



Tobacco Control Training Project

Building capacity to change policies & social norms.



A non-profit educational organization



School Policy Toolkit Orientation New Coordinators

Central/Capital – February 7, 2007

Metro – March 6, 2007

Western – March 8, 2007

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School Policy Toolkit Orientation

- **Objectives**

- Describe the role of the School Policy Coordinator and other personnel in the policy making process (superintendents, school boards, principals, school liaisons, and policy committees)
- Describe the Tobacco-Free School Policy Toolkit and discuss how to use materials in the toolkit to assist the school liaison
- List steps in strategically planning outreach to schools



School Policy Toolkit Orientation

Part I: Overview of School Policy Partners, Modalities and Key Roles





NYS Public Health Law

- To improve the health, quality of life and economic well-being of all NYS citizens through the establishment of a comprehensive tobacco use prevention and control program.
- Use of the most current **research findings** regarding mechanisms to reduce and change attitudes toward tobacco use.



NYS Bureau of Tobacco Use & Prevention

The Bureau Mandate is to:

- Prevent the initiation of tobacco use;
- Assist those who are currently using tobacco to quit;
- Eliminate exposure to secondhand smoke;
- Transform the social environment to support non-smoking norm.





Best Practices

- Increasing the **price** of tobacco
- **Clean indoor air policies** (smoking bans and restrictions)
- Availability of **treatment** for tobacco dependence
 - Reducing patient costs for treatment
 - Provider reminder systems
 - Telephone counseling and support
- **Mass media campaigns** with interventions

Taxes, policies, social norms, and treatment



Targeting Youth

- Highly vulnerable population
- 18.5% smoking prevalence (high school youth)
- 2010 goals
 - reduce prevalence to 10%
 - 100,000 youth who did not initiate tobacco use
- State developed a youth modality – *Reality Check*
- Expanded *School Policy Partners Modality*





School Policy Partners Modality

- Eight programs originally funded
 - Pilot program
 - Determine what works and what does not
- As a result, State determined most effective funding requirements and program structure
 - Currently 31 funded programs
 - Additional # funded programs in 2007-08



Structuring of the School Policy Partners Modality

- Three possible levels of programming
- Central, statewide level (i.e. NYS Dept. of Education)
 - School district level
 - Individual school level (i.e. Jr. high and high school)





The Individual School Level

- Number of individual schools implementing tobacco-free policies is the key measure of success
- Program and Funding Structure
 - \$95,000 grant, expectation of 6-7 schools
 - \$125,000 grant, expectation of 12-14 schools
 - \$175,000 grant, expectation of up to 25 schools



Program at the Individual School Level

- Principal
 - The “CEO”
- School Liaison
 - Delegated the role of Implementer
- School Tobacco Policy Committee
 - The vehicle for School Liaison to implement, e.g. *Implementation Team*
 - Composed of all key stakeholders





School Policy Partner Agencies

- NYS BTUPC funded agencies outside of the schools to:
 - Contact and obtain administrative commitment of Principals
 - Provide technical assistance to school on implementing tobacco-free policies
- Key person at the agency is the School Policy Coordinator



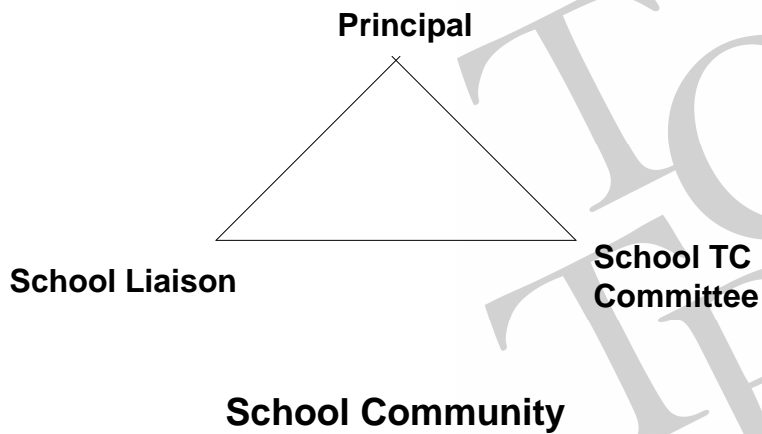
School Policy Coordinator

- To make contact with ## of schools
- Obtain Principal (and Superintendent) commitment through a Memorandum of Understanding (MOU)
- Provide technical assistance and facilitation services to schools that have an MOU by working with the School Liaison





