

Checklist for Communicating a 100% Tobacco-Free School Policy

Use these ideas and tactics to develop a communication strategy that will work for your district. Communication should ensure that all members of the school and community know about your 100% tobacco-free school policy and that they understand why the policy is in place, how it will be enforced, and what happens if the policy is violated.

INFO YOU'LL NEED

CREATING A TOBACCO-FREE SCHOOL DISTRICT

Developed By
Ohio Tobacco Prevention Foundation

COMMUNICATING WITH STUDENTS:

- Prominently post tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, athletic facilities, and in schools and on buses.
- Place details in student handbooks and orientation guides.
- Review and discuss the policy at student orientation meetings including meetings with new and transfer students.
- Spread the information through student organizations, activities, and newspapers.
- Make announcements over morning broadcasts at school and over loudspeaker systems at school events.
- Have students design posters, banners, and signs to communicate the new policy.
- Tell students about opportunities for tobacco cessation support programs in the community and provide information about how students can access these programs.
- Involve student groups or clubs, such as **stand**, to assist in communicating the policy.
- Encourage, support, and empower students to appropriately communicate the policy to other students and visitors who are violating the policy.
- Include information on school websites including those that target students.

COMMUNICATING WITH EMPLOYEES:

- Prominently post tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, athletic facilities, and on vehicles.
- Provide every school district employee with a copy of the policy and a letter of explanation from the school board.
- Discuss the policy at staff meetings and new staff orientation.
- Hold in-service training on tobacco-related school policies for all staff, including teaching staff, bus drivers, aids, food service workers, and maintenance staff.
- Post information, along with a copy of the policy, in staff lounges or offices.
- Include information in staff newsletters.
- Tell staff about opportunities for tobacco cessation support programs in the community and provide information on how to access these programs.
- Inform potential employees of the policy in all job interviews.
- Include a statement that the school district is tobacco-free on all job applications.
- Involve respected and well-liked school personnel in sharing messages with staff groups.

COMMUNICATING WITH PARENTS/GUARDIANS:

- Provide information at parent open houses at the start of the new school year.
- Prominently post tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, and athletic facilities.
- Send a letter to each parent or guardian that: 1) explains the policy change; 2) provides the health, academic, and social reasons for the change; 3) outlines the consequences for violators; and 4) asks for support in enforcement.
- Ask parents to sign student-school contracts that address the tobacco policy for participation in extra- and co-curricular activities.
- Discuss the policy changes at PTA, PTO, or similar meetings.
- Include an article outlining the policy and implications of the policy in parent-oriented newsletters and school or community newspapers.
- Announce the new policy at all athletic events, meetings, concerts, and plays. Have students develop and/or deliver announcements.
- Send a letter home or call parents if a student violates the policy.
- Post an announcement on the school district's website, as well as individual school websites.

COMMUNICATING WITH THE PUBLIC/COMMUNITY:

- Place an ad in the paper thanking the school board for their decision to make the school district 100% tobacco-free.
- Ask other community agencies such as PTAs, PTOs, and Asthma Coalitions to include an article about the new tobacco-free school policy in their newsletters. (Provide them with a short article, if necessary.)
- Prominently post tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, and athletic facilities. Other places to post signs include gathering places, restrooms, loading areas, and stairwells.
- Remove all ashtrays from school property, especially those outside the entrances to school buildings.
- Announce the new policy at all athletic events, meetings, concerts, and plays. Include announcements in event bulletins.
- Train students, staff, and community volunteers to politely ask community members to respect school policy. Avoid communicating in a way that sounds judgmental or that would create or escalate conflict.
- Ask students, staff, and community volunteers to assist in distributing informational flyers regarding the policy at school events.
- Communicate the policy to parent and business volunteers who assist in supervising youth during off-campus activities, including field trips, job shadowing, or community service.
- Inform vendors who provide supplies, materials, and services on a regular basis to the school about the policy. Use an official memo, face-to-face communication, or include a clause in the written contract agreement.

OTPF-Approved Youth Tobacco Prevention Programming

PROJECT TNT: TOWARDS NO TOBACCO USE

Project TNT: Towards No Tobacco Use is an evidence-based, comprehensive program that helps young teens say no to tobacco by changing preconceptions about tobacco and by teaching decision-making, refusal, and communication skills. The program also focuses on the physical consequences of tobacco. The curriculum was developed by Dr. Steve Sussman, professor in the Departments of Preventive Medicine and Psychology and the Institute for Health Promotion and Disease Prevention Research at the University of Southern California. It is based on the theories of social learning, social influence, and cognitive behavior and is designed to reach a diverse population of youth who may have different risk factors.

