

## Five Key Features of an Assertive, Comprehensive & Proactive Tobacco Policy

Reviews of specific guidelines from the CDC and a variety of states reveal that effective school tobacco policies include five specific actions.

- 1. Prohibit all use (includes possession, sale, distribution) on school property**  
Tobacco use has been *conclusively* linked to major, chronic health problems. Teens are strongly influenced by tobacco use of peers and adults. Schools must prohibit use of any tobacco product in all school-related situations, by any person, at any time, in any location, on any vehicle and at any event
- 2. Disallow tobacco advertising/promotion for advertisement sake**  
Prohibit/remove signs, clothing (T-shirts, caps, bags) that promote tobacco use. Ban sponsorship of school-sponsored events by tobacco-related companies
- 3. Clearly identify the crucial role of the administrator to assure that the policy is communicated clearly to all parties, and equitably enforced (Be sure that administrative guidelines are clearly disseminated and implemented.)**
  - Communicate policy verbally and in writing to students, parents and faculty/staff in the handbooks, student/faculty code of conduct; be sure to make people aware of the policy at school events through signage and announcements, as well as the website, newsletter and newspaper
  - Develop and implement procedures for consistent and fair enforcement
  - Coordinate with local magistrates, police agencies on enforcement of federal, state and local ordinances
  - Develop educational alternatives to suspension
  - Treat violators who are students or staff with disciplinary action in the same magnitude and manner as violations of other school policies
  - Ensure that visitors who violate the policy discontinue using tobacco product or leave premises
  - Prohibit tobacco use in contracts with outside groups who use the schools
- 4. Encourage staff and students to quit using tobacco**
  - Offer developmentally appropriate cessation programs, or provide info about community cessation efforts
- 5. Coordinate efforts with SAP, other policies, comprehensive school health programs and wellness efforts**

For more information, contact:

**TobaccoFreeAllegheny**

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