



Tobacco- and Nicotine-Free Schools

A Framework for Action

2016

Table of Contents

Introduction: The Importance of a Tobacco-Free School Policy	p. 3
Values and Benefits of Tobacco-Free Schools	p. 4
Addressing Tobacco Prevention in Schools at the State Level	p. 5
Trends Among Youth Tobacco Use in Arkansas	p.6
Arkansas Youth Tobacco Data by County	p. 7
Adopting the Policy	p. 8
Sample Tobacco -Free School Campus Policies and Procedures	p. 9
Communicating the Policy	p. 12
Enforcing the Policy	p. 14
Sample Consequences for Policy Violations	p. 15
APPENDIX	p. 17-22
Appendix A: Frequently Asked Questions about Tobacco-Free Schools	p. 17
Appendix B: Sample Letter to Parents	p. 19
Appendix C: Sample Signage	p. 20
Appendix D: Sample Alternative To Suspension (ATS) Programs	p. 21
References	p. 22

INTRODUCTION: THE IMPORTANCE OF A TOBACCO-FREE SCHOOL POLICY

The future of Arkansas is its youth! Arkansas invests millions of dollars into nurturing and educating youth. Arkansans should also be working to ensure that youth are protected from the dangerous effects of tobacco use and promote cessation by increasing youth's ability to make healthy choices, including the choice not to use tobacco.

Nicotine is an extremely addictive drug that traps kids at an early age through experimentation with cigarettes, cigars, cigarillos, smokeless tobacco, and now electronic cigarettes and vapors. Current statistics show that 19.1 percent of Arkansas's high school students are cigarette smokers, and 24.2 percent of Arkansas's high school male students use smokeless tobacco.¹ Recent studies have also shown that the use of electronic cigarettes and other electronic smoking devices (ESDs) among youth tripled in 2014.

More than 80 percent of adult tobacco users started before age 18.¹ In fact, each year 3,300 Arkansas students under 18 years old become new daily smokers.¹ The reasons young people start using tobacco and other nicotine products vary. Influences can include peers, parents, teachers, coaches and other adults as well as mass media and the price and availability of the products.

In the Centers for Disease Control and Prevention (CDC) "Guidelines for School Health Programs to Prevent Tobacco Use and Addiction," guidelines are laid out for comprehensive school-based tobacco prevention programs. The first guideline recommends that schools develop and enforce policies to prohibit tobacco use by students, staff, parents, and visitors on school grounds; in school vehicles; and at all school-sponsored events, and on or off the school grounds.² Other guidelines include providing cessation support for both students and staff as well as the involvement of parents and families in supporting programs to prevent tobacco use.²

A comprehensive tobacco- and nicotine-free school policy is an excellent first step to preventing youth from beginning to use tobacco and other nicotine products. The policy will not only deter individual tobacco use, but will also reduce exposure to secondhand smoke and will help to create and reinforce tobacco-free social norms and attitudes. By helping to prevent and stop teens from picking up unhealthy habits of tobacco and nicotine use, a comprehensive tobacco- and nicotine-free school policy can have a huge impact on the future of an entire community.

This toolkit provides the information needed to institute a comprehensive tobacco- and nicotine- free school policy. The toolkit contains helpful information and resources for adopting, communicating, and enforcing the policy. A comprehensive, no-tolerance tobacco-free policy will enable administrators to take a stronger stand, allow staff, volunteers, parents, and students to participate in enforcement. Most importantly, this will send a stronger prevention message to Arkansas's young people.

¹ Campaign for Tobacco Free Kids, http://www.tobaccofreekids.org/facts_issues/toll_us/arkansas

² Centers for Disease Control and Prevention (CDC), "Guidelines for School Health Programs to Prevent Tobacco Use and Addiction", <http://www.cdc.gov/mmwr/preview/mmwrhtml/00026213.htm>

VALUES AND BENEFITS OF TOBACCO-FREE SCHOOLS

Enforcing a tobacco- and nicotine-free policy provides the following benefits:

- **Provides positive role modeling by adult employees and visitors.** Implementation of a comprehensive tobacco-free school policy represents a firm commitment by school administration, teachers and parents to prohibit tobacco use by students, employees and visitors. Enforcement of the tobacco-free policy confirms this commitment and provides opportunities for adults and peers to serve as role models for not using tobacco.
- **Reduces children’s observation of tobacco use and takes a firm stand against it.** Adult attitudes towards tobacco use and adult tobacco-use behaviors can perpetuate the perception of acceptance. School policies that include information about the importance of positive adult role modeling in their rationale can provide administrators with support for policy change.
- **Provides a safe environment for students by reducing exposure to secondhand smoke.** Students often become the involuntary victims of secondhand smoke. Smoking outside near building entrances or fresh air intakes often results in migration of smoke indoors. Clusters of employees or visitors smoking at entrances and smoking at school-sponsored events can make it difficult for students who do not wish to have smoke on their clothes and in their hair. Passing through the smoking area may trigger an asthma attack or exacerbate respiratory problems in students. Secondhand smoke is known to cause cancer in humans. There is no risk-free level of exposure to secondhand smoke.
- **Protects children from a dangerous drug. Tobacco use is not just a “bad habit”; it is a powerful addiction.** The U.S. Food and Drug Administration has classified nicotine, found in tobacco products, as a drug³. School policies do not allow the use of other drugs such as alcohol, marijuana or cocaine on school grounds or at school-sponsored events. Therefore, no exception should be made for nicotine and tobacco.
- **Complies with federal legislation prohibiting smoking inside school buildings.** Federally, The Pro Children Act of 1994 was reauthorized under the No Child Left Behind Act of 2001 and states the following: “No person shall permit smoking within any indoor facility owned or leased or contracted for and utilized by such person for provision of routine or regular kindergarten, elementary, or secondary education or library services to children⁴.” This law applies to all schools and programs that are funded by the federal government or through state and local government by federal grant, loan and loan guarantee or contract programs. Arkansas also has state laws which further restrict smoking and vaping on public school grounds. All public school must comply with the federal and state legislation.

