

TOBACCO-FREE CAMPUS POLICY IMPLEMENTATION TIMELINE

Adapted from www.tobaccofreecollegesnc.com

7 months before effective date:

- Campus leadership passes TFC policy.
- Policy passage is covered by local news, including campus press.
- College president writes a guest editorial to the local paper explaining the rationale for the policy.
- Information about the policy is placed in the student newspaper and on campus-oriented Web sites.

6 months before effective date:

Campus administration forms an implementation team. This usually consists of a campus administrator, campus public affairs officer, student health professional, student representative(s), athletic director, faculty representative(s), staff representative(s) and others. Many teams have at least one tobacco user on them. This team meets regularly to set goals, implement strategies for policy implementation, ensure staff awareness about resources to help quit tobacco use and develop ways to inform the public about the policy.

5 months before effective date:

- Policy announced to faculty and staff in letter from college president. Letter also includes information about cessation resources.
- Develop partnerships with local hospital and health department to provide tools for assisting employees who wish to stop using tobacco. Promote cessation classes among school staff, and inform them of QuitlineNC.
- Policy is discussed in faculty and staff meetings.
- Policy is discussed at student government meetings, and among student organizations.
- Compliance workshop is conducted by state TFC director.
- Inform prospective employees of the policy in the interview process.
- Community groups that utilize campus resources are informed of the policy change.

4 months before effective date:

- Signage is designed and ordered.
- Implementation team plans for placement of TFC signs.

- Information about the new TFC policy is included in employee handbooks, contracts and student handbooks.
- Ask community groups to include an article about the policy in their newsletters.

3 months before effective date:

- Hold a faculty, staff and student orientation that details all campus policies (including TFC) for faculty, staff and other campus personnel. Direct them to www.quitlineinc.com for more information on QuitlineNC.

2 months before effective date:

- Have a college representative appear on local radio or TV news programs to discuss the policy.
- Consider developing a campus-wide celebration event on the implementation date.
- Begin removing all ashtrays from school property, especially those at building entrances.

1 month before effective date:

- Create reminder handouts for distribution at outdoor sporting events and other potential problem areas.
- Provide announcements for use at football games to inform fans of upcoming TFC policy.
- Hold discussions with editorial staff regarding future coverage of the new policy.
- Place signage around campus.
- Train administrators, staff, students and community volunteers to politely remind folks seen violating the policy to respect school policy.

On effective date:

- Send out a press release publicizing policy.
- Set up tables at well-traveled areas on campus to provide materials celebrating the policy and give away information about cessation opportunities.
- Announce policy at all athletic events, meetings, concerts and plays. Have students develop and/or deliver announcements.
- Post a copy of the policy and a list of cessation resources in staff lounges, offices and newsletters.