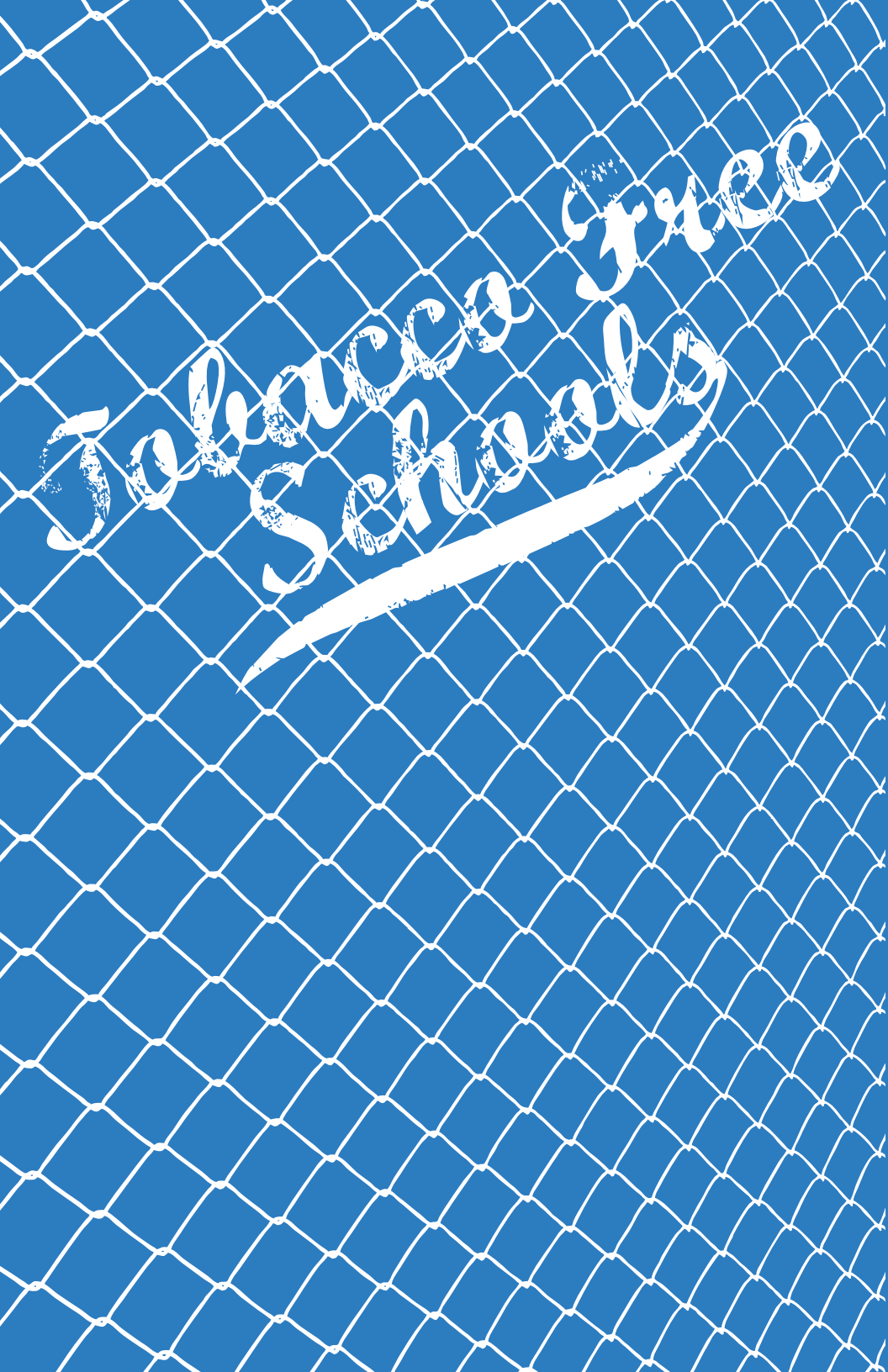


Tobacco Free School Free



100%
LOUISIANA
TOBACCO-FREE
SCHOOLS





Advantage Free
Advantage Schools

WHY 100% TOBACCO-FREE SCHOOLS ARE NEEDED IN LOUISIANA

Louisiana has come a long way in protecting its citizens from the negative effects of tobacco, now it's time to take our schools to the next level.

