



VIRGINIA
TOBACCO-FREE
SCHOOLS TOOLKIT

247CAMPAIGNVA.COM

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SECTION 1: INTRODUCTION

CREATING 24/7 TOBACCO-FREE SCHOOLS

The 24/7 Campaign is a youth-led initiative to help all schools in Virginia implement comprehensive 100% tobacco-free policies. Comprehensive tobacco-free policies prohibit the use of any tobacco products and electronic cigarette devices (e-cigarettes) anytime, anywhere, 24 hours a day, 7 days a week by anyone on the school buildings, on school property, or at any school-sponsored event, including off-site events. This type of policy is critical to creating a truly tobacco-free learning environment for students.

A TRULY TOBACCO-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 anytime.**
- 2. The policy is clearly communicated to students, staff, and visitors.**
- 3. Consistent rules and consequences for violations.**
- 4. Offering cessation resources for students and staff.**

The 24/7 Tobacco-Free Toolkit is a guide to help your school or school division become truly tobacco-free. This kit contains information and resources to help your school clearly communicate, enforce, and support a truly tobacco-free campus.

FREE TOBACCO-FREE SCHOOL SIGNAGE

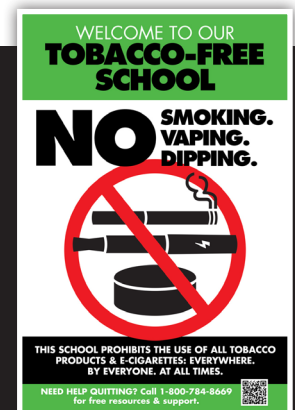
Is your individual school or school division interested in implementing or communicating a comprehensive tobacco-free policy? Contact info@247CampaignVA.com or visit 247CampaignVA.com/signage to request free tobacco-free signage for your school or division.



12X18"
ALUMINUM SIGNS



8X8"
WINDOW DECALS



24X36"
LAMINATED INDOOR POSTERS



SECTION 2: COMMITMENT TO A TRULY TOBACCO-FREE ENVIRONMENT

REASONS SCHOOLS SHOULD BE TOBACCO-FREE

REASON 1: A BETTER LEARNING ENVIRONMENT FOR STUDENTS

- Tobacco use at school distracts from learning. Student tobacco use at school is linked to school failure and truancy.¹
- A tobacco-free school represents a firm commitment by the school administration and staff to prohibit tobacco use by students, employees, and visitors.

REASON 2: POSITIVE ROLE MODELING BY EMPLOYEES, VISITORS, AND PEERS

- A 2003 study found that students were more likely to smoke in a location where they saw other students and adults smoking. Tobacco-free schools provide opportunities for adults and peers to serve as tobacco-free role models.²
- All school staff members have the responsibility to serve as positive role models for students by not using any tobacco products or e-cigarettes at school or any school sponsored events, including off-site events.

REASON 3: ELIMINATES 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 affect coronary arteries of healthy, young nonsmokers.^{4,5,6}

REASON 4: PROTECTS CHILDREN 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.
- Out of three young people who smoke in their teen years will die of a tobacco-related disease.⁷
- Almost 90% of adult smokers started smoking before they turned 18. If we can keep youth tobacco-free until age 18, most will never start using tobacco.⁸

REASON 5: COMPLIANCE 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.
- The Code of Virginia prohibits smoking in elementary, intermediate and secondary school buildings (§ 15.2-2824) and requires, "Each school board shall develop and implement a policy to prohibit the use of electronic cigarettes on a school bus, on school property, or at a school-sponsored activity" (§ 22.1-79.5) by July 1, 2015.



SECTION 2: COMMITMENT TO A TRULY TOBACCO-FREE ENVIRONMENT

RESPONDING TO CHALLENGING QUESTIONS

KEY MESSAGES:

- Tobacco-free schools provide the best learning environment for students and a healthier environment for everyone.
- Tobacco-free schools provide positive role modeling for students. Schools are a place where children develop lifelong behaviors – smoking or chewing tobacco and/or using an e-cigarette should not be one of these behaviors.

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 products anywhere on the school campus reinforces and normalizes tobacco 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 products at school.
- Secondhand smoke, even outdoors, can trigger harmful physical reactions for people with asthma, allergies, and other health conditions.

