



VIRGINIA
**TOBACCO AND
E-CIGARETTE-FREE
SCHOOLS TOOLKIT**

247CAMPAIGNVA.COM

TABLE OF CONTENTS

SECTION 1: INTRODUCTION

Creating 24/7 Tobacco- and E-Cigarette-Free Schools	3
Tobacco- and E-Cigarette-Free Schools: Why It Matters.....	4
It's the Law: Virginia's New Comprehensive Tobacco-Free Schools Law.....	5

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

24/7 Comprehensive Standard Checklist.....	6
Model Tobacco- and E-Cigarette-Free Policies.....	8
Adopting & Implementing A New or Revised School Board Policy.....	10

SECTION 3: RESPONDING TO CHALLENGING QUESTIONS

Commonly Asked Questions and Ways to Respond.....	11
---	----

SECTION 4: COMMUNICATION – A GUIDE FOR SCHOOLS

Communicating Your Tobacco- and E-Cigarette-Free Policy.....	13
Tips for Communicating with Visitors	14

SECTION 5: COMPLIANCE & ENFORCEMENT FOR SCHOOLS

Enforcing Your School's Tobacco- and E-Cigarette-Free Policy	15
Progressive Discipline for Students.....	16
Progressive Enforcement for Visitors.....	17

SECTION 6: CESSATION AND SUPPORT

Free Cessation Resources for Students and Adults	18
--	----

SECTION 7: RESOURCES

Tobacco- and E-Cigarette-Free School Signs.....	20
Sample Letter to Parents	21
Sample Staff Memo	22
Sample School-Sponsored Event Announcements	23
Sample Statements for Visitor Enforcement.....	24
Educational Interview Guide for Students	25
Progressive Discipline Assignments for Students	28
Getting Through the School Day without Tobacco	30
About Y Street and the Virginia Foundation for Healthy Youth	32
Sources & More Information.....	33

SECTION 1: INTRODUCTION

CREATING 24/7 TOBACCO-FREE SCHOOLS

The 24/7 campaign is an initiative to help all school divisions in Virginia understand and adopt comprehensive tobacco- and e-cigarette-free policies. In addition, the campaign aims to support all school sites in implementing, communicating, and enforcing those tobacco- and e-cigarette-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 type of policy is critical to creating a 100% tobacco- and e-cigarette-free learning environment for students.

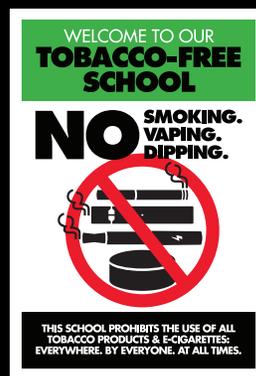
This toolkit contains resources to both help school divisions understand and adopt comprehensive policies as well as resources to help individual school sites implement those policies to create 100% tobacco- and e-cigarette-free environments. For the full Comprehensive Policy Standard checklist, see page 6.

A 100% TOBACCO- AND E-CIGARETTE-FREE SCHOOL MEANS:

1. Tobacco and e-cigarettes in any form are not being used in school buildings, on school property, or at any school-sponsored event, including off-site events, by anyone, at any time.
2. The policy is clearly communicated to students, staff, and visitors.
3. There are consistent rules and consequences for violations.
4. Cessation resources are provided for students and staff.

FREE TOBACCO-FREE SCHOOL SIGNAGE

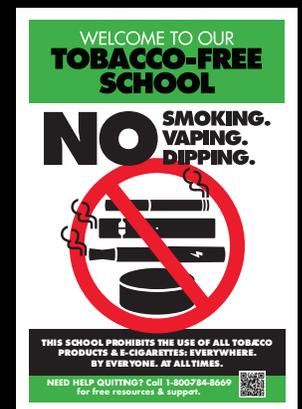
The Virginia Foundation for Healthy Youth and the 24/7 campaign will be distributing free signage to all schools in Virginia in divisions that adopt policies that meet the 24/7 comprehensive standard (see comprehensive policy checklist and model policy on pages 6-9). If you have questions about signage, please contact Info@24/7CampaignVa.com.



12X18"
ALUMINUM SIGNS



8X8"
WINDOW DECALS



24X36"
LAMINATED INDOOR POSTERS

SECTION 1: INTRODUCTION

TOBACCO- AND E-CIGARETTE-FREE SCHOOLS: WHY IT MATTERS

Tobacco- and e-cigarette-free schools create healthy learning environments for students.

- Tobacco and e-cigarette use at school distracts from learning. Student tobacco use at school is linked to school failure and truancy.¹
- Tobacco- and e-cigarette-free schools reinforce lessons learned in the classroom about health and prevention.

Tobacco- and e-cigarette-free schools ensure positive role modeling by teachers, coaches, other staff, visitors, and peers.

- Students are more likely to smoke in a location where they have seen other students or adults smoking.² Tobacco- and e-cigarette-free schools allow every person the opportunity to learn positive behaviors from their peers and role models.
- A tobacco- and e-cigarette-free school represents a firm commitment by the school administration and staff to prohibit tobacco and e-cigarette use by students, employees, and visitors.

Tobacco- and e-cigarette-free schools eliminate exposure to secondhand smoke.

- Secondhand smoke is a serious health hazard, and there is no safe level of exposure.³
- Whether indoors or outdoors, breathing even a small amount of secondhand smoke can have serious health consequences. Students with asthma or other breathing problems can have their condition triggered by secondhand smoke. Additionally, as little as 30 minutes of exposure to secondhand smoke can negatively affect the coronary arteries of healthy, young nonsmokers.^{4,5,6}

Tobacco- and e-cigarette-free schools protect youth from developing an addiction to a dangerous drug.

- The U.S. Food and Drug Administration classifies nicotine, found in tobacco products and e-cigarettes, as a drug. School policies do not allow the use of other drugs, such as alcohol, marijuana, or cocaine on school grounds or at school-sponsored events.
- Almost 90% of adult smokers started smoking before they turned 18. If we can keep youth tobacco- and e-cigarette-free until age 18, most will never start using tobacco.⁷

It's the law. Tobacco- and e-cigarette-free schools comply with federal and state regulations.

- The Federal Pro-Children Act of 1994 states: "No person shall permit smoking within any indoor facility utilized for services to kindergarten, elementary, or secondary education or library services to children." This applies to all schools and programs that are funded by the federal government or through state and local governments.
- In February 2019, new legislation was signed requiring all school divisions in Virginia to adopt and implement a comprehensive e-cigarette-free and tobacco-free policy by **July 1, 2019**.

SECTION 1: INTRODUCTION



IT'S THE LAW: VIRGINIA'S NEW COMPREHENSIVE TOBACCO-FREE SCHOOLS LAW

In February 2019, Governor Ralph Northam signed the Comprehensive Tobacco-Free Schools bill into law. Since 2014, youth members of Y Street, a program of the Virginia Foundation for Healthy Youth (VFHY), have worked with individual school divisions across the Commonwealth to adopt and implement 100% e-cigarette-free and tobacco-free policies. Y Street and VFHY partnered with the Virginia Department of Health and the Virginia Department of Education, as well as the American Heart Association to convince lawmakers that all schools in Virginia should be 100% free from e-cigarettes and tobacco 24 hours a day, 7 days a week.

WHAT DOES THE NEW LAW SAY?

The new law requires all Virginia school divisions to develop and implement “comprehensive” tobacco policies. A comprehensive policy:

- Prohibits the use and distribution of tobacco and nicotine vapor products by students, staff, and visitors at all times, anywhere on school property, school buses, and at on- and off-site school events,
- Includes provisions for the enforcement of the policy among students, staff, and visitors and possible disciplinary actions for those who violate the policy,
- Ensures schools offer referrals to cessation resources to help students and staff overcome tobacco addiction, and
- Lays out how the policy will be communicated to the school community.

In addition, no student shall be permitted to possess a tobacco product under the circumstances described above – including while in school property, on school premises, at school-sponsored activities away from school grounds, or at any other time that students are under the authority of school personnel.

WHAT DOES THIS MEAN FOR SCHOOL DIVISIONS?

The new law takes effect on July 19, 2019, and school divisions will have to adopt a comprehensive policy by **July 1, 2019**. The Virginia Department of Health will work with all school divisions to support them in revising their existing policy or adopting a brand new policy.

Ultimately, the following policies will need to be updated to comply with the law:

- Staff and student tobacco policies (VSBA Policies GBEC and JFCH)
- School community relations policy (VSBA Policy KGC)
- Student Code of Conduct

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

24/7 COMPREHENSIVE STANDARD CHECKLIST

The Virginia Foundation for Healthy Youth has set forth a Comprehensive Policy Standard. Below is a chart that outlines the criteria for a comprehensive policy that complies with the new law effective on July 1, 2019, as well as what language can be added to a policy to make it even stronger.

