



Tobacco-Free School TOOLKIT



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Maine Center for Disease Control & Prevention
Department of Health and Human Services



In collaboration with the Maine CDC, MaineHealth Center for Tobacco Independence, has developed three levels of policy criteria for tobacco-free schools – labeled as Good, Better and Best. The three levels build on each other but a Maine School District could go directly to a Best level policy, the tiered approach provides opportunities to change policy in stages if there is not capacity to move directly to the highest level. The criteria listed included both **ADC** and **ADC-R** components, which may be maintained at a school. Template policies for each of the three levels provide specific language for how each component can be met. Schools that meet this model policy language may be eligible for free Tobacco-Free School signs funded by Maine Prevention Services.

Good Level Policy

A School District needs to cover and include the following:

- ___ Policy **rationale** (statement about why the policy has been enacted).
- ___ Policy addresses **all populations** (students, school staff, and other adults, including visitors/parents/guardians).
- ___ Policy language includes **all tobacco products**, including smoked/smokeless products and Electronic Nicotine Delivery Systems.
- ___ Policy is **in effect at all times** (24 hours a day, 7 days a week, 365 days a year) and at all school locations (including school property, at school functions, on school buses and in all SAU vehicles).
- ___ **Prohibits the sale of tobacco products and paraphernalia** on school property and at school functions.
- ___ **Prohibits student possession of tobacco products** on school property and at school functions.
- ___ Includes communication **strategies**.
- ___ **Signage is posted** throughout the school campuses.
- ___ The **policy is communicated in writing** on/in the school website, student handbook, staff handbook, and other identified locations.
- ___ Information about **quit resources**, including the Maine Tobacco Helpline, is **listed in the policy** and provided to staff.
- ___ **Identifies who's responsible for policy enforcement**.
- ___ **Includes general enforcement and compliance expectations** for all audiences (students, staff, and visitors/parents).

Better Level Policy

A School District needs to include all aspects of a Good Level Policy and must:

- ___ **Prohibit the possession of tobacco by anyone under the age of 18** (whether student or not).
- ___ **Prohibit the advertising** of tobacco products **on school property and at school functions**.
- ___ **Prohibit advertising** of tobacco products in **any school publication**.
- ___ **Distribute policy communications to all staff and parents and request a signature** acknowledging the school district's tobacco policy each school year.
- ___ Have procedures in place to **refer students and staff to evidence-based tobacco treatment** resources, such as the Maine Tobacco Helpline.
- ___ **Outline detailed enforcement strategies** for ensuring tobacco-free policy compliance with students (may include: progressive discipline, confiscating material, written notices to parents, meeting with administration, referral to guidance, referral to treatment, and in-school suspension with tobacco education), staff (may include: progressive discipline, written warning, formal reprimand, referral to treatment, meeting with school board, disciplinary leave) and visitors/parents (may include: education on policy, ask to leave property, how to address blatant noncompliance).

Best Level Policy

A School District needs to include all aspects of the Good and Better Level Policies and the following:

- ___ **Prohibit sponsorship** of school activities and functions by the **tobacco industry/retailers**.
- ___ **Prohibit students from wearing clothing or gear** that includes **tobacco brands**.
- ___ **Make tobacco policy announcements at school functions**, such as sporting events, orientations, concerts and plays and have written procedures exist as to when this announcement will be communicated.
- ___ **Support involvement of students and student groups in raising policy awareness, increasing compliance and supporting tobacco prevention education**.
- ___ Include statement in policy to **address tobacco use, prevention and exposure** with students via education or curriculum.
- ___ Provide an **Alternative to Suspension Program** for students who repeatedly violate the tobacco-free policy.

Tobacco-Free School: Good Level Policy

The template policy provided below contains the required elements to meet the Maine Tobacco-Free School Good Level Policy Criteria. School Districts format their policies and write their procedures in a variety of ways, this is one example of how to incorporate all of the needed ADC and ADC-R elements from the policy criteria checklist.

