

24/7 TOBACCO-FREE SCHOOLS

A program of TSET

Tobacco-Free Schools Toolkit

247oklahoma.com

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SECTION 1 ABOUT 24/7 TOBACCO-FREE SCHOOLS

24/7 Tobacco-Free Schools is an initiative to help Oklahoma public school districts adopt and implement comprehensive tobacco-free policies. The campaign supports schools in strengthening their policies to align with the TSET model policy and creating school environments that are tobacco free 24 hours a day, seven days a week.

A comprehensive tobacco-free policy goes beyond minimum state requirements to establish clear, consistent expectations for a tobacco-free school environment. TSET's model policy provides additional guidance on who and what the policy covers, where it applies, communication and signage, education and cessation support and consistent enforcement. It also addresses emerging tobacco and nicotine products to help schools maintain comprehensive policies as products and practices change.

This toolkit provides resources to help school districts move from policy review through implementation, including guidance for updating policies, communicating expectations, training staff, placing tobacco-free signage and connecting students and staff with cessation support.

Comment on Traditional Tobacco Use:

This document acknowledges the traditional and sacred use of tobacco among American Indian people living in Oklahoma. Whenever the word "tobacco" is referenced in these materials, it refers to the use of commercial tobacco.

24/7 Tobacco-Free Schools is a program of the Oklahoma Tobacco Settlement Endowment Trust (TSET)

For questions, please contact:
info@247oklahoma.com

Visit: **247oklahoma.com**

SECTION 2 WHY TOBACCO-FREE SCHOOLS MATTER

Schools play a critical role in establishing norms and expectations around tobacco use and in creating environments that support student health. When policies are clearly communicated and consistently enforced, they can help reduce tobacco use, prevent initiation among youth and reinforce healthy behaviors.[1]

Tobacco-free schools can also help protect the environment. E-cigarettes create electronic waste that can include plastics, lithium batteries, nicotine and other components that require proper disposal.[2] With disposable e-cigarettes commonly used among youth, comprehensive tobacco-free policies can help keep this waste off school grounds while reinforcing a cleaner, healthier school environment.

Oklahoma law requires all public school campuses to be tobacco free. In 2015, the state enacted legislation establishing 24/7 tobacco-free policies for students, staff and visitors, prohibiting the use of tobacco products and vapor products, including e-cigarettes, on school property at all times.[3] Yet tobacco use, particularly vaping, remains a concern among Oklahoma youth. Among Oklahoma public high school students, 8.7% reported currently using electronic vapor products.[4]

Nearly 90% of adults who smoke began using tobacco products before age 18[5]

That makes schools an important setting for preventing tobacco use before it starts. Clear, comprehensive tobacco-free policies help establish consistent expectations and reinforce healthy behaviors for students. When policies are clearly communicated and consistently enforced, they can help reduce tobacco use and prevent initiation among youth.

TSET's comprehensive model policy builds on state requirements with best practices to help schools strengthen their tobacco-free policies. This includes guidance around enforcement, signage, school-sponsored events, possession of tobacco products and access to cessation support.

PUTTING POLICY INTO PRACTICE

Adopting a comprehensive tobacco-free policy is an important step toward creating a healthier school environment. Clear communication, visible signage, staff awareness and consistent implementation help ensure students, staff and visitors understand the policy and how it applies across the school community.

Strong implementation helps make tobacco-free expectations clear and consistent across:

Students • Staff • Visitors • School Property • School Vehicles • School-Sponsored Events

The 24/7 Partnership Process

01 REVIEW

The 24/7 team will work with your district to review its existing policy and identify opportunities to strengthen alignment with TSET's comprehensive model policy.

02 UPDATE

If updates are recommended, 24/7 provides guidance and resources to support your district through the policy update process.



03 ADOPT

Updated district policies are presented to the school board for consideration and adoption.

04 IMPLEMENT

Once the policy is in place, 24/7 provides resources to support communication and implementation across the district.

Communication: Share clear expectations with students, staff, families and visitors.
Signage: Make the policy visible throughout the school environment.
Staff Training: Prepare staff to understand the policy and respond consistently.
Cessation Support: Connect students and staff with resources to help them quit tobacco.

