

WE ♥ TOBACCO-FREE SCHOOLS



TOBACCO-FREE SPIRIT DAY
EVENT GUIDE

FEBRUARY 14, 2018



YOUR TOBACCO-FREE SPIRIT DAY EVENT KIT

Thank you for celebrating your school division's 100% comprehensive tobacco-free policy. In the spirit of Valentine's Day, this year's theme is "**We ♥ Tobacco-Free Schools.**" Your Event Kit contains everything you need to plan and hold a successful Tobacco-Free Spirit Day event. In your Event Kit, you will find:

EVENT GUIDE: This comprehensive guide to Tobacco-Free Spirit Day will help you plan and promote your event activities, prepare for the media, and complete all the steps required for a chance to win \$247 for your school.

PROMOTIONAL MATERIALS: The **posters** included in the toolkit can be used to promote Tobacco-Free Spirit Day prior to February 14. The **table tents** can be used on the day of the event to promote event activities and drive traffic to the event table. We recommend placing them throughout the lunchroom. The **Media 1-Pager** should be given to media outlets or reporters that show up to your event to provide them with detailed information about the 24/7 campaign and Tobacco-Free Spirit Day.

ACTIVITY MATERIALS: The **24/7 Assessments, 24/7 Campaign Cards, 24/7 Info Cards, "We Love Our Tobacco and E-Cigarette-Free School Division" Banner, Photo Pledges, Valentine's Day gear (heart necklaces and glasses), and heart stickers** will be used in the two activities detailed in this Event Guide. We have also provided a tablecloth for you to use at your event.

GIVEAWAY ITEMS: We have provided **24/7 campaign pens, stickers, buttons, and drawstring bags** for you to hand out to people who participate in activities at your event.

SUPPLIES FOR RETURNING MATERIALS: Your Event Kit includes a **return envelope and a 24/7 Assessment Submission Form** for you to use in sending 24/7 Assessments back to the 24/7 campaign after your event. You will receive a prepaid mailing label prior to your event. The first 24 schools to return required materials will earn \$247. *For more information about the requirements for qualifying to win \$247, see page 8 of this Event Guide.*

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We hope that you have a great time celebrating your **100% tobacco and e-cigarette-free school** with your students and staff! If you have any questions, please do not hesitate to contact us.

HOLLEY TILLMAN, 24/7 Campaign Manager
EMAIL: INFO@247CAMPAIGNVA.COM
PHONE: (202) 830-3466

WHAT IS THE 24/7 CAMPAIGN?



The 24/7 campaign is an initiative to help all school divisions in Virginia understand and adopt **100% comprehensive tobacco and e-cigarette-free policies**. In addition, the campaign aims to support all school sites in implementing, communicating, and enforcing those tobacco-free policies.

Comprehensive policies support a school environment that is **100% free from tobacco products — including electronic cigarettes — 24 hours a day, 7 days a week**. This policy is critical to creating a 100% tobacco-free learning environment for students. The 24/7 campaign is a program of the **Virginia Foundation for Healthy Youth** and **Y Street**, Virginia's largest youth-led movement.

Even though every school division in Virginia has some type of tobacco-free policy in place, it can be tough to communicate and enforce that policy. The 24/7 campaign supports schools in implementing and enforcing their 100% comprehensive tobacco-free policies. **Thank you again for your commitment to your school's 100% comprehensive tobacco-free policy and to keeping students, staff, and visitors at your school healthy and tobacco-free.**

For more information about the Virginia Foundation for Healthy Youth, visit **VFHY.org**

For more information about Y Street, visit **YStreet.org**

To learn more about the FREE support 24/7 offers, visit **247CampaignVA.com**

KEYS TO A SUCCESSFUL EVENT

Your Event Kit and Event Guide provide all of the information and materials you need to plan your Tobacco-Free Spirit Day event. Here are some tips for planning and implementing a successful event:

GET PERMISSION IN ADVANCE: Meet with the administration at your school to explain Tobacco-Free Spirit Day and answer any questions they may have. Make sure to read through this guide before your meeting!