[School] Policy Addressing Tobacco Use and Exposure

Tobacco-Free Policy Rationale:

[School] is dedicated to providing its students, staff, and visitors with a safe and healthy environment to learn, work and play. Tobacco use continues to be the leading cause of preventable disease and death in Maine and the United States and research has shown that students addicted to tobacco products do not learn as well because they are focused on the need for more tobacco versus learning. [School] has adopted a tobacco-free campus policy that prohibits the use of all tobacco products in school buildings, facilities, on school buses and at school sponsored events. This policy reflects and emphasizes the hazards of tobacco use, will assure compliance with laws, protect school community members from secondhand smoke, and role model tobacco-free lifestyles.

Policy Statement:

To support and model healthy, tobacco-free lifestyles and to create an environment free of tobacco smoke, [School] has adopted the following tobacco-free policy, effective [date].

All school buildings and property shall be tobacco-free at all times (24 hours per day, 365 days a year). This also includes all days when school is not in session and all functions taking place on school grounds, such as athletic events or other activities not associated with, or sponsored by, the school. The policy applies to everyone on school grounds, including students, school staff, parents and visitors. The policy extends to school buses and in all [School]-owned or leased vehicles.

The policy applies to the smoking or use of all tobacco products, including but not limited to, cigarettes, cigars, spit and smokeless tobacco, chew, snuff, snus, electronic cigarettes, vaporizers, vape products and other electronic nicotine delivery systems.

Possession of any tobacco products is prohibited by students on district property, in school vehicles and at school-sponsored functions.

The sale, distribution, dispensing or promotion of tobacco products and paraphernalia is prohibited on school property and at all school functions.

Policy Communication:

This policy will be communicated through a variety of efforts to educate students, school staff, parents and visitors. Tobacco-free signs will be posted in highly visible areas at facility entrances and throughout the school property, including athletic facilities. The policy will be listed on the school website and printed in employee, student and adult education booklets on an annual basis.

Policy Enforcement:

Everyone is required to comply with [School] tobacco-free policy. Enforcement of this policy will follow the standard procedures of the school for each audience. All school staff are expected to enforce the policy under the direction of the Principal. The Principal shall report any violations of this policy/procedure, as promptly as practicable, to the Superintendent.



Nearly 9 out of 10 smokers started smoking by age 18

Tobacco-Free School: Better Level Policy

The template policy provided below contains the required elements to meet the Maine Tobacco-Free School Better Level Policy Criteria. School Districts format their policies and write their procedures in a variety of ways, this is one example of how to incorporate all of the needed ADC and ADC-R elements from the policy criteria checklist.

[School] Policy Addressing Tobacco Use and Exposure

Tobacco-Free Policy Rationale:

[School] is dedicated to providing its students, staff, and visitors with a safe and healthy environment to learn, work and play. Tobacco use continues to be the leading cause of preventable disease and death in Maine and the United States and research has shown that students addicted to tobacco products do not learn as well because they are focused on the need for more tobacco versus learning. [School] has adopted a tobacco-free campus policy that prohibits the use of all tobacco products in school buildings, facilities, on school buses and at school sponsored events. This policy reflects and emphasizes the hazards of tobacco use, will assure compliance with laws, protect school community members from secondhand smoke, and role model tobacco-free lifestyles.

Policy Statement:

To support and model healthy, tobacco-free lifestyles and to create an environment free of tobacco smoke, [School] has adopted the following tobacco-free policy, effective [date].

All school buildings and property shall be tobacco-free at all times (24 hours per day, 365 days a year). This also includes all days when school is not in session and all functions taking place on school grounds, such as athletic events or other activities not associated with, or sponsored by, the school. The policy applies to everyone on school grounds, including students, school staff, parents and visitors. The policy extends to school buses and in all [School]-owned or leased vehicles.

The policy applies to the smoking or use of all tobacco products, including but not limited to, cigarettes, cigars, spit and smokeless tobacco, chew, snuff, snus, electronic cigarettes, vaporizers, vape products and other electronic nicotine delivery systems.

Possession of any tobacco products is prohibited by students and others age under the age of 18 on district property, in school vehicles and at school-sponsored functions.

The sale, distribution, dispensing or promotion of tobacco products and paraphernalia is prohibited on school property and at all school functions. Advertising of tobacco products is prohibited in school buildings, on school property and in all school publications.