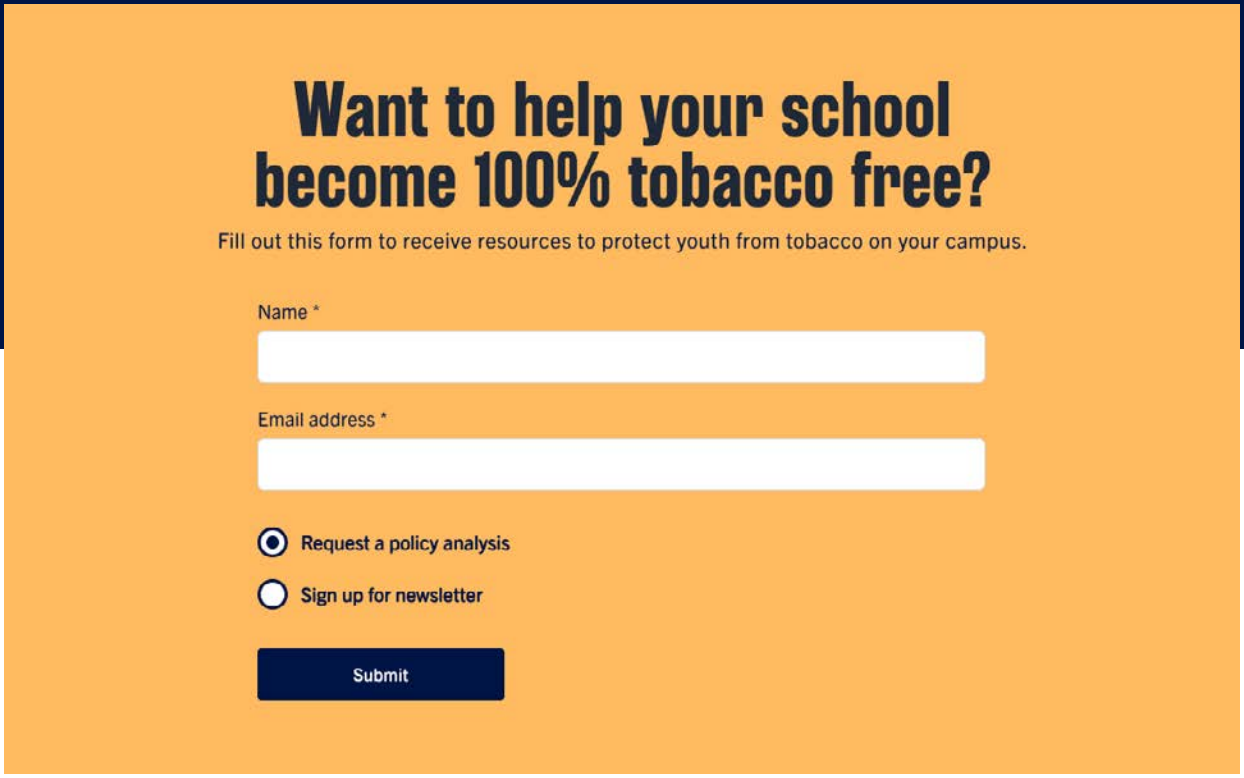
Reviewing Your Current Tobacco-Free Policy

As part of the 24/7 partnership process, your district's current tobacco-free policy will be reviewed using TSET's comprehensive model policy as a guide. The analysis identifies which recommended elements are already included in your district's policy and where updates may be needed.

In addition to meeting the requirements of Oklahoma's 2015 tobacco-free schools law, TSET's model policy incorporates best practices to support a comprehensive tobacco-free school environment. The policy analysis provides a clear picture of how your current policy compares and can help identify opportunities to strengthen it.

Want to get your district's tobacco policy analyzed? Follow the 5 steps below:

1. Go to **247oklahoma.com.**
2. Scroll to the bottom where it says "**Want to help your school become 100% tobacco free?**"
3. Fill in your name and email, select "**Request a policy analysis**" and click "**Submit.**"
4. The 24/7 team will contact you to get more information and submit your school district's most current tobacco policy to be analyzed.
5. Once the analysis is complete, the results will be emailed to you in approximately two weeks, and 24/7 will work with you to communicate with your school board.



24/7 Policy Review Checklist

Tobacco Regulations

- ☐ The policy prohibits:
    - ☐ smoking (or combustible tobacco)
    - ☐ vaping
    - ☐ use of other tobacco products
- ☐ The policy applies to all indoor property.
- ☐ The policy applies to all outdoor property.
- ☐ The restriction is in place at all times.
- ☐ The policy applies to all people on the property.
- ☐ The policy applies to off-campus school-sponsored or school-sanctioned functions.
- ☐ The policy applies to all district-owned or district-leased vehicles at all times.
- ☐ The policy applies to all personal vehicles while on district property.
- ☐ The district will not accept donations of gifts, money or materials from the tobacco industry, or participate in any type of services, events or programs that are funded by the tobacco industry.

