

# 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.



- Alexander Local\*
- Amanda-Clearcreek Local\*
- Belpre City
- Berne Union Local
- Brown Local
- Brunswick City\*
- Carrollton Exempted Village
- Chillicothe City
- Circleville City\*
- Copley-Fairlawn City\*
- Coventry Local
- Delaware Area Career Center
- East Holmes Local
- East Liverpool City
- Fairfield Local
- Federal Hocking Local\*
- Hopewell-Loudon Local
- Kent City
- Lake Local
- Lakewood Local\*

## 100% Tobacco-Free School Districts



\* indicates school districts which score 23 points on ODH scoring rubric. See page 6 for more details.

- Lakota Local
- Liberty Center Local
- Licking Valley Local
- Logan-Hocking Local\*
- Mad River Local
- Madison-Plains Local
- Mount Vernon City
- Norwood City
- Oregon City\*
- Paint Valley Local\*
- Reynoldsburg City
- Shawnee Local
- Spencerville Local\*
- St. Clairsville-Richland City\*
- Union Local\*
- Warrensville Hts City
- West Geauga Local
- Westfall Local
- Willoughby-Eastlake City
- Woodmore 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.

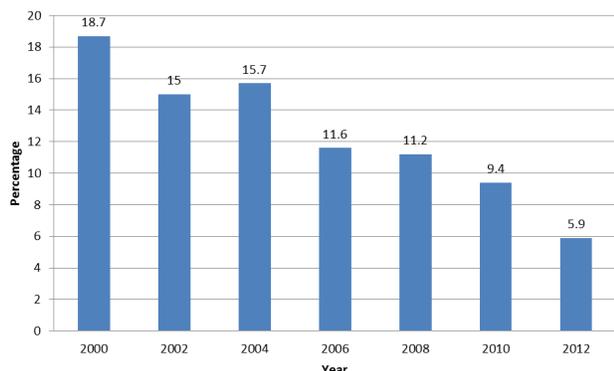


Ohio Department of Health  
Tobacco Program

# TOBACCO FACTS

## Trends in middle school tobacco use (Grades 6-8)

**Current Tobacco Use by Middle School Students, Ohio, 2000-2012**



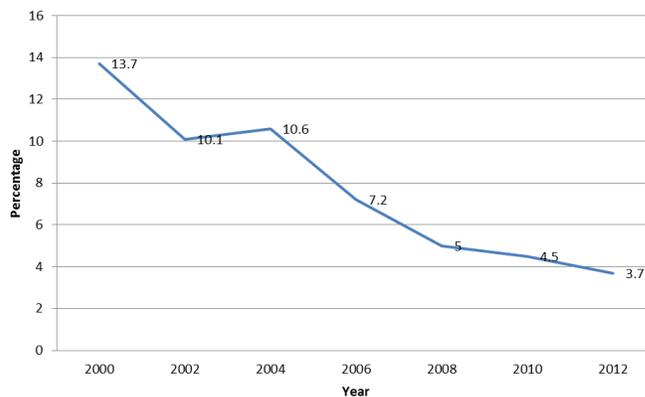
Current tobacco use is defined as having used the product (i.e., cigarettes, smokeless tobacco, cigars) on one or more of the past 30 days.

Tobacco products include cigarettes, cigars, bidis, kreteks, pipes and smokeless tobacco. Current tobacco use by middle school students has decreased from 18.7% in 2000, to 5.9% in 2012.

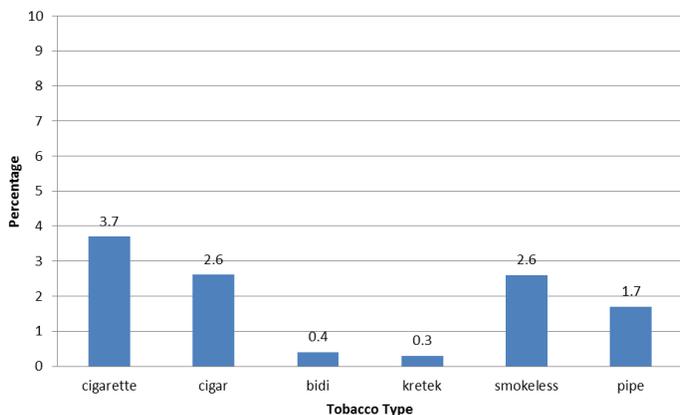
Current cigarette smoking has decreased from 13.7% of middle school students in 2000 to 3.7% in 2012.