QUESTION 2: WHY STAFF AND NOT JUST STUDENTS?

- “Do as I say, not as I do” doesn’t work. Teachers and other staff are powerful role models for students.
- Youth that don’t see tobacco use are less likely to think the behavior is acceptable and are less likely to start using tobacco products.⁹

QUESTION 3: WHY ATHLETIC EVENTS?

- Parents are powerful role models for youth. Refraining from tobacco use at school athletic events supports a healthy environment for everyone and helps de-normalize tobacco use.
- The majority of event attendees appreciate knowing they will not be exposed to secondhand smoke in the stands.

QUESTION 4: HOW IN THE WORLD 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. Strategies include: Have students and staff sign the policy; post visible, attractive signs at entrances, in stairwells, in teachers’ lounges, and near places where tobacco use occurs; announce the policy at events; send a letter home to parents; and engage student groups in publicizing the policy. [See Section 4, Communication, on page 8]
- Enforce the policy. When enforcement is consistent, people are much more likely to comply. [See Section 5, Compliance and Enforcement, on page 12]

QUESTION 5: WHY DOES IT HAVE TO INCLUDE CONTRACTORS, CONSTRUCTION CREWS, AND MAINTENANCE? HOW CAN WE GET THEM TO COMPLY?

- A tobacco-free environment cannot be successful if there are exceptions.
- Ensure compliance with the tobacco-free policy in the same way that other policies are enforced, such as those prohibiting the use of alcohol or firearms.
- Maintenance staff members are an important part of the school staff. Their support of student health and respect for school policies is essential for tobacco-free schools.

QUESTION 6: WHY AREN’T OUTDOOR DESIGNATED SMOKING AREAS ALLOWED?

- Smoking areas provide opportunities for students to see adult role models using tobacco. This makes tobacco use seem normal.
- Smoking areas on school campuses enable students and staff to continue to use tobacco.



SECTION 3: COMPREHENSIVE TOBACCO-FREE POLICY

MODEL TOBACCO-FREE POLICY FOR VIRGINIA SCHOOL DIVISIONS

TOBACCO-FREE SCHOOL CAMPUSES

The _____ City/County School Board recognizes the use of tobacco products is a health, safety, and environmental hazard for students, employees, visitors, and school facilities. The Board believes that the use of tobacco products and electronic cigarettes on school grounds, in school buildings and facilities, on school property or at school-related or at school related or school-sponsored events, including off-site events, is detrimental to the health and safety of students, staff and visitors.

The Board acknowledges that adult employees and visitors serve as role models for students. The Board recognizes it has an obligation to promote positive role models in schools and to promote a healthy learning and working environment, free from unwanted smoke, tobacco and electronic cigarette use, for students, employees, and visitors on the school campus and off-site school-sponsored events.

Tobacco Use Prohibited

No student, staff member or school visitor is permitted to use any tobacco product or electronic cigarette at any time, including non-school hours (24/7):

- in any building, facility, or vehicle owned, leased, rented or chartered by the _____ City/County Public Schools;
- on any school grounds and property – including athletic fields and parking lots – owned leased, rented or chartered by _____ City/County Public Schools; or
- at any school-sponsored or school-related event on-campus or off-campus.

In addition, school division employees, volunteers, contractors or other persons performing services on behalf of _____ City/County Public Schools are prohibited from using tobacco products and electronic cigarettes at any time while on duty and in the presence of students, either on or off school grounds.

Further, no student shall be permitted to possess a tobacco product or electronic cigarette while in any school building; while on school grounds or property; or at any school-sponsored or school-related event, or at any other time that students are under the authority of school personnel.

Tobacco products may be included in instructional or research activities in public school buildings, if the activity is conducted or supervised by the faculty member overseeing the instruction or research project, and the activity does not include smoking, chewing, or otherwise ingesting the tobacco product.

Definition of Tobacco Products and Tobacco Use

For the purposes of this policy, "tobacco product" is defined to include cigarettes, cigars, blunts, bidis, pipes, chewing tobacco, snuff, nicotine vapor products (e.g. electronic cigarettes), alternative nicotine products and any other items containing or reasonably resembling tobacco or tobacco products. "Tobacco use" includes smoking, chewing, dipping, or any other use of tobacco products.