Tobacco Cessation Support

- ☐ The district will provide tobacco cessation information, resources and/or support.
- ☐ The district will communicate and promote the available tobacco cessation benefits and insurance coverage to all newly eligible individuals when they become eligible and to existing eligible individuals on an annual basis.

Implementation and Enforcement

- ☐ Signs about this policy will be posted at entrances to school property.
- ☐ The policy includes an enforcement plan.

Sample 24/7 Tobacco-Free Campus Policy

Introduction

- [DISTRICT NAME] understands the concern of parents, educators, students and community members regarding the adverse effects of tobacco and secondhand smoke. We want to provide a safe and healthy environment for our students, staff and community and set the proper example for our students.
- This policy is intended to improve the health and safety of all individuals using the schools.

Definitions

For the purposes of this policy, the following definitions apply:

School Property is defined as any property that is owned, leased, managed or otherwise controlled by the school district, including vehicles and any outdoor property, such as sporting facilities and parking lots.

Tobacco Product is defined as a product that contains or is derived from tobacco and is intended for human consumption, excluding drugs or devices approved for cessation by the United States Food and Drug Administration. This includes e-cigarettes and vapor products with or without nicotine.

24/7 Tobacco-Free Campus is defined as a campus where tobacco use is prohibited anywhere, at any time and by any person. This extends to school vehicles and school-sponsored or school-sanctioned events, including those held off campus.

Prohibitions

- Tobacco product use is prohibited anywhere on school property, 24 hours a day, seven days a week, by any person. This policy extends to personal vehicles while such vehicles are on school property, school vehicles, and school-sponsored or school-sanctioned events, including those held off campus.
- This policy applies to employees of the school district, students, visitors and any other person present on school property. This policy also applies to all public school functions (sporting events, concerts, etc.) and any outside agency using the district's facilities, including stadiums. This policy is in effect 24 hours a day, seven days a week.
- The district will not accept donations of gifts, money or materials from the tobacco industry. This district will not participate in any type of services, events or programs that are funded by the tobacco industry.
- Students are prohibited from possessing tobacco products on school property and at any off-site, school-sponsored meeting or event, including, but not limited to, field trips and athletic events.
- Ash receptacles, such as ash trays or ash cans, are not permitted on school property.

Tobacco Cessation Support

- The district will refer employees, parents/guardians, family members and students (13 and older) interested in quitting tobacco use to the Oklahoma Tobacco Helpline and other cessation resources, if available.
- The district will promote the Oklahoma Tobacco Helpline (1-800-QUIT-NOW or OKhelpline.com) to ensure awareness of the statewide services that are available.
- The district will provide insurance benefits and access to the following types of assistance with no prior authorization or out-of-pocket cost to the employee:
    - Group, individual, and phone counseling:
        - A minimum of four counseling sessions of at least 10 minutes each per attempt
        - Two quit attempts per year
        - Free cessation counseling is also offered by the Oklahoma Tobacco Helpline (1-800-QUIT-NOW)
    - All seven Food and Drug Administration (FDA) approved cessation aids
- The district will communicate and promote the available tobacco cessation benefits and insurance coverage for employees to all prospective employees, new employees at the time of hire and all existing employees on an annual basis.

Implementation and Enforcement

- Signs should be posted to inform employees, students, visitors and any other person present of the tobacco-free facility at entrances on school property.
- The success of this regulation will depend upon the thoughtfulness, consideration and cooperation of tobacco users and nonusers. All individuals on school premises share in the responsibility for adhering to and enforcing this regulation. All students will receive instruction on avoiding tobacco use. Ultimately, each site administrator will take appropriate steps to enforce the regulation.
- Students found in violation of the policy will have their parents contacted for a first violation. Second offense could include disciplinary action. The school administrator will confiscate the prohibited tobacco product. Information about the Oklahoma Tobacco Helpline will be provided to students in violation of this policy in order to provide a resource for tobacco cessation.
- Employees who violate the regulation shall be subject to disciplinary action in accordance with the employee bargaining agreements and/or the district's faculty handbook. Information about the Oklahoma Tobacco Helpline will be provided to staff members in violation of this policy in order to provide a resource for tobacco cessation.
- Visitors who violate the policy shall be subject to a verbal request to the individual to stop. If the person refuses to stop, the individual will be requested to leave. If the person refuses to leave, they will be referred to local authorities.