By passing and implementing a 100% Tobacco-Free message, schools send a clear message to our young people that tobacco use is not acceptable. If smoking is allowed on our school campuses and at school events, it sends a mixed message. Teachers and coaches tell kids that they shouldn't use tobacco; yet on school property and events they see visitors or employees using tobacco.

With a 100% Tobacco-Free School policy, schools develop a commitment to tobacco prevention, leaving no room for mixed messages. A 100% Tobacco-Free School is an environment in which smoking and second-hand smoke is



not a factor. **Kids are watching;** at 100% Tobacco-Free Schools, adults are role models for healthy behavior.

- *Schools are in a uniquely powerful position to reduce the serious problem of smoking and other tobacco use by youth.*
- *Smoking and other tobacco usage causes a number of immediate, sometimes irreversible, health effects and risks that can seriously damage youth's health, well before they leave school or reach adulthood.*
- *Tobacco may be a "gateway" to illegal drug use.*
- *Tobacco industries are determined to reach Louisiana's youth, spend \$23 million per month on marketing in Louisiana. School leaders have an important role in countering the tobacco industry's influence through a comprehensive tobacco-free schools policy.*

**PHILLIP
MORRIS**

TODAY'S TEENAGER IS TOMORROW'S
POTENTIAL REGULAR CUSTOMER,
AND THE OVERWHELMING MAJORITY
OF SMOKERS FIRST BEGIN TO SMOKE
WHILE STILL IN THEIR TEENS.
THE SMOKING PATTERNS OF TEENAGERS
ARE PARTICULARLY IMPORTANT
TO PHILLIP MORRIS.

**LORILLARD
TOBACCO**

THE BASE OF OUR BUSINESS
IS THE HIGH SCHOOL STUDENT.

- *It is important for school leaders to send a clear, consistent non-use message to their students, staff and community by implementing a 100% Tobacco-Free policy.*
- *A comprehensive tobacco-free schools policy creates a 100% tobacco-free environment while offering cessation assistance to those who are found in violation of said policy.*

CONSIDER THE FACTS:

The 2009 Louisiana Youth Tobacco Survey of public school students in grades 6-12 found:

- *47% of students have smoked cigarettes*
- *56% have used a tobacco product -(including cigarettes, smokeless tobacco, cigars, cigarillos, little cigars, bidis, kreteks, black and mild cigars)*
- *52% of students were not taught the dangers of tobacco at school.*
- *Only 87% of students think smoke from others is harmful to them*
- *About 16% of students currently smoke cigarettes; 9% currently use smokeless tobacco (chew, spit, or dip).*
- *Less than half of current smokers want to quit (49%).*

FACTS



WHAT IS A 100% TOBACCO-FREE SCHOOL?

A 100% Tobacco-Free School is one that implements and enforces policy to:

1

Prohibit tobacco use at all school facilities and events.

2

Encourage and help students and staff to quit using tobacco.

3

Provide appropriate instruction in grades K – 12 that addresses social and psychological causes of tobacco use.

4

Be a part of a school wellness program where teachers, students, families, administrators, and community leaders deliver consistent messages about tobacco use.

5

Counter tobacco industry influences on young people.

6

Foster community-wide efforts to prevent tobacco use and addiction.





HOW DO I MAKE MY SCHOOL 100% TOBACCO-FREE?

The first thing to do is to check if your school district has already implemented a 100% Tobacco-Free Policy.

Please visit LaTobaccoControl.com, youth/schools section.

HAS IMPLEMENTED

If your school district has a 100% Tobacco-Free policy – congratulations! Check with school administrators to see how you can help fully implement that policy.