Cigarettes continue to be the most popular form of tobacco among middle school students, with 3.7% of middle school students using it currently. Other popular forms of tobacco include cigars (including cigarillos and little cigars), smokeless or spit tobacco and pipes.

**Current Use of Cigarettes by Middle School Students, Ohio, 2000-2012**



**Current Use of Tobacco by Middle School Student, by Type, Ohio, 2012**



The lower costs of small cigars and cigarillos makes them appealing to younger smokers.

For more information contact:

Tobacco Program  
Bureau of Environmental Health  
Ohio Department of Health  
246 N High Street  
Columbus, OH 43215  
www.odh.ohio.gov



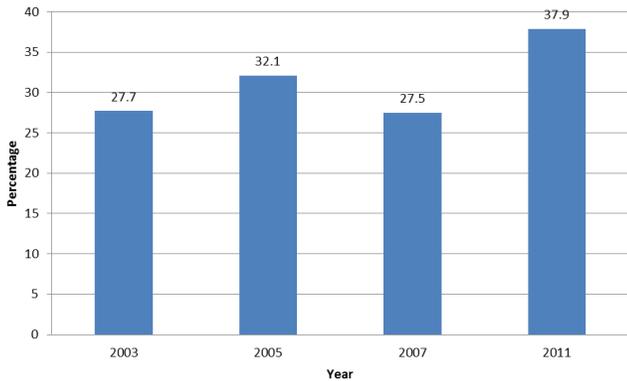
Source: Ohio Youth Tobacco Survey, Years 2000-2012

Ohio Department of Health  
Tobacco Program

# TOBACCO FACTS

## Trends in high school tobacco use (Grades 9-12)

High School Students Who Currently Use Any Form of Tobacco, Ohio, 2003-2011

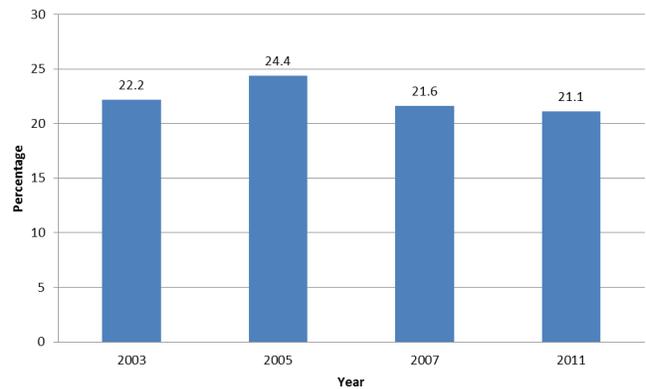


Current tobacco use is defined as having used the product (i.e., cigarettes, smokeless tobacco, cigars) on one or more of the past 30 days.

The percentage of high school students who used any form of tobacco continues to rise, from 27.7% in 2003 to 37.9% in 2011.

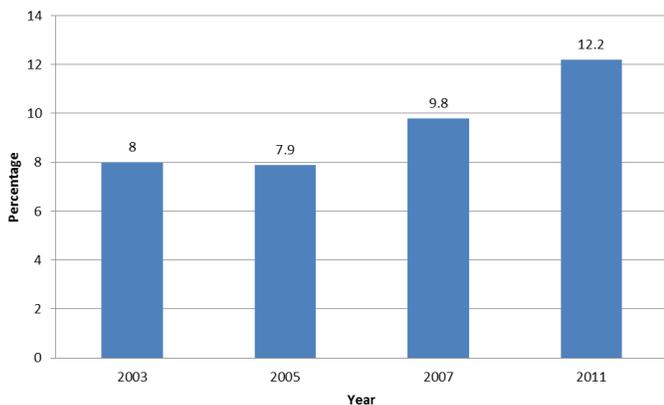
Current use of cigarettes has declined to 21.1% of high school students in 2011, from a high of 24.4% in 2005.