CREATE A BUZZ: Build excitement ahead of the event by making school-wide announcements (see page 3 for sample announcements you can use) and hanging the promotional posters around your school.

WORK AS A TEAM: Gather a team of 5-10 students to help promote your event and serve as activity leaders on Tobacco-Free Spirit Day. Partner with a class or club at your school to help find youth who are interested in helping out.

MAKE A SPLASH ON SOCIAL MEDIA: Take plenty of photos during the event and post the best ones to Facebook and Twitter using the hashtag #TobaccoFree247. See page 4 for details about how to make a splash on social media.

PLANNING CHECKLIST

- ___ **Meet with your principal** to discuss the details of Tobacco-Free Spirit Day, including the activities students will be engaged in, when and where the activities will take place, the opportunity for media coverage of the event, and the chance to win \$247 for your school.
- ___ Make sure you have will access to a **space in the lunchroom** and a **large table** on the day of the event. You will also need a wall that is suitable for hanging the 24/7 banner. If available, you can also set up a microphone to make announcements during lunch periods and encourage people to come to the event table.
- ___ **Look through the Event Kit** and make sure you know how to use all of the materials. Reach out to Holley from the 24/7 campaign at info@247campaignva.com or (202) 830-3466 if you have questions.
- ___ Decide how you will distribute **giveaway items** (Will everyone who takes a survey get an item? How will you distribute the drawstring bags?).
- ___ Have the following **materials** ready for the day of the event:
 - Strong tape or tacks for hanging the 24/7 banner
 - Plenty of pens for participants to complete the 24/7 Assessment
 - Access to a digital camera or a smartphone that takes high quality photos to document the event and the 24/7 Banner activity
 - Optional but handy: clipboards for the 24/7 Assessments, prize wheel to use in distributing giveaway items, fun items for participants to wear when taking a photo with the pledge card, such as Valentine's Day items (to fit with the "We ♥ Tobacco-Free Schools" theme), school pride gear, funny sunglasses, wigs, hats, etc.

PROMOTION CHECKLIST

- ___ Hang up **promotional posters** throughout your school at least two weeks before the event.
- ___ **Talk to clubs and classes** about the event to get the word out. This is also a great way to find students to help out in planning and executing the event.
- ___ Make **schoolwide announcements** promoting the event and explaining why your school is celebrating Tobacco-Free Spirit Day.
- ___ If possible, **include information** about Tobacco-Free Spirit Day on resources like your school's website, parent newsletter, school newspaper, faculty meetings, or social media leading up to the event.

Sample Announcements for BEFORE the event:

Do you love our tobacco-free school? Wednesday, February 14 is Tobacco-Free Spirit Day, a day to celebrate school divisions across Virginia that have committed to being completely tobacco-free. Stop by the 24/7 table in the lunchroom on February 14 to participate in fun activities and for the chance to get some free stuff! For more information or to help out, see [NAME].

Did you know that the nicotine in e-cigarettes can affect teen brain development? Or that teens are more likely to get addicted to other tobacco products, such as cigarettes and dip, if they smoke e-cigarettes? These facts are part of the reason why [SCHOOL NAME] is 100% tobacco- and e-cigarette free. We are celebrating Tobacco-Free Spirit Day on Wednesday February 14th-stop by the table in the cafeteria to show your support with fun activities and free prizes!

Sample Announcement for the DAY OF the event:

Today is the day to celebrate that [NAME OF SCHOOL] is tobacco and e-cigarette-free! Schools across Virginia that have 100% tobacco-free policies are celebrating their commitment to a healthy school environment as part of Tobacco-Free Spirit Day. Stop by the 24/7 table in the lunchroom to participate in fun activities, get a free prize, and show your love for our tobacco-free school.