THE OBJECTIVES OF *PROJECT TNT* INCLUDE:

- Describing the course of tobacco addiction and related diseases
- Demonstrating effective communication, refusal, and cognitive coping skills
- Identifying how the media and advertisers influence teens to use tobacco products
- Identifying methods for building self-esteem

TARGET AGE:

- Middle/junior high school students in 7th and 8th grades

PROGRAM LENGTH:

Year 1—Grade 7:

- 10 core curriculum lessons
- Lessons are approximately 40-50 minutes each

Year 2—Grade 8:

- 2 booster lessons
- Lessons are approximately 40-50 minutes each

The 10 core lessons are designed to be taught in two weeks, but may be spread out over a four-week period. The booster lessons are designed to be taught in a two-day sequence, but could be taught one per week.

PROJECT TNTWORKS!*

Project TNT has been implemented with white non-Hispanic, Latino, African-American, and Asian-American adolescents.

- Reduced initiation of cigarette use by approximately 26% when 1- and 2-year outcomes were averaged together
- Reduced initiation of smokeless tobacco use by approximately 30%
- Reduced weekly or more frequent cigarette smoking by approximately 60%
- Eliminated weekly or more frequent smokeless tobacco use

*Relative to control group in a large randomized field experiment.

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MATERIALS:

- Teacher's manual: *Project TNT: Towards No Tobacco Use* (Grades 5-9)—\$45.00
- Student workbooks—5/\$18.95
- Two videos
 - Video 1: Stand Up For Yourself—\$79.95
 - Video 2: Combating Tobacco Use-Specific Social Images—\$40.00
- Optional kit with additional resources

PROGRAM PROVIDERS:

Trained classroom teachers

TRAINING:

Two-day training is recommended. For information about Ohio-based training opportunities, call the program publisher, ETR Associates, at (800) 321-4407.

PRAISE FOR *PROJECT TNT*:

Project TNT has been recognized as an exemplary program by:

- Model Program: Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services
- Programs That Work: National Institute on Drug Abuse, National Institutes of Health, U.S. Department of Health and Human Services
- Exemplary Program: U.S. Department of Education
- Programs That Work: U.S. Centers for Disease Control and Prevention, U.S. Department of Health and Human Services

For additional information about *Project TNT*, call (800) 321-4407.

SOURCES:

- Programs That Work: *Project TNT* Curriculum Fact Sheet at <http://www2.edc.org/ntp/PTW/ptwtnt.html>.
- SAMHSA Model Program at <http://modelprograms.samhsa.gov>.

OTPF would like to thank Case Western Reserve University's Center for Health Promotion Research for providing the content used to create this fact sheet.

Petition in Support of 100% Tobacco-Free School Policy

HELP YOUR SCHOOL DISTRICT MAKE THE HEALTHY, INTELLIGENT CHOICE ABOUT TOBACCO.

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TOO MANY KIDS IN OHIO SMOKE. JUST CONSIDER THESE FACTS:

The facts show that there is a definite need to combat the prevalence of tobacco use among school-aged children. For example:¹

- 28.7% of Ohio high school students and 11.6% of Ohio middle school students use tobacco
- 20.5% of Ohio high school students and 7.2% of Ohio middle school students smoke
- There is an increase in the number of students who use tobacco in each grade:
 - 9th grade: 22.7%
 - 10th grade: 26.8%
 - 11th grade: 30.7%
 - 12th grade: 38.4%
- 47.9% of high school smokers say they want to quit smoking
- Over 80% of tobacco use begins before age 18

A 100% tobacco-free policy in our schools can help change these statistics. Studies have shown that consistently enforced school policies can reduce tobacco use among students.² In addition, a 100% tobacco-free policy will:

- Protect students, staff, and visitors from the dangers of secondhand smoke.
- Reinforce tobacco prevention messages kids learn in the classroom.
- Provide a positive example for students at a time when they're making their own decisions about tobacco use.
- Reduce opportunities to smoke.
- Prepare students for the reality of tobacco-free workplaces and communities.

Show your support for a 100% tobacco-free school policy that prohibits tobacco use by students, faculty, staff, and visitors on the school campus, in school vehicles, and at school events by signing the attached petition. And ask your Board of Education to make the smart and healthy change.

REFERENCES:

¹ Ohio Department of Health, 2006 Ohio Youth Tobacco Survey, at www.odh.ohio.gov/ASSETS/FB3304C5F00C414BA2F797FFB0C7B654/YTScombo.pdf.

² Wakefield, M.A., Chaloupka, F.J., Kaufman, N.J., Orleans, C.T., Barker, D.C., & Ruel, E.E. (2000). Effect of Restrictions on Smoking at Home, at School, and in Public Places on Teenage Smoking: Cross-Sectional Study. *British Medical Journal*, 321, 333-337.

PETITION IN SUPPORT OF 100% TOBACCO-FREE SCHOOLS:

We, the undersigned, ask our local Board of Education to mandate a policy requiring all public school buildings, grounds, and events to be 100% tobacco-free.