For divisions using VSBA policies, the following will need to be updated:

- Staff and student tobacco policies (VSBA Policies GBEC and JFCH)
- School community relations policy (VSBA Policy KGC)
- Student Code of Conduct

	COMPLIANT POLICY Language that meets the minimum comprehensive starts to comply with the new law.	24/7 COMPREHENSIVE POLICY Language that meets the 24/7 campaign's comprehensive policy standard (required to receive free signage).
SCHOOL DIVISION POLICY		
Tobacco Product & Use Definitions	Covers all tobacco products & nicotine vapor products.	<ul style="list-style-type: none"> • Covers all tobacco products, nicotine-containing products, electronic smoking devices, and components/accessories. • Defines "tobacco use" to include smoking, chewing, dipping, electronic smoking device use, and use of any other tobacco product.
School Property and Events	Includes language about indoor school property and off-site school events.	<ul style="list-style-type: none"> • Prohibits tobacco use and distribution at off-site school events, including school vehicles on and off-site. • Requires language about owned, leased, rented and chartered by the school division. • Requires language about surrounding properties owned by the school- parking lots and athletic fields, on and off-site.
Prohibitions	<p>Prohibits use and distribution of tobacco products & nicotine vapor products at all times on school property, on a school bus, or at an on-site or off-site school-sponsored activity.</p> <p>Language must be included in the Student Code of Conduct prohibiting student possession of any tobacco product or nicotine vapor product.</p>	<ul style="list-style-type: none"> • Prohibits use, distribution, and possession of tobacco products at all times on school property, on a school bus, or at an on-site or off-site school-sponsored activity. (The possession ban can pertain to all students or preferably, to all students, staff, and visitors.)

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

24/7 COMPREHENSIVE STANDARD CHECKLIST (cont.)

SCHOOL DIVISION POLICY (cont.)		
Communication	Requires adequate notice of the policy be given.	<ul style="list-style-type: none"> Requires signage to be posted in locations that adequately informs staff, students, and visitors of the policy, including entrances to school building and athletic events. <p>Additional optional language in full 24/7 Model Comprehensive Policy:</p> <ul style="list-style-type: none"> Requires schools to notify students, parents/guardians, staff, contractors, and other visitors annually of the policy in written materials (handbooks, contracts, websites, etc.) Requires staff training.
Enforcement & Cessation Resources	Requires provisions for enforcement of the policy among students, employees, and visitors, including the enumeration of possible disciplinary actions for violation of the policy.	<ul style="list-style-type: none"> Designates suspension and expulsion (for repeated violations) as potential disciplinary actions for students. States that employees who violate the policy will be subject to consequences. Requires referrals to cessation resources be provided to students and staff who violate the policy. States that visitors in violation will be asked to refrain or leave the premises. <p>Additional optional language in full 24/7 Model Comprehensive Policy:</p> <ul style="list-style-type: none"> Requires progressive discipline for students. States that law enforcement officers may be contacted to escort violators off the premises and cite the person for trespassing if the person refuses to leave, and that fees for event entrance will be forfeited by those found in violation.

A NOTE ABOUT PRODUCT DEFINITIONS:

A strong policy includes a comprehensive definition of “tobacco product” to ensure clear communication and consistent enforcement. Our model policy explicitly refers to cigarettes, cigars and cigarillos, smokeless tobacco products like dip and chew, as well as e-cigarettes, their liquid, and any component or accessory of a vapor product regardless of whether it contains nicotine. This broad definition ensures that current popular products, like JUUL, and their components are covered, as well as future products that may not yet be on the market.

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

MODEL TOBACCO- AND E-CIGARETTE-FREE POLICY

Sections in italics are recommended but not required to meet the 24/7 Comprehensive Policy Standard.

DEFINITION OF TOBACCO PRODUCTS AND TOBACCO USE

For the purposes of this policy, “tobacco product” is defined to include cigarettes, cigars, blunts, bidis, chewing tobacco, snuff, electronic smoking devices, and any other products containing nicotine, as well as any component or accessory used in the consumption of a tobacco product, such as filters, rolling papers, pipes, and liquids used in electronic smoking devices, whether or not they contain nicotine.

“Tobacco use” includes smoking, chewing, dipping, vaping (including “JUULing”), electronic smoking device use, or any other use of tobacco products.

TOBACCO USE PROHIBITED

No persons are permitted to use or distribute any tobacco product at any time, including non-school hours (24/7), on school property, on school buses, or at an on-site or off-site school-sponsored activity. This includes:

- Any building, structure, or vehicle owned, leased, or contracted by the division
- Any property surrounding buildings and structures, athletic grounds, parking lots, or any other outdoor property owned, leased, or contracted by the division

In addition, no student shall be permitted to possess a tobacco product or nicotine vapor product under the circumstances described above - including while on school property, on school premises, at school-sponsored activities away from school grounds, or at any other time that students are under the authority of school personnel.

ENFORCEMENT

Progressive disciplinary action will be used, beginning with supportive options to promote positive student outcomes such as tobacco education or referral to counseling, parent conferences and school or community service. Disciplinary penalties for students may include, but are not limited to, suspension of the student from school or a recommendation for expulsion when there is evidence of repeated and continuous violation of this policy.

Consequences for employees who violate this policy will be in accordance with personnel policies.

Visitors using or distributing tobacco products or nicotine vapor products will be asked to refrain or leave the premises. *Law enforcement officers may be contacted to escort the person off the premises or cite the person for trespassing, if the person refuses to leave. Forfeiture of any fee charged for admission will be enforced for visitors violating this policy.*

Referrals to resources to help students and staff overcome tobacco addictions shall be provided to those who are found to be in violation of this policy.

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

MODEL TOBACCO- AND E-CIGARETTE-FREE POLICY (cont.)

COMMUNICATION

Appropriate signage will be posted in buildings and on school property in a manner and location that adequately informs students, staff, and visitors of the policy, including at entrances to buildings and athletic events.

Individual school administrations will develop a communication plan about the policy and enforcement procedures, including information in student and employee handbooks and announcements at school-sponsored or school related events.

REPORTING

All division employees are expected to cooperate in the enforcement of this policy. Student and staff violations shall be reported to administrative personnel.

No school employee who in good faith reports any known or suspected use, possession, or distribution of tobacco shall be held liable for any civil damages as a result of such report or efforts to enforce this policy.

The Superintendent will establish procedures for employees to receive training in the provisions and enforcement of this policy, existing and emerging tobacco products, trends in youth tobacco use, prevention education, and cessation support on an annual basis.

TOBACCO PREVENTION EDUCATION

The administration may consult with appropriate health organizations to identify and provide programs or opportunities for students to gain a greater understanding of the health hazards of tobacco use and the impact of tobacco use as it relates to providing a safe, orderly, clean, and inviting school environment.

TRACKING AND EVALUATION

The division will monitor enforcement of the policy and the impact on student tobacco use by tracking student violations and utilizing data to plan appropriate prevention and enforcement efforts. A review of division-wide policy compliance will be conducted annually.

EXCEPTIONS

Lawful possession or use of a tobacco-cessation product approved by the United States Food and Drug Administration shall be permitted by staff as well as permitted by students following division policies for student self-administration of medications.

Tobacco products may be included for demonstration purposes in instructional or research activities as a necessary component of tobacco prevention or cessation programming as long as it does not include smoking, chewing, inhaling, or otherwise ingesting the tobacco product and is:

- *Approved by the school*
- *Conducted by the faculty member overseeing the instruction or research project*

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

ADOPTING & IMPLEMENTING A NEW OR REVISED SCHOOL BOARD POLICY

STEP 1: REVISE YOUR EXISTING POLICY OR ADOPT A NEW ONE

- You can choose to make revisions to your existing policy to comply with the new law or you can completely replace your existing policy using the model policy language provided in this toolkit.
- The Virginia Department of Health and the 24/7 campaign will work with all school divisions to help them navigate the policy change process.

STEP 2: PLAN THE IMPLEMENTATION AND ENFORCEMENT

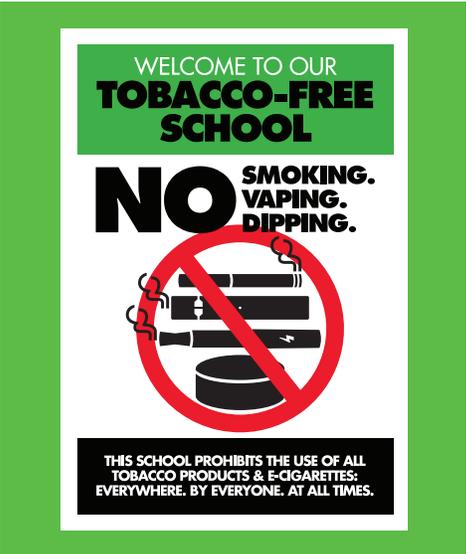
- Organize staff training sessions to explain the new policy, answer questions, and get staff input to develop consistent enforcement strategies.
- Encourage teachers of appropriate subjects to incorporate tobacco education into their lesson plans to educate students.

STEP 3: COMMUNICATE THE POLICY THROUGHOUT THE SCHOOL AND COMMUNITY

- Focus on the use of tobacco products, not the user, when communicating the new policy and identify available cessation resources. [See Section 6: Cessation and Support on page 18 for free resources]
- Include information about the new policy in student and staff handbooks, newsletters, school websites, parent bulletins, and on social media. [See Section 4: Communication, on pages 13-14 for more communication resources]
- Hang tobacco-free signs in prominent places throughout school property, including at and near entrances, cafeterias, gyms, and sports facilities.

STEP 4: CONDUCT ONGOING EVALUATION OF THE POLICY

- Identify problems with policy implementation and enforcement and make necessary corrections. Consider forming a committee of students, staff, parents, and administrators who meet regularly to discuss challenges and come up with solutions.



WELCOME TO OUR
TOBACCO-FREE SCHOOL

**NO SMOKING.
VAPING.
DIPPING.**

THIS SCHOOL PROHIBITS THE USE OF ALL TOBACCO PRODUCTS & E-CIGARETTES: EVERYWHERE, BY EVERYONE, AT ALL TIMES.