(Adapted from *Comprehensive Tobacco-Free School Policy Toolkit: Tools and Resources for North Dakota Schools*, North Dakota Department of Health, 2010)

³ U.S. Food and Drug Administration (FDA), <http://www.fda.gov/Drugs/default.htm>

⁴ ProChildren Act of 1994, <https://www2.ed.gov/policy/elsec/guid/prochildact01.pdf>

Addressing Tobacco Prevention in Schools at the State Level

Arkansas's state legislatures have been very active in ensuring that Arkansas youth are protected from secondhand smoke and shielded from the negative influences of tobacco users while attending public schools. Below is some of the key law that have been passed in recent years:

Clean Indoor Air Act of 2006: Prohibitions of Smoking and Schools

Smoking or the use of tobacco or products containing tobacco in any form in or on any property owned or leased by a public school district, including school buses, is prohibited. A copy of this statute shall be posted in a conspicuous location at every entrance to each building owned or leased by a public school district and every school bus used to transport public school students. Any person violating the provisions of this section shall be guilty of a violation and upon conviction shall be punished by a fine of not less than ten dollars (\$10.00) nor more than one hundred dollars (\$100.00).

ARK. CODE ANN. § 6-21-609 (1999) CIAA

ACT 1099: An Act to Prohibit the Use of Electronic Cigarettes on Public School Property

This act prohibits the use of tobacco or tobacco products on real property owned or leased by a public school district, including a public charter school or in or on personal property, including but not limited to, school buses owned or leased by a public school district or public charter school. Signage about this act must be posted in a conspicuous location at every entrance to each building owned or leased by a public school district and on every school bus used to transport public school students. This act also defines e-cigarettes as an electronic oral device that provides vapor of nicotine or another substance that, when used or inhaled simulates smoking, including but not limited to, a device that is composed of a heating element, battery, or electronic circuit; works in combination with a liquid nicotine delivery device; is manufactured, distributed, or sold as an e-cigarette, e-cigar, e-pipe, or other product.

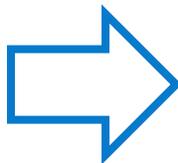
ARK. CODE ANN. § § 6-21-609

These Arkansas state laws provide an excellent starting point for local school districts to build upon for their own tobacco-free school policies. To meet the guidelines set forth by the CDC in the “Guidelines for School Health Programs to Prevent Tobacco Use and Addiction,” it is recommended that school tobacco and nicotine policy should also include providing cessation support for both students and staff.²

² Centers for Disease Control and Prevention (CDC), “Guidelines for School Health Programs to Prevent Tobacco Use and Addiction”, <http://www.cdc.gov/mmwr/preview/mmwrhtml/00026213.htm>

TRENDS AMONG YOUTH TOBACCO USE IN ARKANSAS

PERCENTAGE OF STUDENTS WHO SMOKED CIGARETTES

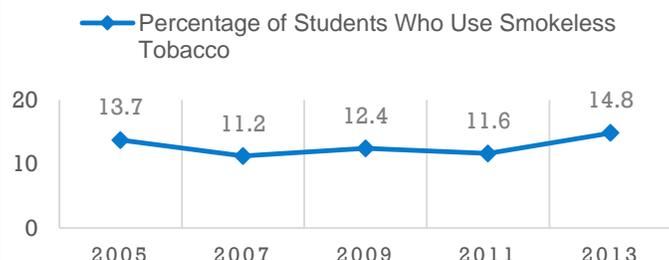


The percentage of students who report smoking cigarettes has decreased overall from 2005 to 2013. However, there was an increase in use from 18.2% in 2011 to 19.1% in 2013.

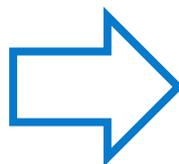
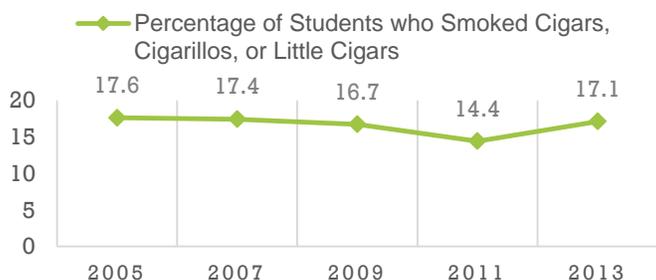
The percentage of students who use smokeless tobacco has shown very little change from 2005 to 2013. As with cigarette use, there was a significant increase from 11.6% in 2011 to 14.8% in 2013.