EVENT DAY CHECKLIST

- Set up the **event table**. Cover the table with the **black tablecloth** and set-up the **24/7 Assessments** and **Photo Pledges** so that they are ready to use. Set out the giveaway items however you see fit (depending on how you plan to distribute them).
- Hang the **“We Love Our Tobacco and E-Cigarette-Free School Division”** Banner and place a **heart sticker** on your division (see the map on page 9 to find your division). Have **event volunteers** place a few heart stickers on the banner around the map to show participants what to do with the stickers. Place **table tents** on tables around the lunchroom to draw people to the event table.
- Have the **Media 1-Pager** ready in case any reporters or news outlets show up.
- Have a **camera or smartphone** ready to take photos throughout the event.
- Designate a spot where you will safely store **completed 24/7 Assessments** that will need to be returned to the 24/7 Headquarters.

FLOW OF THE EVENT

Here are our recommendations for how the event should flow:

- Have a couple of event volunteers **circulate** at the beginning of each lunch period to encourage people to come to the event table.
- When a participant comes to the event table, thank them for their interest and go through the steps for **ACTIVITY 1: 24/7 TOBACCO-FREE SPIRIT DAY ASSESSMENT** (see page 6 for detailed instruction). **Participants must fill out a 24/7 Assessment before** you discuss your school’s tobacco policy or the 24/7 campaign with them.
- Once a participant has filled out the assessment, have a **brief conversation** with them about your school’s **100% comprehensive tobacco-free policy**. Detailed talking points are included on the **24/7 Campaign Card**, which every volunteer should have handy.
- Next, give the participant a **heart sticker** and have them place it on the banner surrounding the map. Make sure to snap a photo of each participant with the **Photo Pledge** in front of the banner.
- **Thank the participant** for their time and distribute giveaway items as you see fit.

MAKE A SPLASH ON SOCIAL MEDIA

- Assign an event volunteer to take **photos** throughout the event and post photos on **Facebook and Twitter** using the hashtag #TobaccoFree247.
- Ask your **principal** to post photos on your school’s social media channels, and to send a photo to the school division to post on their channels as well.
- A special Tobacco-Free Spirit Day **Snapchat filter** will also be available at all event locations, so encourage volunteers and participants to spread the word by posting on their Snap Story during the event.
- Sign up to participate in the Tobacco-Free Spirit Day **Thunderclap**. **Keep an eye out for an email from the 24/7 campaign with more details.**



Use the samples or create your own posts for social media, **just remember to use the hashtag #TobaccoFree247!**

Sample Tweet:

Today, students and staff at [SCHOOL] are thanking [DIVISION] for being 100% tobacco and e-cig-free! #TobaccoFree247

Sample Facebook Post:

Students and staff at [SCHOOL] are celebrating Tobacco-Free Spirit Day and thanking [DIVISION] for being 100% tobacco and e-cigarette-free! #TobaccoFree247

ACTIVITY 1: 24/7 TOBACCO-FREE SCHOOLS ASSESSMENT

The 24/7 Assessments explore how aware **students, staff, and visitors** are of their school's tobacco policy. The data from these assessments is used to **give feedback to principals** about how well your school's policy is understood. The assessment data will be shared with the principal to help them gauge what's working at their school and how to make the tobacco-free environment even stronger. Individual school data **will not be shared** with outside parties. These assessments also provide a starting point for volunteers to inform students, staff, and visitors about your school's **tobacco-free policy**.

Have assessments **available at the event table** for participants to fill out. You can also work with teachers to distribute a few in their classes before lunch so that students can hand in their pre-completed assessments at the 24/7 table.

COLLECTING ASSESSMENTS

- Read through the information on the **24/7 Assessment Campaign Card** (see Page 6) before the event for details about effectively collecting assessments. **Each volunteer** collecting surveys should have this card on the day of the event. *Please note! **Volunteers should not discuss** any of the information on the assessment or details of their school's tobacco policy before participants fill out the assessment. This **prevents biased** answers to assessment questions.*
- When a student, staff member, or visitor hands in their assessment, **review it** to make sure it is complete — no missing questions! **All questions, including school name, school division name, age, zipcode and gender must be answered for the survey to be considered complete.**
- After the assessment has been turned in, have volunteers give each participant a **24/7 Info Card** (see Page 6) before they leave the event table.
- Once the participant has a 24/7 Info Card, encourage volunteers to use the conversation questions on the **24/7 Assessment Campaign Card** to start a discussion with participants about your school's tobacco-free policy.
- As assessments are turned in, **deposit them in a safe place** to return to 24/7 Headquarters after the event is over. See page 8 for instructions on returning materials after your event.