Signage

Signs will be posted in a manner and location that adequately notify students, staff and visitors about the 100 percent tobacco-free school division policy.



Enforcement for Students

Consequences for students engaging in the prohibited behavior will be provided in accordance with the Student Code of Conduct. Students who violate the school division's tobacco use policy will be referred to the guidance counselor, a school nurse, or other health or counseling services for all offenses for health information, counseling and referral. Parents/guardians will be notified of all violations and actions taken by the school.

Enforcement for Staff and Visitors

Consequences for employees who violate the tobacco use policy will be in accordance with personnel policies and may include verbal warning, written reprimand, or termination. Visitors using tobacco products will be asked to refrain while on school property 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 the school property. Forfeiture of any fee charged for admission will be enforced for visitors violating this policy.

Opportunities for Cessation

The administration will consult with the county health department and other appropriate health organizations to provide students and employees with information and access to support systems, programs and services to encourage them to abstain from the use of tobacco products.

Prevention Education

The administration will 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.

Procedures for Implementation

The administration will develop a plan for communicating this policy, which includes information in student and employee handbooks, announcements at school-sponsored or school-related events, and appropriate signage in buildings and around the school campus. An enforcement protocol, which identifies consequences for students, staff and visitors who violate the policy, will be created and communicated to all students, staff, parents, and community members.

SECTION 4: COMMUNICATION

COMMUNICATING YOUR TOBACCO-FREE POLICY

In order to comply with a policy, people need to be aware of it. Students, staff, parents, and the public/community are all impacted by a tobacco-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-free policy. Aim for clear, positive messages that motivate people to comply. Here are some suggestions from schools across the country.

- **SIGNAGE:** Post tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, athletic facilities, as well as in the school building, school vehicles and buses.
- **TEACHER-SPECIFIC SIGNAGE:** Post tobacco-free school signage, along with a copy of the policy, in staff lounges or offices.
- **IN-SCHOOL STUDENT ANNOUNCEMENTS:** Ask students to read daily announcements. Involve student groups or clubs in developing and delivering these 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-free campus policy in event bulletins/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:** Clear expectations help 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-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 to the school about the policy via an official memo.
- **PARENT LETTERS:** Send a letter to each parent or guardian explaining the policy; providing the health, academic, and social reasons; outlining the consequences for violators; and requesting support in enforcement 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.

For signage resources, contact info@247CampaignVA.com or visit 247CampaignVA.com/signage.



SECTION 4: COMMUNICATION

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-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 to avoid the negative confrontations with parents, workers, and other school visitors.

TIPS FOR VERBALLY COMMUNICATING THE POLICY

GENTLE REMINDERS: Chances are, the person in violation of the policy is 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-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 other communication strategies are in place to support verbal messages. For example, visitors to outdoor athletic events should see signs and information in event programs that communicate the policy, as well as hear announcements at the start of the game and between quarters to remind them of the policy.

SECTION 4: COMMUNICATION

ADVOCATING FOR A NEW OR REVISED SCHOOL BOARD POLICY

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

STEP 1: GET COMMITMENT

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

STEP 2: RECOMMEND A CHANGE IN DIVISION TOBACCO POLICY

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

STEP 3: DRAFT REVISIONS TO THE POLICY

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

STEP 4: PRESENT THE NEW POLICY TO THE SCHOOL BOARD

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

A STRONG PRESENTATION TO THE SCHOOL BOARD SHOULD INCLUDE:

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



SECTION 4: COMMUNICATION

IMPLEMENTING A NEW OR REVISED SCHOOL BOARD POLICY

STEP 1: PLAN THE IMPLEMENTATION AND ENFORCEMENT

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

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

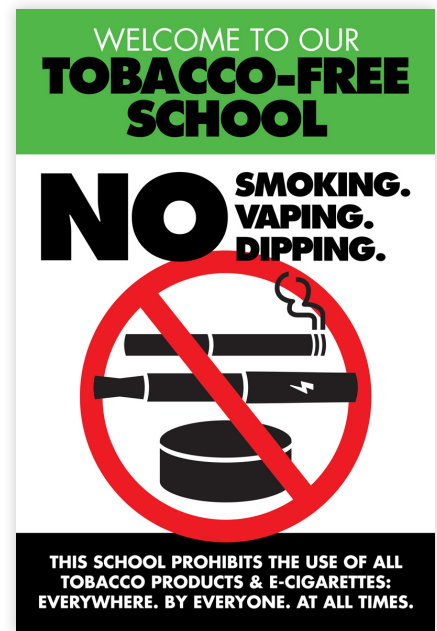
- Communication is key to compliance. [See Section 4, Communication, on page 8 for communication resources.]