PERCENTAGE OF STUDENTS WHO USE SMOKELESS TOBACCO



PERCENTAGE OF STUDENTS WHO SMOKED CIGARS, CIGARILLOS, OR LITTLE CIGARS



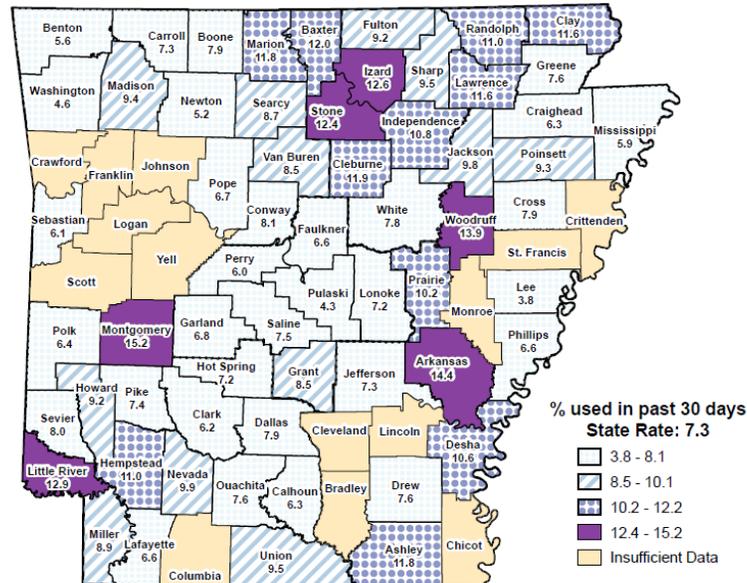
The percentage of students who smoked cigars, cigarillos, or little cigars decreased from 17.6% in 2005 to 14.4% in 2011, but unfortunately Arkansas saw an increase to 17.1% in 2013.

*Source: Youth Risk Behavior Survey (YRBS) 10-year Trends Analysis Report conducted by the Arkansas Department of Health *

For additional data and resources for Arkansas visit:
<http://www.healthy.arkansas.gov/programsServices/tobaccoprevent/Pages/DataReports.aspx>

Arkansas Youth Tobacco Data by County

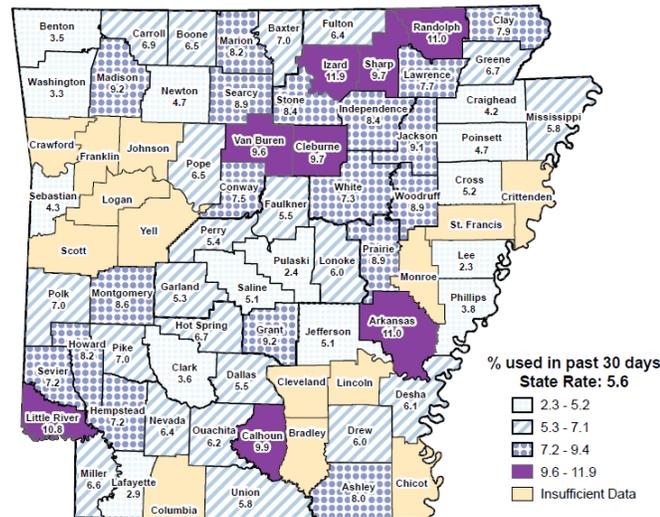
Current Cigarette Use among Youth Arkansas 2014



Date: July 10, 2015
Source: Arkansas Prevention Needs Assessment Survey (APNA)
Map created by: Wanda Simon, Epidemiologist

Note: The counties marked "insufficient data" either had less than a 40% overall valid participation rate or less than a 25% valid participation rate for one or more of the four grades surveyed (6th, 8th, 10th, or 12th).

Current Smokeless Tobacco Use among Youth Arkansas 2014



Date: July 10, 2015
Source: Arkansas Prevention Needs Assessment Survey (APNA)
Map created by: Wanda Simon, Epidemiologist

Note: The counties marked "insufficient data" either had less than a 40% overall valid participation rate or less than a 25% valid participation rate for one or more of the four grades surveyed (6th, 8th, 10th, or 12th).

For additional 2014 APNA data, including data for specific school districts visit

<https://arkansas.pridesurveys.com/regions.php?year=2014>



Adopting a Policy

Policy Development and Implementation

- **Timing of policy.**

Select an implementation date with significance, such as the start of the new school year. Avoid times when schools are conducting mandatory tests. Allow sufficient time for people to prepare for implementation. Identify cessation resources available to tobacco users – in the school district and the community. Let tobacco users know about these options well in advance of the day the policy goes into effect.

- **Community partnerships.**

Include the wider community in discussions about the implementation of a comprehensive tobacco- and nicotine-free policy. Provide a forum in which businesses and community residents can express concerns to school administrators and board members. Explore partnerships with local hospitals, nonprofits, and mental health or public health departments to offer programs such as alternative-to-suspension (ATS), cessation and promotion activities. School districts should coordinate with local tobacco prevention and control coalitions to organize and sponsor tobacco prevention initiatives.

- **Student involvement.**

Involve students in the development and enforcement of policies and in promoting a tobacco-free lifestyle on campus. Include them on the team that establishes standards for enforcement. The planning and implementation of promotional activities, either through student clubs or as peer educators, is another way to involve students. Create an environment that emphasizes inclusion. It is everyone's responsibility to promote a tobacco-free school environment.

- **Alternative-to-suspension and cessation program facilitation.**

Screen potential cessation participants to determine tobacco use and motivation to quit. Offer cessation programs multiple times during the school year to the entire student body, as well as to ATS students, all staff and parents. Generate potential participants through school-wide promotion activities that focus on quitting tobacco use.