HASN'T IMPLEMENTED

If your school is still working on a 100% Tobacco-Free policy, speak with your school administrators or district leaders to voice your encouragement for a policy that will help schools to help kids stay healthy.

Following are some guidelines for developing and enforcing a school policy on tobacco use. The policy, developed in collaboration with students, parents, school staff, health professionals, and school boards, should:

- Prohibit students, staff, parents, and visitors from using tobacco or smoking devices on school premises, in school vehicles, and at school functions at all times (ACT 815 currently prohibits smoking within public buildings).
- Prohibit tobacco advertising (e.g., on signs, T-shirts, or caps or through sponsorship of school events) in school buildings, at school functions, and in school publications.
- Require that all students receive instruction on avoiding tobacco use.



- Provide access and referral to cessation programs for students and staff.
- Help students who violate tobacco-free policies to quit using tobacco rather than just punishing them (appropriate referral service to help them overcome tobacco addiction. Please visit LaTobaccoControl.com for more information on 1-800-Quit-Now and Healthcare Professional programs such as the Fax-To-Quit Louisiana program.



QUIT
WITH US, LA

QuitWithUsLa.Org 1.800.QUIT.NOW

The graphic features the words "QUIT WITH US, LA" in large, bold, orange capital letters. Below the text is a blue silhouette of a hand holding a lit cigarette. A blue diagonal line runs across the bottom of the graphic, separating it from the contact information below.

HOW DO I COMMUNICATE THAT MY SCHOOL IS 100% TOBACCO-FREE?

In order for students, staff and the community to get the message that your school district is now **100% Tobacco-Free**, a coordinated communication effort will be needed. Below are some options that may help spread the word.



GENERAL COMMUNICATION

Post prominently placed tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, athletic facilities, and in and on school/activity buses.

EMPLOYEES/STAFF COMMUNICATION

- 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.
- Hold in-service training on tobacco-related school policies for all staff, including teaching staff, bus drivers, aids, 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, such as 800-Quit-Now.
- Inform potential employees of the policy in all job interviews. Include a statement that the school district is tobacco-free on all job applications.
- Involve respected and well-liked school personnel in sharing messages with staff groups.

STUDENT COMMUNICATION

- Place details in student handbooks and orientation guides.
- Review and discuss 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. **Check LaTobaccoControl.com for sample announcements.**
- Have students design posters, banners, and signs to communicate the new policy and provide information about how students can access cessation programs.
- Involve student groups or clubs to assist in communicating the policy – such as Beta, 4-H or student government organizations.
- Encourage, support and empower students to appropriately confront other students and visitors who are violating the policy. **Check LaTobaccoControl.com for sample verbiage.**
- Include information in student newspaper articles and on school websites including those that target students.

PARENTS/GUARDIANS COMMUNICATION

- Provide information at parent open houses at the start of the new school year.
- 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.
- Discuss the policy changes at PTA, PTO or similar meetings.
- Include an article outlining the policy and implications of the policy in parent-oriented newsletters and school or community newspapers.
- Announce the new policy at all athletic events, meetings, concerts and plays. Have students develop and/or deliver announcements. Check LaTobaccoControl.com for sample announcements.
- Send a letter home or call parents if a student violates the policy.





HOW DO SCHOOLS ENFORCE A 100% TOBACCO-FREE SCHOOL POLICY?

Once a policy is implemented and messages regarding the policy have been distributed to the various audiences, it will be important to determine how to enforce the new policies.

Support cessation efforts among students and school staff that use tobacco. Schools should provide access to cessation programs that help students and staff stop using tobacco rather than punishing them for violating tobacco-use policies. Referrals can be made to 1-800-QuitNow which offers free counseling for ages 13 and above. School wellness centers can also be trained to be a Fax-To-Quit Louisiana provider.

