

SECTION 4: COMMUNICATION

IMPLEMENTING A NEW OR REVISED SCHOOL BOARD POLICY

STEP 1: PLAN THE IMPLEMENTATION AND ENFORCEMENT

- Select an appropriate implementation date, such as the start of the school year.
- Organize staff training in firm, consistent enforcement strategies and encourage full staff commitment to the new policy.
- Focus on the use of tobacco products, not the user, and identify available cessation resources. [See Section 6, Cessation and Support, on page 17 for free resources]

STEP 2: COMMUNICATE THE POLICY THROUGHOUT THE SCHOOL AND COMMUNITY.

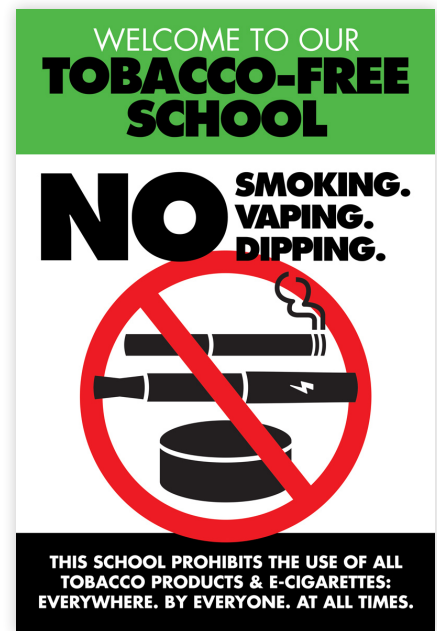
- Communication is key to compliance. [See Section 4, Communication, on page 8 for communication resources.]

STEP 3: IMPLEMENT THE POLICY

- Encourage students, staff, parents, and others to take pride in the new policy and commit to its implementation.
- Include tobacco and e-cigarette users and nonusers in all phases of implementation. Use educational programs instead of punitive programs for student violators and offer options for tobacco-use and nicotine addiction treatment programs.

STEP 4: CONDUCT ONGOING ADVOCACY AND EVALUATION OF THE POLICY

- Collect success stories from students, staff, parents and community members.
- Publicize these comments and stories in a school newsletter and send home to parents.
- By monitoring adherence to each section of the policy, identify problems with policy implementation, and make necessary corrections.



For signage resources, visit 247CampaignVA.com/signage.

Source: Adapted from Tobacco-Free Schools for Michigan Youth, and Creating and Maintaining a Tobacco-Free School Policy (Maine)