



California  
Youth  
Advocacy  
Network

# POLICY IMPLEMENTATION GUIDELINES

Smoke And Tobacco-Free Policy Implementation  
Guidelines For College Campuses





## Over half of California's public colleges have now adopted 100% smoke and tobacco-free (STF) policies.

These policies prohibit the use of any tobacco product, whether smoked, vaped, or chewed, as well as other plant products, such as marijuana, within the boundaries of the campus, including the parking lots. Decades of research have shown that STF policies are effective at decreasing tobacco use rates; there is no doubt that the increased number of these policies has saved thousands of lives in California. They also prevent secondhand smoke exposure, reduce the amount of tobacco-related litter on campus, and change the expectations and norms of new generations of students, faculty, and staff.

The benefits that come with STF policies, however, may not be fully realized if the policy is not integrated into the campus culture and tobacco use continues on campus. Oftentimes, campuses give “ownership” of the policy to a particular department or individual, but until the policy is “owned” by everyone it is unlikely to be successful. The purpose of this guide is to provide guidelines and helpful materials on how to integrate the STF policy into the particular culture of each department on campus as well as the campus as a whole.

Whether you are from a campus that is planning to implement a new policy, or a campus that is already smoke and tobacco-free, this guide includes suggestions for all stages of policy implementation. Research shows that people generally comply with a smoke and tobacco-free policy if they know about it. The suggestions included in this guide are meant to raise policy awareness and to send a message to the campus community that policy compliance is important, without having to resort to the use of citations.

### About Us

Since 1998, the California Youth Advocacy Network (CYAN), a project funded by the California Tobacco Control Program, has been supporting California colleges and universities in creating healthy campus environments by adopting and implementing smoke/tobacco-free policies. In 2002, a group of students formed COUGH (Campuses Organized and United for Good Health), a statewide movement committed to promoting, establishing, and sustaining safer and healthier colleges through tobacco-free policy education, and cessation. Together, CYAN and COUGH have been working to advance the success of 100% smoke/ tobacco-free policies on all institutions of higher learning in California.



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### About This Guide

The first section of the guide is meant for campuses that are preparing to implement a new STF policy and offers a six-month timeline of major implementation activities. Additionally, a short reference guide is included for campuses that wish to establish a policy implementation taskforce, which is a practice that has proven successful on many campuses across the nation. The rest of the guide presents implementation “checklists” divided up by campus office or department. These checklists are useful both for campuses that have yet to implement a new policy, as well as for campuses that are already smoke and tobacco-free.

Ultimately, smoke and tobacco-free policies work to change the norms and culture of an entire community. Our hope is that tobacco use on campus will become so much out of the norm, that campuses will no longer need to implement all of these strategies to continue to maintain their policies. We are not there yet, however. Campuses need to continue to check-in with their policy compliance for several years after implementation to ensure that the policy is still meaningfully impacting people's lives. If they find that compliance is sliding, these checklists provide opportunities to take meaningful steps to increasing policy awareness and compliance.

# Establishing a Policy Implementation Taskforce

Establishing a taskforce of campus stakeholders can be an effective strategy for policy implementation. Campuses can save time and energy by gathering all the required expertise and needed administrative approval into one meeting space at the same time. It is important to appoint an individual with excellent organizational skills to lead the taskforce, as their primary responsibility will be to establish subcommittees, tasks, persons responsible, and timelines.

**There are some policy implementation activities that should be headed by the taskforce, or the taskforce chair, rather than by a specific department. These include:**

- ☐ Collecting baseline and follow-up data to track policy success.
- ☐ Setting campus-goals – how will you know when this policy is a success?
- ☐ Using this guide to check-in with specific campus departments and working with them on effective policy implementation.

Having adequate representation on a taskforce will ensure that the campus can complete the suggested implementation activities in the required timeframe. For example, only a human resources specialist will know the deadlines to getting language changes in the job applications and offer letters – helping the taskforce to get the new policy into employee onboarding documents.