(Adapted from *Comprehensive Tobacco-Free School Policy Toolkit: Tools and Resources for North Dakota Schools*, North Dakota Department of Health, 2010)

A Comprehensive Tobacco Free School Policy Sample Policies and Procedures		
Title: Sample Tobacco -Free School Campus Policies and Procedures	Date Implemented:	Approved by:

INTENT

All students shall possess the knowledge and skills necessary to avoid all tobacco use, and school leaders shall actively discourage all use of tobacco products by students, staff, and school visitors. To achieve these ends, district/school leaders shall prepare, adopt, and implement a comprehensive plan to prevent tobacco use that includes:

1. Develop and enforce a school policy on tobacco use.
2. Provide instruction about the shorts and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
3. Provide tobacco-use preventive education in kindergarten through 12th grade
4. Provide program –specific training for teachers.
5. Involve parents or families in support of school-based programs to prevent tobacco use.
6. Support cessation efforts among students and all school staff who use tobacco
7. Assess the tobacco-use prevention program at regular intervals

RATIONALE

Tobacco use is considered the chief preventable cause of premature disease and death in the United States. Schools have a responsibility to help prevent tobacco use for the sake of students' and staff members' health and the well-being of their families. School-based programs to prevent tobacco use can make a substantial contribution to the health of the next generation.

Research conclusively proves that:

- Youth are sensitive to nicotine and can feel dependent earlier than adults. Because of nicotine addiction, about three out of four teen smokers end up smoking/vaping into adulthood, even if they intend to quit after a few years.
- Youth and young adults see smoking/vaping in their social circles and many communities where they live. Smoking/vaping is often portrayed as a social norm and young people exposed to their images are more likely to smoke.
- Early cardiovascular damage is seen in most young smokers: those most sensitive die very young
- Secondhand smoke is a threat to the personal health of everyone, especially persons with asthma and other respiratory problems;
- Tobacco use most often begins during childhood or adolescence;

Additional reasons why schools need to strongly discourage tobacco use are that:

- The purchase and possession of tobacco products is illegal for persons under age 18;
- Use of tobacco interferes with students; attendance and learning;
- Smoking is a fire safety issue for schools
- Use of spit tobacco is a health and sanitation issue.
- Youth who smoke are more likely to engage in physical fights, carry a weapon and consider suicide compared to youth who do not smoke.⁵

DEFINITION

For the purposes of this policy “*tobacco*” is to include any product containing, made, or derived from tobacco that is intended for human consumptions, whether chewed, smoked, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means or any component, part, or accessory of a tobacco products to include but not limited to: any lighted or unlighted cigarette, cigar, pipe, and any other smoking/vaping product, and spit tobacco, also known as smokeless, dip, chew, snus, and snuff, in any form including, “e-cigarette”, Other Tobacco Products (OTPs), and electronic nicotine devices (ENDs).

Exemption- Nicotine use: Only FDA approved cessation products are allowed. This includes: nicotine gum, nicotine lozenge, nicotine patch, pharmaceutical nicotine inhaler (this does not include any form of e-products) and nicotine nasal spray.

TOBACCO USE PROHIBITED

Smoking/vaping or the use of tobacco products or non FDA approved nicotine cessation products by any individual is prohibited at any time, including non-school hours:

- in or on any property owned or leased by the school/district, including school buses or any school vehicles; or
- on school grounds, athletic grounds, or parking lots; or
- at any school-sponsored events on or off campus.

In addition, no student may leave the school campus during breaks in the school day to use a tobacco product. No student is permitted to possess any tobacco products/ non FDA approved nicotine cessation products. Signs to this effect will be posted at appropriate locations. School authorities shall consult with local law enforcement agencies to enforce law that prohibit the possession of tobacco by minors within the immediate proximity of school grounds.

TOBACCO PROMOTION PROHIBITED

The district/schools shall not advertise tobacco/ non FDA approved nicotine cessation products in any manner. Tobacco /non FDA approved nicotine cessation products advertising, sponsorships, giveaways, promotional items are prohibited in all school-sponsored publications and at all school-sponsored events or at school functions whether on or off school property. Students exhibiting tobacco/non FDA approved nicotine cessation products -related gear or paraphernalia are prohibited. Tobacco/ non FDA approved nicotine cessation products

⁵ Centers for Disease Control and Prevention (CDC), “Health Equity in Tobacco Prevention and Control, 2015.

promotional items include but not limited to clothing, bags, lighters, free tobacco samples, and other personal articles.

TOBACCO PREVENTION EDUCATION

Tobacco use prevention education shall be integrated within the health education program in Pre-K- 12th grade to provide greater understanding of the health hazard of tobacco use. This education program shall include the short-and-long term negative physiologic and social consequences, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.

TOBACCO CESSATION PROGRAM

The district/ school shall inform students/ staff about tobacco cessation program available within the community or Arkansas Tobacco Quitline (1-800- QUIT-NOW). School counselors and community are encouraged to establish voluntary tobacco cessation programs at their schools

COMMUNICATION OF POLICY

The superintendent/principal/other shall notify students, staff, families, parents, and visitors of the tobacco free policy through handbook, newsletters, signage, school web pages, local media, or appropriate method of communication. Signs should be posted at every school entrances.

POLICY ENFORCEMENT (for Students)

Students who violate this policy will be subjected to disciplinary measures.