Effective Date

This 24/7 Tobacco-Free Campus Policy is effective as of [EFFECTIVE DATE].
Approved by School District:

Name & Title: _____
Date: _____

Comment on Traditional Tobacco Use:
This document acknowledges the traditional and sacred use of "tobacco" among American Indian people living in Oklahoma. Whenever the word tobacco is referenced in these materials, it refers to the use of commercial tobacco.

Policy Road Map Checklist

Policy

- ☐ Current tobacco-free policy reviewed
- ☐ Recommended policy updates identified
- ☐ Policy updated to align with TSET's comprehensive model policy
- ☐ Updated policy approved by the school board

Implementation

- ☐ Policy communicated to faculty and staff
- ☐ Faculty and staff training completed
- ☐ Students and families informed of the policy
- ☐ Students received education on avoiding tobacco use
- ☐ Tobacco-free signage installed in recommended locations
- ☐ Policy information updated in student/staff handbooks and other relevant materials
- ☐ Cessation resources shared with students and staff
- ☐ Procedures for consistent implementation and enforcement reviewed with staff

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Use this checklist throughout your 24/7 partnership to track your district's progress from policy review through implementation.

Already have a comprehensive policy? Start with the implementation steps above to help strengthen awareness and consistent implementation across your school community.

SECTION 4 STRENGTHENING YOUR TOBACCO-FREE POLICY

Before you begin, reach out to the 24/7 Tobacco-Free Schools team—we're here to help you adopt and implement a comprehensive tobacco-free policy. 24/7 works with schools and districts across Oklahoma to strengthen tobacco-free policies and support successful implementation. We may already be working in your district!

STEP 1 HAVE YOUR POLICY ANALYZED

Request to have your district's tobacco-free policy analyzed by the 24/7 Tobacco-Free Schools team. Your policy analysis will show where your current policy aligns with the TSET comprehensive model policy and identify opportunities to strengthen it.

See Section 3 for information on requesting a policy analysis.

STEP 2 BUILD SUPPORT

Engage other school champions, including school staff such as teachers, coaches, nurses and administrators, as well as student leaders who support a tobacco-free school environment. Youth Action for Health Leadership (YAHL) students can help build support by educating school leaders, sharing the student perspective and advocating for stronger tobacco-free policies in their schools and districts.

Attend a public school board meeting with the 24/7 Tobacco-Free Schools team to speak about the district's current policy and opportunities to strengthen it. After your initial public comment, consider talking one-on-one with supportive or interested school board members.

STEP 3 PRESENT AN IMPROVED POLICY TO THE SCHOOL BOARD

Consider meeting with the superintendent or district administration before bringing the proposed policy to the school board. This can provide an opportunity to review the recommended updates, answer questions and determine the district's preferred process for moving the policy forward.

Work with the 24/7 Tobacco-Free Schools team to submit the proposed policy for the school board agenda. The process will vary by district and may require working with a school board member or the district administration.

Plan to attend school board meetings where the policy will be introduced, discussed or voted on. Continue following up throughout the approval process.

A strong presentation to the school board should include:

- why a comprehensive tobacco-free policy is important
- what the recommended updates address and how they strengthen the district's current policy
- student perspectives and support from school staff and administrators
- readiness to answer questions about how the policy will be communicated, implemented and enforced

Be prepared for common questions:

When meeting with district leaders or presenting to the school board, questions may come up about why certain elements are included in a comprehensive tobacco-free policy. The following talking points can help you respond.

Why does the policy apply to all school property, not just indoors?

- Students are aware of what happens throughout school property, and tobacco use in outdoor areas can reinforce and normalize tobacco use.
- Tobacco use on school property or at school-sponsored or school-sanctioned events allows students to see adults and other role models using tobacco products.
- Secondhand smoke, even outdoors, can affect people with asthma, allergies and other health conditions.

Why does the policy apply to staff and not just students?

- Teachers and other staff are important role models for students.
- Consistent expectations for students and adults reinforce that the entire school environment is tobacco free.

Why does the policy apply at athletic events?

- Tobacco use has historically been promoted through sporting events, including baseball, rodeo and football. Keeping school athletic events tobacco free supports a healthy environment and helps make tobacco use less socially acceptable.
- Tobacco-free athletic events also help protect attendees from exposure to secondhand smoke and aerosol.

How will we get people to follow the policy?

- Communication is key. People are more likely to follow the policy if they know it exists.
- Enforce the policy. Consistent implementation and enforcement reinforce expectations and help avoid mixed messages.

Why does the policy have to include visitors, contractors, construction crews and maintenance staff?

- Allowing exceptions for certain visitors or service providers can create mixed messages about the policy.
- Applying the policy consistently to everyone on school property helps establish clear expectations for students, staff and visitors.
- Maintenance staff and other school employees play an important role in supporting a tobacco-free school environment.