School Policy Partner Modality in the Individual School



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- Roles of Key Positions
 - Superintendent
 - School Board Members
 - Principal
 - School Liaison
 - School Policy Committee





Superintendent

- Acknowledge the importance of a Tobacco-Free School Policy
- Assist in accessing the Principal
- Provide input to the Principal, Liaison, and Committee as needed
- Review the Policy and procedures and provide support
- Assist in obtaining School Board approval of Policy and procedures
- Support implementation of Policy and procedures



School Board Members

- Embrace the importance of the Tobacco-Free School Policy and lend leadership to its implementation
- Assist in accessing and motivating Principals
- Provide final approval of the policy and procedures
- Support the policy, procedures and goals of the initiative
- Assist in communicating the policy rationale to the community





Principal

- Acknowledge the importance of a Tobacco-Free School Policy
- Sign an MOU with the State School Policy Partner
- Designate a School Liaison who will advocate for a tobacco-free school
- Assist the Liaison in identifying a committee to address this topic



Principal (con't.)

- Be informed of progress by maintaining communication with the Liaison
- Provide input and guidance to the Committee as needed
- Assist the Committee in obtaining Superintendent and School Board approval of policies and procedures
- Play an essential part in enforcement





School Liaison

- Review with the School Policy Coordinator the MOU, the minimum State requirements for the Tobacco-Free School Policy, and the time for accomplishing tasks
- Meet regularly with the Coordinator
- Develop a new school committee or utilize an existing one, with the assistance of the Coordinator, to work towards a tobacco-free school environment



School Liaison (con't.)

- Coordinate regular meetings of the school tobacco team/committee and maintain agenda issues
- Coordinate information among the Tobacco-Free School Committee, the Principal, and the School Policy Coordinator
- Maintain a relationship with the School Policy Coordinator to support the development and implementation of a Tobacco-Free School Policy and related procedures
- Develop action plans with the Tobacco-Free School Committee towards a comprehensive tobacco-free school community





School Policy Committee

- Provide individual expertise to the tasks of the Committee
- Assess current school tobacco policies and procedures
- Assess current tobacco use at school
- Develop the Tobacco-Free School Policy and Implementation Plan
- Communicate and champion the Policy



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Part II: Knowing Your Universe and Engaging the Decision Maker





Knowing Your Universe

- What schools are in your catchment area
- Identifying schools most likely to be successful
- Where to find information on schools
 - Your Contacts
 - School Websites
 - School Records & Reports
 - NYS Dept. of Education website
<http://emsc33.nysed.gov/>



Understanding the Decision Maker

- The Principal – A Decision Maker
 - What principals perceive as the benefits of this program to their school
 - Strengthen these
 - What principals perceive as the disadvantages of this program to their school
 - Weaken these





Engaging the Decision Maker

- Personal Contact – key points
 - Always important
 - Make an appointment
 - Listening
- Group presentations – key point
 - Personal invitation
 - Personal follow-up
 - Short, clear and concise presentation
 - Personal follow-up



School Policy Coordinators Training

Part III: Tobacco-Free School Policy Toolkit





Tobacco-Free School Policy Toolkit

- Audience is the School Liaison and other School Personnel
- Valuable tool for the Coordinator
- The Toolkit along with your expertise and technical assistance is the primary benefit of the program
- Let's look at the toolkit...