- 1st offense: Tobacco products must be confiscated and school shall contact parents.
- 2nd offense: Tobacco products must be confiscated, school shall contact parents, for one day, and offer the *Second Chance* or *Aspire* smoking prevention and cessation curriculum in lieu of in school suspension. (One Day)
- 3rd offense: Tobacco products must be confiscated; school shall contact parents, notify police, and must complete the *Second Chance* or *Aspire* smoking prevention and cessation curriculum in lieu of in school suspension. (One Day)

POLICY ENFORCEMENT (for Staff)

Staff members who violate this policy will be subject to;

- 1st offense: receive a written warning and refer to cessation program
- 2nd offense: receive a formal reprimand and refer to cessation program
- 3rd offense: meet with school board and refer to cessation program

POLICY ENFORCEMENT (for Visitors)

Visitors using tobacco products while on school property shall be asked to cease their use of tobacco products. If visitors refuse to do so, he/ she shall be asked to leave the school premises.

This is a Arkansas Department of Health Sample Tobacco Control Policy developed collaboratively by:

Arkansas Coalition for Obesity Prevention (ArCOP) and Tobacco Cessation and Prevention Program (TCP). 10/05/14



Communicating the Policy

Tobacco policy implementation can be challenging. Without effective communication, the policy will be unenforceable. The following lists include some communication ideas and strategies to ensure that all members of the school and community – students, staff and visitors – are aware of the policy, understand the rationale behind it and are clear about the consequences if the policy is violated. No matter what stage your district is in – just getting started, implementation or dealing with enforcement issues – experience shows that communication must be clear, ongoing and consistent. Be sure to work with members of your school and community to identify the best strategies for your school district.

To students:

- Post tobacco-free school signs at all entrances to school buildings, school grounds, parking lots and athletic facilities; and in school and activity buses.
- Print 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. Print reminders of the policy in school event programs.
- Tell students about opportunities for tobacco-cessation support programs in the community and provide information about how students can access these programs.
- Ask student groups or clubs to assist in communicating the policy such as Youth Extinguishing Tobacco (YES) Teams, Project Prevent Coalitions, EAST Clubs, FBLA Clubs, etc.
- Encourage, support and empower students to appropriately confront other students and visitors who are violating the policy.
- Include information in student newspaper articles and on school websites, including those that target students.

To employees:

- Post tobacco-free school signs at all entrances to school buildings, school grounds, parking lots and athletic facilities and in 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.
- Conduct an in-service presentation on tobacco-related school policies for all staff, including teaching staff, bus drivers, aides, 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 regarding how staff can 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.

To parents/guardians:

- Provide information at parent open houses at the start of the new school year.
- 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.
- Include an article outlining the policy and implications of the policy in parent-oriented newsletters and school or community newspapers.
- Announce the policy at all athletic events, meetings, concerts and plays. Have students develop and/or deliver announcements. Include written reminders in event programs.

To the public/community:

- Place an ad in the paper thanking the school board for its decision to make the school district 100 percent tobacco-free.
- Ask other community agencies such as local public health units, tobacco-free coalitions, Alcohol, Tobacco and Other Drugs (ATOD) coalitions, parent teacher associations, parent teacher organizations 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.)
- Place ads on the schools social media pages (Facebook, Twitter, etc.)
- 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.
- Announce the policy at all athletic events, meetings, concerts and plays. Include written reminders in event programs.
- Ask students, staff and community volunteers to assist in distributing informational flyers regarding the policy at school events.
- Communicate the policy to parents and business volunteers who assist in supervising youth during off-campus activities, including field trips, job shadowing or community service.

(Adapted from *School Tobacco Policies*, Oregon Department of Human Services, 2002.)

Enforcing the Policy

Considerations about enforcement should be woven into all phases of policy development, communication, implementation and monitoring. Below are some strategies for enforcement:

Enforcement Responsibility

- **Everyone's responsibility**
Consider including everyone on enforcement responsibilities: students, staff, principals, teachers and others. Encourage members of student organizations, PTA/PTO members, and other groups with members attending events to remind spectators of the policy. When using volunteers – especially students – provide some guidance on tactful, non-confrontational approaches.
- **Enforcement officers**
Use the same monitors used for aggressive behavior and truancy to monitor tobacco use on school grounds. Monitors should be trained on the enforcement protocol. If police officers or school resource officers currently monitor the school grounds for compliance with laws and other school regulations, they should be responsible for tobacco monitoring as well. Visibility of these law enforcement personnel may reduce visitor policy violations.
- **Consistency**
Make a firm commitment to enforce the policy consistently. Expect some people to “test” enforcement of the new policy. Remember that consistent enforcement sends a clear message about the importance of the policy.

Communication

- **Proactive, clear and consistent communication**
This is a very important part of enforcement. Post the written policy and signage around campus for visitors and students to read. Announce the policy at athletic events, plays, dances and concerts. Put information about the policy in programs and student and staff newsletters. Place contracts in student handbooks that detail the tobacco policy. Have both students and parents sign and return the contract stating they have read and understand the policy. Mention the comprehensive tobacco- and nicotine-free school policy at new student orientations for middle school, high school, alternative school and for transfer students. Point out the comprehensive tobacco- and nicotine-free school policy during the employee hiring or contracting process.
- **Positive message**
Present the policy in a positive light while at the same time acknowledging that students, staff and visitors may find it initially challenging. Emphasize the health, academic and social benefits of a tobacco-free school to staff and students. Encourage students to make responsible decisions about the health of their bodies and to have respect for other students and staff by not using tobacco on campus.
- **Focus on behavior**
Focus on the use of tobacco as an unhealthy behavior – not on the user. For example, teachers who use tobacco may still be great role models for youth but their tobacco use promotes an unhealthy behavior. Make sure adults are not alienated because of their tobacco use.

