

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

IMPLEMENTING A NEW OR REVISED SCHOOL BOARD POLICY

STEP 1: PLAN THE IMPLEMENTATION AND ENFORCEMENT

- Select an appropriate implementation date, such as the start of the school year or a new quarter.
- Organize staff training sessions to help them develop firm, consistent enforcement strategies.
- Encourage full staff commitment to the new policy.
- Focus on the use of tobacco products, not the user, and identify available cessation resources. [See Section 6, Cessation and Support, on page 20 for free resources]

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

- Communication is key to compliance. [See Section 4, Communication, on pages 15-16 for communication resources]

STEP 3: IMPLEMENT THE POLICY

- Encourage students, staff, parents, and others to take pride in the new policy and commit to its implementation.
- Include tobacco and e-cigarette users and non-users in all phases of implementation. Use supportive educational programs instead of punitive programs for student violators and offer to connect violators to cessation resources.

STEP 4: CONDUCT ONGOING ADVOCACY AND EVALUATION OF THE POLICY

- Collect success stories from students, staff, parents, and community members.
- Publicize success stories in a school newsletter and send home to parents.
- Identify problems with policy implementation and make necessary corrections.

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