What about e-cigarettes that don't contain nicotine?

- E-cigarette possession and use is against school policy, regardless of whether the liquid used in the device contains nicotine.
- E-cigarettes can model tobacco use for youth regardless of whether they contain nicotine.
- Staff cannot be expected to determine whether an e-cigarette or vaping product contains nicotine or other substances.

STEP 4 PLAN FOR IMPLEMENTATION

Work with the school board and district administration to select an effective date for the updated policy.

Communicate the updated policy and its effective date to school administrators and staff.

Prepare staff to understand and consistently implement the policy. The 24/7 Tobacco-Free Schools team can provide support and resources.

STEP 5 IMPLEMENT THE POLICY

Consistent communication and enforcement help ensure that everyone understands and follows the tobacco-free policy.

- Communicate the policy throughout the school and community. *(See Section 6 for communication tools.)*
- Provide faculty and staff training on the policy, including how it applies and how to respond consistently to violations. *(See Section 5 for information about staff training and support.)*
- Use signage to make the policy visible throughout school property and at school-sponsored or school-sanctioned events. *(See Section 6 for tobacco-free signage.)*
- Connect students and staff who use tobacco with available cessation resources. *(See Section 7 for cessation resources and support.)*

STEP 6 EVALUATE & STRENGTHEN IMPLEMENTATION

Collect success stories and feedback from students, staff and families.

Identify challenges with policy implementation and make adjustments as needed. The 24/7 Tobacco-Free Schools team can help schools identify opportunities to strengthen implementation over time.

24/7 Tobacco-Free Schools is here to help throughout the process.
Reach out to the 24/7 Tobacco-Free Schools team at **info@247oklahoma.com**



SECTION 5 IMPLEMENTING & ENFORCING YOUR POLICY

Preparing for Implementation

Once your district has adopted a comprehensive 24/7 tobacco-free policy, a little preparation can help make implementation clear and consistent. Before the policy takes effect, make sure school administrators and staff understand what the policy requires, how it will be communicated and how violations should be addressed.

Before the effective date:

- **Share the policy with administrators and staff.** Make sure staff understand who the policy applies to, where and when it applies and their role in supporting a tobacco-free school environment.
- **Prepare staff to respond consistently.** Review how student, staff and visitor violations should be handled so staff know what to do when an issue occurs.
- **Plan how the policy will be communicated.** Identify how students, families, staff, visitors and community members will be informed about the policy and its effective date.
- **Make the policy visible.** Ensure tobacco-free signage is posted in key locations throughout school property, including entrances and areas used for school events.
- **Have support resources ready.** Make tobacco cessation information available for students and staff who may need help quitting.

Staff Training & Support

Staff play an important role in creating a consistent tobacco-free school environment. Providing staff with clear information about policy updates and how to respond to tobacco use or policy violations can help everyone feel prepared to put the policy into practice.

The 24/7 Tobacco-Free Schools team offers free staff training that takes approximately one hour. The training provides practical guidance to help staff:

- understand the district's tobacco-free policy and what it means in practice
- recognize how the policy applies across school property and school-sponsored or school-sanctioned events
- address common questions about the policy
- feel prepared to respond consistently when tobacco use or policy violations occur
- connect students and staff with available cessation resources

Contact the 24/7 Tobacco-Free Schools team at info@247oklahoma.com to learn more or schedule a staff training.

Consistent Policy Enforcement

Consistent enforcement helps create clear expectations and reinforces that the tobacco-free policy applies to everyone. Apply the policy across school property, at school-sponsored or school-sanctioned events and to everyone covered by the policy—including students, staff and visitors.

Staff should feel prepared to address tobacco use when they see it and know when to involve the appropriate school administrator. Consistent responses help avoid mixed messages and reinforce a tobacco-free environment 24 hours a day, seven days a week.

Responding to Policy Violations

Nicotine is highly addictive, and students or adults who use tobacco products may need support to quit. When a tobacco-free policy violation occurs, the goal is to address the violation consistently while reinforcing clear expectations and connecting individuals with support when appropriate.

Staff should follow the district's established policies and procedures when responding to violations. A consistent response can help reinforce the tobacco-free policy while ensuring students, staff and visitors understand what is expected. When addressing a violation:

- **Remind the individual of the policy** and where and when it applies.
- **Respond consistently** using the district's established procedures.
- **Address the violation** using the appropriate response for students, staff or visitors.
- **Offer cessation support** when appropriate and connect individuals who use tobacco with resources to help them quit.