(Adapted from *School Tobacco Policies*, Oregon Department of Human Services, 2002.)

Sample Consequences for Policy Violations

Across the state, school tobacco-policy enforcement varies with respect to consequences or penalties for tobacco violations and provisions for positive options for punishment. Talk with administrators, staff, students and parents to identify the best strategies for enforcing the policy within the school district. What follows are some suggestions to effectively enforce the policy.

For students

- **Parent/guardian notification**

The policy should address parent/guardian notification procedures. The parent/guardian should be notified of all violations and actions taken by the school.

- **Support**

Refer students to the guidance counselor, school nurse, or other health or counseling services for all offenses for screening, information, counseling and referral. Tobacco use is an addictive disease, not merely a discipline problem. It usually indicates psychosocial concerns of the adolescent, and the student may engage in other unhealthy behaviors such as drug or alcohol use. Students who use tobacco also may have developed or exacerbated health problems as a result of their use. A screening will help to identify these at an early stage. The tobacco policy will be more effective if there are clear procedures for identification, intervention and referral of students with tobacco related problems.

- **Cessation**

Research tells us that half of all young people who use tobacco want to quit. Offering cessation classes or helping to link students who violate the policy to community-based cessation programs will motivate students to quit and introduce skills and techniques they can use to accomplish this. It will also help students develop coping methods to prevent relapse. Scheduling of teen cessation programs vary. They can be offered after school, weekly during consecutive periods (so students won't miss too much class), on Saturdays or during lunch. Some school districts offer teen cessation programs multiple times per year to the entire school body, as well as to ATS students.

- **Suspension**

Suspension rarely helps a student's tobacco addiction. Ideally, suspension would be used only after a student has had several prior violations or refused to participate in other outlined measures. To provide uniformity and fairness in the decision-making process, school districts should clearly outline conditions that will lead to suspension. Students and parents should be shown the steps of enforcement so that they understand the seriousness of this action. Suspension always should be accompanied by counseling. A re-entry conference should be held prior to the student's return to school with the student, parent or guardian, and administrator. If suspension is deemed absolutely necessary, such as in the case of a repeat offender who refuses to participate in other options offered, alternative forms of suspension, such as in-school suspension, are preferable to out-of-school suspension. Tobacco education can be offered during in school suspension through different programs like *Second Chance* or *Aspire*. (Information on these programs is provided in Appendix D).

For staff

- **Education and support**

Encourage staff to talk with their health professional regarding their tobacco use. As noted previously, tobacco use is an addictive disease, and staff who use tobacco may have developed

health problems as a result. It is strongly recommended that all staff violators be provided with information about the dangers of tobacco use and about cessation options available to them in the community and from the Arkansas Tobacco Quitline.

- **Disciplinary action**

After the second offense, staff violations should be considered as insubordination and subject to disciplinary action as they would be for any other school policy violation. Staff must be expected to adhere to the policy stipulations as outlined.

For parents, family members, and the public

- **Communication**

Communication with the public should focus on positive messages to enforce the policy. Enlist the support of the public in enforcing the policy through ongoing communication of the policy and involvement in positive tobacco prevention activities.

- **Progressive enforcement**

A progressive enforcement policy is recommended. Public sanctions should involve the following: (a) request the individual to stop and refer to the school policy; (b) if the person refuses to stop, request that the individual leave the site of the school function and refer to the school policy; (c) if the person refuses to leave or is a repeat violator, refer to local authorities, and the person is subject to a fine or other usual measure.

(Adapted from *Comprehensive Tobacco-Free School Policy Toolkit: Tools and Resources for North Dakota Schools*, North Dakota Department of Health, 2010)

APPENDIX A



Frequently Asked Questions about Tobacco-Free Schools

1. **We are mostly tobacco-free, so what will be gained by adopting a comprehensive tobacco- and nicotine-free school policy?**
 - According to the Surgeon General's Report, there is no risk-free level of exposure to secondhand smoke. Secondhand smoke contains known carcinogens (cancer-causing agents). As little as 30 minutes of exposure to secondhand smoke can affect the coronary arteries of healthy, young nonsmokers. Secondhand smoke causes acute and chronic respiratory disease and causes or exacerbates asthma, ear infections and upper respiratory infections – which are primary causes of school absence.⁶
 - Asthma is a major cause of school absenteeism. Reducing secondhand smoke as an asthma trigger will result in reduced absenteeism.
 - Positive adult role modeling for students is critical to send a message to our youth that is consistent with the tobacco-use prevention curriculum taught in the classroom.
 - A comprehensive tobacco- and nicotine-free school policy will help establish a tobacco-free norm.
 - A tobacco-free policy prepares students for the realities of an increasingly tobacco-free world – one where tobacco use is prohibited at worksites, in restaurants, on airplanes, in malls, parks and in other places.

2. **Will we risk losing staff that might be tobacco users?**

According to personnel at school districts that have adopted a comprehensive tobacco-free policy, teacher attrition is not an issue. Most administrators report that teacher recruitment and retention issues are related to local supplements, geographical location and family situations – not to the implementation of a tobacco-free school policy. Furthermore, anecdotal information from administrators in tobacco-free school districts suggests that many job applicants want a tobacco-free work environment and view this policy as an asset.

