

POLICY IN ACTION

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Overview

- Effectively passing a policy
- Enforcement
- Cessation



Passing a Policy

- Timing is important
- Communication is key
- Community and student partnerships strengthen effectiveness



Passing a Policy

- Draft the policy with input from various stakeholders
 - Administrators, teachers and staff
 - Students organizations like SADD, RESIST and student council
 - Parents, PTA, booster club
 - Local health coalition, tobacco prevention council
 - KASB, National Public Health Law Center
- Pass and promote the policy at the beginning of a new school year or semester
- Have rationale for the policy
 - It's about health and safety for students, staff AND visitors
- Be prepared with enforcement procedures and a communications plan

Enforcement

- Communication, communication, communication
 - Signage
 - Student AND staff newsletters
 - School newspaper, radio station, etc.
 - Announcements at all school events and in programs
 - Social media
 - Earned media
- It's about health and safety!



Sample Announcement

“To protect the health of our students, staff and visitors, we would like to remind you that our school is 100 percent tobacco-free. Please refrain from using tobacco products anywhere on campus. Thank you for your cooperation.”

California Department of Education, 2012

Enforcement

- Disseminate the policy widely
 - Student and staff handbooks
 - District and school websites
 - Orientation packets
 - Student and staff common areas



Enforcement

- Focus on the behavior, not the smoker
 - Smoking is an unhealthy behavior
 - Adult smokers can still be good role models, but they exhibit unhealthy behavior
- Train staff on one-on-one communication
 - Have rational
 - Be calm and consistent
 - Have a plan for uncooperative people
 - Incorporate deliverables into contracts, MOUs
- Schools have the authority to enact policies that in the best interest of the health of their students. Adults can go off campus to use tobacco. (North Dakota Department of Health, 2010)

Cessation

- Cessation services are part of a comprehensive policy
- Smokers need support to quit
- Resources, referrals and incentives are all needed



<http://bit.ly/2fQ1jxi>

Cessation

- Staff may use the new policy as an opportunity to quit
 - Provide referrals to the Kansas Quit Line or health insurance provided resources
 - Identify staff who can be a resource for their colleagues e.g. a nurse or counselor
 - Reinforce the importance of modeling positive behavior
 - Educate staff about the benefits of reduced illness, absences and healthcare costs
- Kansas Quit Line
 - <http://www.ksquit.org/>



<http://bit.ly/2gcEWUo>

Cessation

- Student smokers need support too!
 - Consider alternatives to out of school suspension
 - Cessation counseling not should replace punishment
 - Establish referral systems for kids who are disciplined for smoking
 - Engage student leadership in peer education
- Student Resources
 - RESIST – www.resisttobacco.org
 - Tobacco-Free Kids Campaign – www.tobaccofreekids.org
 - FDA, The Real Cost – www.therealcost.gov



Why is this important?

- Eliminate exposure to secondhand smoke
- Model positive behavior
- Establish a norm and set precedent
- Prepare students for a tobacco-free world
- Create a supportive, healthy environment



RESIST Youth Council Members, 2016

What next?

- Collect all written policies, rules and documents that address smoking
 - Dress codes
 - Athlete/arts/clubs agreements
 - Student and staff handbooks
 - Websites
 - Health forms, etc.
- Assess them for comprehensiveness
- Develop/complete a checklist with actionable steps to adopting a fully comprehensive policy

Sources

- The National Public Health Law Center, [Smoke Free Tobacco Free Places - Schools](#) (2016).
- California Department of Education, [Comprehensive Tobacco-Free School Policy Toolkit](#) (2012).
- North Dakota Department of Health, [Comprehensive Tobacco-Free School Policy Tool Kit](#) (2010).
- Johnson County Health Department and KU Medical Center, [100% Tobacco-Free Schools Toolkit](#) (2011).
- Maine Center for Disease Control and Prevention, [Creating & Maintaining a Tobacco-Free School Policy](#).

Questions?

Additional Training Opportunity

- What - Webinar on the Brief Tobacco Intervention training
 - When – **January 10, 2017 from 2:00 – 3:00 p.m.**
 - Where - Online
 - Who –grant coordinators, school nurses and counselors, administrators, etc.
- Stay tuned for details!



<http://bit.ly/2gN5Sg6>