Develop enforcement policies and communicate these in specific terms when providing messages regarding the new policy. Because school districts vary widely as to the personnel available for enforcement, it will be incumbent upon each district and possibly at the school level to prepare policies for enforcement. Generally, a warning system of some type is put into place and enforced. Below are sample measures which can be implemented.

VERBAL ADMONITION

Any tobacco product found in the possession of a minor shall be confiscated by staff and discarded. Violators may be subjected to disciplinary actions, but cessation referral should always be made available.

STAFF

Staff violating the 100% Tobacco-Free Policy will receive a first warning and their file will be noted with the violation. Cessation referral should be made available.

VISITORS

Visitors violating the 100% Tobacco-Free Policy should be asked to comply. In the unlikely event the visitor continues to violate the policy, recommend they leave if they want to smoke and let them know they will be asked to leave campus or the event should they continue to violate the policy. After a third violation, ask Security or law enforcement personnel to escort the visitor off campus or from the event.



COMMUNITY IMPACT OF 100% TOBACCO-FREE SCHOOLS

Because tobacco use has been proven to have a number of associated risks, reduction in tobacco use by kids impacts these associations.

According to the Centers for Disease Control:

School-based programs offer an opportunity to prevent the initiation of tobacco use during the years when the risk of becoming addicted to tobacco is the greatest and therefore help persons avoid the difficulties of trying to stop after they are addicted to nicotine.

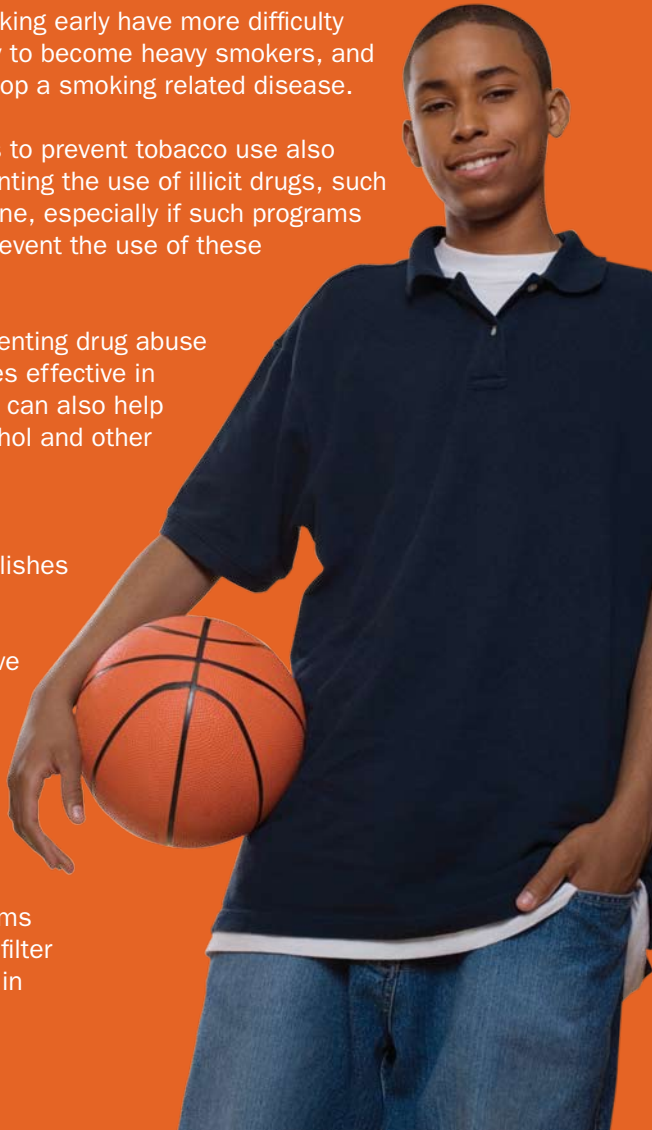
Persons who start smoking early have more difficulty quitting, are more likely to become heavy smokers, and are more likely to develop a smoking related disease.