Role (Check One): <input type="checkbox"/> Student <input type="checkbox"/> Teacher <input type="checkbox"/> Administrator <input type="checkbox"/> Parent <input type="checkbox"/> Citizen <input type="checkbox"/> Business Owner	
Name	
Address	
Phone/Email	
School Name	

Role (Check One): <input type="checkbox"/> Student <input type="checkbox"/> Teacher <input type="checkbox"/> Administrator <input type="checkbox"/> Parent <input type="checkbox"/> Citizen <input type="checkbox"/> Business Owner	
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Role (Check One): <input type="checkbox"/> Student <input type="checkbox"/> Teacher <input type="checkbox"/> Administrator <input type="checkbox"/> Parent <input type="checkbox"/> Citizen <input type="checkbox"/> Business Owner	
Name	
Address	
Phone/Email	
School Name	

SOURCE:
North Carolina Health & Wellness Trust Fund, 100% Tobacco-Free Schools Project. Adapted from 100% TFS Petition and Petition Cover Sheet, at www.tobaccofreeschoolsnc.com/100PercentPetitionCoversheet.pdf and www.tobaccofreeschoolsnc.com/100PercentPetition.pdf.

OTPF-Approved Youth Tobacco Prevention Programming

LIFESKILLS® TRAINING (LST)

A research-validated, evidence-based substance abuse prevention program, *LifeSkills Training* (LST) is proven to prevent substance abuse among elementary, middle, and high school students. The curriculum is based on the person-environment interactionist model, which assumes that there are multiple pathways that lead to the use of tobacco, alcohol, and drugs. It works by targeting the major social and psychological factors that cause youth to start using tobacco, alcohol, or drugs or engage in other risky behaviors, and it teaches the skills students need to resist peer pressure, develop self-confidence, and handle challenging situations. The program was developed in the late 1970s by Dr. Gilbert J. Botvin, an internationally known expert on drug abuse and prevention.

THE THREE MAJOR COMPONENTS OF *LIFESKILLS TRAINING* INCLUDE:

- Drug (tobacco, alcohol, marijuana) resistance skills
- Personal self-management skills
- General social skills

TARGET AGE:

- Elementary school students
- Middle/junior high school students

PROGRAM LENGTH:

Elementary School Curriculum:

- 24 lessons total with 8 lessons being taught per year over 3 years
- Lessons are approximately 30-45 minutes each

Middle/Junior High School Curriculum:

- 15 core lessons and 15 booster lessons taught over 3 years
- 7 optional lessons on violence prevention
- Lessons are approximately 45 minutes each

LST is flexible and can be taught as an intensive mini-series with classes two to three times a week or as an extended schedule series with classes once a week.

LIFESKILLS TRAINING WORKS!

LST is proven effective with white, middle-class students, ethnic minority students (primarily African-American and Hispanic), and inner-city urban, suburban, and rural populations.

- Cuts tobacco, alcohol, and marijuana use by 50%-75%
- Cuts polydrug use up to 66%
- Reduces pack-a-day smoking by 25%
- Decreases use of inhalants, narcotics, and hallucinogens
- Reduces risky driving behavior
- Results last for up to six years

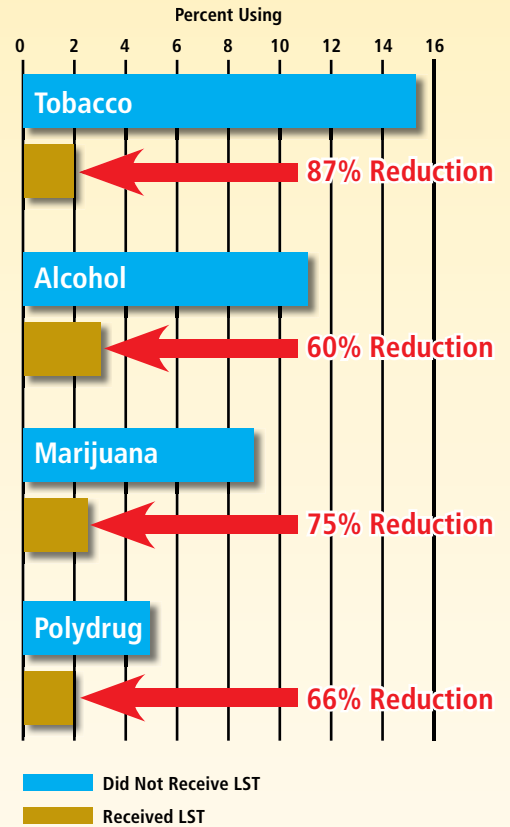
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Follow-Up Results From 4 Published Studies



MATERIALS:

Teacher's Manual and Student Guide for each year

Student Guide Pricing (per pack of 10):

- Elementary School Years 1, 2, 3: \$50.00
- Middle School Level 1: \$60.00
- Middle School Level 2: \$50.00
- Middle School Level 3: \$40.00

Teacher's Manual Pricing:

- Elementary School Years 1, 2, 3: \$85.00
- Middle School Level 1: \$85.00
- Middle School Level 2: \$65.00
- Middle School Level 3: \$45.00

PROGRAM PROVIDERS:

Teachers, peer leaders, health care professionals

TRAINING:

On-site training workshops may be arranged through the National Health Promotion Associates by calling (800) 293-4969.