High School Students who Currently Use Cigarettes, Ohio, 2003-2011



Among high school students, the use of smokeless tobacco (such as chewing tobacco, snuff, or “dip”) has increased from 8% in 2003 to 12.2% in 2011.

High School Students Who Currently Use Any Form of Smokeless Tobacco, Ohio, 2003-2011



For more information contact:

Tobacco Program  
Bureau of Environmental Health  
Ohio Department of Health  
246 N. High Street  
Columbus, OH 43215  
www.odh.ohio.gov



Source: Ohio Youth Behavior Risk Survey, Years 2003-2011

# 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.

| RUBRIC SCORING CRITERIA:  | STUDENT | STAFF | VISITOR | GENERAL |
|---|---------|-------|---------|---------|
| Policy prohibits use of all forms of tobacco, not just cigarettes/smoking .   |         |       |         |         |
| Policy specifies prohibition within all school facilities or buildings.   |         |       |         |         |
| Policy specifies prohibition on school grounds, athletic grounds or parking lots.   |         |       |         |         |
| Policy specifies prohibition at school-sponsored events off-campus.   |         |       |         |         |
| Enforcement is discussed, can reference who is responsible, by what means or consequences of violation.                             |         |       |         |         |
| Policy specifies prohibition is in effect “at all times”, “24 hours a day”, “365 days a year”.                                      |         |       |         |         |
| Policy specifies that students are not permitted to possess tobacco.  |         |       |         |         |
| Policy provides a rationale or reasoning behind establishing a policy.  |         |       |         |         |
| Prohibition includes all vehicles owned, rented, or leased by school district.  |         |       |         |         |
| Policy discusses educational component to supplement policy, can include references to tobacco prevention programming for students. |         |       |         |         |
| Policy mentions how policy will be conveyed: posting of signs, placement in student and employee handbooks, etc.                    |         |       |         |         |

## 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.”
- 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.

## MODEL POLICY FOR 100% TOBACCO-FREE SCHOOLS

### 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 the users and non-users, and that most tobacco use begins by the age of eighteen. The Board recognizes that district personnel and school visitors serve as role models to students and, therefore, adopts this 100% Comprehensive 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 [or lobelia], that is intended for human consumption, or is likely to be consumed, whether smoked, heated, chewed, absorbed, dissolved, or ingested by any other means. The term "tobacco products" includes e-cigarettes and other electronic smoking devices, 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, staff member, volunteer, or school visitor is permitted to use tobacco products at any time, including non-school hours, in or on \_\_\_\_\_ School District property, including;

- In any building, facility, or vehicle owned, leased, rented, or chartered by the school district; and
- On school grounds, athletic grounds or parking lots; and
- At any school-sponsored or school-related event, whether such event occurs on-campus or off-campus.

### TOBACCO POSSESSION PROHIBITED

Students are not permitted to possess any tobacco products, papers used to roll cigarettes, or lighters on any school property at any time.

### TOBACCO PROMOTION PROHIBITED

Tobacco advertising is prohibited on school grounds, in all school-sponsored publications and at all school-sponsored events. 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. The school district will not accept any form of contribution including, but not limited to, financial support, gifts (such as curriculum, book covers, speakers, etc.) or in-kind support from the tobacco industry for the sponsorship or promotion of any event or activity affiliated in any manner with the school district or located on school district grounds.

### NOTICE

Appropriate signs indicating that tobacco use is not permitted will be posted throughout the district at entrances and other appropriate locations on all academic buildings, administrative spaces, parking lots 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. The tobacco free policy will be provided to the parents and guardians of all students at the beginning of each academic year.

### EDUCATIONAL REINFORCEMENT

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

**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.

**ENFORCEMENT**

Disciplinary measures taken against students and staff for violations of this policy need to comply with requirements of Ohio law, related district policies, and labor contractual agreements.

Disciplinary actions may be taken against school visitors found in violation of this policy and may include a verbal notification of the policy for the first offense, and removal from the school property or school activity if off-campus for all subsequent offenses.