The Virginia Foundation for Healthy Youth and the 24/7 campaign will be distributing free signage to all schools in Virginia in divisions that adopt policies that meet the 24/7 comprehensive standard (see comprehensive policy checklist and model policy on pages 6-9). If you have questions about signage, please contact Info@24/7CampaignVa.com.

SECTION 3: RESPONDING TO CHALLENGING QUESTIONS

COMMONLY ASKED QUESTIONS & WAYS TO RESPOND

QUESTION 1: WHY DOES THE POLICY HAVE TO COVER ALL SCHOOL PROPERTY, NOT JUST INDOORS?

- Students are aware of what happens on school property and the use of tobacco and e-cigarette products anywhere on the school campus reinforces and normalizes tobacco and e-cigarette use.
- Tobacco and e-cigarette use on school grounds and off-site school-sponsored events allows students to see role models, such as teachers, using tobacco products.
- Secondhand smoke, even outdoors, can trigger harmful physical reactions for people with asthma, allergies, and other health conditions.
- Tobacco- and e-cigarette-free schools prepare students for the increasing number of facilities with tobacco- and e-cigarette-free campuses, such as colleges, hospitals, workplaces, and public transportation.

QUESTION 2: WHY STAFF AND NOT JUST STUDENTS?

- Teachers and other staff are powerful role models for students.
- Youth who don't see tobacco and e-cigarette use are less likely to think the behavior is acceptable and are less likely to start using tobacco and e-cigarette products.⁹

QUESTION 3: WHY ATHLETIC EVENTS?

- Tobacco use has been historically promoted by the tobacco industry through sporting events such as baseball, rodeo, and football. Refraining from tobacco and e-cigarette use at school athletic events supports a healthy environment for everyone and helps de-normalize tobacco and e-cigarette use.
- The majority of event attendees likely appreciate knowing they will not be exposed to secondhand smoke or vapor in the stands.

QUESTION 4: HOW ARE WE GOING TO GET PEOPLE TO COMPLY WITH THIS POLICY?

- Communication is key. Most people will comply with the policy if they know it exists (see pages 13-14 for communication strategies and resources).
- Enforce the policy. When enforcement is consistent, people are much more likely to comply (see page 15-17 for compliance and enforcement resources).

SECTION 3: RESPONDING TO CHALLENGING QUESTIONS

QUESTION 5: WHY DOES IT HAVE TO INCLUDE VISITORS AND HOW CAN WE GET THEM TO COMPLY?

- Allowing exceptions for visitors creates a mixed message.
- Visitors such as contractors, construction crews, and maintenance personnel are not subject to certain school rules and exempt from others. Enforce school tobacco and e-cigarette policies just as you enforce all other policies, such as those prohibiting the use of alcohol and firearms.

QUESTION 6: WHY DOES THE POLICY PROHIBIT NICOTINE VAPOR PRODUCTS?

- Nicotine causes addiction, may harm brain development, and could lead to the use of other tobacco products among youth.
- Nicotine vapor products include all e-cigarettes and popular brands such as JUUL.
- E-cigarette aerosol is not water vapor. In addition to nicotine, e-cigarette aerosol can contain heavy metals, ultrafine particulates that can be inhaled deep into the lungs, and low levels of toxins known to cause cancer.

QUESTION 7: WHY DOES THE POLICY REQUIRE SCHOOLS TO PROVIDE REFERRALS TO CESSATION RESOURCES?

- Offering cessation resource referrals acknowledges that tobacco use is an addiction issue and that the policy is first and foremost about keeping students and staff healthy.
- Many cessation resources are available over the phone or online. Providing the websites and phone numbers to these resources is a simple way for schools to demonstrate their commitment to the health of students, staff, and visitors.

SECTION 4:

COMMUNICATION FOR SCHOOLS

COMMUNICATING YOUR TOBACCO- AND E-CIGARETTE-FREE POLICY

You can't comply with a policy that you don't know exists. Students, staff, parents, and the public are all impacted by a tobacco- and e-cigarette-free school policy. Therefore, each of these audiences needs to understand the policy.

There are many ways to effectively communicate positive messages about the tobacco- and e-cigarette-free policy. Aim for clear, positive messages that motivate people to comply. Here are some suggestions from schools across the country.

- **SIGNAGE:** Post tobacco- and e-cigarette-free school signs at all entrances to school buildings, school grounds, parking lots, and athletic facilities as well as in the school building, school vehicles, and buses.
- **TEACHER-SPECIFIC SIGNAGE:** Post tobacco- and e-cigarette-free school signage along with a copy of the policy in staff lounges and offices.
- **IN-SCHOOL STUDENT ANNOUNCEMENTS:** Ask students to share information about the policy in their daily announcements. Involve student groups or clubs in developing and delivering announcements about the policy.
- **EVENT ANNOUNCEMENTS:** Announce the policy at athletic events, meetings, concerts, and plays. Involve student groups or clubs in developing and delivering these announcements about the policy. Include a mention of the tobacco- and e-cigarette-free campus policy in event bulletins and flyers.
- **STUDENT-DESIGNED PUBLICITY:** Ask student groups or classes to design posters, banners, and signs to communicate the policy.
- **STAFF EDUCATION AND TRAINING:** Discuss the policy at staff meetings and new staff orientations. Provide annual in-service training on tobacco and e-cigarette related school policies for all staff, including teachers, administrators, bus drivers, aides, food service workers, and maintenance staff.
- **STUDENT EDUCATION:** Setting clear expectations helps everyone follow the rules. At the start of each school year, during school-wide or grade-level assemblies or in a specific class, all school rules should be reviewed, including policies about tobacco and e-cigarette use and possession.
- **NEWSPAPER ADVERTISEMENT:** Place an ad in the newspaper publicizing the policy.
- **COMMUNITY GROUPS:** Ask community groups such as local coalitions and parent-teacher organizations to include an article about the tobacco- and e-cigarette-free school policy in their newsletters. Provide them with a short article if necessary.
- **MEMO OR EMAIL:** Inform school staff — or remind them throughout the year — about the policy and enforcement via an official memo or email. Inform vendors who provide supplies, materials, and services on a regular basis about the policy via an official memo.
- **PARENT LETTERS:** Send a letter to each parent or guardian explaining the policy. Provide the health, academic, and social reasons for the policies. Outline the consequences for violators and request support enforcing the new policy with students and visitors.
- **PARENT TELEPHONE CALLS:** Use automatic calling to inform parents of the policy. This may be particularly appropriate prior to the first sporting event of the year.
- **COMMUNICATE ABOUT VIOLATIONS:** Call or meet with parents if a student violates the policy. Send a letter home with a summary of the policy, details of their student's policy violation, and consequences of this and future violations.

RESOURCES AVAILABLE

- Free signage: Page 20
- Sample event announcements: Page 23
- Sample staff memo: Page 22
- Sample parent letters: Page 21

SECTION 4:

COMMUNICATION FOR SCHOOLS

TIPS FOR COMMUNICATING WITH VISITORS

Even with signs, written materials, and event announcements, some school visitors may not realize that the school division has a tobacco- and e-cigarette-free school policy in place. This is why all school staff should be trained to communicate the policy one-on-one to the public. Gentle, positive, and clear messages will let violators know that the policy is in place and that it will be enforced. Knowing how to effectively communicate the policy will go a long way toward relieving stress that school staff may have regarding enforcement and will help prevent negative confrontations with parents, staff, and other school visitors.

TIPS FOR VERBALLY COMMUNICATING THE POLICY

- **GENTLE REMINDERS:** The person in violation of the policy may be unaware that it is in place. This is particularly true if your school division recently strengthened its policy or enforcement of the policy. Politely and firmly let the violator know that the campus or school event — as well as the entire school division — is tobacco- and e-cigarette-free.
- **A RATIONALE FOR THE POLICY:** Inform visitors of the reasons for the policy in a positive manner. Let them know that the school or school board enacted the policy to protect students, school staff, and visitors from secondhand smoke, to ensure a safe learning and work environment for students and staff, and to model healthy and positive behaviors for students.
- **RANGE OF COMMUNICATION STRATEGIES:** Make sure that multiple communication strategies are in place to complement verbal messages. For example, visitors to outdoor athletic events should see signs and information in event programs that explain the policy (visual communication) as well as hear announcements at the start of the game and between periods.

SECTION 5: COMPLIANCE AND ENFORCEMENT

Policies need to be enforced in order to be effective. It is up to each school or division to determine its specific discipline procedures for students, staff, and visitors, including parents.

One recent study found that when schools enforce their tobacco- and e-cigarette-free policies, students are less likely to be current smokers or use tobacco or e-cigarettes on school grounds.¹⁰

While not required, the 24/7 campaign strongly encourages utilizing supportive (non-punitive) discipline options for positive student outcomes. This recommendation aligns with the U.S. Department of Education's Supportive School Discipline initiative, which aims to support effective alternatives for policy violations and reduce suspensions and expulsions.

SIMPLY STATED: Enforcement of school tobacco- and e-cigarette-free policies makes a positive impact on reducing student tobacco and e-cigarette use.

ENFORCING YOUR SCHOOL'S TOBACCO- AND E-CIGARETTE-FREE POLICY

WRITE DOWN ENFORCEMENT PROCEDURES

As with all school policies, it is important to establish written enforcement procedures that are fair, clear, and consistently implemented. Procedures need to be developed for all potential violators: students, staff, and visitors. Many schools find that developing a written checklist outlining these procedures facilitates consistent implementation.

