

# TABLE OF CONTENTS

<b>Introduction .....</b>	<b>3</b>
How to Use This Manual .....	5
<b>I. Rationale for Tobacco-Free Campus Policies .....</b>	<b>7</b>
<b>II. Policy Focus of the Manual.....</b>	<b>13</b>
<b>III. The Policy Process.....</b>	<b>17</b>
<i>Policy Step 1: Conduct assessment .....</i>	<i>17</i>
<i>Policy Step 2: Build the campus/community coalition .....</i>	<i>25</i>
<i>Policy Step 3: Set policy goals and create action plan .....</i>	<i>31</i>
<i>Policy Step 4: Develop the policy language .....</i>	<i>37</i>
<i>Policy Step 5: Make your case .....</i>	<i>39</i>
<i>Policy Step 6: Initiate media advocacy .....</i>	<i>43</i>
<i>Policy Step 7: Mobilize support for the policy .....</i>	<i>47</i>
<i>Policy Step 8: Prepare for and present to decision makers.....</i>	<i>49</i>
<i>Policy Step 9: Plan for implementation, compliance and sustainability .....</i>	<i>51</i>
<i>Policy Step 10: Evaluate policy impact.....</i>	<i>55</i>
<b>IV. New Directions for Campus/Community Policy .....</b>	<b>59</b>
<b>Conclusion .....</b>	<b>65</b>
References .....	66
Photo Credits .....	68
Appendix Table of Contents.....	69