



Recommendations for Implementing a Tobacco Use Policy on Campus

PHASE 1: PRIOR TO LAUNCH OF NEW POLICY

1. Send out campus-wide email alerting students, faculty, and staff of new policy.
2. Remove ashcans from smoke-free areas. Ashcans should only be located in areas where smoking is permitted such as designated areas (if areas exist).
3. Update signage.
 - Work with Buildings and Grounds or Facilities Management to remove all existing signs with the old policy language.
 - Design new policy signs. (Note: If adopting designated area policy, be sure to develop signs where smoking is prohibited and signs where smoking is permitted.)
 - Work with Buildings and Grounds or Facilities Management to post new signs.
4. 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.
5. Develop enforcement protocol.
 - Educate enforcement partners such as campus police, faculty, administrators, peer health educators, and Student Health Center on new policy.
 - Design and print policy reminder cards to distribute to individuals violating the tobacco use policy.
 - Train enforcement partners on interacting with individuals violating the policy.
 - Update campus citations to include enforcement code (if applicable).
6. 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).
7. Place advertisements in the campus newspaper to announce the new policy.
8. Work with Public Relations to distribute a press release about the new policy.
9. Post information about the new policy on the college website homepage.
10. Develop smoke-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.

PHASE 2: LAUNCH OF NEW POLICY

1. Send out campus-wide email at beginning of academic year and/or quarter/semester alerting students, faculty, and staff of new policy.
2. Conduct an environmental scan on campus to ensure all ashcans have been removed and new signage is in place.
 - If ashcans are located in smoke-free areas and/or old signage has not been removed, work with Buildings and Grounds or Facilities Management to remove ashcans/signage.
3. Launch educational campaign.
 - Display policy banners at main entry points on campus;
 - Post flyers, table tents, and/or other education materials around campus educating students, faculty, and staff of the new policy;
 - Distribute policy information to new students at orientation, in student housing, and at welcome week events;
 - Hold educational events to promote the new policy and cessation services (e.g., health fairs, environmental fairs, Great American Smokeout);
 - Conduct a butt litter cleanup to increase awareness of new policy and compliance issues;
 - Educate campus constituents on new policy and cessation resources. Constituents include groups such as the Associated Students, Faculty Senate, Academic Senate, Staff Association, Greek organizations, student organizations, Human Resources, and various campus departments.
 - Distribute policy reminder cards. Reminder cards can include policy information on the front side and cessation information on the back side.

PHASE 3: THROUGHOUT FIRST YEAR OF POLICY

1. Continue educational activities such as distribution of reminder cards, campus events, and media.
2. Conduct environmental scans to examine cigarette butt litter, individuals smoking in smoke-free areas, ashcan location, and signage.
3. Promote campus and community cessation resources for students, faculty, and staff.

PHASE 4: END OF FIRST YEAR OF POLICY

1. Assess policy compliance based on environmental scans.
2. Determine effectiveness of the policy.
3. If necessary, implement enforcement protocol.
4. Develop educational plan for next academic year.