PRAISE FOR LIFESKILLS TRAINING:

LST has been featured as an outstanding program in:

- Exemplary Substance Abuse Prevention Programs Award (May 16, 2000) by the Center for Substance Abuse Prevention
- National Drug Control Strategy (1999) by the U.S. Office of National Drug Control Policy
- U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention's Blue Prints of Effective Violence Prevention Programs (1998)
- Preventing Drug Use Among Children and Adolescents (1997), NIDA, NIH
- Making the Grade (1996) by Drug Strategies, Inc.
- Great Transitions (1995) by the Carnegie Council on Adolescent Development
- Keeping Score (1995) by Drug Strategies, Inc.

For additional information or to order materials, visit www.lifeskillstraining.com.

SOURCE:

LifeSkills Training website at www.lifeskillstraining.com.

OTPF would like to thank Case Western Reserve University's Center for Health Promotion Research for providing the content used to create this fact sheet.

Model Policy for 100% Tobacco-Free Schools

RATIONALE

The Board of Education has a duty to protect and promote the health and well-being of all students and staff. The Board is acutely aware of the serious health risks associated with the use of tobacco products, both to users and non-users, and that most tobacco use begins by the age of 18. The Board recognizes that district personnel and school visitors serve as role models to students and, therefore, adopts this 100% Tobacco-Free School Policy to endorse a healthy lifestyle and prevent tobacco use.

DEFINITION:

For the purpose of this policy, "tobacco" is defined to include any lighted or unlighted cigarette, cigar, pipe, bidi, clove cigarette, and any other smoking product, and spit tobacco, also known as smokeless, dip, chew, and snuff, in any form.

TOBACCO USE PROHIBITED:

No student, staff member, volunteer, or school visitor is permitted to smoke, inhale, dip, or chew tobacco at any time, including non-school hours:

- In any building, facility, or vehicle owned, leased, rented, or chartered by the (school district); or
- On school grounds, athletic facilities, or parking lots.

No student, staff member, or volunteer is permitted to smoke, inhale, dip, or chew tobacco at any time, including non-school hours, at any school-sponsored event off campus.

Additionally, no student is permitted to possess cigarettes, other tobacco products, papers used to roll cigarettes, lighters, or other paraphernalia at any time.

TOBACCO PROMOTION PROHIBITED:

Tobacco advertising is prohibited on school grounds, in all school-sponsored publications, and at all school-sponsored events. Tobacco promotional items that promote the use of tobacco products, including clothing, bags, lighters, and other personal articles are not permitted on school grounds, in school vehicles, or at school-sponsored events.

PROVIDING NOTICE:

"No Tobacco" signs will be posted throughout the district at entrances and other appropriate locations on all academic buildings, administrative spaces, and athletic fields. Students will be provided notice of this policy through student handbooks and district personnel will be provided notice of this policy through personnel handbooks. District vehicles will display the international "No Smoking" insignia. Announcements will be made during home athletic events both before the event and during intermission, as well as at all school functions where deemed appropriate. School programs will include a written reminder of the no smoking policy.

ENFORCEMENT:

Disciplinary measures taken against students and staff for violations of this policy comply with the requirements of Ohio law and related district policies.

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Note: Disciplinary measures listed below are to serve as a model—they may need to be adjusted in order to comply with current school policies and employment contracts; however, it is imperative that a 100% Tobacco-Free Schools policy is enforced through disciplinary measures. Alternative measures to consider include: detentions, Saturday school, community service projects, and tobacco cessation programs.

The following disciplinary actions shall be taken against students found in violation of this policy:

- 1st offense** • Completion of a Tobacco Education Program
- 2nd offense** • 3-day, in-school suspension
- 3rd offense** • 5-day, in-school suspension
 - Recommendation for expulsion

The following disciplinary actions shall be taken against district personnel found in violation of this policy:

- 1st offense** • Written reprimand placed in personnel file
- 2nd offense** • 3-day suspension without pay
 - Written reprimand placed in personnel file
- 3rd offense** • 5-day suspension without pay
 - Written reprimand placed in personnel file
 - Termination recommendation made to the Board of Education

The following disciplinary actions shall be taken against school visitors found in violation of this policy:

- 1st offense** • Verbal notification of the policy
- Multiple offenses** • Removal from school property or, if off-campus, removal from school activity

EDUCATIONAL REINFORCEMENT:

Tobacco-use prevention education shall be closely coordinated with the other components of the school health program. Staff responsible for teaching tobacco-use prevention education shall have adequate pre-service training and participate in ongoing professional development activities to effectively deliver the education program. Preparation and professional development activities shall provide basic knowledge about the effects of tobacco use and effects of peer pressure on tobacco use combined with skill practice in effective instructional techniques and strategies and program-specific activities.