TIPS FOR SUCCESS

- Write out your **full school name and full school division name** on a whiteboard or poster so that all participants know exactly how to fill in those blanks on their assessments.
- **Do not pre-fill out the school name and division name on the assessments. All participants must complete the entire assessment on their own.**
- Have plenty of **pens** ready for participants to use to take the assessment. If available, set up assessments on **clipboards** to make it even easier to complete.
- To incentivize assessment participation, **require participants to complete an assessment in order to receive a prize.**

ACTIVITY 1: 24/7 TOBACCO-FREE SCHOOLS ASSESSMENT

ASSESSMENT MATERIALS

24/7
TWENTY FOUR SEVEN

Name of This School (Where You Are): _____

Name of This School's Division: _____

Please check **one** box for each of the following statements based on what you know about and have experienced at **THIS SCHOOL ONLY**.

School rules prohibit youth (under 18) from using tobacco at this school or during school-sponsored events, like sports games or graduation.	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DON'T KNOW
School rules prohibit adults (18+) from using tobacco at this school or during school-sponsored events, like sports games or graduation.	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DON'T KNOW
School rules prohibit youth (under 18) from using electronic nicotine devices (like e-cigarettes or vape pens) at this school or during school-sponsored events, like sports games or graduation.	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DON'T KNOW
School rules prohibit adults (18+) from using electronic nicotine devices (like e-cigarettes or vape pens) at this school or during school-sponsored events, like sports games or graduation.	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DON'T KNOW
I have seen tobacco-free signage at this school (either inside or outside).	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DON'T KNOW
I am aware that this school has a tobacco-free policy.	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DON'T KNOW
I have been given this school's tobacco-free policy.	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DON'T KNOW
I have heard tobacco-free announcements at school-sponsored events, like sports games or graduation.	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> DON'T KNOW

Self-Assessment Surveys: A Free Tool to Help Schools

These assessments help us give feedback **directly** to schools. We are providing this information to schools as a partner and a resource to help make their students, staff, and visitors safe and healthy. Individual school data **will not** be provided to outside parties.

Please check **one** box for each of the following statements based on what you know about and have experienced at **THIS SCHOOL ONLY**.

There are consequences for **students** who use tobacco at school, at a school-sponsored event (like sports games or graduation), or on school property.

☐ YES - I know the consequences, and can give specific examples.
☐ YES - I know there are consequences, but can't tell you what they are.
☐ NO - My school does not have consequences.
☐ DON'T KNOW - I am not sure if there are consequences.

There are consequences for **teachers/staff members** who use tobacco at school, at a school-sponsored event (like sports games or graduation), or on school property.

☐ YES - I know the consequences, and can give specific examples.
☐ YES - I know there are consequences, but can't tell you what they are.
☐ NO - My school does not have consequences.
☐ DON'T KNOW - I am not sure if there are consequences.

There are resources available for **students or staff** who are trying to quit using tobacco products.

☐ YES - I know there are resources, and can give specific examples.
☐ YES - I know there are resources, but can't tell you what they are.
☐ NO - My school does not offer resources.
☐ DON'T KNOW - I am not sure if there are resources.

I am a:

☐ Student at this school
☐ Student at a different school
☐ Parent/Guardian of at least 1 student at this school
☐ Parent/Guardian of a child (under 18) who is NOT a student at this school
☐ Faculty/Staff employed at this school
☐ Faculty/Staff employed at a different school
☐ Other: _____

My Age: _____
My Zip Code: _____
☐ Male ☐ Female

A 24/7 CAMPAIGN

24/7 ASSESSMENT

FRONT

- The name of the school and the school division should be completely written out.
- There should only be one box checked per question.

BACK

- Make sure participants fill out their age, zip code, and gender.
- Except for the "I am a" question, there should only be one box checked per question. For the "I am a" question, assessment-takers may choose all that apply.