The TSET comprehensive model policy provides the following guidance for responding to students, staff and visitors.

STUDENTS

For a student's first violation, contact the student's parent or guardian and confiscate the prohibited tobacco product. A second violation may include disciplinary action.

When responding to student violations, consider both accountability and support. Nicotine addiction can make quitting difficult, particularly for young people. Disciplinary action may address the policy violation, but connecting students with cessation resources can also help address continued tobacco use and support them in quitting.

Connect students who use tobacco with age-appropriate cessation support, including My Life, My Quit™ for students ages 13–17. *(See Section 7 for cessation resources and support.)*

STAFF

Address staff violations in accordance with the district's employee policies, bargaining agreements and/or faculty handbook. Reinforce the expectations of the tobacco-free policy and provide information about the Oklahoma Tobacco Helpline to staff who may need support quitting tobacco. *(See Section 7 for cessation resources and support.)*

VISITORS

Ask visitors who are violating the policy to stop using the tobacco product and remind them that the district maintains a tobacco-free school environment. If the individual refuses to stop, ask them to leave school property. If they refuse to leave, the matter may be referred to local authorities.



SECTION 6 COMMUNICATING YOUR POLICY

Promoting Your Policy

For a tobacco-free policy to be effective, students, staff, families and visitors need to know what the policy requires. Clear and consistent communication helps everyone understand tobacco-free expectations and reinforces that the policy applies 24 hours a day, seven days a week.

Use multiple communication methods to reach your school community and continue reinforcing the policy throughout the school year.

- **TOBACCO-FREE SIGNAGE**
  Post tobacco-free signs in visible locations throughout school property to remind students, staff and visitors that the policy is in effect at all times. Consider entrances, parking areas, athletic facilities and other locations where students and visitors gather. *(See page 18 for available 24/7 Tobacco-Free Schools signage and placement recommendations.)*
- **DISTRICT & SCHOOL WEBSITES**
  Post the district's tobacco-free policy on district and school websites where students, staff, families and community members can easily find it. Consider including a brief statement that the district is tobacco free 24 hours a day, seven days a week along with a link to the full policy.
- **STAFF COMMUNICATION**
  Inform staff about the tobacco-free policy and any updates before they take effect. Reinforce the policy throughout the year through staff emails, meetings and new employee orientations so staff understand the expectations and feel prepared to support consistent implementation. *(See Section 5 for more information about staff training and support.)*
- **STUDENT COMMUNICATION**
  Make sure students understand the tobacco-free policy, including where and when it applies. Review expectations at the beginning of the school year and reinforce them throughout the year through school-wide communications, assemblies, classrooms and other opportunities.
- **STUDENT TOBACCO PREVENTION EDUCATION**
  24/7 Tobacco-Free Schools can connect schools with tobacco prevention education and resources, including Worth It, TSET's teen-focused tobacco prevention initiative.
- **PARENT & FAMILY COMMUNICATION**
  Inform parents and guardians about the district's tobacco-free policy and any updates through email, letters, newsletters or other regular school communications. Include where and when the policy applies, why the policy is important and where families can find the full policy. *(See page 19 for sample parent/guardian language.)*

- **EVENT ANNOUNCEMENTS**
  Remind attendees about the tobacco-free policy at athletic events, meetings, concerts, performances and other school-sponsored activities. Include tobacco-free messaging in event announcements, programs or other event materials, particularly when events bring visitors onto school property. *(See page 21 for sample event announcement language.)*
- **SOCIAL MEDIA**
  Use district and school social media accounts to share policy updates and periodic reminders about the district's tobacco-free expectations. Social media can also be used to share tobacco prevention information, cessation resources and positive examples of the school's commitment to a tobacco-free environment.

Communicating With Visitors

Even with signs, website information and event announcements, visitors may not realize that your district's tobacco-free policy applies to them. Staff should feel prepared to clearly and respectfully communicate the policy when they see tobacco use on school property or at a school-sponsored or school-sanctioned event.

When speaking with visitors, keep the message simple, positive and consistent:

- **START WITH A FRIENDLY REMINDER**
  A visitor may simply be unaware of the policy. Politely explain that the school or district is tobacco free 24 hours a day, seven days a week and that the policy applies to students, staff and visitors.
- **EXPLAIN WHERE THE POLICY APPLIES**
  Let visitors know that the policy applies throughout school property and at school-sponsored or school-sanctioned events, including those held outside regular school hours. If helpful, point to nearby tobacco-free signage or other posted policy information.
- **SHARE WHY THE POLICY MATTERS**
  Keep the focus on maintaining a healthy, tobacco-free environment for students, staff and visitors. A brief, positive explanation can help visitors understand that the policy is a school-wide expectation rather than a rule directed at them personally.
- **BE CONSISTENT**
  Use the same expectations for all visitors and reinforce verbal reminders with signage, event announcements and other communication methods. Consistent messaging helps make tobacco-free expectations clear throughout the school community.

