Key Considerations for Adopting a Tobacco-Free Campus Policy

Selected Policy Action Statement	Coalition Considerations to Optimize Success	Constituents, Allies, and Opponents of Strategy	Decision Makers (who can make strategy happen)	Action Steps
Conduct this analysis for each policy the coalition intends to pursue	• Policy clarity • Sufficient human resources • Clarity on budget needs for policy work • Coalition organizational structure appropriate for policy work • Absence of Internal issues causing conflict	• Who is impacted? • Who can help? • Who opposes and why?	• Primary target • Power to influence • Others who can influence targets	*Develop a detailed list of action steps that will lead to adoption of and compliance with the policy.*