**The taskforce should include representation from the following departments/groups:**

- |   |  |
|---|--|
| <input type="checkbox"/> Students               | <input type="checkbox"/> Student Affairs                 |
| <input type="checkbox"/> Faculty                | <input type="checkbox"/> Environmental Health and Safety |
| <input type="checkbox"/> Communications/IT      | <input type="checkbox"/> Student Health                  |
| <input type="checkbox"/> Facilities/Maintenance | <input type="checkbox"/> Nursing Program                 |
| <input type="checkbox"/> Campus Police          | <input type="checkbox"/> Human Resources                 |

If your taskforce begins meeting six-months prior to policy implementation, we recommend that the first few meetings are held two weeks apart. Once subcommittees are formed and tasks are assigned, you may choose to meet as an entire taskforce every other month, while the subcommittees continue to meet every two weeks. Once the policy goes into effect on campus, a core group of taskforce members should continue to meet to trouble-shoot and discuss continued implementation tactics throughout the first year. After one year, the core group can decide how frequently they would like to continue to meet or if the policy can be added to the agenda of another group (such as health and safety).

# Prior to the Launch of a New Policy

## SUGGESTED TIMELINE OF MAJOR ACTIVITIES

ACTIVITY	TIMELINE
Establish Implementation Taskforce with representation from: Students, Faculty, Facilities, Communications/Marketing, Human Resources, Unions, Student Health, and Campus Police.	January - February
Create Subcommittees: Steering Committee, Communications Web, Communications Print, Facilities, Education, and Training.	February - March
Finalize policy.	March – April
Develop communication plan.	March
Develop policy brand and messaging.	March - April
Create new signage design and language.	March - April
Send out campus-wide email alerting students, faculty, and staff of new policy.	April - May
Develop compliance/enforcement protocol.	April - June
Educate partners such as campus police, faculty, administrators, peer health educators, and Student Health Center on new policy.	March - June
Develop smoke/tobacco-free policy page on college website where people can get more information about the new policy and cessation. Include the policy language, frequently asked questions, tobacco prevention information, and links to campus and community cessation resources.	April - June
Design and print policy reminder cards to distribute to individuals violating the tobacco use policy.	May - July
Work with Public Relations to develop and distribute a press release about the new policy.	April - May
Post information about the new policy on the college website homepage.	April - July
Post flyers throughout campus. Flyers should include the new policy, the date when the policy will go into effect, and cessation information (e.g., Health Center contact information, California Smokers' Helpline number).	April - July
Update written policy language in campus print materials such as Class Schedule, Course Catalog, Human Resources Policy, Student Handbook, Student Code of Conduct, Policies and Procedures.	April - July
Remove all ashcans.	June - July
Work with Buildings and Grounds or Facilities Management to remove all existing signs with the old policy language.	June - July
Work with Buildings and Grounds or Facilities Management to post new signs.	June - July
Train enforcement partners on interacting with individuals violating the policy.	May - July
Launch new policy!	August

# POLICY IMPLEMENTATION BY OFFICE/DEPARTMENT

Below you will find lists of tasks organized by campus office or department. Some of the items are essential to policy implementation and should be completed before the policy goes into effect on campus; such as taking down all the old signage and putting up the new signage. **These essential items are listed first and bolded.** The rest of the items on the lists can be organized and prioritized by each campus as they see fit. These lists should be thought of as goals to reach over the period of several months to a year.

## LISTS OF TASKS BY DEPARTMENT

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# Administration

Campus administration is responsible for the maintenance and supervision of the institution and is separate from the faculty or academics. Many California campuses host more than 30,000 students and an equal number of staff and faculty – its no wonder that college administration is a burgeoning field!

Support from campus administration is essential to any policy, but especially STF policies, whose success lies in changing the norms of the campus community. Just a few messages per year from the President or Chancellor to the entire campus community can go a long way to help raise awareness and increase policy compliance.

## POLICY CHECKLIST

(**Bolded** items are essential and should be completed before the policy goes into effect on campus.)

### Before the Policy

- ☐ Appoint a policy implementation taskforce and taskforce chair. Appointing specific individuals to serve on the taskforce helps to ensure attendance at meetings and participation in implementation activities.
- ☐ **Send out a campus-wide communication preparing everyone for the coming policy. Send this preparation message six months to one year in advance of policy implementation.**
- ☐ Send out a campus-wide survey and encourage all students, faculty, and staff to participate. The survey should have questions about secondhand smoke or vapor exposure on campus, any personal illnesses that are exacerbated by secondhand smoke or vapor, support for the policy, personal tobacco use, and perceptions of tobacco use on campus.