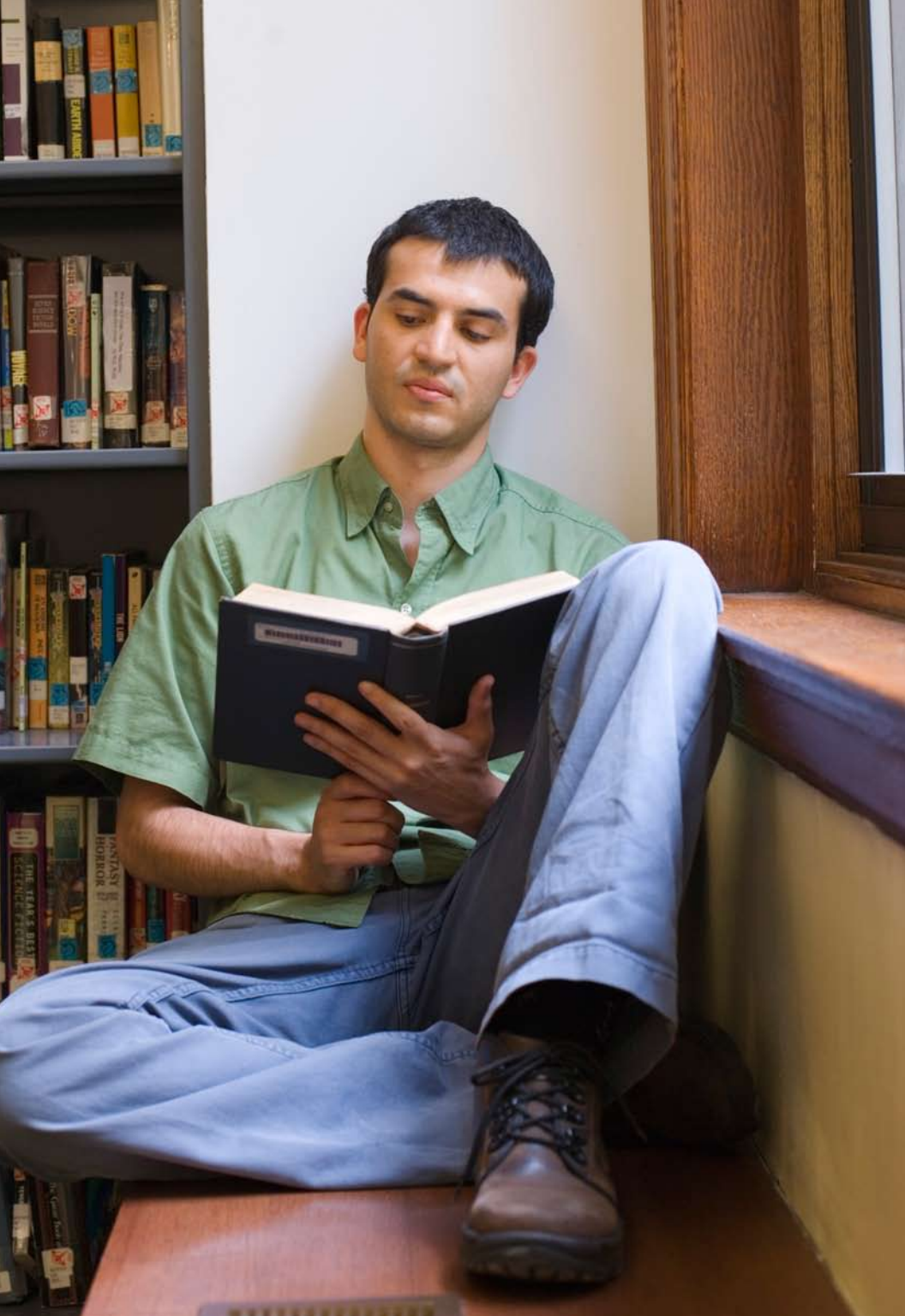
School-based programs to prevent tobacco use also can contribute to preventing the use of illicit drugs, such as marijuana and cocaine, especially if such programs are also designed to prevent the use of these substances.