USE PROGRESSIVE AND SUPPORTIVE DISCIPLINE FOR STUDENTS

School administrators are strongly encouraged to develop supportive discipline procedures for students that emphasize education and restorative consequences as opposed to suspension. The main purpose of consequences for violating the tobacco- and e-cigarette-free policy is for students and others to learn from their mistakes and make better decisions in the future. Through required educational interventions, voluntary cessation support, and parent communication, students can be supported as they learn to honor the policy and make positive changes in their tobacco and/or e-cigarette use.

ENSURE THAT ALL STAFF MEMBERS ENFORCE THE RULES

All school personnel are required to enforce the tobacco- and e-cigarette-free school policy. This includes food service workers and custodial staff as well as security, teachers, and administrators. The main role for most school staff is to refer students who are suspected of violating the policy to the appropriate personnel. Some staff may believe that either ignoring violations or warning students to stop using tobacco and/or e-cigarettes is better than making a referral. Unfortunately, this leads to inconsistency and unfairness, and it undermines a culture of respect and safety.

DESIGNATE SOMEONE TO OVERSEE IMPLEMENTATION

The direct implementation of the policy and procedures can be designated to one person, typically an administrator at the school site. This individual should immediately confiscate the tobacco or e-cigarette product and related paraphernalia from the student who has violated the policy. Consequences should be tracked.

SECTION 5: COMPLIANCE AND ENFORCEMENT

PROGRESSIVE DISCIPLINE FOR STUDENTS

Progressive discipline is highly recommended for tobacco and e-cigarette policy violations. Progressive discipline means that disciplinary procedures start with less punitive consequences and become more punitive with each violation during a school year.

In addition to progressive discipline, it is recommended that education and referral to cessation resources be included in disciplinary consequences. Tobacco and e-cigarette use is often more than a disciplinary issue; in many cases, it is also an addiction. Research shows that adolescents can quickly become dependent on nicotine.¹¹

There are many disciplinary strategies that can be utilized in a progressive discipline approach. The appropriate combination should be determined at the division level to match the division's unique needs.

Note that a verbal warning is not listed for students because every student violation of the tobacco- and e-cigarette-free policy should be referred for disciplinary action. Additionally, the response to all violations should include a search for tobacco products, e-cigarettes, and related materials, followed by immediate confiscation of those products and related equipment.

Below is a list of strategies that can be incorporated into a progressive discipline plan. Schools/divisions must decide how quickly to heighten the consequences for students in violation of the school tobacco and e-cigarette policy. Schools can consider modifying their discipline policy depending on the age of the student. For example, middle and elementary schools may choose stronger consequences for first offenders since incidents are less frequent and a strong disciplinary action may have greater impact.

FIRST OFFENSE:

- Parent/guardian notification by telephone or written communication
- Conference with student
- Educational session with school nurse, counselor, or school-based health center staff (group or individual), including referral to cessation services (see pages 18-19)

SECOND OFFENSE:

- Immediate removal for remainder of school day (required pick up by parent/guardian)
- Conference with student and parent
- Individual counseling session with school nurse or counselor, including referral to cessation services and No Use at School Plan (see pages 30-31)

THIRD OFFENSE OR MORE:

- In-school or out-of-school suspension (1-3 days)
- Counseling session with school nurse or counselor, including mandatory referral to cessation services
- Required school or community service

SECTION 5: COMPLIANCE AND ENFORCEMENT

PROGRESSIVE ENFORCEMENT FOR VISITORS

The first step in enforcing the policy with parents and visitors is to gently but assertively inform them about the policy. Many parents and visitors who use tobacco products or e-cigarettes on school property or at school events are either unaware of the policy or have forgotten about the policy. In these cases, a gentle verbal reminder is all that is needed to obtain compliance (see page 24 for sample statements for visitor enforcement as well page 16 for suggestions for how to communicate the policy to parents and other visitors).

When parents or other visitors are unwilling to comply with a request to refrain from tobacco or e-cigarette use on campus or at events, schools need to have a plan in place for appropriate enforcement. Examples may include a parent who refuses to stop smoking while waiting in his or her car to pick up a student or an attendee at a sporting event who refuses to stop smoking.

Here is a suggested progressive enforcement plan for parents and campus visitors who do not respond to a simple verbal request to refrain from using tobacco products or e-cigarettes on school property:

SAMPLE PROGRESSIVE ENFORCEMENT PLAN FOR VISITORS

FIRST VIOLATION: Make a clear statement about the need for visitors to comply with the school's policy, including a reason for the policy. (See Sample Statements for Visitor Enforcement on page 24)

SECOND VIOLATION: Inform the visitor of the policy again. Suggest that the visitor leave the school campus or event if they want to continue smoking, chewing, or using their e-cigarette device. Let them know that they will be required to leave if they continue to violate the policy.

THIRD VIOLATION: Ask security personnel or a school administrator to escort the visitor off campus or away from the school event.

At the point that a visitor needs to be escorted off campus, and they resist leaving, law enforcement may need to be called in to support school personnel.

SECTION 6: CESSATION AND SUPPORT

REFERRALS TO FREE CESSATION RESOURCES

Because nicotine dependence can start early in an adolescent's use of tobacco and e-cigarette products, cessation resources should be offered to the student beginning at the first offense.

No one can be forced to quit. Quitting is a choice that must be made by a tobacco or e-cigarette user, whether student or staff. Research has shown that most teen smokers do want to quit but have been unsuccessful in their previous attempts.¹²

New methods of cessation support using media that youth use most often, like texting and the Internet, are now available. Online support, telephone counseling, and text messages can all provide valuable support for teens who would like help with quitting.

FREE CESSATION RESOURCES FOR STUDENTS AND ADULTS

- **Quit Now Virginia Tobacco Cessation Services**

www.quitnow.net/virginia

Quit Now Virginia is a free program to help adults and youth successfully quit using tobacco. The program offers many resources for individuals attempting to quit including:

- **Quitting Aids** help individuals decide what type, dose and duration of nicotine substitute or other medication is right for them and teaches individuals how to use it to ensure it will work.
- The **Quit Guide** workbook is a reference for any situation to help individuals stay with their Quitting Plan.
- A **Quit Coach®** provides expert support and assistance over the phone to help individuals quit tobacco.
- **Web Coaches®** support individuals in a private, online community platform with activities, videos, progress trackers, and opportunities for discussion with the more than 25,000 active members in the program.
- The **Text2QuitSM** text messaging system allows individuals to connect with Quit Coaches®, interact with Web Coaches®, learn to use medications correctly, manage urges, and avoid relapse directly from their mobile phone. Visit www.quitnow.net/virginia or call (1-800-784-8669) to enroll.

- **Freedom From Smoking®**

www.ffsonline.org

The American Lung Association's Freedom From Smoking® clinic includes eight classroom sessions that help individuals work through a step-by-step plan for quitting smoking. The sessions are organized to help smokers learn more about their addiction and help them gain control over their behavior. For more information, call 1-804-HCA-CARE.

- **Smokefree Teen (SFT)**

www.Teen.Smokefree.gov

This site is a joint project of the U.S. Department of Health & Human Services, National Institutes of Health, National Cancer Institute (NCI), and USA.gov. It features teen images and language and offers text messages, quizzes, comics, live chatting with an NCI counselor, links to state quit lines, and more.

SECTION 6: CESSATION AND SUPPORT

FREE CESSATION RESOURCES FOR STUDENTS AND ADULTS (cont.)

- **SmokefreeTXT**

Smokefree.gov/SmokeFreeTxt

Text START to 47848 to get started

SmokefreeTXT is a mobile text messaging service designed for adults and young adults across the United States who are trying to quit smoking. The program was created to provide 24/7 encouragement, advice, and tips to help smokers quit smoking and stay tobacco-free.

- **EX**

www.BecomeAnEX.org

EX is a free quit-smoking program by Legacy, a national non-profit helping people live longer, healthier lives. Working in partnership with Mayo Clinic, a world leader in quitting smoking, Legacy developed the EX Plan and BecomeAnEx.org to show people how to re-learn life without cigarettes and quit for good. It is a free personalized program.

- **Quitter in You**

www.quitterinyou.org

The “Quitter in You” campaign combines a web site, a variety of public service announcements, and a wealth of personalized tools and support from the American Lung Association. The campaign empowers people trying to quit smoking by recognizing that past attempts to quit are not failures, but normal and necessary steps along the way to quitting for good.