STEP 3: IMPLEMENT THE POLICY

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

STEP 4: CONDUCT ONGOING ADVOCACY AND EVALUATION OF THE POLICY

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



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

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

SECTION 5: COMPLIANCE AND ENFORCEMENT

Policies need to be enforced in order to be effective. Each school or division determines its specific discipline procedures for students, staff, and visitors, including parents. Virginia laws provide guidelines about prohibiting tobacco product use in school buildings, but enforcement procedures are up to each division and school.

One recent study found that enforcement of school tobacco-free policies was associated with fewer observations of tobacco use by minors on school grounds as well as lower rates of current smoking among students.¹⁰

Enforcing tobacco-free school rules consistently and fairly strengthens a culture of respect and caring at a school. Schools that enforce this policy don't accept or allow violations to occur without appropriate action. Enforcement helps to maintain a safe and healthy environment in which authority is respected and rules are followed.

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

ENFORCING YOUR SCHOOL'S TOBACCO-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 Discipline

School administrators are encouraged to develop progressive discipline procedures for students that emphasize education and restorative consequences as opposed to suspension. The main purpose of consequences for violations is for students and others to learn from their mistakes and make better decisions in the future. Through required education, voluntary cessation support, and parent communication, students can be supported 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-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 violators to appropriate personnel. Some staff may believe that warning students to stop using tobacco and/or e-cigarettes is better than making a referral. Unfortunately, this leads to inconsistency and unfairness, and 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 in addition to assigning and tracking consequences.



Be Consistent

Enforcement needs to be consistent and fair. Rules need to be consistently followed for students, staff, and visitors. When the policy and enforcement process are communicated to all staff and students, everyone will know what to expect. Schools can also ask students and staff to help educate visitors to the school property about the tobacco-free policy.

Enlist Student Help

Students can be encouraged to support the tobacco-free school policy as a form of pride in their school and support for the good health of the entire school body. Groups of students, such as the Student Council, can be trained to remind their peers and visitors about the policy if they observe someone using tobacco or e-cigarettes at school. Students can also make referrals to cessation resources.

Communicate the Policy And Consequences

Communication through a variety of channels sends clear, consistent messages that tobacco and e-cigarette use is not appropriate or acceptable in the school environment.

Communication should be continual and highly visible. The more positive the messages, signs, reminders, announcements, letters, and newsletter articles, the fewer problems there will be with enforcement. Once the no-use expectation is set forth, there should only be a small number of people who violate the policy. It can also be helpful to communicate the consequences of future violations to first-time violators.

(For more information on communication strategies, see Section 4, Communication, on page 8.)

Set Positive Expectations

The intent of a tobacco-free school environment is to promote the health and well-being of students and staff members. Therefore, enforcement of the policy is meant to emphasize support for good health, rather than punishment.

Promote Tobacco-Free Living

Engage everyone in promoting tobacco-free lifestyles. Celebrate national and state events that support tobacco-free living, and provide opportunities to share this vision with the greater community.



