in place have very few policy violations. However, when one occurs, it is important to provide consistent and fair penalties that encourage people to change their behavior.

STRATEGY #12: Understand ability to alter behavior

For sanctions to have a deterrent effect, the person must be willing and able to alter their behavior. Some people who are addicted to tobacco may be unwilling or unable to modify their behavior on their own. Consider this when developing sanctions for policy violations – particularly for students and school staff. Encourage cessation, promote the North Carolina Tobacco Use Quitline at 1-800-Quit-Now and make information about local resources available before the policy is implemented.

STRATEGY #13: Provide educational or remedial sanctions for students

Schools in the United States tend to use severe or punitive sanctions in response to student tobacco policy violations, rather than sanctions that offer education, counseling or cessation support [3-9]. Yet, no correlation between severe sanctions and reduced student tobacco use has been found [2]. On the contrary, school tobacco policies that emphasize prevention and have an educational or treatment focus are associated with less smoking among students [10].

We recommend that schools offer students who violate the policy an alternative to suspension, such as a tobacco education program, for the first two policy violations.

STRATEGY #14: Develop consistent, progressive sanctions

Researchers have found that consistently applied 100% TFS policies are linked with reduced student tobacco use [11-14]. On the other hand, when sanctions are viewed as being selectively applied or “tolerance zones” are allowed to exist without consequence, the deterrent effect of sanctions is lost. Thus, for compliance with the 100% TFS policy to be high, people must be convinced there is a strong likelihood that they will experience consequences for violating the policy.

We recommend that schools have clear sanctions for policy violations that provide progressively more severe penalties for each subsequent violation. These should be always applied, without regard for the person or the situation in which the violation occurs.

End of Chapter Resources

- Sample Sanctions for 100% TFS Policy Violations

Sample Sanctions for 100% TFS Policy Violations

Your district's new 100% Tobacco-Free School policy should include clear steps to take when policy violations occur. While each district's policy may differ, here are some examples of how policy violations can be handled for all groups.

Students:

- Notify parents or guardians of all violations committed by the student and all actions taken by the school.
- Refer students to the guidance counselor, school nurse or other counseling service for screening, information, counseling and referral to cessation programs. The best way to help a student smoker is to encourage them to quit.
- Consider sending student violators to an Alternative To Suspension (ATS) program. ATS programs provide education on the addiction process and options for quitting, but are not cessation programs. To locate your local ALA office, visit www.lungusa.org.
- Offer cessation classes for students who want to quit. In addition, provide information about the North Carolina Quitline (1-800-QUIT-NOW) Try to arrange for someone at the school (i.e. school nurse, counselor, tobacco educator) to follow up with students who are motivated to quit to check on progress and reinforce resources/support. You can help them.
- As a last resort, suspend student violators. Suspension rarely helps students overcome tobacco addiction and is best used when a student has several prior violations or refuses other measures. Counseling should always accompany suspension, and in-school suspension is preferred to out-of-school suspension.

Staff:

- Encourage school staff to talk with their doctor or another health professional about their tobacco use. Provide staff violators with information on the dangers of tobacco use and refer them to resources on how to quit.
- After the first offense, consider staff violations to be insubordination and use the same actions as for any other policy offense.

Visitors:

- Politely ask the individual to stop and refer them to the 100% TFS policy (point them to signs nearby if possible).
- If the person refuses to stop, request they leave the site of the school function.
- If the person refuses to leave, they are trespassing. Refer to the school resource officer or local law enforcement authorities.

Chapter 5: Cessation and Education

Schools should offer students who violate the policy an alternative to suspension, such as a tobacco education program, for the first two policy violations. About half of young people in North Carolina who use tobacco want to quit, and many are trying. In the past year, 55.5% of high school smokers and 69.5% of middle school smokers made at least one serious attempt to quit [15]. Schools that are successfully implementing their 100% TFS policy have programs and services to support student and staff cessation efforts.

STRATEGY #15: Provide cessation services and resources

Not all schools have enough tobacco users to justify holding a cessation class. Others may not have the funds. Don't let that stop you from making a strong effort to support cessation. Let students, staff, parents/guardians and the community know about the toll-free North Carolina Tobacco Use Quitline at 1-800-QUIT-NOW (1-800-784-8669) as well as tobacco cessation programs in the community and provide information about accessing these programs.

Students and staff who use tobacco may be at different stages of quitting. Some may have just started considering the idea. Having a little more information on how to quit, or the chance to talk with a Quit Coach at the NC Quitline or a school guidance counselor, may be what they need to actually try quitting. Others may have made the decision to quit and need to know about joining a local cessation classes.

Working together with your local health department, hospital, or health organization (such as the local chapter of the American Lung Association), develop and promote a range of cessation resources designed to meet each tobacco user where they are in the cessation process.