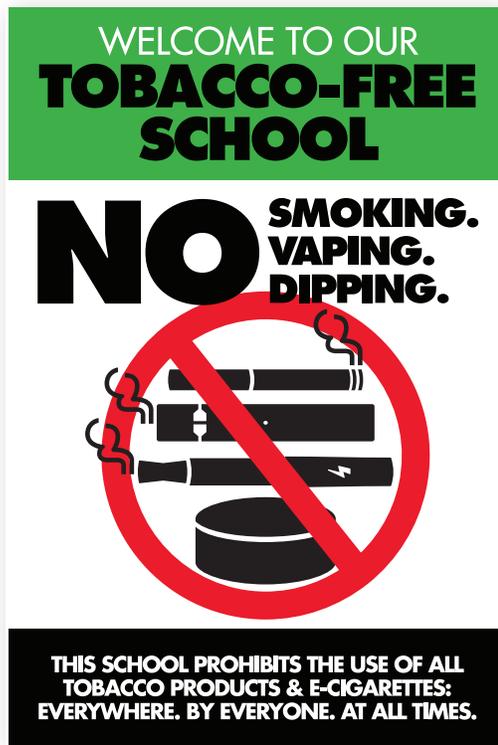
OTHER RESOURCES AVAILABLE:

- Educational Interview Guide for Students: Pages 25-27
- Getting Through The Day Without Tobacco And E-Cigarettes (for Students): Pages 30-31

SECTION 7: RESOURCES

TOBACCO- AND E-CIGARETTE-FREE SCHOOL SIGNS

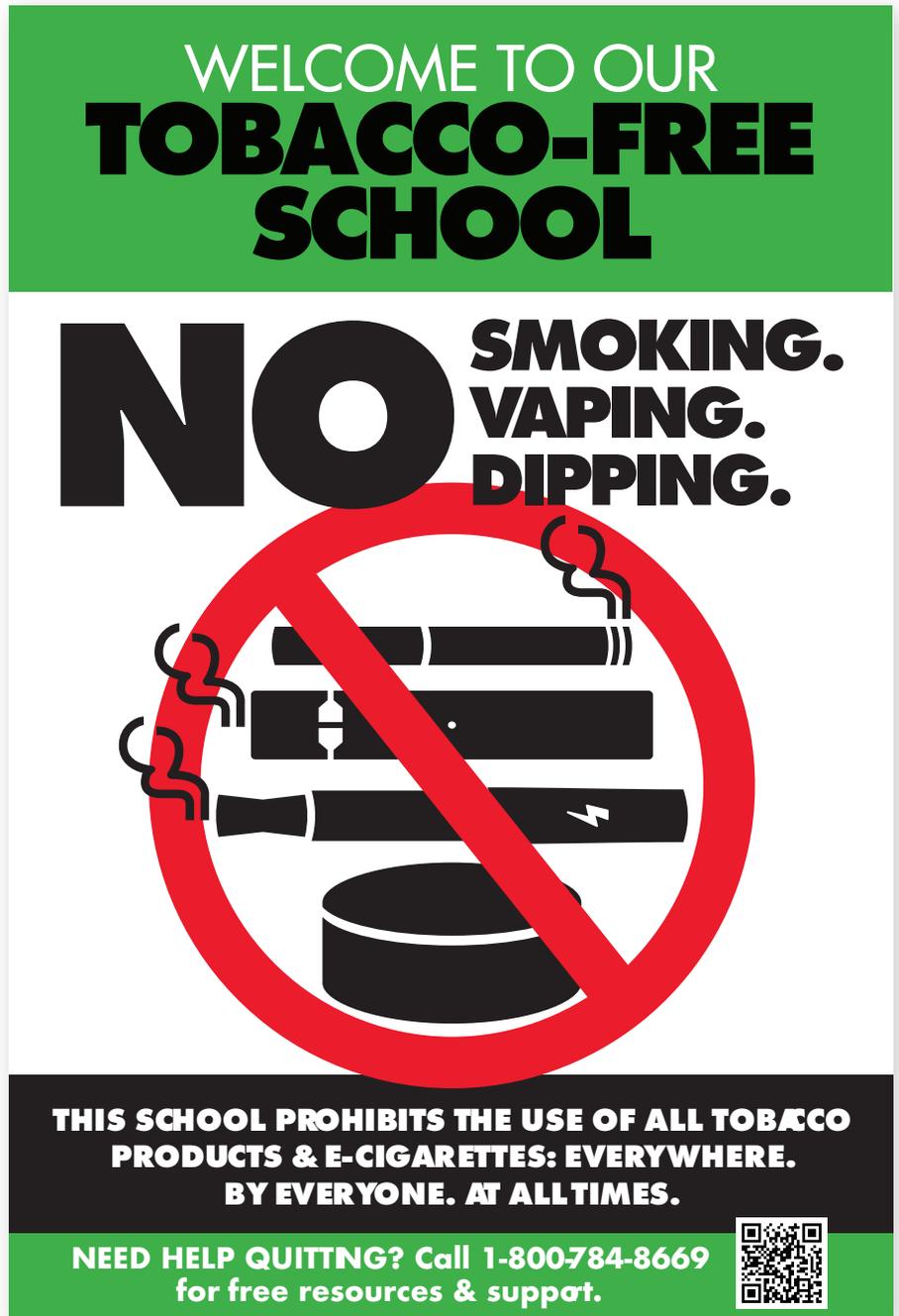
The 24/7 campaign offers free signage to all schools in divisions with policies that meet the 24/7 comprehensive standard. The signs provided are shown below.



12X18"
ALUMINUM SIGNS



8X8"
WINDOW DECALS



24X36"
LAMINATED INDOOR POSTERS

SECTION 7: RESOURCES

SAMPLE LETTERS TO PARENTS

Dear Parents,

Since [date], the [name of school division] School Board has had a tobacco- and e-cigarette-free school policy in place. This policy prohibits all tobacco and e-cigarette use by everyone, everywhere on campus, at all times, including school events after regular school hours. This policy also prohibits the use of tobacco products and electronic cigarettes (e-cigarettes) by everyone, everywhere on campus, at all times, including on and off-site school-related events after regular school hours. A copy of the policy is attached.



We have put this policy in place for three main reasons:

- **HELP STUDENTS BE TOBACCO- AND E-CIGARETTE-FREE:** Youth spend a great deal of their time at school and school events. Allowing the use of tobacco products and e-cigarettes on campus implies school approval of such use. Keeping tobacco and e-cigarettes off campus means students don't see their friends and adults using tobacco, which helps make tobacco use less socially acceptable. They also have less access to tobacco products and e-cigarettes.
- **PROVIDE A SAFE ENVIRONMENT FOR STUDENTS AND STAFF:** Breathing secondhand smoke can make others sick. It can trigger an asthma attack or worsen breathing problems. Staff and visitors smoking on campus or at school events place others at risk. We want to keep our schools healthy for everyone.
- **COMPLY WITH FEDERAL AND STATE LEGISLATION AND REGULATIONS:** Federal law prohibits smoking in elementary, intermediate, and secondary schools. Additionally, a new state law took effect on July 1, 2019 and requires all VA school divisions to adopt a policy that bans tobacco and nicotine vapor products at all times from all school property and school-sponsored events.

Tobacco- and e-cigarette-free schools provide positive role modeling for students. Schools are a place where children develop lifelong behaviors, and we are committed to ensuring smoking or chewing tobacco and/or using an e-cigarette is not one of these behaviors.

We have placed signs about the policy on all school campuses. We will also make announcements at school events to remind people that tobacco and e-cigarette use is not allowed at these events or on school property.

There are many helpful resources for teens or adults in our community who use tobacco and want to quit. Virginia funds a free telephone Quitline, 1-800 QUIT-NOW (1-800-784-8669), that anyone can use at no charge. Teens can receive online and texting support from the Quitline and at www.teen.smokefree.gov.

We appreciate your help in supporting this policy. If you have questions or comments about the policy, please call the principal at your child's school at (____) - ____ - _____.

Sincerely,

[Administrator Name]

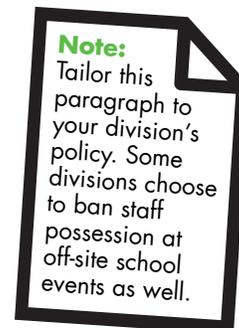
[Administrator Contact Information]

SECTION 7: RESOURCES

SAMPLE STAFF MEMO

Dear Staff,

Our school division values the health and well-being of all students and staff. To ensure we maintain a positive, healthy learning environment, [Name of School Division] has a **tobacco- and e-cigarette-free school policy** in place that prohibits **all tobacco and e-cigarette use by students, staff, and visitors at all times**, including school events after regular school hours and at off-site school activities. This policy also prohibits students, staff, and visitors from bringing tobacco and e-cigarette products to school and students from bringing tobacco or e-cigarette products to off-site school activities. A copy of the policy is attached.



We have put this policy in place for three main reasons:

- **Help Students Be Tobacco- and E-Cigarette-Free:** Youth spend a great deal of their time at school and school events. Keeping tobacco and e-cigarettes out of the school environment means students don't see their friends or adults using tobacco and e-cigarettes, which helps make tobacco and e-cigarette use less socially acceptable.
- **Provide A Healthy and Positive Environment:** Breathing secondhand smoke can make others sick or worsen breathing problems like asthma. We want to keep our schools healthy for everyone. In addition, tobacco and e-cigarette use at school easily distracts from learning and is linked to school failure and truancy and other risk behaviors.
- **Comply With Federal and State Regulations:** A new state law took effect on July 1, 2019 and requires all VA school divisions to adopt a policy that bans tobacco and nicotine vapor products at all times from all school property and school-sponsored events.

As staff, it is critical we are aware of and in compliance with our tobacco- and e-cigarette-free school policy. **Our tobacco- and e-cigarette-free policy must be enforced in order to be effective.** It is also important we recognize our position as role models for our youth. **All school personnel are required to enforce our tobacco- and e-cigarette-free school policy.** Here at [Name of School], staff should refer students who are found violating the policy to [customize this information for your school]. Ignoring violations or only warning students compromises the effectiveness of our policy.

It is our job to work together to provide a positive and healthy learning environment for our youth and fellow staff. As a tobacco- and e-cigarette-free school, we are paving the way for a lifetime of healthy decision-making in our students.

There are many helpful resources for youth or adults in our community who use tobacco or e-cigarettes and want to quit. Virginia funds a free Quitline, 1-800-QUIT-NOW (1-800-784-8669) that anyone can use at no charge. Web-based services are also available at www.teen.smokefree.gov and www.MyLastDip.com. Additionally, SmokefreeTXT is a mobile text messaging service designed for adults and young adults across the United States who are trying to quit smoking. The program was created to provide 24/7 encouragement, advice, and tips to help smokers quit smoking and stay tobacco- and e-cigarette-free.