TOBACCO EDUCATION PROGRAM RESOURCES:

To search for local tobacco cessation programs, visit www.otpf.org.

LEGAL REFERENCES:

Pro-Children Act of 1994, 20 U.S.C. § 6081 et seq (1994).

OHIO REV. CODE ANN. §§ 3313.20, 3313.47, 3313.751, 3791.031 (LEXIS 2005).

This model policy and information is provided by the Tobacco Public Policy Center for educational purposes only and is not to be construed as a legal opinion or as a substitute for obtaining legal advice from an attorney. The Tobacco Public Policy Center provides legal information and education about tobacco and health, but does not provide legal representation. Readers with questions about the application of the law to specific facts are encouraged to consult legal counsel familiar with the laws of their jurisdictions.

Faculty and Staff Information About Ohio Tobacco QUIT LINE (1-800-QUIT-NOW)

QUIT SMOKING OR USING TOBACCO WITH THE HELP OF A FREE TELEPHONE COUNSELING SERVICE

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WHAT IS THE OHIO TOBACCO QUIT LINE?

The Ohio Tobacco QUIT LINE provides individual counseling for Ohioans who want to quit smoking or using tobacco. When you call the QUIT LINE, you'll get a personal quit plan to guide you through all phases of quitting. Our Quit Specialists will help you prepare for your quit date, and they'll be available to support you should you relapse.

WHO CAN CALL?

Ohioans who want to quit using tobacco or who are concerned about a family member's or friend's tobacco use. Minors under age 18 must have written permission from a parent or guardian.

WHEN CAN I CALL?

Ohioans can call 1-800-QUIT-NOW toll-free:

- Monday-Thursday: 9 am to 11 pm
- Friday: 9 am to 9 pm
- Saturday-Sunday: 10 am to 6:30 pm

(24-hour voice mail is available—a Quit Specialist will call you back.)

WHAT HAPPENS WHEN I CALL?

When you call the Ohio Tobacco QUIT LINE, you'll receive:

- FREE support and advice from an experienced Quit Specialist via a series of five calls.
- A FREE personalized quit plan and self-help materials.
- FREE information about medications that can help you quit.

First Call:

- Your Quit Specialist will begin the enrollment process.
- You'll get information about the quitting process and about Nicotine Replacement Therapy (NRT) products that could help you quit. You will also find out if you are eligible to receive NRT for free.
- Your Specialist will ask about your lifestyle and tobacco use.
- You'll learn about the services offered by the QUIT LINE.
- You'll talk about the pros and cons of quitting.
- Your Specialist will reinforce reasons for quitting and help you identify sources of support.
- You'll talk about habits, reasons for using tobacco, and your level of addiction.
- You'll schedule your next calls.

Second Call:

- Your Specialist will help you prepare to quit.
- You'll get ideas on how to break your tobacco use habit.
- If you're planning to use any type of medication to quit, your Specialist will review your options and will go over how to use the medicine.
- You'll set a quit date and review strategies for cutting down, making changes, and developing a quitting plan.

Third and Fourth Calls:

- You'll make these calls during your first few weeks of quitting.
- Your Specialist can help with withdrawal symptoms and cravings.
- You'll learn about healthy eating, stress management, and exercise.

Fifth Call:

- Your Specialist will reassure you that you have support from the QUIT LINE and from family and friends.
- You'll learn about other resources for staying tobacco-free.
- You'll get tips for how to deal with a relapse.

Relapse Call:

- If you do have a relapse, you can call a Quit Specialist for help.
- The Specialist will help you identify your reasons for the relapse.
- You'll review your quit plan and set a new quit date.

DOES IT WORK?

QUIT LINE callers are FIVE TIMES more likely to succeed than those who try to quit on their own. More than 15,000 Ohioans have broken their addiction by using the QUIT LINE.

QUIT NOW. FEEL THE DIFFERENCE.

Improvements in your health begin within minutes of quitting, even if you have used tobacco for years:

20 minutes: blood pressure and pulse rate decrease.

8 hours: carbon monoxide and oxygen levels in blood return to normal.

1 day: the chance of a heart attack decreases.

2 days: sense of smell and taste improve.

2 weeks to 3 months: circulation improves and lung function increases.

1 to 9 months: coughing, sinus congestion, fatigue, and shortness of breath decreases.

1 year: the likelihood of a heart attack is cut in half.

THREE GOOD REASONS TO CALL IT QUILTS.

- **Your family**—Live a healthier, longer life and watch your family grow. They need you.
- **Your health**—Tobacco use causes cancer, heart disease, chronic bronchitis, asthma, and emphysema, to name a few.
- **The cost**—The average smoker spends \$500-\$3000 a year on cigarettes—costly in more ways than one.


OHIO TOBACCO
QUIT LINE CALL IT QUILTS.
800-QUIT-NOW
800-784-8669

Ohio Tobacco QUIT LINE services are available in English and Spanish. The deaf and hard of hearing community can reach the QUIT LINE at TTY: 888-229-2182.