Policy Communication:

This policy will be communicated through a variety of efforts to educate students, school staff, parents and visitors. Tobacco-free signs will be posted in highly visible areas at facility entrances and throughout the school property, including athletic facilities.

The policy will be listed on the school website and printed in employee, student and adult education booklets on an annual basis. Each year, all school staff, parents and guardians will receive information in writing about the policy to support policy compliance.



Among youth who persist in smoking, a third will die prematurely from smoking

Tobacco-Free School: Better Level Policy

Policy Enforcement:

Everyone is required to comply with [School] tobacco-free policy. Enforcement of this policy will follow the standard procedures of the school for each audience as laid out below. All school staff are expected to enforce the policy under the direction of the Principal. The Principal shall report any violations of this policy/procedure, as promptly as practicable, to the Superintendent.

Student Violations:

The Superintendent or designee shall develop age-appropriate disciplinary guidelines for students violating this policy/administrative procedure, which shall be attached to this administrative procedure.

Strategies may include confiscating tobacco materials and paraphernalia, notifying parent/guardian, providing tobacco education and referral to tobacco treatment.

Staff Violations:

Staff including administrators, teachers, custodians, maintenance workers, aides, secretaries, teacher assistants, food service personal, etc, may not use tobacco products during work hours or at any time on school grounds or at school-sponsored events. Any employee violating the policy will be subject to appropriate disciplinary measures determined by the Superintendent or designee.

Other Adult/Visitor Violations:

Visitors, including parents and guardians, to the school facilities must comply with regulations set forth by [School]. Persons found to be using tobacco products will be asked by the appropriate school official to refrain from use while on school property. They will be informed of the school's tobacco-free policy. Persons who do not comply will be asked to leave the property. If they refuse to leave, the police may be called, and they may be charged with trespassing.

Information regarding tobacco treatment resources, such as onsite counseling and the Maine Tobacco HelpLine (1-800-207-1230) will be made available for tobacco users who are interested in quitting.



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Tobacco-Free School: Best Level Policy

The template policy provided below contains the required elements to meet the Maine Tobacco-Free School Best Level Policy Criteria. School Districts format their policies and write their procedures in a variety of ways, this is one example of how to incorporate all of the needed ADC and ADC-R elements from the policy criteria checklist.

[School] Policy Addressing Tobacco Use and Exposure

Tobacco-Free Policy Rationale:

[School] is dedicated to providing its students, staff, and visitors with a safe and healthy environment to learn, work and play. Tobacco use continues to be the leading cause of preventable disease and death in Maine and the United States and research has shown that students addicted to tobacco products do not learn as well because they are focused on the need for more tobacco versus learning. [School] has adopted a tobacco-free campus policy that prohibits the use of all tobacco products in school buildings, facilities, on school buses and at school sponsored events. This policy reflects and emphasizes the hazards of tobacco use, will assure compliance with laws, protect school community members from secondhand smoke, and role model tobacco-free lifestyles.

Policy Statement:

To support and model healthy, tobacco-free lifestyles and to create an environment free of tobacco smoke, [School] has adopted the following tobacco-free policy, effective [date].

All school buildings and property shall be tobacco-free at all times (24 hours per day, 365 days a year). This also includes all days when school is not in session and all functions taking place on school grounds, such as athletic events or other activities not associated with, or sponsored by, the school. The policy applies to everyone on school grounds, including students, school staff, parents and visitors. The policy extends to school buses and in all [School]-owned or leased vehicles.

The policy applies to the smoking or use of all tobacco products, including but not limited to, cigarettes, cigars, spit and smokeless tobacco, chew, snuff, snus, electronic cigarettes, vaporizers, vape products and other electronic nicotine delivery systems.

Possession of any tobacco products is prohibited by students and others age under the age of 18 on district property, in school vehicles and at school-sponsored functions. Students are prohibited from wearing clothing or gear that includes tobacco brands, including e-cigarette or electronic nicotine delivery system brands.