If a visitor continues to violate the policy after being asked to stop, follow your district's established procedures.

Tobacco-Free Signage

Tobacco-free signage is an important part of communicating your policy. Clearly posted signs remind students, staff and visitors that tobacco use is prohibited and help reinforce that the policy applies throughout school property, 24 hours a day, seven days a week.

Tobacco-free signs should be posted at entrances and other appropriate locations throughout school property.

Make Signs Easy to See

Place tobacco-free signage where students, staff and visitors are likely to see it before or while using school property. Consider locations such as:

- main entrances and building entrances
- parking lots and pickup areas
- athletic fields, stadiums and gymnasiums
- playground and outdoor gathering areas
- entrances to school-sponsored events
- other high-traffic areas used by students, staff or visitors

For larger campuses, use signs in multiple locations so tobacco-free expectations remain visible beyond the main school entrance.

FREE 24/7 TOBACCO-FREE SIGNAGE

24/7 Tobacco-Free Schools provides ready-to-use signage to help schools and districts clearly communicate their tobacco-free policy.

Available signage includes:



12"x 18" Aluminum Signs



8"x 8" Window Decal



24"x 36" Laminated Indoor Poster

Signage kits are based on individual school enrollment. Districts requesting signage for multiple school sites may receive signage based on the enrollment of each participating school.

To request FREE signage for your district, visit 247oklahoma.com or contact info@247oklahoma.com

Ready-to-Use Communication Tools

Clear, consistent communication can help students, staff, families and visitors understand your district's tobacco-free policy. The following sample messages can be customized and used to announce a new or updated policy or reinforce tobacco-free expectations throughout the school year.

Replace the bracketed information with details specific to your school or district.

Sample Parent/Guardian Letter or Email

Subject: [DISTRICT NAME] Strengthens Tobacco-Free School Policy

Dear Parents and Guardians,

[DISTRICT NAME] is committed to providing a healthy, tobacco-free environment for our students, staff and visitors. Beginning [EFFECTIVE DATE], our district will implement an updated comprehensive tobacco-free policy.

The policy prohibits tobacco use and possession 24 hours a day, seven days a week on all school property, in school vehicles and at school-sponsored or school-sanctioned events. The policy applies to students, staff and visitors and includes cigarettes, e-cigarettes, vaping products and other tobacco and nicotine products.

Strong tobacco-free policies help establish clear expectations and support healthy school environments. Nearly 90% of adults who smoke began using tobacco products before age 18, making prevention during the school years especially important.

We ask families to help support our tobacco-free school environment by reviewing the policy with students and reinforcing tobacco-free expectations. The full policy is available at [WEBSITE/LINK].

Students and staff who use tobacco and would like help quitting can access free support. My Life, My Quit™ provides free, confidential quit support for Oklahoma teens ages 13–17. Adults can access free, personalized support through the Oklahoma Tobacco Helpline.

Thank you for helping us maintain a healthy, tobacco-free environment for our school community.

Sincerely,

[NAME]

[TITLE]

[DISTRICT/SCHOOL NAME]

Sample Letter to Staff

Subject: Our Updated Tobacco-Free Policy

Dear Staff,

Our district is committed to providing a healthy, tobacco-free environment for students, staff and visitors. To support that commitment, we have strengthened our tobacco-free policy to establish clear and consistent expectations across our school community.

Our tobacco-free policy prohibits the use and possession of tobacco products 24 hours a day, seven days a week on all school property, in school vehicles and at school-sponsored or school-sanctioned events, including events held off school property. The policy applies to students, staff and visitors and includes cigarettes, e-cigarettes, vaping products and other tobacco and nicotine products.

We have strengthened our policy to:

- **PROTECT STUDENT HEALTH:** Most adults who smoke began using tobacco before age 18. Maintaining a tobacco-free school environment can help prevent youth tobacco use and reinforce healthy choices.
- **CREATE CLEAR, CONSISTENT EXPECTATIONS:** A comprehensive policy makes it clear where and when tobacco use and possession are prohibited and ensures expectations apply to students, staff and visitors.
- **SUPPORT A TOBACCO-FREE SCHOOL ENVIRONMENT:** Clear communication, visible signage and consistent implementation help reinforce tobacco-free expectations throughout the school community.