Recent reports on preventing drug abuse suggest that approaches effective in preventing tobacco use can also help prevent the use of alcohol and other drugs.

Provides a tobacco-free environment that establishes nonuse of tobacco as a norm and offers opportunities for positive role modeling

Secondhand Smoke has been associated with higher risk of ADD-HD and other learning disabilities, and educational programs within the schools that filter into the community aid in cessation overall.





100% TOBACCO-FREE SCHOOLS OF EXCELLENCE

The Louisiana Department of Health and Hospitals Tobacco Control Program will certify schools as **100% Tobacco-Free Schools of Excellence** once all of the below components, which are the hallmark of a completely implemented program, are in place. They include **instruction, curriculum, training, and family involvement**. A recognition ceremony will be scheduled with appropriate press announcements. Visit LaTobaccoControl.com for more information.

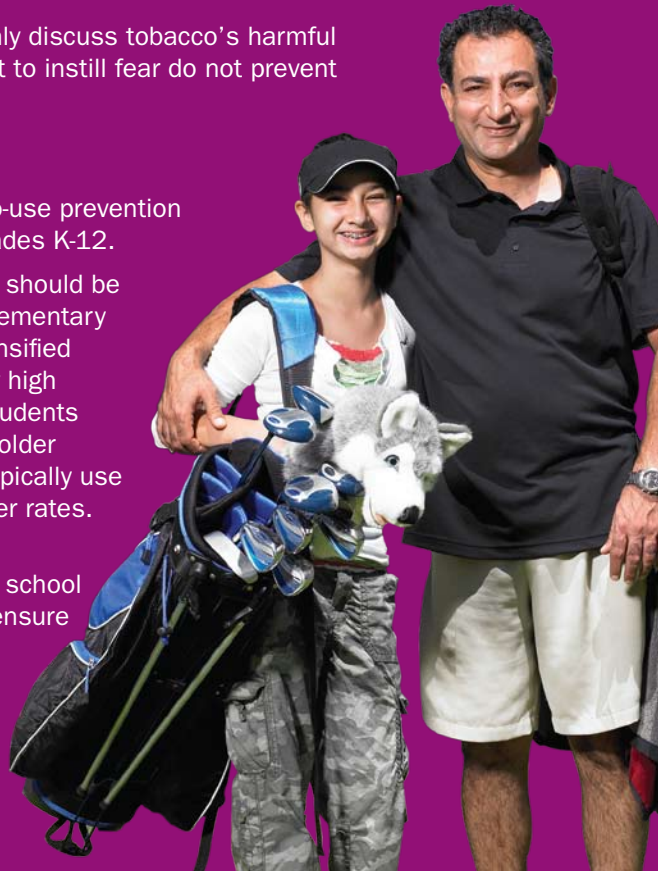
INSTRUCTION

- Provide instruction about the short- and long-term negative physiological and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use, and refusal skills.
- Decrease the social acceptability of tobacco use and show that most young people do not smoke.
- Help students understand why young people start to use tobacco and identify more positive activities to meet their goals.
- Develop students' skills in assertiveness, goal setting, problem solving, and resisting pressure from the media and peers to use tobacco.

(Programs that only discuss tobacco's harmful effects or attempt to instill fear do not prevent tobacco use.)

CURRICULUM

- Provide tobacco-use prevention education in grades K-12.
- This instruction should be introduced in elementary school and intensified in middle/junior high school, when students are exposed to older students who typically use tobacco at higher rates.
- Reinforcement throughout high school is essential to ensure that successes in preventing tobacco use do not dissipate over time.