For more information about the QUIT LINE, visit www.ohioquits.com.

About the Tobacco Public Policy Center

The Tobacco Public Policy Center at Capital University Law School is funded through a grant from the Ohio Tobacco Prevention Foundation (OTPF). It is Ohio's first and only tobacco policy resource center. The Policy Center helps employers and employees, property owners and residents, public officials, advocates, policymakers, local governments, and legal counsel understand and apply tobacco-related laws and regulations.

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Ultimately, the Center strives to save lives through effective tobacco policy change. By conducting research, educating policy makers and community groups, and participating in the analysis and debate of tobacco control issues, the Center aims to:

- Protect the public from exposure to secondhand smoke;
- Reduce smoking and tobacco use by all population groups;
- Prevent the initiation of tobacco use by youth; and
- Eliminate disparities caused by the tobacco industry's practice of targeting specific groups via advertising.

The Tobacco Public Policy Center has assisted OTPF in the creation of the Tobacco-Free Schools Toolkit by providing research and background information about tobacco-free schools and by contributing content for some of the resources included in this Toolkit, including the 100% Tobacco-Free Schools Model Policy. Information provided by the Policy Center is intended for educational purposes only and is not to be construed as a legal opinion or as a substitute for obtaining legal advice from an attorney. The Tobacco Public Policy Center provides legal information and education about tobacco and health, but does not provide legal representation. Readers with questions about the application of the law to specific facts are encouraged to consult legal counsel familiar with the laws of their jurisdictions.

If you have questions about tobacco-free schools and the law or youth tobacco use and the law, contact the Policy Center at (614) 236-7315 for additional information. Or visit the Center online at www.law.capital.edu/tobacco/.



OTPF-Approved Youth Tobacco Prevention Programming

PROJECT ALERT

Project ALERT is a middle school tobacco prevention curriculum that teaches teens how to say no to tobacco, alcohol, marijuana, and inhalants—the substances teens are most likely to use. Developed by RAND, the nation’s leader on drug policy, this nationally-recognized program uses an approach that teaches students the skills and strategies they need to recognize and resist pressure from their peer groups and within themselves. The program is proven to work, and it’s easy to adopt.

THE MAJOR COMPONENTS OF *PROJECT ALERT* ARE:

- Motivating students against drug use
- Providing skills and strategies to resist drugs
- Establishing new non-use attitudes and beliefs

TARGET AGE:

- Middle/junior high school students in 7th and 8th grades

PROGRAM LENGTH:

Year 1—Grade 7:

- Core curriculum includes 11 lessons
- Lesson one is approximately 45 minutes
- Remaining lessons are approximately 20-30 minutes

Year 2—Grade 8:

- 3 booster lessons

The program is most effective when the 11 core curriculum lessons are taught once a week during the first year.

PROJECT ALERT WORKS!

Project ALERT was developed and field-tested over a 10-year period. The program has proven successful with students from widely diverse backgrounds and communities.

- Reduced initiation of marijuana use by 30%
- Decreased current marijuana use by 60%
- Reduced past month cigarette use by 20-25%
- Decreased regular and heavy smoking by 33-55%
- Developed significantly enhanced anti-drug beliefs

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MATERIALS:

The cost of the program is \$150 per educator and includes:

- 14 lesson plans
- 12 posters for the classroom
- 8 interactive videos

PROGRAM PROVIDERS:

Student Assistance Program advisors, science, health and PE teachers, core teachers, counselors, nurses, community liaisons, and school resource officers.

TRAINING:

Training is available online at www.projectalert.com. One-day, onsite workshops are also available.

PRAISE FOR *PROJECT ALERT*:

Project ALERT has been named an Exemplary Model Program by:

- U.S. Department of Education Safe, Disciplined, and Drug-Free Schools
- U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration and Centers for Substance Abuse Prevention
- U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention, Model Delinquency Prevention Program
- National Prevention Network
- National Association of State Alcohol and Drug Abuse Directors
- Community Anti-Drug Coalitions of America
- White House Office of National Drug Control Policy

Project ALERT is also endorsed by the National Middle School Association.

For additional information or to order materials visit www.projectalert.com.

SOURCE:

Project ALERT website, at www.projectalert.com.

OTPF would like to thank Case Western Reserve University's Center for Health Promotion Research for providing the content used to create this fact sheet.

OTPF-Approved Youth Tobacco Prevention Programming

WORD OF MOUTH (WOM)

Developed in partnership with The Cleveland Clinic Health System and the American Lung Association® of Ohio in 1997, *Word of Mouth* is a multi-year tobacco intervention program that can be taught either traditionally or online. The program's flexibility makes it easy to implement and evaluate. The WOM curriculum follows the *Guidelines for School Health Programs to Prevent Tobacco Use and Addiction*, which was published by the U.S. Centers for Disease Control and Prevention.

