

**24/7 Tobacco-Free Schools**

**Agency Name:**

**Date:**

**Program Goal:** Eliminate exposure to secondhand smoke.

**Objective:** By September \_\_\_\_, promote 24/7 tobacco-free schools and increase the number of local public school districts with 24/7 tobacco-free school policies from [baseline – number or %] to [number or %].

Key Strategies & Activities	Target date or timeline (Period)			Performance Indicator(s)
	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	
<b>Community Interventions</b>				
<b>Strategy #1: Getting Ready, Preparing the Soil.</b>				
A. Using the Smoke-Free Community Assessment Tool at <a href="http://www.mihealthtools.org">www.mihealthtools.org</a> , conduct the tobacco-free school survey to determine policy status and to determine superintendent support of a 24/7 policy. From survey responses or additional discussions with superintendents, identify school districts to start 24/7 tobacco-free policy campaigns.	X			Survey results are compiled. School districts identified, any additional discussions with superintendents/principals reported. Baseline of number or % of 24/7 tobacco-free school districts obtained.
B. Establish a core team, such as a tobacco-free school policy committee that includes the following: 1. <b>political strategist</b> - someone who has connections with school board members. 2. <b>students/youth activists</b> - group, organization or individuals 3. <b>medical or health authority(ies)</b> - spokesperson(s) with credibility in the community 4. <b>media experts</b> - those who have connection and experience in working with local media outlets 5. <b>dedicated workers</b> - many supporting roles and functions	X			Identify by name: - Political strategist - Students/youth activists - Medical or health authority - Dedicated workers and other core team members identified in Coalition Assessment - Attachment #4.
C. Use the Midwest Academy Strategy Chart, provided by MDCH, to begin development of the smoke-free schools campaign.	X			Copy of completed strategy chart.
D. Talk to and educate individuals and groups from the community who will support 24/7 tobacco-free schools and can influence the school board, especially businesses and professional associations that fund the schools for student scholarships and school programs or have a special interest in student education and welfare, e.g., PTA; school-based wellness committees, and school and community-based youth organizations.	X	X	X	List of supporters.

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<b>Strategic Use of Media</b>				
1. Develop and implement a strategic media plan (media contacts, editorial boards, media activities, letters to the editor, earned and paid media, etc.) to increase awareness about the negative effects of secondhand smoke, benefits of smoke-free environments, including 24/7 tobacco-free schools, and to promote local and state cessation resources.	X	X	X	Copy of strategic media plan.
2. Determine whom among coalition core team members can help with press releases and media events.		X		Name(s) of core team member(s), other member(s) or partner(s), sample press releases, and summaries of media events.
3. Identify someone who will mobilize coalition members to engage the media in the topic of smoke-free environments and tobacco-free schools by writing letters-to-the-editor and opinion editorials and organizing editorial board meetings.	X	X	X	Name(s) of member(s). Copies of letters to the editor and opinion editorials. Summaries of editorial board meetings.
4. Identify spokespersons to talk to local reporters and media reps.	X	X	X	Names of designated spokespersons.
5. Promote the school districts that adopt 24/7 tobacco-free school policies in the local media to increase awareness in the community and encourage other school districts to adopt tobacco-free school policies.	X	X	X	Promotional activities or copies of media promoting the schools and their newly adopted policies.

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<b>Policy</b>				
1. Identify and talk with school board authorities for guidance and information on the current political environment for tobacco-free school environments.		X		Summary of meetings with local school board members and superintendent.
2. Learn and follow the step-by-step procedure in the school district for introducing a tobacco-free school policy.		X		Briefly describe the process in your school district, as your coalition understands it.
3. Present the Michigan Board of Education 24/7 tobacco-free school policy as a model policy to the local school board members.		X	X	Sample of model tobacco-free school policy is provided.
4. Find a sponsor or champion on the school board, including but not limited to the superintendent (they cannot vote), to support and promote the tobacco-free school policy.		X	X	Name of sponsor or champion.
5. Attend local school board meetings to observe dynamics and interactions, specifically who has the power and influence (official and informal).		X	X	Summary of recently attended meetings, including dates, times, attendees, comments, discussions and observations.

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<b>Policy</b>				
6. Learn about the school district staff, such as who has close connections with the school board, especially the Superintendent and those who work directly with the Superintendent. Learn to work closely with this staff.		X	X	Dates of meetings or phone calls with school district staff, how you expect to or have already worked with them.
7. Determine, who among the coalition's core team, can help with writing testimony for school board hearings/public meetings.	X	X		Name of team members agreeing to help with testimony.
8. Take periodic polls of the school board to determine members' support for a 24/7 tobacco-free school policy. Make personal contact with school board members, providing educational materials as needed. Communicate with the school board members throughout policy adoption process.			X	Results of informal polls. School board member contact log documenting communication and provision of educational materials.
9. Develop a strategy for dealing with opposition on the school board. Work early with officials to "inoculate" them and arm with legitimate responses to arguments from the opposition.		X	X	List of potential arguments and corresponding responses to opposition.
10. As schools and school districts adopt 24/7 tobacco-free policies, assist staff with enforcement of 24/7 tobacco-free school policies and identification of local and state smoking cessation resources for students and staff. Provide technical assistance and consultation with enforcement issues, problems, or concerns upon request.	X	X	X	List of schools or school districts that have received assistance with enforcement & documentation of enforcement issues, and identification of cessation resources. Type of technical assistance provided, & if issues were resolved.

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<b>Surveillance &amp; Evaluation</b>				
1. Create a database of supporters.	X	X	X	Database is developed.
2. Track media and keep a record of all op eds, articles, letters to the editor, and radio or TV coverage on the issue.	X	X	X	Copies of media, updated tracking sheet.
3. Keep a time line journal of tobacco-free policy events and activities as they happen.	X	X	X	Copy of journal.
4. Develop a database of local tobacco-free schools by completing the tobacco-free school survey section of the Smoke-Free Community Assessment Tool at <a href="http://www.mihealthtools.org">www.mihealthtools.org</a> .	X	X	X	Coalition is registered on <a href="http://www.mihealthtools.org">www.mihealthtools.org</a> and tobacco-free school database is created.