The sale, distribution, dispensing or promotion of tobacco products and paraphernalia is prohibited on school property and at all school functions. Advertising of tobacco products is prohibited in school buildings, on school property and in all school publications. Tobacco industry and tobacco retailer sponsorship of school activities or functions is prohibited.

Policy Communication:

This policy will be communicated through a variety of efforts to educate students, school staff, parents and visitors. Tobacco-free signs will be posted in highly visible areas at facility entrances and throughout the school property, including athletic facilities.

The policy will be listed on the school website and printed in employee, student and adult education booklets on an annual basis. Each year, all school staff, parents and guardians will receive information in writing about the policy to support policy compliance.

The tobacco-free policy is publicly announced at school functions, such as sporting events, orientations, concerts and plays as a reminder to attendees. Written procedures exist as to when the announcement will be communicated and what should be stated.



Schools are role models for student well-being in the community

Tobacco-Free School: Best Level Policy

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Everyone is required to comply with [School] tobacco-free policy. Enforcement of this policy will follow the standard procedures of the school for each audience as laid out below. All school staff are expected to enforce the policy under the direction of the Principal. The Principal shall report any violations of this policy/procedure, as promptly as practicable, to the Superintendent.

Student Violations:

The Superintendent or designee shall develop age-appropriate disciplinary guidelines for students violating this policy/administrative procedure, which shall be attached to this administrative procedure.

Strategies may include confiscating tobacco materials and paraphernalia, notifying parent/guardian, providing tobacco education and referral to tobacco treatment.

Staff Violations:

Staff including administrators, teachers, custodians, maintenance workers, aides, secretaries, teacher assistants, food service personal, etc, may not use tobacco products during work hours or at any time on school grounds or at school-sponsored events. Any employee violating the policy will be subject to appropriate disciplinary measures determined by the Superintendent or designee.

Strategies may include progressive discipline, written warnings, formal reprimand, and referral to tobacco treatment.

Other Adult/Visitor Violations:

Visitors, including parents and guardians, to the school facilities must comply with regulations set forth by [School]. Persons found to be using tobacco products will be asked by the appropriate school official to refrain from use while on school property. They will be informed of the school's tobacco-free policy. Persons who do not comply will be asked to leave the property. If they refuse to leave, the police may be called, and they may be charged with trespassing.

Tobacco Education:

As capacity allows, students and appropriate student groups, will be supported participate in the tobacco-free school initiative, including but not limited to, increasing policy awareness, implementing policy compliance strategies and educating students on the dangers of tobacco use and secondhand smoke exposure.

Age-appropriate tobacco prevention, use and exposure education will be incorporated into the comprehensive health education curriculum in alignment with the Maine Learning Results' Health Education Standards and will include awareness of the tobacco-free policy.

Information regarding tobacco treatment resources, such as onsite counseling and the Maine Tobacco HelpLine (1-800-207-1230) will be made available for tobacco users who are interested in quitting.

Students who repeatedly violate the tobacco-free policy will be referred to an alternative to suspension program.



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Why Create Tobacco-Free School Environments?



There is no risk-free level of exposure to secondhand smoke.



Among youth who persist in smoking, a third will die prematurely from smoking.



Nearly 9 out of 10 smokers started smoking by age 18.



Tobacco use remains the leading cause of preventable disease and death.



Youth are sensitive to nicotine and can feel dependent earlier than adults. As a result, 3 out of 4 teen smokers will smoke as adults.



Educate on the dangers of all tobacco products, including e-cigarettes and vaporizers, by developing comprehensive tobacco-free school policies.

School communities are role models for student well-being. Actively promoting tobacco-free living through policies and procedures makes a strong statement and supports students to remain tobacco-free.

CREATING A TOBACCO-FREE CAMPUS: Steps for Change



1 Assess current policy and review against Maine state law and model school policy language.



2 Form an advisory committee to recommend changes to the policy.



3 Draft revisions to the policy and procedures.



4 Present revisions and rationale to the school board for approval.



5 Plan implementation and enforcement strategies with advisory committee and administration.



6 Educate school community on policy.



7 Implement the policy.



8 Maintain the tobacco-free policy and evaluate efforts annually.



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