### After the Policy

- ☐ **Send another campus-wide communication on the day of policy implementation.**
- ☐ Continue to send campus-wide communications about the policy each semester for the first two years – and reassess after that.
- ☐ Send a follow-up survey to the entire campus community 1-2 years after policy implementation.

# Communications, Marketing, Information and Technology (IT) and Public/Community Outreach

Communications and Marketing on campus provides leadership for marketing and branding through various outlets such as web and graphic design, photography, and writing; they also promote the college/university to a variety of constituencies and provide creative services to the campus. Ultimately, it is this department that leads the cultivation and maintenance of the outward facing brand of the college campus image.

Communications departments play a large role in policy promotion to the campus community, visitors, and surrounding neighborhood, particularly in the beginning stages of policy implementation. We recommend including communications, marketing and IT staff on your policy implementation taskforce so that they can help to develop policy branding, logo, and talking points up to a year before the policy is actually implemented on campus.

## POLICY CHECKLIST

(**Bolded** items are essential and should be completed before the policy goes into effect on campus.)

### Planning and Development

- ☐ Create and test prototype for signage and obtain feedback from focus groups (students, staff, faculty)
- ☐ Develop communications/messaging plan and message.
- ☐ Develop talking points.

### Web/Digital

- ☐ **Develop webpage**
- ☐ Announcements on staff, faculty and student portals.
- ☐ Ads on campus TVs.
- ☐ Develop social media plan, messages, and links.

### Email/Print

- ☐ Design entrance door posters (wraps), banners, flyer campaign, A-Frame signs, and stake flyers
- ☐ Letters/mailers to external community
- ☐ Create email message frequency plan.



# Facilities and Maintenance

Facility Services, Maintenance and Operations is responsible for the physical assets of a campus. They ensure a quality environment for students, faculty, staff, and visitors by upgrading, repairing, cleaning, and otherwise maintaining the campus grounds and buildings.

Because STF policies are aimed at changing the physical environment – creating a tobacco-free campus, Maintenance and Facilities personnel have a large and important role to play. They are essential during the implementation period before the policy actually goes into effect as well as in the years that follow in helping to keep track of signage and litter on campus. Facilities and Maintenance staff have a lot to gain from STF policies as they will be exposed to less toxic tobacco litter and secondhand smoke during their workday.

## POLICY CHECKLIST

(**Bolded** items are essential and should be completed before the policy goes into effect on campus.)

### Signage and Grounds

- ☐ **Remove all old signage from the campus.**
- ☐ **Remove all ashtrays.**
- ☐ **Post temporary signage and banners at entrances, on doors, windows, and in smoking hot-spots.**
- ☐ Install new permanent signs.
- ☐ Report damaged or vandalized temporary or permanent signage to the taskforce.

### Tobacco Product Waste (Cigarette Butts and Tobacco Packaging)

- ☐ Report smoking/vaping hot spots on campus to the taskforce.
- ☐ Assist with cigarette butt cleanup events on campus by leaving all butts on the ground for the entire week prior to the cleanup event so that the organizers can have an accurate count of cigarette butts on campus before, and one year after the policy is implemented.



# Student Affairs:

## New Student Programs, Orientation, and Admissions

Student Affairs department is often the umbrella department for several of the offices that have already been covered in this guide (student health, international studies, housing, ect). There are several additional activities that need to be completed, however, and each campus may have different offices to complete these, which mostly have to do with new student orientation and on-boarding.

### POLICY CHECKLIST

(**Bolded** items are essential and should be completed before the policy goes into effect on campus.)

#### **Student Orientation and On-Boarding**

- ☐ **Ensure the policy is included in the student handbook, class schedule, and college catalog.**
- ☐ Require mandatory online training on tobacco and the STF policy for all new and incoming students.
- ☐ Include the policy in new student orientation package.

# Academic Affairs

Academic Affairs on campus serves as the central personnel office for all academic employees. The department oversees the recruitment, appointment, advancement and retention of faculty and other academics.

The role of the Academic Affairs office in policy promotion is two-fold: 1. To ensure that all faculty know about and are complying with the policy, and 2. To enlist the help of faculty in promoting and enforcing the policy among the students.

## POLICY CHECKLIST

### **Include policy information in new faculty orientation.**

- ☐ Include policy at the bottom of syllabus templates.
- ☐ Offer “talking to tobacco-users” training and policy reminder cards to new faculty whom are interested in helping to promote the policy on campus.

