

SECTION 4: COMMUNICATION

ADVOCATING FOR A NEW OR REVISED SCHOOL BOARD POLICY

Before you begin, reach out to the 24/7 campaign to see if there is a Y Street program in your area. Y Street's high school volunteers are working with principals, school boards, and school administrators to achieve truly tobacco-free schools. Contact info@247CampaignVA.com for more information.

STEP 1: GET COMMITMENT

- After securing school board and/or administrative support to review your existing policy, talk with students, staff, and community members to identify problems and reasons to change current policy or enforcement practices.

STEP 2: RECOMMEND A CHANGE IN DIVISION TOBACCO POLICY

- Use a committee to examine data about tobacco-free policies, best practices, and your current policy. (If you have a **local Y Street group**, they may be able to share data gathered in your division with you. Contact info@247CampaignVA.com for more information.)
- Have meetings to discuss and address concerns of school administrators, school staff, students, and parents.

STEP 3: DRAFT REVISIONS TO THE POLICY

- Draft a new policy that expands who is covered in the policy (student, staff, and visitors); expands where the policy applies (school buildings, grounds, athletic events, on- and off-campus, etc.); strengthens enforcement practices; and improves consequences for policy violations [See Section 3, page 6 for a model policy].

STEP 4: PRESENT THE NEW POLICY TO THE SCHOOL BOARD

- After determining the process for having the proposed policy added to the school board agenda, plan the presentation to the school board. (If you have a **local Y Street group**, reach out to them for help with the presentation. For questions about Y Street groups that can help your school, contact info@247CampaignVA.com.)
- If possible, gather support from community members and meet with board members individually before the meeting.

A STRONG PRESENTATION TO THE SCHOOL BOARD SHOULD INCLUDE:

- Facts on the health effects of tobacco products.
- Presentations (especially by students!) about the advantages of a tobacco-free environment.
- Proposed solutions for objections to policy adoption such as enforcement difficulties with guests.