We appreciate your help in supporting this policy. If you have questions or comments about the policy, please feel free to contact [Point of Contact].

Sincerely,
[Principal / School Administrator]



SECTION 7: RESOURCES

SAMPLE SCHOOL-SPONSORED EVENT ANNOUNCEMENTS

School-sponsored events, such as athletic events, concerts, and theater performances, are an opportunity for students, staff and community members to have fun and celebrate student talent while not being exposed to secondhand smoke or seeing tobacco and e-cigarette use.

Regular announcements at events are a simple and effective strategy for getting the message across, especially when used in combination with signage and information in event brochures. We recommend multiple announcements throughout the course of an event — for example, at the beginning of the event, at the start of each break, and at the end of the event.

The following are sample announcements you can modify and use at your school-sponsored athletic events. These are easily adaptable for other events, such as theater performances:



15 SECONDS: For the safety of our students, [name of school] is proud to have a 100 percent tobacco- and e-cigarette-free school policy. At this time, we would like to remind our home fans and visitors that the use of tobacco products or electronic cigarettes during tonight's sporting event is strictly prohibited. We appreciate your support and would like to thank you for keeping our school and stadium tobacco- and e-cigarette-free. Enjoy the game!



15 SECONDS: About 6,900 Virginia kids under 18 become new smokers each year. That is one reason why (name of school division) schools have a 100% tobacco- and e-cigarette free school policy. Tobacco and e-cigarette use of any kind is strictly prohibited on all school property, including in and around the stadium and parking lots. Thank you for your support and for helping us keep our students tobacco- and e-cigarette-free.



15 SECONDS: Tobacco kills more than 1,200 Americans every day. Eighty percent of them started smoking before they were 18. This is one reason why [name of school] schools are 100 percent tobacco- and e-cigarette-free. We would like to remind our visitors and fans that tobacco and e-cigarette use of any kind during tonight's game is prohibited. Thank you for your support, and enjoy the game!



30 SECONDS: Hey, fans! Did you know that tobacco use is the number one cause of preventable death in Virginia? Every year more than 9,000 people in our state die from the use of tobacco products — more than those who die from AIDS, alcohol, traffic accidents, illegal drugs, murder and suicide combined. This is one reason why [name of school] schools are 100 percent tobacco- and e-cigarette-free. This means no tobacco or e-cigarette use anytime, by anyone, anywhere on campus — including stadiums and parking lots. We appreciate your support, and thank you for keeping our school and stadium tobacco- and e-cigarette-free. Enjoy the game!

SECTION 7: RESOURCES

SAMPLE STATEMENTS FOR VISITOR ENFORCEMENT

- “Pardon me, you must not realize that our school division has a tobacco- and e-cigarette-free school policy in place — this means no tobacco or electronic cigarette use anywhere on campus, at any time, by anyone. Our school board passed the policy to protect students, staff and school visitors from secondhand smoke, and to create a healthy and positive environment for students. We ask that everyone comply with the policy. Thank you for your cooperation.”
- “I’m sorry, but I must ask you to comply with our school’s tobacco- and e-cigarette-free policy by putting out your cigarette. The aim of our policy is to protect our students, staff, and school visitors from secondhand smoke and to model healthy behavior for all students. Thank you for your cooperation.”
- “Excuse me, I must ask you to put away your chewing tobacco. We have a tobacco-free school policy in place on our campus. We ask that everyone — including staff and visitors — refrain from using any tobacco products until they leave the campus. I appreciate your cooperation.”
- “We need to ask all visitors to comply with our school’s tobacco- and e-cigarette-free policy. Our goal is to model healthy behaviors to our students and to protect students, staff and visitors from secondhand smoke. Thank you for your help.”
- “Our students, staff, and the PTA agree that the best way to create a healthy, positive environment for our students is to ask everyone to comply with our tobacco- and e-cigarette-free policy. We appreciate your help by putting away your [chewing tobacco/cigarette/e-cigarette] now.”
- “You may not have noticed our signs indicating that the school is tobacco- and e-cigarette-free. If you wish to [smoke/chew], you are welcome to leave the grounds and come back when you are finished. Thank you.”
- “Our tobacco- and e-cigarette-free school policy extends to school events off school property. To keep our message consistent, please do not use tobacco or e-cigarettes of any kind during this event. Thanks for your cooperation.”



SECTION 7: RESOURCES

EDUCATIONAL INTERVIEW GUIDE FOR STUDENTS

An educational session on tobacco and e-cigarettes conducted by a knowledgeable staff member offers an effective, feasible alternative to punitive consequences for violations of the tobacco- and e-cigarette-free policy. The following guide can be used by a variety of school personnel. Based on the model of motivational interviewing, participation in this kind of educational intervention may increase the readiness of a student to quit tobacco as well as improve compliance with school tobacco and e-cigarette policies.

TIME: 30-45 minutes (can be conducted in three, 10- to 15-minute segments)

WHO: School Nurse, School Counselor, Health Educator, School-Based Health Clinician, or Other Support Personnel

OBJECTIVES:

1. Student will learn about the harmful effects of tobacco and e-cigarette use.
2. Student will be motivated to quit.
3. Student will quit or reduce use of tobacco products.
4. Student will stop using tobacco products on school property or at school events.

OUTLINE OF THE MEETING:

- Establish rapport with the student.
- Allow student to express his or her own ideas about tobacco use.
- Allow student to explore his or her ideas about changing the behavior or not doing so.
- Inform the student about resources for quitting if he or she is considering quitting or is ready to quit.
- Address the need to respect school policy. Help the student make a plan for how to stay out of trouble while furthering the student's own goals.

SUGGESTIONS FOR THE MEETING:

Use Motivational Interviewing to help the student to motivate him or herself to change the behavior:

- Show empathy.
- From a neutral point of view, point out discrepancies between the student's smoking behavior and other values, goals, or behaviors he or she may have.
- Go along with resistance; don't oppose the student.
- Avoid arguments to avoid deadlocks.
- Listen for and reinforce "change talk," comments that indicate a desire, ability, reason, and need to change behavior and a commitment to do so.
- Support self-confidence in the student's abilities; draw attention to past successes and recent achievements.

SECTION 7: RESOURCES

EDUCATIONAL INTERVIEW GUIDE FOR STUDENTS (cont.)

Establish rapport and find out what the student is interested in:

- What are you involved in?
- What kinds of things do you enjoy?
- What are your goals after you finish high school? What would you like to do/be in the future? Does this include smoking/chewing/using e-cigarettes?

Inquire about student's knowledge about tobacco and e-cigarettes:

- What do you know about tobacco and e-cigarettes?

Learn about the student's tobacco or e-cigarette use:

- What do you like about smoking/chewing/using e-cigarettes?
- What, if anything, don't you like about smoking/chewing/using e-cigarettes?
- About how often do you smoke/chew/use e-cigarettes?
- How many times in the last week/month?

IF ONE-TIME EVENT:

- Discuss decision making. Choices affect you now and later.
- Discuss addiction and how using tobacco leads to addiction. Explain that the adolescent brain is especially susceptible to chemicals because it's still developing and show pictures of how nicotine affects the brain.
- Discuss the immediate effects of tobacco use:
 - Getting in trouble at school or home.
 - Smoking may stain your teeth and turn your fingers yellow.
 - Friends might not like it, especially boy/girlfriend.
 - Impacts lung functionality, and therefore athletics.
 - Other
- Discuss long-term effects of tobacco use. (For more information about the health effects of smoking, visit the CDC's website at [http:// www.cdc.gov/tobacco/basic_information/health_effects/index.htm](http://www.cdc.gov/tobacco/basic_information/health_effects/index.htm))

IF REGULAR OR ADDICTED TOBACCO OR E-CIGARETTE USER:

- At what age did you start using?
- Where do you get tobacco or e-cigarettes?
- Who do you know who uses tobacco or e-cigarettes? (You want to find out if family members or close friends are using tobacco)?
- What are the reasons you use tobacco or e-cigarettes?

Get insight into other ways they could address the situation/their needs without using tobacco or e-cigarettes. This may lead to making a referral to help students deal with stress, academics performance, or addiction issues that might otherwise have been overlooked. If tobacco or e-cigarette use is part of how a student copes with stress, the school counselor can help the student with alternative coping strategies. Be sure to prepare the school counselor or nurse for such referrals.

SECTION 7: RESOURCES

EDUCATIONAL INTERVIEW GUIDE FOR STUDENTS (cont.)

WHAT DO YOU KNOW ABOUT SMOKING/CHEWING/USING E-CIGARETTES? ENGAGE IN A CONVERSATION, ADDING THIS INFORMATION:

- Pose questions about their knowledge of tobacco use and its toll on Virginia. “What percent of high school students use cigarettes/e-cigarettes/smokeless tobacco? Do you know how many deaths are caused by tobacco-related illness each year in Virginia?” Learn what they understand about the consequences of tobacco use before telling the student the actual number. Ask him or her why their guess was incorrect, and discuss how perceptions aren’t always reality. You could refer to advertising and smoking in movies and video games and the way the health consequences are not demonstrated in tobacco ads or on screen.
 - Current High School Youth Cigarette Use: 8.2%
 - Current High School Youth E-Cigarette Use: 16.8%
 - Percent of cancer deaths in Virginia caused by smoking: 28.1%
 - Kids now under 18 in Virginia who will die prematurely from smoking: 150,000
- Most smokers become addicted when they are a teen.
- E-cigarettes are not safe for youth. Nicotine exposure during adolescence may have lasting adverse consequences for brain development.
- The aerosol produced by e-cigarettes is not harmless water vapor; it can contain nicotine and other toxins. (To learn more, please see Sources & More Information on page 33)

WHERE ARE YOU WITH THE IDEA OF QUITTING?