3. **What are the benefits of offering cessation programs for staff?**

Research shows that employees from school districts adopting a comprehensive tobacco-free school policy often use this as an opportunity to cut down their tobacco use or quit. This can lead to decreased absences due to tobacco-related illnesses, decreased tobacco-related health-care costs and increased productivity. School districts are strongly encouraged to talk with employees who smoke about the kinds of support they may need to be successful in quitting and to consider offering cessation services and resources. Offering resources and support to assist employees in quitting should be provided early in the policy development process so the staff is prepared when the campus becomes tobacco-free. For more information about local cessation programs or the Arkansas Tobacco Quitline, go to <http://www.healthy.arkansas.gov/programsServices/tobaccoprevent/Pages/default.aspx>

4. **Will we risk losing our adult supporters at athletic events?**

⁶ The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General, 2014, <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/>

It is highly unlikely that you will lose adult supporters at athletic events. Administrators in school districts that have adopted a comprehensive tobacco-free policy have noted that the vast majority of adults have willingly complied with the tobacco-free school policy during athletic events. This makes sense, as these adults are school supporters and often have children attending the school. The adult supporters understand and appreciate that school policies, such as ones prohibiting tobacco use and alcohol/drug use on campus, are designed to protect the safety of youth and offer a positive environment for students and families. Furthermore, the expectation that an event or a facility is tobacco-free has become more common in many social situations as we have become more aware of the health risks of secondhand smoke. As malls, movie theaters, restaurants and air travel become smoke-free, there has not been a drop off in patronage. Today, most school policies do not require people to quit using tobacco. The Policy simply asks them to refrain from tobacco use on school property and at school sponsored events only.

5. **If we develop a comprehensive policy, how will we enforce it?**

Research has shown that early and frequent communication such as putting up signage, sending letters home, providing information in event programs and announcements during outdoor athletic events is the key to enforcing the policy successfully.

6. **What about the argument that it's legal for adults to use tobacco?**

Schools have the authority to develop, adopt and implement policies that are in the best interest of the students and staff. By law, a tobacco-free school policy restricts smoking or the use of tobacco products use on. Tobacco is a legal product for adults to purchase and use. Adult tobacco users have the option of going off campus to use tobacco.

(Adapted from *Comprehensive Tobacco-Free School Policy Toolkit: Tools and Resources for North Dakota Schools*, North Dakota Department of Health, 2010)

APPENDIX B

Sample Letter to Parents

Dear Parents:

On [date], the [name of school district] School Board adopted a comprehensive tobacco- and nicotine-free school policy. This policy prohibits all tobacco and nicotine product use by everyone, everywhere on campus, at all times – including school events after regular school hours and property leased by the school district. This policy also prohibits students from bringing tobacco or nicotine products on campus. A copy of the new policy is attached.

The School Board adopted this policy for three reasons:

- **To support families in keeping their children tobacco-free.**
Tobacco use is the leading cause of preventable death and disease in our state and nation. Eighty percent of adults who are addicted to tobacco began using it before the age of 18, with the average age of initiation between 12 and 14 years old. Most parents, even those who use tobacco, do not want their children to become addicted. Youth spend a great deal of time at school and attending school-related events. Allowing the use of tobacco products on campus implies school approval of such use. Keeping tobacco off campus means students have less opportunity to see others using tobacco and have less access to tobacco products. This means they will be less likely to try, and possibly become addicted to, tobacco.
- **To provide a safe environment for students and staff.**
We have an obligation to provide a safe and healthy learning and work environment for students and staff. Exposure to secondhand smoke can trigger an asthma attack or make respiratory problems worse. Clusters of adults smoking outside near building entrances during school-sponsored events places others at risk.
- **To provide a cleaner facility.**
Discarded smoking and spit-tobacco materials litter school grounds, parking lots and vehicles. Cleaning or replacing items damaged by smoke or discarded smoking/spit tobacco materials is costly. Prohibiting tobacco from campus will mean a cleaner environment for students, staff and visitors.

Over the next few months, we will be placing signs promoting the new policy on all school campuses, and making announcements at all school-sponsored events. We will let you know about upcoming tobacco education and cessation classes for students, staff and parents who use tobacco and want to stop. If you have questions or comments about the policy or if you want more information about these programs or services, please call the principal at your child's school.

Thank you for your support.

Sincerely,

[Name of Superintendent or Board Chair]



APPENDIX C

Sample Signage

A.C.A. § 6-21-609

PROHIBITION AGAINST SMOKING, THE USE OF TOBACCO OR TOBACCO PRODUCTS, OR THE USE OF E-CIGARETTES

(a) As used in this section, "e-cigarette" means an electronic oral device that provides a vapor of nicotine or another substance that, when used or inhaled, simulates smoking, including without limitation a device that:

- (1) Is composed of a heating element, battery, or electronic circuit, or a combination of heating element, battery, and electronic circuit;
- (2) Works in combination with a liquid nicotine delivery device composed either in whole or in part of pure nicotine and propylene glycol and manufactured for use with e-cigarettes; and
- (3) Is manufactured, distributed, marketed, or sold as an e-cigarette, e-cigar, e-pipe, or under any other name or descriptor.