**EXEMPTION**

Possession of tobacco products is allowed solely for educational programs aimed at reducing the use of tobacco products. Such possession requires advance approval from the school principal or other designated school administrator.

**LEGAL REFERENCES**

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

Ohio REV. CODE ANN. §§ 3313.20, 3313.447, 3313.751, 3791.031, 3794.01

*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](mailto: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](http://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](http://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](http://www.cdc.gov/tobacco/youth/index.htm)

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

[www.cdc.gov/HealthyYouth/tobacco](http://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](http://www.lungusa.org)

Publications, data, cessation information, state and community links

### National Spit Tobacco Education Program (NSTEP)

[www.nstep.org](http://www.nstep.org)

Smokeless tobacco prevention and cessation program sponsored by Oral Health America

### My Last Dip

[www.mylastdip.com](http://www.mylastdip.com)

Web-based smokeless tobacco cessation project

### The Foundation For A Smokefree America

[www.notobacco.org](http://www.notobacco.org)

Anti-smoking site for teens

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## Appendix A: 100% Tobacco-Free School Rubric Scoring

|                         |   |
|-------------------------|---|
| <b>General approach</b> | 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.   |
| <b>Scoring</b>          | 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.  |
| <b>Target</b>           | 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   |
|--|---|---|
| <b>Students</b>  | All tobacco (tobacco free only)<br>In any school facility or building | Policy prohibits use of all forms of tobacco, not just cigarettes/smoking.<br>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.  |
|  | <b>Staff</b>  | All tobacco (tobacco free only)<br>In any school facility or building   |
| 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."                                    |
| <b>Visitors</b>  |   | All tobacco (tobacco free only)<br>In any school facility or building   |
|  | 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."                                    |
|  | <b>General</b>  | Rationale for 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.  |

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.*

## Tobacco Free Schools – Tobacco Survey for Staff

Dear Staff,

The (insert organization/collation name here) would like your opinion on tobacco-free schools. Please take a moment to complete this anonymous survey and return it in the large manila envelope in the office of your school by \_\_\_\_\_.

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

Please indicate your choice by circling the answer or filling in the blanks.

1. **What is your position in the school district?**

|                       |                                 |
|-----------------------|---------------------------------|
| a. Teacher            | e. Custodial Staff              |
| b. Teacher's Aide     | f. Volunteer                    |
| c. Food Service Staff | g. Administrator                |
| d. Transportation     | h. Administrative Support Staff |
| i. Other _____        |                                 |
2. **Do you currently use tobacco products?**

|        |                              |
|--------|------------------------------|
| a. Yes | b. No (skip to question # 5) |
|--------|------------------------------|
3. **What type of products do you use? (Please circle all types that apply)**

|               |          |                      |           |          |
|---------------|----------|----------------------|-----------|----------|
| a. Cigarettes | b. Pipes | c. Smokeless tobacco | d. Cigars | e. Other |
|---------------|----------|----------------------|-----------|----------|
4. **If you smoke tobacco, where do you smoke during your work day?**

|                                      |                                     |
|--------------------------------------|-------------------------------------|
| a. Outside the school building       | d. In my car (off school property)  |
| b. Inside the school building        | e. I don't smoke during my work day |
| c. In my car (in school parking lot) | f. Other _____                      |
5. **Which of the following best illustrates your opinion regarding second-hand smoke:**

|  |
|--|
| a. I do not believe that exposure to second-hand smoke is harmful to others.       |
| b. I believe that exposure to second-hand smoke may be somewhat harmful to others. |
| c. I believe that exposure to second-hand smoke is harmful to others.              |
6. **What percent of adults do you think use tobacco?**

|            |             |             |            |
|------------|-------------|-------------|------------|
| a. 0 – 24% | b. 25 – 49% | c. 50 – 74% | d. 75-100% |
|------------|-------------|-------------|------------|
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)**

|        |       |          |               |
|--------|-------|----------|---------------|
| a. Yes | b. No | c. Maybe | d. No Opinion |
|--------|-------|----------|---------------|
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 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>.