# Campus Police

Oftentimes, campus police are reluctant to enforce the STF policy through the use of citations. Nonetheless, there are several things that campus police can and should do when a new policy is adopted.

## POLICY CHECKLIST

- ☐ Train the officers on what the policy covers, what they can say to individuals that they encounter that are using tobacco on campus, and who they can refer people to.
- ☐ Track complaints and reports and send those to the STF Taskforce or other centralized unit that will track all complaints, violations, and actions taken.
- ☐ Train dispatch on what the policy covers and who they can refer people to that call in to make complaints.

# Student Health

Student Health offers students services with the goal of promoting good health. These include medical services, counseling services, and wellness services.

Student Health has two main responsibilities when it comes to implementing the tobacco-free policy on campus: to educate students and to provide tobacco treatment services or referral. Below you will find specific items that Student Health Centers can employ to effectively educate students about the harms of tobacco and about the policy on campus.

In regards to providing tobacco treatment services, campuses have a wide range of options, from simply referring to the California Smokers Helpline, to offering individual or group counseling. We recommend that Student Health Centers implement all items on the checklist, but recognize that it may take years to build the capacity of the Center.

## POLICY CHECKLIST

### **Tobacco Education**

- ☐ Offer print educational materials on the harms of tobacco and quit resources available
- ☐ Coordinate a Great American Smokeout event on campus to encourage quit attempts and promote the policy
- ☐ Provide training to peer health educators on tobacco and motivational interviewing

### **Tobacco Treatment**

- ☐ Create a system where each patient is being asked whether or not they use tobacco and their answer is being documented
- ☐ Refer tobacco users to the California Smokers Helpline or other programs as a way to quit
- ☐ Provide print resources for patients that want to quit
- ☐ Provide print resources for clinicians to help patients quit
- ☐ Ensure clinicians are recommending a combination of counseling and medication to patients that want to quit
- ☐ Provide training to clinicians on motivational interviewing to increase tobacco users' motivation to quit
- ☐ Provide training to clinicians on tobacco treatment best practices
- ☐ Offer one-on-one counseling in your clinic
- ☐ Make one staff person in charge of tobacco treatment at your clinic



# Human Resources

Human Resources primarily serves faculty and staff and is available to support staff in all areas of staff personnel matters, including offering programs and strategies to help employees reach their full potential through learning and development.

Human Resources can promote the policy in two main ways: by including the policy in as many employee on-boarding documents as they can, and by offering training and written materials on the policy to managers and supervisors.

## POLICY CHECKLIST

### **Employee Recruitment and On-Boarding**

- ☐ Insert policy language into the following documents:
  - ☐ All Job Descriptions
  - ☐ Employee Offer Letters
  - ☐ Jobs Webpage
  - ☐ Orientation Packet
  - ☐ Employee Applications
- ☐ Offer policy handouts at job fairs
- ☐ Include the policy in outreach presentations
- ☐ Include the policy in new staff orientation training
- ☐ Include policy information and tobacco treatment options in benefits orientation package

### **For Managers and Supervisors**

- ☐ Include the policy – and disciplinary procedures – in new manager/supervisor trainings.
- ☐ Provide a “Counseling Memo” that managers can give to staff that violate the policy
- ☐ Offer “talking to tobacco-users” training with motivational interviewing techniques for managers and supervisors to use when talking to staff that violate the policy.

# International Studies and Services

International Studies and Services enable their campus communities to engage across the globe with partnerships to academic, research, and professional opportunities. These include the advancement of knowledge through teaching, research, and engagement of the global community, hosting international students on their campuses, and enabling their students to study abroad too.

International Studies can help to promote the STF policy to international students both before and after they arrive on campus.

If an international student is addicted to tobacco, it may be very difficult for them to have to suddenly quit tobacco without any warning. This is why promoting the policy before the students arrive is so important. An addicted student could, for example, visit their doctor before they come to the U.S. and receive a prescription for nicotine replacement therapy, such as the patch, or nicotine gum, to help them deal with cravings. They could also prepare by lessening the amount of nicotine that they are using as they prepare to arrive on a tobacco-free campus. Helping the student to understand what a 100% tobacco-free campus means to them and their tobacco use will help them adequately prepare for their arrival.