(b) Smoking tobacco, the use of tobacco or tobacco products, or the use of e-cigarettes is prohibited:

- (1) In or on real property owned or leased by a public school district, including a public charter school; or
- (2) In or on personal property, including without limitation school buses, owned or leased by a public school district, including a public charter school.

(c) A copy of this statute shall be posted in a conspicuous location at every entrance to each building owned or leased by a public school district and every school bus used to transport public school students.

(d) A person who violates this section commits a violation punishable by a fine of not less than ten dollars (\$10.00) nor more than one hundred dollars (\$100).



STAMP OUT SMOKING
ARKANSAS DEPARTMENT OF HEALTH
 STAMPOUTSMOKING.COM

1-800-QUIT-NOW

This campus is

100%

tobacco-free.

Thank you for
keeping it that way.

No

**CIGARETTES,
DIP, CHEW,
E-CIGARETTES,
VAPORIZERS,
OR ANY OTHER
ELECTRONIC
SMOKING DEVICES
OR SMOKELESS
PRODUCTS.**



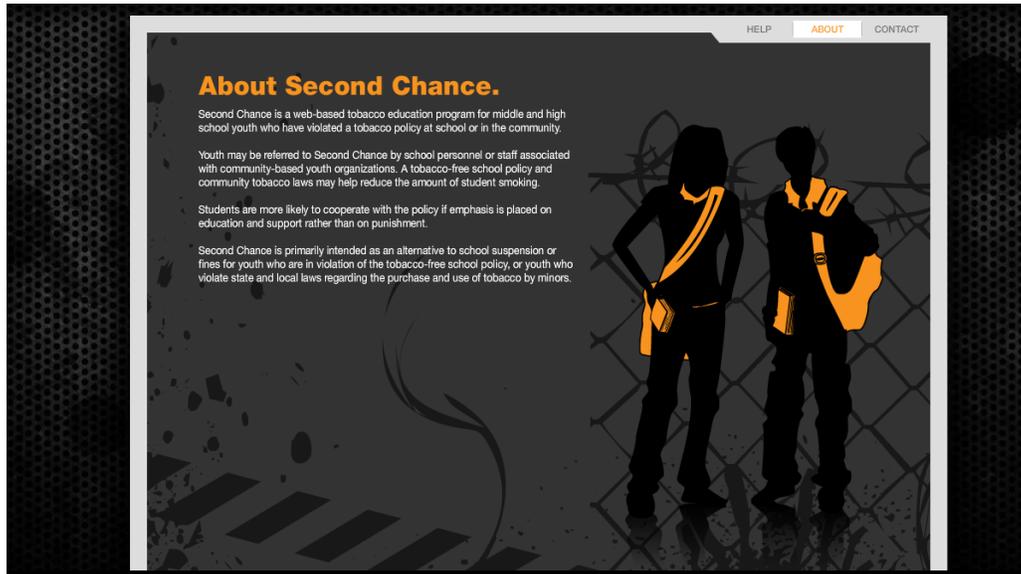
STAMP OUT SMOKING
ARKANSAS DEPARTMENT OF HEALTH
 STAMPOUTSMOKING.COM

1-800-QUIT-NOW

APPENDIX D

Sample Alternative to Suspension (ATS) Programs

Second Chance: <http://www.secondchancetobacco.org/>



ASPIRE: <http://www.mdanderson.org/patient-and-cancer-information/care-centers-and-clinics/specialty-and-treatment-centers/cancer-prevention/aspire/index.html>

What is ASPIRE?

ASPIRE is an online, bilingual multimedia program developed by The University of Texas MD Anderson Cancer Center. It is a teen-savvy tobacco prevention and cessation program for middle and high school students.

How does it work?

The program aims to motivate teens to be tobacco-free by offering:

- Original videos, animation and games
- Testimonies from peers, doctors, smokers and non-smokers
- Information on short- and long-term health consequences of tobacco
- Tips and resources to avoid the temptation to smoke or to stop smoking

The ASPIRE student website includes:

- English and Spanish languages
- Five educational modules
- Pre- and post-tests
- Quizzes after each module
- Certificate of completion
- Reporting system with grades

ASPIRE can be completed using broadband internet access.

References

1. Campaign for Tobacco Free Kids, http://www.tobaccofreekids.org/facts_issues/toll_us/arkansas
2. *Comprehensive Tobacco-Free School Policy Toolkit: Tools and Resources for North Dakota Schools*, North Dakota Department of Health, 2010
3. *School Tobacco Policies*, Oregon Department of Human Services, 2002
4. Centers for Disease Control and Prevention (CDC), “Guidelines for School Health Programs to Prevent Tobacco Use and Addiction”, <http://www.cdc.gov/mmwr/preview/mmwrhtml/00026213.htm>
5. *The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General*, 2014, <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/>
6. ASPIRE: <http://www.mdanderson.org/patient-and-cancer-information/care-centers-and-clinics/specialty-and-treatment-centers/cancer-prevention/aspire/index.html>
7. Second Chance: <http://www.secondchancetobacco.org/>
8. Arkansas Department of Health, <http://www.healthy.arkansas.gov/programsServices/tobaccoprevent/Pages/DataReports.aspx>
9. APNA, <https://arkansas.pridesurveys.com/regions.php?year=2014>
10. U.S. Food and Drug Administration (FDA), <http://www.fda.gov/Drugs/default.htm>
11. ProChildren Act of 1994, <https://www2.ed.gov/policy/elsec/guid/prochildact01.pdf>