SECTION 5: COMPLIANCE AND ENFORCEMENT

PROGRESSIVE DISCIPLINE FOR STUDENTS AND STAFF

PROGRESSIVE DISCIPLINE FOR STUDENTS

Progressive discipline is highly recommended for tobacco 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 be included in disciplinary consequences. Tobacco use is often more than a disciplinary issue; in many cases, it is also an addiction issue. Research shows that adolescents can quickly become dependent on nicotine.¹¹

There are many discipline strategies that can be utilized in a progressive discipline approach. The right 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-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 policy. Schools can consider modifying their discipline policy depending on the level 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:

- Referral to school counselor or nurse for educational interview (see the Educational Interview Guide on page 24)
- Parent/guardian notification by telephone and/or written communication
- Student or parent/student conference with school administrator
- Referral to school counselor or nurse, tobacco education class or cessation resources (see Free Quit Resources on page 17)
- Online, individual or group tobacco education course (see Free Quit Resources on page 17)
- Academic assignments focusing on the effects of tobacco use (see Progressive Discipline Assignments for Students on page 26)
- School or community service, such as cleanup of grounds
- In-school suspension
- Detention (lunch or after school)

SECOND OFFENSE:

- Immediate removal from school – parent required to pick up the student from school
- Parent/student conference with school administrator or school counselor to develop action plan to prevent further violations
- Referral to student court (if available)



- School or community service (more hours)
- Monetary fine

THIRD OFFENSE:

- Disciplinary hearing
- Revision of plan to prevent further violations, including commitment to seek cessation support for behavior change
- Longer community service commitment or in-school suspension
- Out-of-school/division suspension

PROGRESSIVE DISCIPLINE FOR STAFF

The first violation for staff can be addressed with a warning and encouragement to talk with a health care provider about their tobacco or e-cigarette use. As noted above, tobacco use is an addiction, and staff who use tobacco products may develop health problems as a result. It is strongly recommended that all staff violators be provided with information on cessation and nicotine addiction treatment options available to them in the community.

After the first offense, staff violations should be subject to disciplinary action as they would be for any other school policy violation. Staff must be expected to adhere to the policy.

SECTION 5: COMPLIANCE AND ENFORCEMENT

PROGRESSIVE ENFORCEMENT WITH PARENTS AND 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 Section 4, Communication, on page 9 as well as the communication resources on pages 20-23 for suggestions about how to remind 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 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:

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 23)

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

FREE QUIT RESOURCES

Because nicotine dependence can start early in an adolescent's use of tobacco 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 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**

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

Quitting Aids – The program helps 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.

Quit Guide – The program includes an easy-to-use workbook that individuals can reference in any situation to help them stay with their Quitting Plan.

Quit Coach® – Individuals are matched with expert support and assistance to help them quit tobacco.

Web Coach® – Individuals are given access to a private, online community where they can complete activities, watch videos, track progress, and join in discussions with others in the program.

Text2QuitSM – Finally, this text message feature 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®**

The American Lung Association's Freedom From Smoking® clinic includes eight classroom sessions that help individuals work 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**

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 chat with an NCI counselor, links to state quit lines, and more.

- **SmokefreeTXT**

<http://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 quit.

- **My Last Dip**

www.MyLastDip.com

This site is sponsored by Oregon Research Institute and offers free quitting support to smokeless tobacco users.

- **EX**

<http://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**

<http://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 aims to empower 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.

RESOURCES

EXAMPLES OF TOBACCO-FREE SCHOOL SIGNAGE

For signage resources, contact info@247CampaignVA.com or visit 247CampaignVA.com/signage.

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.**

12X18"
ALUMINUM SIGNS

WELCOME TO OUR
**TOBACCO-FREE
SCHOOL**



NO **SMOKING.
VAPING.
DIPPING.**

**THANK YOU FOR
YOUR COOPERATION.**

8X8"
WINDOW DECALS

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.**

**NEED HELP QUITTING? Call 1-800-784-8669
for free resources & support.**



24X36"
LAMINATED INDOOR POSTERS



SAMPLE LETTER TO PARENTS

Dear Parents,

Since (date), the (name of school division) School Board has had a tobacco-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 students from bringing tobacco products and electronic cigarette (e-cigarettes) use by everyone, everywhere on campus, at all times, including on and off-site school related events after regular school hours. [Note: Tailor this sentence to your division's policy.] A copy of the policy is attached.

The School Board put this policy in place for three reasons:

- **Help Students Be Tobacco-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 and state law prohibit smoking in elementary, intermediate, and secondary schools. Additionally, state law directs school boards to develop policies prohibiting the use of e-cigarettes on a school bus, school property, or at school-sponsored activities.

