



How to make your campus tobacco-free



1. Decide why you want to be tobacco-free or smoke-free
2. Determine date policy goes into effect (1 year minimum)
3. Decide on exceptions (residence halls, cars, etc)
4. Meet with employees to discuss why the policy is being adopted
5. Meet with students to discuss why the policy is being adopted
6. Develop messaging campaign including signage, web page, etc.
7. Determine length of time to seek compliance with no enforcement
8. Teach the importance of compliance with policy
9. Inform prospective students, parents, visitors, vendors, RFP's, etc.
10. Continue communication via small groups (supervisors, focus groups, etc.)
11. Train employees (possibly students) to engage those violating the policy
12. Print cards for passive communication with those violating policy
13. Decide when hard enforcement with repeat offenders will begin
14. Decide on enforcement methodology (warning, citation, citation plus visit)
15. Communicate enforcement process
16. Manage expectations – No policy achieves 100% compliance
17. Always treat people with respect, do not demonize tobacco users
18. Communicate at orientation, through HR, announcements, etc
19. Thank people for cooperating with the tobacco-free campus policy
20. Seek compliance with first time violators, penalize those who repeat