- If not interested in quitting: What do you need to do so that you can respect school policy and not use tobacco during school and at school events?
 - Complete “Getting Through the School Day Without Tobacco Plan” (see page 30-31)
- If contemplating, preparing, or actively engaged in quitting, reinforce the importance for change and the student’s belief in his or her ability to make a change in tobacco use.
 - Go online together to www.teen.smokefree.gov
 - Go online to www.quitnow.net/virginia or call the Quitline together, 1-800 QUIT NOW (1-800-784-8669)
 - Refer to cessation class or school counselor, nurse, or school-based health center for more support

IDENTIFY NEXT STEPS

- Set date for the student to check in with you or ask the student to check in after they have completed the actions identified.
- Set up a procedure for the student to check in with you about how he or she is doing with no use at school and/ or other objectives.

SECTION 7: RESOURCES

PROGRESSIVE DISCIPLINE ASSIGNMENTS FOR STUDENTS

MIDDLE SCHOOL

1. Do activities at www.teen.smokefree.gov:

- Quizzes: Students can take up to six quizzes and print results for documentation.
- Support text messages: Student can print screen showing that he/she has registered to receive text messages to support quitting tobacco or e-cigarettes.

2. Community or school service:

- Trash pick up often involves cleaning up cigarette butts or other tobacco-related materials.
- Other school or classroom cleanup activities may also be a way of repairing harms done to the school environment.

3. Research and write or present a report on one of the following subjects:

- How many preventable deaths are caused in Virginia, the U.S., and worldwide due to tobacco?
- What are the ingredients in cigarettes and/or e-cigarettes?
- What are 10 harmful effects of tobacco?
- How does tobacco affect the environment?
- How much do tobacco and e-cigarette companies spend on advertising in the U.S. and in Virginia every day, every year? How much do they pay for an ad?

4. Calculate how much tobacco/cigarettes/e-cigarettes cost per week, month and year for themselves and for a pack-a-day user. What else could be purchased with that money each year?

5. Find a print ad for a tobacco or e-cigarette product and answer these questions in writing (basic deconstruction questions) or design a “counter-ad” that tells the truth about these products:

- Whose message is this? Who created or paid for it? Why?
- Who is the “target audience”? What are the clues (words, images, sounds, etc.)?
- What is the ad doing to persuade you to use the product?
- What part of the story is not being told?

SECTION 7: RESOURCES

PROGRESSIVE DISCIPLINE ASSIGNMENTS FOR STUDENTS (cont.)

HIGH SCHOOL

1. **Community Service Project:**

- Volunteer at hospital or senior center with patients who have tobacco-related illnesses.
- Volunteer with the American Lung Association or American Cancer Society.
- Volunteer in a dental office.

2. **Interview someone who has used tobacco for at least 10 years, and write answers to these questions:**

- When and why did you start using tobacco?
- Have you tried to stop? What happened?
- How has using tobacco affected you?
- How has your tobacco use impacted your family?
- What would you like to tell me about using tobacco?

3. **Interview a family member of someone who died from tobacco use, and write up what you learned.**

4. **Call insurance companies, and ask how premiums change for a tobacco user vs. non-user.**

5. **Research and write or present a report on one of the following subjects:**

- Life expectancy for a tobacco user vs. non-user.
- How tobacco or e-cigarettes affect the environment.
- Other countries' laws around tobacco and e-cigarette use, use rates, and death rates.
- Products that contain nicotine other than cigarettes and e-cigarettes; find out why there is such a variety of products.
- Smokeless tobacco products, their packaging, and their health effects.

6. **Take a fitness test or evaluation.**

7. **Select a fact sheet at www.tobaccofreekids.org or www.legacyforhealth.org, and write down at least three facts and why they are of interest to you.**

SECTION 7: RESOURCES

GETTING THROUGH THE SCHOOL DAY WITHOUT TOBACCO A NO TOBACCO USE AT SCHOOL PLAN FOR STUDENTS

Student Name: _____ Date: _____

WHEN DO YOU HAVE CRAVINGS FOR TOBACCO?	WHEN DO YOU USE TOBACCO AT SCHOOL?
<input type="checkbox"/> before school	<input type="checkbox"/> before school
<input type="checkbox"/> during lunch	<input type="checkbox"/> during lunch
<input type="checkbox"/> after school	<input type="checkbox"/> after school
<input type="checkbox"/> with my friends: which one(s): _____	<input type="checkbox"/> with my friends: which one(s): _____
<input type="checkbox"/> during classes: which one(s)? _____	<input type="checkbox"/> during classes: which one(s)? _____
<input type="checkbox"/> when I am bored	<input type="checkbox"/> when I am bored
<input type="checkbox"/> during passing periods: which one(s)? _____	<input type="checkbox"/> during passing periods: which one(s)? _____
<input type="checkbox"/> other: _____	<input type="checkbox"/> other: _____

A. MY PLAN:

1. Use Nicotine Replacement Therapy (NRT) during the school day:

- Use patches, gum, or lozenges to manage my nicotine cravings. The NRT must be stored in the nurse's office. You can get it from the nurse as needed/prescribed.

2. Distract myself from cravings:

- Keep my hands busy:
- Text a friend
 - Draw
 - Help a teacher grade/clean
- Have a healthy snack or drink water
- Listen to music
- Take deep breaths
- Go for a walk
- Positive self-talk
- Chew gum
- Other _____
- Other _____

SECTION 7: RESOURCES

GETTING THROUGH THE SCHOOL DAY WITHOUT TOBACCO A NO TOBACCO USE AT SCHOOL PLAN FOR STUDENTS (cont.)

3. I will change my routine:

- Hang out with friends who don't smoke during times when I usually smoke at school
- Take a different route to classes
- Not hang out in known smoking areas
- Other _____
- Other _____

4. I will find support:

- Tell friends that I have decided not to use at school
- Find a friend to talk to when I have a craving
- Hang out with friends who don't smoke
- Talk to a teacher or staff member who cares about me
- Visit the school-based health center to get support
- Other _____

Student Signature

Nurse/Counselor Signature

SECTION 7: RESOURCES

ABOUT Y STREET AND THE VIRGINIA FOUNDATION FOR HEALTHY YOUTH

Y Street

Y Street is the Virginia Foundation for Healthy Youth's award-winning teen volunteer initiative for high school students. Since 2004, more than 8,000 Virginia high school teens have been trained to promote healthy, tobacco- and e-cigarette-free lifestyles. For more information, visit www.YStreet.org.

Virginia Foundation for Healthy Youth

Established by the Virginia General Assembly in 1999, the Virginia Foundation for Healthy Youth is responsible for statewide efforts to prevent and reduce youth tobacco use and childhood obesity. Since the Foundation began its work in 2001, high school smoking in Virginia has been cut by more than half and the number of middle school smokers has dropped by more than 70 percent. For more information, visit www.vfhy.org.

ACKNOWLEDGMENT

This toolkit is based on the 24/7 New Mexico Tobacco-Free Schools Toolkit, prepared by Santa Fe Public Schools, and the hard work of North Carolina Tobacco-Free Schools. Y Street and the Virginia Foundation for Healthy Youth thank Santa Fe Public Schools and North Carolina Tobacco-Free Schools for their help to create 100% tobacco- and e-cigarette-free schools.

SECTION 7: RESOURCES

SOURCES & MORE INFORMATION

1. Preventing Tobacco Use Among Youth and Young Adults, Surgeon General 2012, <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf>
2. Smoking visibility, perceived acceptability, and frequency in various locations among youth and adults, Alesci et al, March 2003, Preventive Medicine, Volume 36, Issue 3.
3. http://www.cdc.gov/tobacco/data_statistics/sgr/2006/index.htm
4. Otsuka, R., et al. "Acute Effects of Passive Smoking on the Coronary Circulation in Healthy Young Adults," Journal of the American Medical Association 286: 436-441, 2001.
5. Burghuber, O., et al. "Platelet sensitivity to prostacyclin in smokers and non-smokers," Chest 90: 34-38, 1986.
6. Heiss, C.; Amabile, N.; Lee, A.C.; Real, W.M.; Schick, S.F.; Lao, D.; Wong, M.L.; Jahn, S.; Angeli, F.S.; Minasi, P.; Springer, M.L.; Hammond, S.K.; Glantz, S.A.; Grossman, W.; Balmes, J.R.; Yeghiazarians, Y., "Brief secondhand smoke exposure depresses endothelial progenitor cells activity and endothelial function," Journal of the American College of Cardiology 51(18): 1760-1771, May 6, 2008.
7. Preventing Tobacco Use Among Youth and Young Adults, Surgeon General 2012, <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf>
8. Substance Abuse and Mental Health Services Administration. (2009). Results from the 2008 national survey on drug use and health: National Findings. (HHS Publication No. SMA 09-4434). Rockville, MD: Substance Abuse and Mental Health Services Administration, Office of Applied Studies.
9. Preventing Tobacco Use Among Youth and Young Adults, Surgeon General 2012, <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf>
10. Adams ML, Jason LA, Pokorny S, Hunt Y. The Relationship between School Policies and Youth Tobacco Use. J Sch Health. 2009 January; 79 (1): 17– 43.
11. Doubeni CA, Reed G, DiFranza JR. Early Course of Nicotine Dependence in Adolescent Smokers. Pediatrics Vol. 125 No. 6 June 1, 2010 pp. 1127 -1133.
12. Centers for Disease Control and Prevention, "High school students who tried to quit smoking cigarettes– United States, 2007," Morbidity and Mortality Weekly Report, 58 (16); 428-431, May 1, 2009.
13. Virginia Foundation for Healthy Youth. VFHY Tobacco By the Numbers. <http://www.vfhy.org/statistics/tobacco/numbers>.
14. Substance Abuse and Mental Health Services Administration (SAMHSA), HHS, Results from the 2013 National Survey on Drug Use and Health, NSDUH: Summary of National Findings, 2014. <http://www.samhsa.gov/data/NSDUH/2013SummNatFindDetTables/DetTabs/NSDUHDetTabsSect4peTabs1to16-2013.htm#tab4.10a>.