Tobacco-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,



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 use. We encourage school division staff to use these events to remind students, staff, and school supporters that the division has a tobacco-free school policy in place – one that prohibits tobacco and e-cigarette use anywhere on campus, at any time, by anyone. Regular announcements at athletic games, concerts, performances, and other events are a simple and effective strategy for getting the message across, especially when used in combination with signage and information in event brochures.

EFFECTIVE USE OF ANNOUNCEMENTS

Advocates and school staff provide the following suggestions for using announcements to effectively communicate a tobacco-free school policy:

- Positive, pro-health announcement: Announcements should be positive – reminding visitors that the policy exists to protect the health of students.
- Provide at least four announcements: For example, at the beginning of the game, end of the first quarter, halftime, and end of the third quarter – to ensure everyone is aware of the policy.
- Youth participation: Invite student clubs and organizations to create and make the announcements.

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 concerts and theater performances:

15 SECONDS: For the safety of our students, (name of school division) is proud to have a 100 percent tobacco-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-free. Enjoy the game!

15 SEGUNDOS: Para la seguridad de nuestros estudiantes (nombre del distrito escolar) se enorgullece de tener una política escolar de 100% libres de tabaco. En este tiempo, quisiéramos recordarles a nuestros aficionados de casa y a los visitantes que el uso de cualquier producto de tabaco durante el acontecimiento deportivo de esta noche se prohíbe estrictamente. Apreciamos su apoyo y quisiéramos darles las gracias por mantener nuestra escuela y nuestro estadio libre de tabaco. ¡Gocen el juego!

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-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-free.

15 SEGUNDOS: Como 6,900 niños de Virginia con menos de 18 años de edad se convierten en fumadores cada año. Esta es una de las razones porqué las escuelas del (nombre de distrito escolar) tienen una política escolar de 100% libres de tabaco. El uso de tabaco de cualquier tipo está prohibido estrictamente en toda la propiedad escolar – incluyendo dentro y alrededor del estadio y de los estacionamientos. Gracias por su apoyo y por ayudarnos a mantener a nuestros estudiantes libres de tabaco.



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 division) schools are 100 percent tobacco-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!

15 SEGUNDOS: El tabaco mata a más de 1,200 americanos todos los días. Ochenta por ciento de ellos comenzaron a fumar antes de que tuvieran 18 años de edad. Esta es una de las razones porqué las escuelas del (nombre de distrito escolar) tienen una política escolar de 100 % libres de tabaco. Quisiéramos recordarles a nuestros visitantes y aficionados que el uso de tabaco de cualquier tipo durante el juego de esta noche está prohibido. ¡Gracias por su apoyo y goce el juego!

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 division) schools are 100 percent tobacco-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-free. Enjoy the game!

30 SEGUNDOS: ¡Hola aficionados! ¿Sabían ustedes que el uso de tabaco es la causa número uno de muerte evitable en Virginia? Cada año más de 9,000 personas en nuestro estado mueren por el uso de productos de tabaco – más que aquellos que mueren de SIDA, alcohol, accidentes de tráfico, drogas ilegales, asesinato y suicidio combinadas. Esta es una de las razones porqué las escuelas del (nombre del distrito escolar) tienen una política escolar de 100% libres de tabaco. Esto significa nada de tabaco en cualquier tiempo, por cualquier persona, dondequiera en el campus – incluyendo estadios y estacionamientos. Apreciamos su apoyo y les damos las gracias por mantener nuestra escuela y nuestro estadio libre de tabaco. ¡Goce el juego!



SAMPLE STATEMENTS FOR VISITOR ENFORCEMENT

- "Pardon me, you must not realize that our school division has a tobacco-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 division's tobacco-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-free schools 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-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-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-free school policy extends to school events off school property. To keep our message consistent, please do not use tobacco of any kind during this event. Thanks for your cooperation."



EDUCATIONAL INTERVIEW GUIDE

Time: 30-45 minutes, can be conducted in three, 10- to 15-minute sections

Who: School Nurse, School Counselor, Health Educator, School-based Health Center Counselor or other support personnel

Objectives:

1. Student will increase knowledge about harmful effects of tobacco use.
2. Student will increase motivation 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.