24/7 ASSESSMENT CAMPAIGN CARD

This is a **cheat sheet** for your event volunteers to help them collect 24/7 Assessments and have a **conversation** with students, staff, and visitors.

24/7
TWENTY FOUR SEVEN

**ASSESSMENTS:
EVALUATE & EDUCATE**

STEP 1: HAVE PEOPLE FILL OUT BOTH SIDES

- **DO NOT** discuss any of the information – we want **unbiased** answers
- Let them know you will give them more information after they are finished

STEP 2: LOOK IT OVER TO MAKE SURE

- The name of the **school** is fully written out (**NO ABBREVIATIONS**) and includes the **type of school** (ex: "High School")
- The name of the **school division** is fully written out (**NO ABBREVIATIONS**)
- **All questions** are answered
- There is **only one answer per question**
- **All demographic information** is there – the zip code should have 5 numbers

STEP 3: GIVE THEM AN INFORMATION CARD AND EXPLAIN WHAT MAKES A 100% TOBACCO-FREE SCHOOL ENVIRONMENT

- **No one** uses tobacco products or e-cigarettes at anytime or anywhere on school property or at school-sponsored events, including off-site events
- The policy is **clearly communicated** to students, staff and visitors
- The policy is **enforced** with everyone
- Cessation resources are offered to students and staff

STEP 4: START A CONVERSATION USING SOME OF THE CONVERSATION STARTERS BELOW

- Did you know that students, staff, and visitors aren't allowed to use tobacco products and electronic cigarettes in the parking lot?
- Did you know it's not okay to use electronic cigarettes anywhere on school property?
- Have you seen tobacco-free signs at our school? Do you think we have enough? Where would you add signs?
- Do you think it would help to have tobacco-free announcements at school events like athletic games, graduation, and musicals?
- Did you know the tobacco-free policy applies to students, staff, AND visitors?
- Do you know where to go to find cessation resources at our school?

IF SOMEONE ASKS WHY HAVING A 100% TOBACCO-FREE SCHOOL ENVIRONMENT MATTERS:

- Almost 90% of adult smokers began before age 18
- 5,700 Virginia youth begin smoking every year
- Schools are places where kids learn in **and outside** of the classroom – tobacco use by students, staff, or visitors in the school environment makes it seem normal and acceptable

**TOBACCO-FREE SCHOOL ENVIRONMENTS
MAKE IT CLEAR TO STUDENTS THAT
TOBACCO IS NOT PART OF A
BRIGHT, EDUCATED FUTURE**

24/7 INFO CARD

This is a **take-away card** for participants. Each assessment-taker should receive an Info Card.



**THANK YOU FOR SUPPORTING
OUR 100% TOBACCO-FREE
SCHOOL ENVIRONMENT**

A 100% TOBACCO-FREE SCHOOL MEANS:

- No one uses tobacco products or e-cigarettes at anytime or anywhere on school property or at school-sponsored events, including off-site events
- The policy is clearly communicated to students, staff and visitors
- The policy is enforced with everyone
- Cessation resources and support are offered to students and staff

NEED HELP TO QUIT?

CALL **1-855-784-8669** or
VISIT QuitNow.net/Virginia

24/7 **247CAMPAIGNVA.COM**

ACTIVITY 2: 24/7 HEART STICKER BANNER

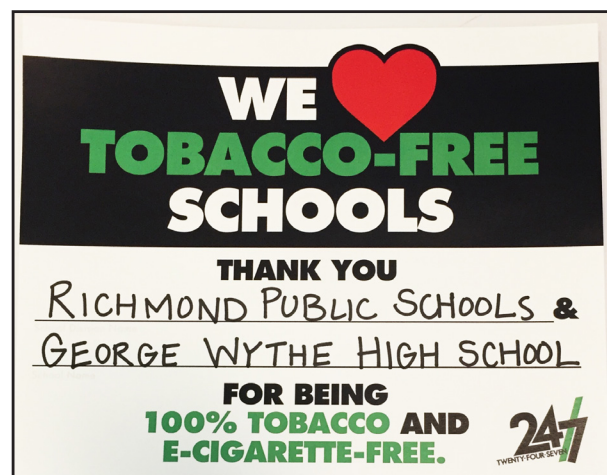
In your Event Kit, you will find a “We Love our Tobacco and E-Cigarette-Free School Division” **banner**, red and pink **heart stickers**, and **photo pledges** for students and staff to show their tobacco-free pride.