MAJOR COMPONENTS OF WOM INCLUDE:

- Teaching students the health effects of tobacco use
- Helping students gain the knowledge to build refusal, decision-making, and goal-setting skills
- Reinforcing social skills before and during the time when students are most likely to make choices about tobacco

TARGET AGE:

- Students in 4th to 8th grades

PROGRAM LENGTH:

Traditional Curriculum:

- 4 lessons each year in grades 4-8
- Lessons are approximately 45 minutes each

Web-based Curriculum:

- Adapted from traditional curriculum
- 4 lessons each year in grades 4-8
- Lessons are approximately 45 minutes each

Both traditional and web-based curricula are multi-year programs with skills and concepts building off prior lessons learned. Each year's lessons should be spread out over the school year, with one lesson being taught each quarter.

WORD OF MOUTH WORKS!

WOM is currently being evaluated for program effectiveness, but preliminary research indicates that the program can help prevent students from using tobacco today and in the future.

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MATERIALS:**Traditional Curriculum:**

Facilitator's manual and handouts for each grade

Web-based Curriculum:

A computer lab with computer for each student is required to implement the web-based curriculum

COST:

\$180, which includes training on the traditional curriculum and facilitator's manual.

\$112 per class for the online version (for information contact the Patient Education and Health Information Department at (216) 444-3054).

PROGRAM PROVIDERS:

Only American Lung Association-trained facilitators may teach the *WOM* curricula.

TRAINING:

For training information, contact the American Lung Association of Ohio, at 1-800-LUNG-USA or visit www.ohiolung.org.

For additional information about *WOM*, visit www.clevelandclinic.org/health/wordofmouth.

SOURCE:

Word of Mouth website, at www.clevelandclinic.org/health/wordofmouth/.

OTPF would like to thank Case Western Reserve University's Center for Health Promotion Research for providing the content used to create this fact sheet.

Assessing Your School District's Tobacco Policy

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STEP 1. EVALUATE YOUR DISTRICT'S EXISTING TOBACCO POLICY.

The district's existing policy prohibits the use of all tobacco products (including cigarettes, cigars, oral tobacco, etc.):	Yes	No
By Students		
By Staff		
By Visitors		
On All School Property		
At All Times		
At School-Sponsored Events (on or off campus)		

STEP 2. EVALUATE HOW WELL YOUR DISTRICT'S POLICY IS BEING COMMUNICATED.

How are staff, students, and visitors presently made aware of your school district's tobacco use policy?

- Signs throughout school campus
- School website
- Information in student/staff handbooks
- Letters to parents
- Announcements at school events
- Stipulations in vendor contracts
- Other written material
- None

Do you feel this communication is effective? Yes No

Is someone at the school district level responsible for helping increase compliance with your school district's existing tobacco use policy? Yes No

STEP 3: EVALUATE YOUR DISTRICT'S CURRENT TOBACCO PREVENTION EDUCATION EFFORTS.

Is an evidence-based tobacco use prevention program taught in your school district as part of a comprehensive school health curriculum? Yes No

Does your school district offer support or help for students who use tobacco on campus as opposed to just punishing the student? Yes No

Does your school district have a tobacco use cessation program for staff? Yes No

STEP 4: EVALUATE COMMUNITY SUPPORT FOR A 100% TOBACCO-FREE POLICY.

Talk to the following community stakeholders to determine their support for a 100% Tobacco-Free School Policy.

Group	Contact Person	Date Contacted	Support	Oppose	Don't Care	Not Sure
School Staff						
Superintendent and Principals						
Teachers						
Students						
School Board <small>(contact each individual member)</small>						
Student Health Advisory Council (SHAC)						
County Health Department						
Local Health Care Professionals						
Local PTA						
Public Health Groups <small>(i.e., Asthma Coalition, Heart Association, etc.)</small>						
Athletic Booster Organization						

STEP 5: CONSIDER HOW TO IMPROVE YOUR DISTRICT'S POLICY.

What changes need to be made to strengthen your school district's policy?

SOURCE:
North Carolina Health & Wellness Trust Fund, 100% Tobacco-Free Schools Project. Adapted from School District Tobacco Policy Assessment Tool, at www.tobaccofreeschoolsnc.com/AssessmentTool.pdf.

Tobacco-Free Schools Work

At Kent City Schools, tobacco-free campus policies get top marks for supporting overall well-being, boosting productivity, and cutting costs.

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“Making our school district tobacco-free sets an example for students about making smart, healthy choices. But the policy does more than protect people’s health. It’s also boosted staff productivity and kept health insurance costs in line, too.”

Roger Sidoti
Principal
Theodore Roosevelt High School
Kent City Schools



At Kent City Schools, students are learning more than reading, writing, and arithmetic. They’re learning to make healthy lifestyle choices, thanks in part to a tobacco-free policy that prohibits tobacco use on all school district property.