Note:

Use these principles of Motivational Interviewing to assist the student to motivate him or herself to change the behavior:

- Show empathy.
- Point out discrepancies, from a neutral point of view, between the behavior and other values, goals or behaviors.
- Go along with resistance; don't oppose the student.
- Avoid arguments so that a deadlock doesn't result.
- 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.

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:

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?

Inquire about student's knowledge about tobacco

- What do you know about tobacco?

Learn about the student's tobacco use

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



If One-time Event:

- Discuss decision making: Choices affect you now and later
- Discuss addiction: How using tobacco leads to addiction; explain the adolescent brain is especially susceptible to chemicals because it's still developing; show picture of how nicotine affects the brain
- Discuss immediate effects of tobacco use:
 - Get 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 function and 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)
- If regular or addicted tobacco user:
 - At what age did you start using?
 - Where do you get tobacco?
 - Who do you know who uses tobacco (want to find out if family members, close friends are using tobacco)?
 - What are the reasons you use tobacco?
- Get insight into other ways they could address the situation/ their needs without using tobacco. This may lead to making a referral to help students deal with stress, academic or addiction issues that might otherwise have been overlooked. If tobacco use is part of how a student copes with stress, the school counselor can help the student figure out alternative coping strategies. Be sure to prepare the school counselor or nurse for such referrals.

What do you know about smoking/chewing? Engage in a conversation, adding this information:

- Ask a question about prevalence here. "What percent of high school students use tobacco?" Get their perception. Then tell the student the actual number, 11% or about one in ten, and probe why he or she thinks it is more than it is.¹³ Discuss how perceptions aren't always reality. You could bring in advertising and smoking in the movies, the way the health effects are not demonstrated.
- Most smokers become addicted when they are a teen.
- More than a third of all kids who ever try smoking a cigarette become regular, daily smokers before leaving high school.¹⁴

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 27-28)
- If in contemplation, preparation, or action state of quitting, reinforce importance for change and the student's belief in his or her ability to make a change in tobacco use.
 - Go online together to Teen.Smokefree.gov or
 - Go on line to www.quitnow.net/virginia or call the Quitline together, 1-800 QUIT NOW (1-800-784-8669) or
 - Refer to cessation class or school counselor, nurse, or school-based health center for more support.

Identify next step

- 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.



PROGRESSIVE DISCIPLINE ASSIGNMENTS FOR STUDENTS

MIDDLE SCHOOL

1. Do activities at 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

2. Community Service Project:

- Community service at health fair distributing information

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

- How many preventable deaths are caused in the Virginia, the U.S., and worldwide due to tobacco?
- What are the ingredients in cigarettes and their other uses?
- What are 10 harmful effects of smoking tobacco?
- How does tobacco affect the environment?
- How much do tobacco 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 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 product and answer these questions in writing (basic deconstruction questions):

- 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?

HIGH SCHOOL

1. Community Service Project:

- Volunteer at hospital or senior center with patients who have lung problems
- 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. nonuser.

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

- Life expectancy for a tobacco user vs. nonuser
- How tobacco affects the environment
- Other countries' laws around tobacco use, use rates, and death rates
- Products that contain nicotine, other than cigarettes; find out why there is such a variety of products
- New "spitless" tobacco products, their packaging, and their health effects

6. Attend an adult smoking cessation class (if one exists locally).

7. Attend a tobacco control coalition/alliance meeting (if this exists locally).

8. Take a fitness test or evaluation.

9. 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.



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: patch, gum or lozenges.**

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 _____



GETTING THROUGH THE SCHOOL DAY WITHOUT TOBACCO

A NO TOBACCO USE AT SCHOOL PLAN FOR STUDENTS

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



CHAPTER 326

An Act to amend and reenact § 22.1-279.6 of the Code of Virginia and to amend the Code of Virginia by adding a section numbered 22.1-79.5, relating to electronic cigarettes in public elementary and secondary schools. [H 484]

Approved March 27, 2014

Be it enacted by the General Assembly of Virginia:

1. That § 22.1-279.6 of the Code of Virginia is amended and reenacted and that the Code of Virginia is amended by adding a section numbered 22.1-79.5 as follows:

§ 22.1-79.5. Policy regarding electronic cigarettes.