End of Chapter Resources

- 1-800-QUIT-NOW
- Resources on How to Quit



North Carolina Tobacco Use Quitline

North Carolina now has a toll-free North Carolina Tobacco Use Quitline at 1-800-QUIT-NOW (1-800-784-8669).

This free and confidential telephone tobacco Quitline service is for all North Carolinians, both youth and adult, who want to quit using tobacco.

Hours:

8AM to Midnight; 7 days per week

What are the Quitline Services? What happens when you call the NC Quitline?

The Quitline provides cessation services for all North Carolinians including youth and adults of all ages.

This service provides expert smoking and other tobacco use cessation help in multiple languages, including but not limited to English and Spanish, by trained quit coaches.

Callers may request information for themselves, a friend or family member.

Tobacco users exploring the possibility of quitting can call and a quit coach will address their stage of interest and readiness with personalized support and understanding.

Tobacco users ready to quit can set up a quit plan and the quit coaches can arrange to call back quitline users to check on quitting progress and answer questions.

Coaching sessions can include up to 3 call backs from quit coaches for each quit attempt. Sometimes tobacco users need more than one quit attempt to be successful; calling back and trying again is encouraged especially if the quitter is able to build on what they have learned in prior attempts.

Funding for the NC Quitline:

The NC Quitline is co-funded by the NC Health and Wellness Trust Fund, Blue Cross Blue Shield of NC and the Centers for Disease Control and Prevention through the NC Division of Public Health.

For More Information Contact:

Please direct any questions to the NC Quitline Administrator, Jana Johnson, MD at the Tobacco Prevention and Control Branch, NC Division of Public Health at 919-707-5402.

Resources to Help Quit Tobacco Use

QUITLINE NC (1-800-QUIT-NOW) www.QuitlineNC.com.

North Carolina has a unique and innovative Quitline at 1-800-QUIT-NOW (1-800-784-8669). Funded by the Tobacco Prevention and Control Branch and the NC Health and Wellness Trust Fund, the quitline is staffed with professional tobacco cessation specialists from 8:00 a.m. until midnight seven days a week.

AMERICAN CANCER SOCIETY 1-800-ACS-2345 www.cancer.org

This website includes a quiz for discovering the best method for you to quit smoking, quitting tips for smokers and smokeless tobacco users, tips to double your chances of quitting, and a guide to help you plan your quit day. This site also includes ways you can help someone quit.

AMERICAN LUNG ASSOCIATION 1-800-LUNG-USA www.lungusa.org

This site includes an action plan to quit smoking, the Freedom from Smoking online smoking cessation program (endorsed by Dr. Phil), information on nicotine replacement treatments (e.g. patch, gum), tips for first-time (as well as multiple-attempt) quitters, and suggestions for helping someone else quit.

CENTERS FOR DISEASE CONTROL [CDC](http://www.cdc.gov) [how To Quit](http://www.cdc.gov/quit)

The Centers for Disease Control (CDC) website includes cessation guides for teens who want to quit smoking or quit using spit tobacco. This site also includes quit tips for the general public, information on what happens to your body during the first 20 minutes after you quit smoking, as well as the benefits you will gain from cessation.

HEALTHWAYS 617-437-1500 www.quitnet.com

This website offers an online support group for people trying to quit smoking. The site offers smoking cessation resources, advice and tips from counselors support from other smokers and ex-smokers You must register to use this site.

QUIT NOW NC! 919-969-7022 <http://www.quitnownc.org>

This site is a resource for people who want to quit smoking, for their families and friends who want to help, and for health professionals with patients who use tobacco. Click on "Online Resources" for a list of smoking cessation services by county.

NATIONAL CANCER INSTITUTE www.smokefree.gov

This website was created with the input of several government health organizations, including the National Institutes of Health and the National Cancer Institute. It offers an online guide to quitting and phone numbers for local, state and national Quitlines. This website also features instant messaging (live chat) with National Cancer Institute smoking cessation counselors.

Chapter 6: Ongoing Evaluation and Advocacy

Because each year will bring new students, staff, parents, and others to your school, a well implemented 100% TFS policy includes provisions for ongoing policy advocacy and evaluation. We encourage school staff to collect information about the positive effects that the 100% TFS policy is having on students and staff. This might include numbers of people who have quit using tobacco, tried to quit, attended cessation classes or attended alternative to suspension classes. The local health department may work with the school on gathering this information.

It is important to collect stories about how the 100% TFS policy has changed lives – such as the teacher who was finally able to quit, or the student with asthma who could now attend football games because they are smoke-free. Talk with parents and community members about how the policy helps support what they are teaching their children at home about tobacco and health, or how it has encouraged them to quit smoking. Publicize these stories in school newsletters or the local newspaper and share them with the school board and superintendent. Finally, develop ways to monitor the policy so that problems can be identified early and addressed, and effective implementation strategies can be reinforced and shared among schools.

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