The focus on tobacco use began in 1999 when a stricter penalty was imposed on any student caught smoking at Theodore Roosevelt High School. Parents supported the policy and encouraged the school district to take things a step further. Soon, smoking by anyone—students or staff—was prohibited in school buildings. And by 2004, smoking was prohibited on school district property, including sports fields and parking lots.

“As educators, we need to be setting the example,” says Roger Sidoti, Principal at Theodore Roosevelt High School. “Understanding the value of good health and well-being is as important to a quality education as academics, and we make health a top priority here.”

In 2006, the district received the Buckeye Best Healthy School Program Gold Award for its efforts to raise health awareness among both students and staff. Along with healthier people, the school district experienced a healthier bottom line, too.

“Providing a smoke-free environment is obviously an important step for any healthy school,” says Sidoti. “And it’s a smart decision all around. I believe our policy is one of the reasons why we have such excellent attendance among our staff. We’ve improved productivity by reducing the number of days employees are out sick, and we’ve been able to lower our health insurance premiums, too.”

SmokeFree Workplace Act

Questions and Answers

Ohio's SmokeFree Workplace Act went into effect on December 7, 2006, to protect all Ohioans from the dangers of secondhand smoke. While the law requires your workplace to be smoke-free indoors, this Toolkit is intended to help you make your entire campus, building, and grounds tobacco-free. At the minimum, however, every business and public place should already be abiding by the SmokeFree Workplace Act. Below are common questions and answers to give you a better understanding of the law:

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Who enforces the law? The Ohio Department of Health (ODH) will designate, through a rule making process, a local enforcement authority, which will most likely be the local departments of health. The Ohio Department of Health has six months from the effective date (December 7, 2006) to adopt rules that outline enforcement procedures, although all businesses should already be in compliance with the law.

What places will be smoke-free? The SmokeFree Workplace Act covers all enclosed public places and workplaces. If an establishment has an employee or invites members of the public to enter, the establishment is to be smoke-free.

Are there any exemptions? Homes, outdoor patios, certain retail tobacco stores, resident-only smoking rooms in nursing homes, and up to 20% of sleeping rooms in a hotel. Private clubs may also be exempted if they meet all criteria, which can be reviewed at the Ohio Department of Health's website at www.odh.ohio.gov.

What is a business owner's responsibility? A proprietor must prohibit smoking in enclosed public places and workplaces and areas near windows and doors, conspicuously post a No-Smoking sign at all entrances, and remove all ashtrays and smoking receptacles. The Ohio Department of Health has a sample sign available on its website at www.odh.ohio.gov or you may contact your local health department for a free ODH-approved window cling.

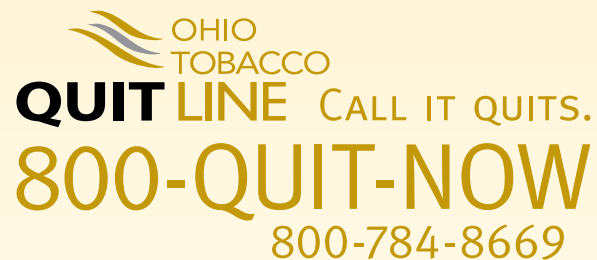
How far away from an entrance must smokers be? Smoking is prohibited immediately adjacent to entrances and exits. A proprietor of a business must ensure that smoking outside the building is far enough away from doorways or windows so that smoke does not enter the enclosed area.

What happens when the law is violated? Experiences from cities and states with smoke-free laws show that such laws are generally self-enforced. Business owners are law-abiding and Ohioans overwhelmingly support the law. Business owners and persons smoking who are in violation of the law after enforcement begins would get a warning letter. Smokers who repeatedly violate the law could face civil fines of up to \$100. Businesses that repeatedly violate the law face fines starting at \$100, but the fine could escalate for repeated violations in a 2-year period, up to \$2,500.

How can I report violations? The Ohio Department of Health has set up a complaint hotline to take complaints regarding those businesses in violation of the law. The number is: 866-559-OHIO (866-559-6446).

How can I get more information? The Ohio Department of Health has set up a hotline for anyone to get further information on the SmokeFree Workplace Act. The number is: 866-ODH-7654 (866-634-7654).

Where can I find more information about quitting smoking? Information about the Ohio Tobacco QUIT LINE is available at www.ohioquits.com or by calling 800-QUIT-NOW.



Who can call? Ohioans who want to quit using tobacco or who are concerned about a family member's or friend's tobacco use. Minors under age 18 must have written permission from a parent or guardian.

Nothing in this document should be construed as legal advice. This information is provided for educational purposes only and is not to be construed as a legal opinion or as a substitute for obtaining legal advice from an attorney. The Tobacco Public Policy Center provides legal information and education about tobacco and health, but does not provide legal representation. Please visit www.law.capital.edu/tobacco for more information.

Readers with questions about the application of the law to specific facts are encouraged to consult legal counsel familiar with the laws of their jurisdictions.

Updated 12/4/06.