Each school board shall develop and implement a policy to prohibit the use of electronic cigarettes on a school bus, on school property, or at a school-sponsored activity.

§ 22.1-279.6. Board of Education guidelines and model policies for codes of student conduct; school board regulations.

A. The Board of Education shall establish guidelines and develop model policies for codes of student conduct to aid local school boards in the implementation of such policies. The guidelines and model policies shall include, but not be limited to, (i) criteria for the removal of a student from a class, the use of suspension, expulsion, and exclusion as disciplinary measures, the grounds for suspension and expulsion and exclusion, and the procedures to be followed in such cases, including proceedings for such suspension, expulsion, and exclusion decisions and all applicable appeals processes; (ii) standards, consistent with state, federal and case laws, for school board policies on alcohol and drugs, gang-related activity, hazing, vandalism, trespassing, threats, search and seizure, disciplining of students with disabilities, intentional injury of others, self-defense, bullying, the use of electronic means for purposes of bullying, harassment, and intimidation, and dissemination of such policies to students, their parents, and school personnel; and (iii) standards for in-service training of school personnel in and examples of the appropriate management of student conduct and student offenses in violation of school board policies.

In accordance with the most recent enunciation of constitutional principles by the Supreme Court of the United States of America, the Board's standards for school board policies on alcohol and drugs and search and seizure shall include guidance for procedures relating to voluntary and mandatory drug testing in schools, including, but not limited to, which groups may be tested, use of test results, confidentiality of test information, privacy considerations, consent to the testing, need to know, and release of the test results to the appropriate school authority.

In the case of suspension and expulsion, the procedures set forth in this article shall be the minimum procedures that the school board may prescribe.

B. School boards shall adopt and revise, as required by § 22.1-253.13:7 and in accordance with the requirements of this section, regulations on codes of student conduct that are consistent with, but may be more stringent than, the guidelines of the Board. School boards shall include, in the regulations on codes of student conduct, procedures for suspension, expulsion, and exclusion decisions and shall biennially review the model student conduct code to incorporate discipline options and alternatives to preserve a safe, non-disruptive environment for effective teaching and learning.

C. Each school board shall include in its code of student conduct prohibitions against hazing and profane or obscene language or conduct. School boards shall also cite in their codes of student conduct the provisions of § 18.2-56, which defines and prohibits hazing and imposes a Class 1 misdemeanor penalty for violations, that is, confinement in jail for not more than 12 months and a fine of not more than \$2,500, either or both.

D. Each school board shall include in its code of student conduct, by July 1, 2014, policies and procedures that include a prohibition against bullying. Such policies and procedures shall be consistent with the standards for school board policies on bullying and the use of electronic means for purposes of bullying developed by the Board pursuant to subsection A.

Such policies and procedures shall not be interpreted to infringe upon the First Amendment rights of students and are not intended to prohibit expression of religious, philosophical, or political views, provided that such expression does not cause an actual, material disruption of the work of the school.

E. A school board may regulate the use or possession of beepers or other portable communications devices and laser pointers by students on school property or attending school functions or activities and establish disciplinary procedures pursuant to this article to which students violating such regulations will be subject.

F. Nothing in this section shall be construed to require any school board to adopt policies requiring or encouraging any drug testing in schools. However, a school board may, in its discretion, require or encourage drug testing in accordance with the Board of Education's guidelines and model student conduct policies required by subsection A and the Board's guidelines for student searches required by § 22.1-279.7.

G. The Board of Education shall establish standards to ensure compliance with the federal Improving America's Schools Act of 1994 (Part F-Gun-Free Schools Act of 1994), as amended, in accordance with § 22.1-277.07.

This subsection shall not be construed to diminish the authority of the Board of Education or to diminish the Governor's authority to coordinate and provide policy direction on official communications between the Commonwealth and the United States government.

H. Each school board shall include in its code of student conduct a prohibition on possessing electronic cigarettes on a school bus, on school property, or at a school-sponsored activity.

2. That each school board shall update its policies and code of student conduct to comply with the provisions of this act by July 1, 2015

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 7,500 Virginia high school teens have been trained as youth activists and have united under the common cause of deglamorizing tobacco use and promoting healthy 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 more than in 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 off of 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 truly tobacco-free schools.



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