SET UP:

- Fasten the **banner** to the wall using tacks, hooks, or strong tape.
- Place a **heart sticker** on your school division on the map (see page 9 to find your division).
- Have each event volunteer place a **heart sticker** on the banner surrounding the map as an example to participants.
- Use the Sharpie marker to **write your school name and school division** name as large and clearly as possible on each **photo pledge**.

DURING THE EVENT:

- Have each participant choose a **heart sticker** sticker and place it on the banner surrounding the map (as the event progresses, you may want to guide participants in where to place their sticker to make sure they are evenly distributed)
- After they’ve placed their heart sticker on the banner, have participants **hold up a photo pledge and stand in front of the banner** and choose some **Valentine’s Day gear (heart necklace or glasses)** to wear while an event volunteer **takes their picture** (participants can have their picture taken in groups as well).
- When taking the picture, you will want to stand close enough for the **words on the card to be legible** - we recommend taking the picture **above the waist** of the person. See examples of good photos to the right.
- **Post** photo pledge pictures to your own social media and your school’s social media pages using the hashtag **#TobaccoFree247**.



POST-EVENT CHECKLIST

After your event, there are just a few steps to take that will **help your school earn \$247**:

- Fill out the **24/7 Assessment Submission Form**.
- **Collect all completed 24/7 Assessments** and place them, along with the **completed 24/7 Assessment Submission Form**, in the manila bubble mailer included in your Event Kit. Attach the prepaid mailing label (which you will receive separately prior to your event) to the envelope and place in the mail (U.S. Postal Service). If you need a new envelope or do not receive your prepaid mailing label, email Info@247CampaignVA.com.
- **Email or text your photos** to info@247CampaignVA.com. *You must submit at least 5 photos to be eligible to earn \$247.*

THE FIRST 24 SCHOOLS THAT RETURN ALL REQUIRED MATERIALS WILL EARN \$247!

PREPARING FOR THE MEDIA

We hope that the great work you're doing and the Tobacco-Free Spirit Day activities will attract some media attention. Have **1 or 2 youth** ready to be your **media spokespeople**. We recommend meeting with your spokespeople in advance to make sure they are comfortable with this ahead of time and to go over the talking points below.

- The **purpose of this day** is to celebrate Virginia school divisions that are 100% tobacco-free.
- My school division's tobacco policy has been evaluated as **100% comprehensive**.
- A 100% comprehensive policy prohibits tobacco products and electronic cigarettes from being used by anyone — including staff and visitors; **anywhere** — including off-site school events; at anytime.
- **Tobacco-Free Spirit Day** is an event organized by the **24/7 campaign**, an initiative of the **Virginia Foundation for Healthy Youth**.

If a reporter visits your event, please give them a copy of the **Media 1-Pager** included in your Event Kit.

Did a member of the media attend your event?

Please let us know by emailing info@247CampaignVA.com or calling Holley at (202) 830-3466.