TRAINING

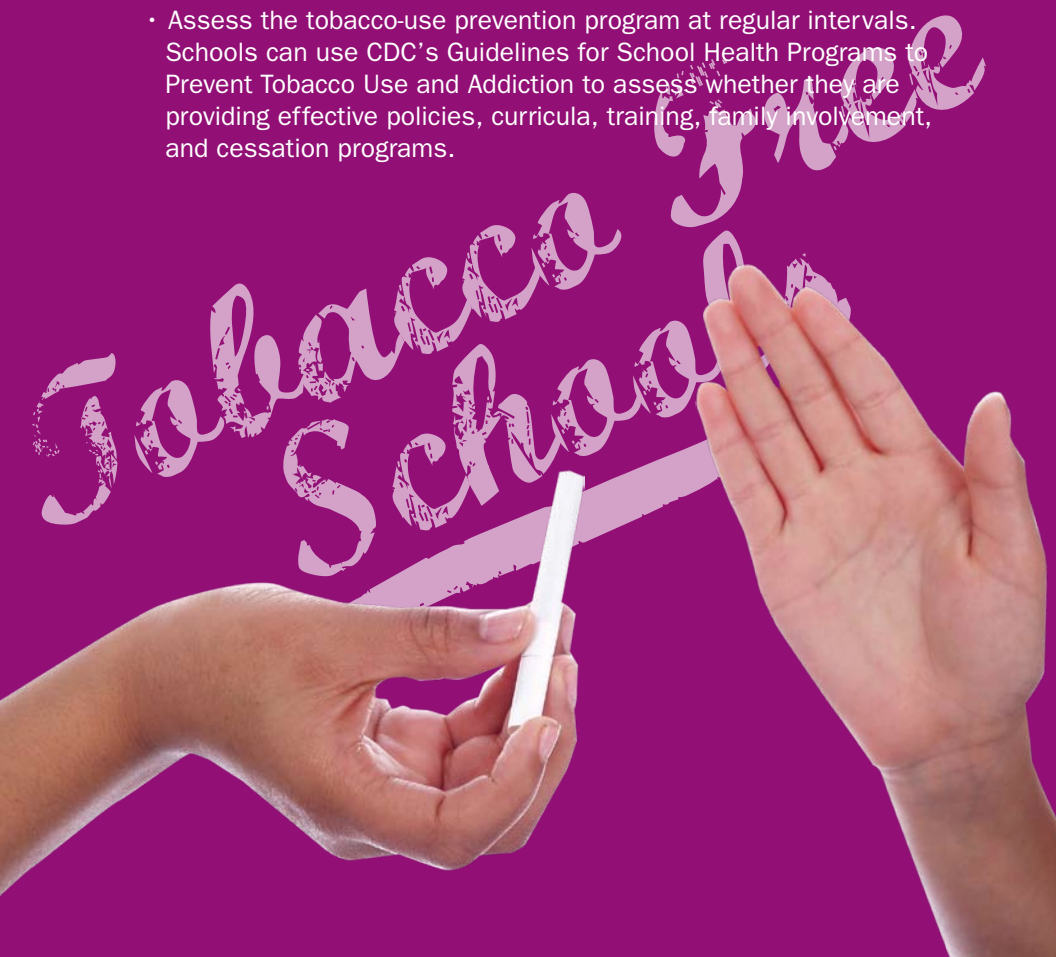
- Provide program-specific training on tobacco-use prevention for teachers.
- The training should include reviewing the curriculum, modeling instructional activities, and providing opportunities to practice implementing the lessons. Well-trained peer leaders can be an important adjunct to teacher-led instruction.

FAMILY INVOLVEMENT

- Involve parents or families in supporting school-based programs to prevent tobacco use.
- Promote discussions at home about tobacco use by assigning homework and projects that involve families.
- Encourage parents to participate in community efforts to prevent tobacco use and addiction.

EVALUATION

- Assess the tobacco-use prevention program at regular intervals. Schools can use CDC's Guidelines for School Health Programs to Prevent Tobacco Use and Addiction to assess whether they are providing effective policies, curricula, training, family involvement, and cessation programs.



Tabacca Free Schools



