

Tobacco-Free Campus Policy Implementation Checklist and Timeline (Example)

7 months before effective date:

- Campus leadership passes policy.
- Policy passage is covered by local news and campus press.
- College president writes a guest editorial to the local paper explaining the rationale for the policy and cessation resources.
- Information about the policy is posted on websites and social media.
- Consider developing a video to inform students and staff and train them to be partners in the policy.

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 and students who wish to stop using tobacco. Promote cessation classes and inform staff and students of QuitlineNC.
- Policy is discussed in faculty and staff meetings to educate them.
- Policy is discussed at student government meetings and among student organizations to educate them.
- Include policy information in the employee interview process.
- Inform community groups that use campus facilities of the policy change.

4 months before effective date:

- Signage is identified or designed and ordered.
- Implementation team plans for sign installation.
- Information about the 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 the policy – possibly along with other campus policies. Direct them to information on QuitlineNC.
- Design, print and distribute “friendly reminder cards” to be used by implementation committee members, staff and students.

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 campus.

1 month before effective date:

- Create reminder handouts for distribution at outdoor sporting events and other potential problem areas.
- Provide announcements for use at sporting and arts events to educate about the policy change.
- Promote heavily on social media.
- Install signs.
- Train administrators, staff and students 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.

After effective date:

- Plan for periodic communication efforts to publicize policy.
- Work with campus law enforcement and other groups to track the effectiveness of the policy.
- Consider holding occasional “butt clean-up” events to see if there are areas on campus that need more signs or more monitoring.