## POLICY CHECKLIST

### **During On-Boarding**

- ☐ Identify tobacco-users: add tobacco-use question to intake documents.
- ☐ Include policy information handout in orientation package (handout should encourage students to talk to their doctor about quitting before they arrive).
- ☐ Have students sign a Policy Acknowledgement Form.

### **During Orientation and After Arrival**

- ☐ Include policy information during in-person orientation presentation.
- ☐ Post signage that includes the international no smoking symbol near international student center and housing.
- ☐ Offer policy handouts in different languages in the international student center.
- ☐ Display California Smoker's Helpline information in different languages in the international student center.

# Residence Life and Student Housing

Residence Life and Student Housing departments have a mission to provide their students with living, dining, and academic support for a successful transition to the campus community and a goal to foster a welcoming and stimulating environment for all students to promote social responsibility and academic success.

Student Housing can help addicted students to prepare to live on a 100% tobacco-free campus by letting them know about the policy and what that means for them and their tobacco use. Student housing can encourage students who are addicted to tobacco to visit their doctor before they arrive to create a plan for how to cut down the amount of nicotine that they need and how to deal with cravings.

Student Housing also must provide trainings on the policy to the Resident Assistants so that they can help to enforce the policy both inside the dorm rooms as well as outside on campus property. The RA's should be trained on the policy details, such as which products are included and where the campus boundaries are, as well as the policy rationale, so that they can express the importance of policy compliance to students that violate the policy. It is also very helpful to offer motivational interviewing training to RA's to help them have conversations with students that are open and productive. Motivational interviewing techniques are helpful when talking about a wide variety of topics, including eating right, alcohol use, drug use, exercise, in addition to tobacco and tobacco addiction.

## POLICY CHECKLIST

### For New Students

- ☐ Identify tobacco-users: add tobacco-use question to intake documents.
- ☐ Include policy information handout in orientation package (handout should encourage students to talk to their doctor about quitting before they arrive).
- ☐ Have students sign a Policy Acknowledgement Form.

### For Resident Assistants

- ☐ Require RA's to take COUGH Cessation Student Advocates Training online.
- ☐ Offer "Talking to Tobacco Users" in-person training including motivational interviewing techniques and role play practice.
- ☐ Provide policy reminder cards to RA's to give to students they see using tobacco.

### For Staff

- ☐ If your campus has a Policy Ambassador program, work with Ambassadors to visit housing during peak times of day.
- ☐ Host a table in housing for the Great American Smokeout.

# Veteran and Military Services

Veteran and Military Services offers various forms of assistance to prospective and enrolled student veterans and their dependents. These services include assisting with access to their VA education benefits, completing the admission application process, and registering for courses. In addition, they connect veterans with resources to assist them in the transition to civilian life and work world.

Veterans and military service personnel have higher rates of tobacco use than the civilian population. They also often experience higher levels of addiction, using tobacco more often and at higher doses throughout the day. It is helpful to realize that the campus-wide STF policy will affect some student veterans differently than it will the majority of students on campus. Conducting outreach to the veterans center early and often can help to mitigate some of the disproportionate burden that some student veterans may experience.

The best way to ensure that student veterans are being engaged and reached is by establishing a robust and fruitful relationship between the campus Veterans Center and the campus Health Center. Veteran's Centers will be protective of their student vets as they work to help them adapt to civilian life. Student Health Center staff can demonstrate their commitment by hosting quit events and outreach at the Veteran's Center, instead of expecting the student vets to come into the Health Center for their services.

## POLICY CHECKLIST

- ☐ Offer tobacco education and quit tobacco materials inside the Veterans Center.
- ☐ Offer quit tobacco events and services inside the Veterans Center.
- ☐ Health Center staff recruit student veterans to participate as Peer Health Educators.
- ☐ Veterans Center staff take the online Student Veterans and Tobacco Cessation training offered by CYAN.





## California Youth Advocacy Network

The California Youth Advocacy Network (CYAN) is dedicated to supporting youth and young adults by advocating for a tobacco-free California. We provide tobacco control professionals and young people

with the tangible tools for action to mobilize a powerful statewide movement. Our staff is committed to changing the tobacco use culture in California's high schools, colleges and universities, military bases, and all levels of the young adult community.

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