SECTION 11: RESOURCES



SECTION 11: RESOURCES



SECTION 11: RESOURCES

MODEL POLICY - TOBACCO USE/SMOKING ON SCHOOL PREMISES

K-1750 © KFAA

TOBACCO USE / SMOKING ON SCHOOL PREMISES

The use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers, alcoholic beverages, mood-altering substances and illicit drugs is prohibited in all district property and premises owned, leased or contracted by the district including:

- School grounds, including athletic fields and other outdoor property
- School buildings
- School parking lots
- School buses and other district vehicles
- Off-campus school sponsored-events.

These activities are prohibited at anytime, including non-school hours (24/7).

The meaning of the terms included herein shall be as provided in New Mexico Administrative Code 6.12.4.1 through 6.12.4.9. In addition, products designed or manufactured to imitate the products included in the definitions are prohibited, regardless of whether they contain tobacco or nicotine.

The administration will develop a communication plan including information in student and employee handbooks, announcements at school-sponsored or school-related events, and appropriate signage that contains a listing of prohibited items posted in buildings and on school property in a manner and location that adequately notify students, staff and visitors including at the entrance to school buildings and athletic events. Students, parents/guardians, staff, contractors and school volunteers will be notified annually of this policy in written materials, including but not limited to handbooks, manuals, contracts, newspapers and newsletters.

All District employees are expected to cooperate in the enforcement of this policy. Members of the public using or blatantly flaunting prohibited products on school premises and failing to respond to a verbal warning shall be requested to leave the premises by school supervisory personnel in accord with laws on trespass. Law enforcement may be notified to assist with enforcement.

No school employee who in good faith reports any known or suspected use, possession or distribution of alcoholic beverages, mood-altering substances or illicit drugs shall be held liable for any civil damages as a result of such report or efforts to enforce this policy.

The prohibitions do not apply to an adult when possession or use of the prohibited products are for demonstration purposes as a necessary instructional component of a tobacco prevention or cessation program that is approved by the school.

Tobacco advertising is prohibited anywhere on school grounds.

LEGAL REF.: 24-16-3 et seq. NMSA Dee Johnson Clean Air Act
6.11.2.9 NMAC
6.12.4.8 NMAC
1994 Op. Att'y Gen. No. 94-03, 1994 N.M. AG LEXIS 4.
20 U.S.C. 6083 Pro-Children Act of 1994 (Environmental Tobacco Smoke).
34 C.F.R. Part 85 Drug Free Workplace Act

CROSS REF.: GBED - Tobacco Use by Staff Members
JICG - Tobacco Use by Students



SECTION 11: RESOURCES

6.12.4 NMAC, TOBACCO, ALCOHOL AND DRUG FREE SCHOOLS RULE

TITLE 6 **PRIMARY AND SECONDARY EDUCATION**
CHAPTER 12 **PUBLIC SCHOOL ADMINISTRATION - HEALTH AND SAFETY**
PART 4 **TOBACCO, ALCOHOL AND DRUG FREE SCHOOLS**

6.12.4.1 **ISSUING AGENCY:** Public Education Department.
[6.12.4.1 NMAC - Rp, 6.12.4.1 NMAC, 12/15/2015]

6.12.4.2 **SCOPE:** This rule applies to school districts, local school boards and to state-chartered charter schools and governing bodies.
[6.12.4.2 NMAC - Rp, 6.12.4.2 NMAC, 12/15/2015]

6.12.4.3 **STATUTORY AUTHORITY:** This rule is promulgated by the secretary of public education and the public education department under the authority of Sections 9-24-8, 22-2-1, 22-2-2 and 22-5-4.4 NMSA 1978.
[6.12.4.3 NMAC - Rp, 6.12.4.3 NMAC, 12/15/2015]

6.12.4.4 **DURATION:** Permanent.
[6.12.4.4 NMAC - Rp, 6.12.4.4 NMAC, 12/15/2015]

6.12.4.5 **EFFECTIVE DATE:** December 15, 2015, unless a later date is cited at the end of a section.
[6.12.4.5 NMAC - Rp, 6.12.4.5 NMAC, 12/15/2015]

6.12.4.6 **OBJECTIVE:** The objective of this rule is to prohibit the use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers, alcoholic beverages, mood-altering substances and illicit drugs in school buildings, on school premises and by students at school-sponsored activities away from school grounds.
[6.12.4.6 NMAC - Rp, 6.12.4.6 NMAC, 12/15/2015]

6.12.4.7 **DEFINITIONS:**

A. "Alcoholic beverage" means any beverage containing more than one-half percent alcohol by volume, and includes all distilled or rectified spirits, potable alcohol or any similar alcoholic beverages, including all fermented or blended beverages and dilutions or mixtures of one or more of these alcoholic beverages.

B. "E-cigarette":
(1) means any electronic oral device, whether composed of a heating element and battery or an electronic circuit, that provides a vapor of nicotine or any other substances the use or inhalation of which simulates smoking; and
(2) includes any such device, or any part of it, whether manufactured, distributed, marketed or sold as an e-cigarette, e-cigar, e-pipe or any other product, name or descriptor; but
(3) does not include any product regulated as a drug or device by the United States food and drug administration under the Federal Food, Drug, and Cosmetic Act, 21 U.S.C. Section 301 et seq.

C. "Illicit drugs" means prescription and over-the-counter medications used for non-medical purposes, or not used as medically prescribed by lawfully authorized practitioners or as directed by the manufacturer's literature, and include all supplemental dietary or nutrition ergogenic aids, stimulants, nootropics, adaptogens, painkillers, sedatives and anxiolytics, blood boosters and other performance-enhancing drugs.

D. "Mood-altering substances" means substances that change, or are capable of changing, a person's emotional state, and include all stimulants, opioids, intoxicative inhalants and hallucinogens.

E. "Nicotine liquid container" means a bottle or other container of any substance containing nicotine where the substance is sold, marketed or intended for use in an e-cigarette.

SECTION 11: RESOURCES

F. “School personnel” includes all administrators, principals, teachers, counselors, social workers, speech therapists, psychologists, nurses, librarians and other support staff who is employed by a school, or who perform services for the school on a contractual basis.

G. “Tobacco product” means any product made or derived from tobacco that is intended for human consumption, including any component, part or accessory of a tobacco product. This includes, among other products, cigarettes, cigars, pipe tobacco, roll-your-own tobacco, dissolvable tobacco, and smokeless tobacco. Smokeless tobacco means any snuff or chewing tobacco.

[6.12.4.7 NMAC - Rp, 6.12.4.7 NMAC, 12/15/2015]

6.12.4.8 REQUIREMENTS: Each local school board or governing body shall establish a tobacco, alcohol and drug free school policy:

A. The policy shall provide specific rules of conduct prohibiting the use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers, alcoholic beverages, mood-altering substances and illicit drugs in school buildings, on school premises and by students at school-sponsored activities away from school grounds.

B. Each school district and state-chartered charter school shall detail the prohibited acts and activities under the policy, and shall establish adequate provisions for its enforcement, including the enumeration of possible sanctions or disciplinary action, consistent with applicable statutory and case law.

C. The policy shall provide that no school employee who in good faith reports any known or suspected use, possession or distribution of alcoholic beverages, mood-altering substances or illicit drugs shall be held liable for any civil damages as a result of such report or efforts to enforce the policy.

D. Each school district and state-chartered charter school shall develop and implement a procedure for effectively communicating the policy to students, their parents and families, school personnel, visitors on school premises, and to local residents, groups, businesses and organizations served by the school.

E. Each school district and state-chartered charter school shall post conspicuous notices on all school premises prohibiting the use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers, alcoholic beverages, mood-altering substances and illicit drugs, in school buildings, on school premises and by students at school-sponsored activities away from school grounds.

[6.12.4.8 NMAC - Rp, 6.12.4.8 NMAC, 12/15/2015]

6.12.4.9 EXCEPTION: Sections 6 and 8 of this rule shall not include the lawful possession or use by a minor of a tobacco-cessation product approved by the United States food and drug administration.

[6.12.4.9 NMAC -N, 12/15/2015]

HISTORY OF 6.12.4 NMAC:

PRE-NMAC HISTORY: The material in this regulation is derived from that previously filed with the State Records Center and Archives under: State Board of Education Regulation No. 94-2, Regulation on Tobacco Free School Districts, filed July 19, 1994.

HISTORY OF REPEALED MATERIAL:

6.12.4 NMAC, Tobacco, Alcohol and Drug Free School Districts, filed 5/16/2001 - Repealed effective 12/15/2015.

SECTION 7: RESOURCES