As staff, it is important that we understand and consistently support our tobacco-free policy. Staff also play an important role in setting an example for students and helping ensure the policy is communicated and implemented consistently.

Additional information and training will be provided to help staff understand the policy and how to respond when tobacco use or policy violations occur.

Thank you for helping us maintain a healthy, tobacco-free environment for our students, staff and visitors. If you have questions about the policy, please contact [NAME/CONTACT INFORMATION].

Sincerely,

[SUPERINTENDENT/PRINCIPAL/SCHOOL ADMINISTRATOR]

Sample Website & Handbook Language

24/7 Tobacco-Free Policy

Our schools are tobacco free 24 hours a day, seven days a week. Tobacco use and possession are prohibited on all school property, in school vehicles and at school-sponsored or school-sanctioned events, including events held off school property.

The policy applies to students, staff and visitors and includes cigarettes, e-cigarettes, vaping products and other tobacco and nicotine products.

Maintaining a comprehensive tobacco-free policy helps create clear, consistent expectations and supports a healthy, tobacco-free environment for our school community.

To view the district's complete tobacco-free policy, visit [LINK TO POLICY].

24/7 Tobacco-Free Policy *(Short Version)*

[SCHOOL/DISTRICT] is tobacco free 24 hours a day, seven days a week. Tobacco use and possession are prohibited by students, staff and visitors on school property, in school vehicles and at school-sponsored or school-sanctioned events. This includes cigarettes, e-cigarettes, vaping products and other tobacco and nicotine products. View the complete policy at [LINK TO POLICY].

Sample Student & Event Announcement

A reminder that our school is tobacco free 24 hours a day, seven days a week. The use and possession of tobacco products, including cigarettes, e-cigarettes and vaping products, are not allowed on school property or at school-sponsored or school-sanctioned events. Our tobacco-free policy helps create a healthy environment for everyone. Thank you for helping keep our school tobacco free.

SECTION 7 CESSATION RESOURCES & SUPPORT

A comprehensive tobacco-free policy establishes clear expectations while also connecting people who use tobacco with resources to help them quit. Schools can support a tobacco-free environment by making cessation resources easy to find and ensuring students and staff know where to turn for help.

Free tobacco prevention and cessation resources are available for Oklahoma youth and adults, including resources designed specifically for teens who want help quitting.

Oklahoma Tobacco Helpline
Free, personalized support is available to Oklahomans who want to quit tobacco. Services include quit coaching, personalized quit plans, text and online support and free nicotine replacement therapy for eligible adults.

Text: "READY" to 21586

Call: 1-800-QUIT NOW (1-800-784-8669)

Visit: OKhelpline.com

My Life, My Quit™
Free, confidential quit support designed for Oklahoma teens ages 13–17. Teens can receive one-on-one support from trained coaches by text, online chat or phone and access tools to help them create a quit plan, manage triggers and stay tobacco free.

Text: "Start My Quit" to 36072

Call: 1-855-891-9989

Visit: MyLifeMyQuit.com

Worth It
A TSET youth tobacco prevention initiative designed to help Oklahoma teens understand how tobacco and nicotine can affect their health, goals and future. Worth It provides teen-focused information and connects young people who are ready to quit with My Life, My Quit™.

Visit: WorthItOK.com

Schools can help connect students and staff with cessation support by making these resources available in school health and counseling offices, on district websites and alongside tobacco-free policy information. Cessation resources can also be shared when responding to tobacco policy violations.

SECTION 8 REFERENCES

1. Centers for Disease Control and Prevention. (2024). *Protecting Youth From the Harms of Vaping*. https://www.cdc.gov/tobacco/e-cigarettes/protecting-youth.html

2. U.S. Environmental Protection Agency. *How to Safely Dispose of E-Cigarettes: Information for Schools and Small Businesses*. epa.gov/hw/how-safely-dispose-e-cigarettes-information-schools-and-small-businesses

3. Oklahoma Statutes §70-1210.213. Prohibited uses. https://law.justia.com/codes/oklahoma/title-70/section-70-1210-213/

4. Oklahoma State Department of Health. *Oklahoma Youth Tobacco Survey*. https://oklahoma.gov/health/health-education/community-outreach/community-development-services/office-of-data-and-evaluation/oklahoma-youth-tobacco-survey.html

5. U.S. Food and Drug Administration. (2024). *Youth and Tobacco*. https://www.fda.gov/tobacco-products/public-health-education/youth-and-tobacco

