

# SECTION 2: COMPREHENSIVE TOBACCO- AND E-CIGARETTE-FREE POLICY

Before you begin, reach out to the 24/7 Campaign Manager at [info@247CampaignVA.com](mailto:info@247CampaignVA.com). The 24/7 campaign is advocating for 100% comprehensive tobacco and e-cigarette policies across the state and can help encourage your division to adopt a comprehensive policy.

Additionally, in many areas of Virginia, there are youth advocates who are diligently working to help school divisions adopt and implement comprehensive policies. These youth are part of Y Street, the Virginia Foundation for Healthy Youth's teen volunteer initiative, and they may already be actively working in your division.

## ADVOCATING FOR A NEW OR REVISED SCHOOL BOARD POLICY

### STEP 1: PARTNER AND PREPARE

- Reach out to the 24/7 Campaign Manager at [info@247campaignva.com](mailto:info@247campaignva.com) to set up a time to review your division's policy and determine whether there are Y Street youth in your area.
- During this initial meeting, the campaign manager will provide you with a comprehensive checklist as well as our model policy language and tailored recommendations based on your division's current tobacco and e-cigarette policy.
- We will work with you to develop a strategy for updating your division's policy and for gathering support throughout your division in preparation for the school board meeting.

### STEP 2: GATHER SUPPORT FROM PRINCIPALS

- Meet with principals in your division to inform them of your efforts and to ask them if they would like to help champion the policy. Either a Y Street youth volunteer or a member of the 24/7 team can attend these meetings to help support you and to represent the campaign. Meeting with principals in advance of approaching the school board helps ensure that all stakeholders are aware and supportive of the desired policy updates.

# SECTION 2: COMPREHENSIVE TOBACCO- AND E-CIGARETTE-FREE POLICY

## ADVOCATING FOR A NEW OR REVISED SCHOOL BOARD POLICY (cont.)

### STEP 3: PRESENT THE UPDATED POLICY TO THE SCHOOL BOARD

- After gathering support from principals, it is time to attend a school board meeting and present the recommended updates to your school division's tobacco policy. The 24/7 campaign manager will assist in preparing for the meeting, including adding your commentary to the meeting agenda, helping with school board leave-behinds, assisting with talking points, and coordinating the attendance of any Y Street youth in the area.
- If possible, ask principals to attend and voice their support for updating the division's tobacco policy to be 100% comprehensive.
- After the meeting, the 24/7 team and Y Street youth will work with you to continue communication with the school board and superintendent and to help address any questions or concerns they may have.
- After the school division has adopted a 100% comprehensive policy, the 24/7 campaign will add your division to our map of 100% tobacco- and e-cigarette-free divisions and help your division earn positive publicity.

### STEP 4: COMMUNICATING & ENFORCING THE UPDATED POLICY

- Once the policy is updated to be 100% comprehensive, the 24/7 campaign provides resources to help communicate and enforce the new policy. We can:
  - o Send our complimentary 24/7 tobacco-free signs to all schools in the division to communicate the policy to students, staff, and visitors.
  - o Provide our tobacco- and e-cigarette-free toolkit with sample school announcements, sample parent letters, and resources for helping students get through the day without tobacco or e-cigarettes.