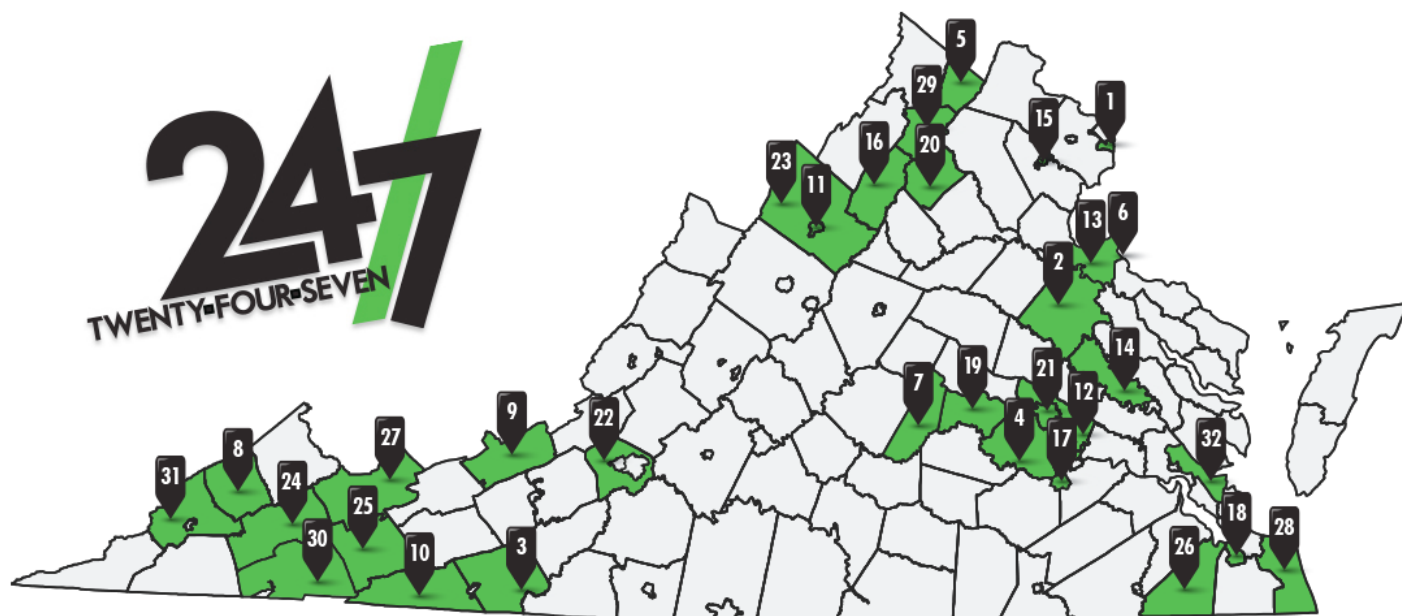
TIPS FOR GREAT EVENT PHOTOS

- Get a photo **before the event** of event volunteers with the **table setup and the banner** ready to go.
- Take photos of all aspects of the event: **table activities, assessment-taking, photo pledges, stages of the banner being filled in, and any other fun moments**.
- **Avoid getting photos of people's backs or butts**. When taking photos of assessment-taking, stand facing the participants or ask them to pose for a photo with their assessments.
- Try to get some **24/7 materials in every photo**, whether it's giveaway items, the 24/7 banner, or the event table.

The 24/7 campaign collects photos of all of our signage in schools throughout Virginia. If your school has 24/7 campaign signage, please take photos of the signage around your school (just the signage, no people) and send them along with the other photos of the event.



SCHOOL DIVISIONS WITH 100% COMPREHENSIVE TOBACCO-FREE POLICIES

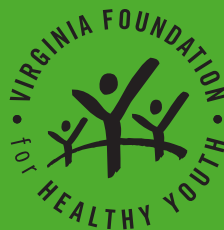


- | | |
|--------------------------------|--------------------------------|
| 1. Alexandria City | 17. Petersburg City |
| 2. Caroline County | 18. Portsmouth City |
| 3. Carroll County | 19. Powhatan County |
| 4. Chesterfield County | 20. Rappahannock County |
| 5. Clarke County | 21. Richmond City |
| 6. Colonial Beach | 22. Roanoke County |
| 7. Cumberland County | 23. Rockingham County |
| 8. Dickenson County | 24. Russell County |
| 9. Giles County | 25. Smyth County |
| 10. Grayson County | 26. Suffolk City |
| 11. Harrisonburg City | 27. Tazewell County |
| 12. Henrico County | 28. Virginia Beach City |
| 13. King George County | 29. Warren County |
| 14. King William County | 30. Washington County |
| 15. Manassas City | 31. Wise County |
| 16. Page County | 32. York County |

*This map does not include divisions that adopted comprehensive policies after December 2017



The **24/7 Campaign** is an initiative of the **Virginia Foundation for Healthy Youth** and **Y Street**, Virginia's largest youth-led movement.



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