

## Maine Tobacco Free College Network Smoke and Tobacco-Free Policy Implementation Timeline

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*This timeline is intended as a guide for best practice steps in the implementation of a smoke and tobacco-free policy after approval by University/College leadership.*

### 7-10 months before effective date

- Policy announced to campus community, should also include information about cessation resources.
  - Target audiences include Students and Faculty/Staff.
- Policy announcement Press Release should be included in Campus Newspaper, website, Facebook page(s), Twitter account(s), campus-wide email, etc.
- Policy announcement covered by local news, including campus newspaper.
- University President writes a guest editorial to the local paper explaining the rationale for the policy.
- Promote tobacco cessation resources available.

### 6 months before effective date

- Implementation team formed- includes representation from all areas.

Campus Implementation Committee Members:

- Senior Administrator
  - Human Resources
  - Campus Safety & Security/Police
  - Communications
  - Athletic Director or Representative
  - Student Affairs
  - Judicial Affairs
  - Residential Education & Housing
  - Faculty representative(s)
  - Staff representative(s)
  - Graduate Student(s)
  - Undergraduate Student(s)
  - Student Health Services
  - Facilities Management/Campus Services/Grounds/etc.
  - Contracted Services (if applicable) - i.e. Dining Services, vendors, contractors, etc.
- Meet regularly to set goals, implement strategies for policy implementation, ensure community awareness about resources to quit tobacco, and develop ways to inform the visitors about the policy. The Campus Implementation Committee Members should include current and former tobacco users as well as non-tobacco users, if possible.
  - Promote tobacco cessation resources available.

### 5 months before effective date

- Letter to campus neighbors announcing policy change.

- Include information about policy rationale and whom to contact if people choose leave campus to smoke and behaviors are an issues.
- Notify Admissions to inform prospective students of the policy during campus visits.
- Promote tobacco cessation resources available.

#### 4 months before effective date

- Design smoke and tobacco-free campus signage, determine locations signs will be posted.
- Design reminder cards, if using for distribution at outdoor events and other potential problem areas- include policy basics, rationale, and disciplinary action on cards and where to get more information.
- Information of policy is included in student and employee handbooks and in vendor contracts.
- Inform community groups that utilize campus resources/rooms of policy.
- Promote tobacco cessation resources available.

#### 3 months before effective date

- Order new signs and reminder cards.
- Determine members of any on-going Campus Citation Review Panel (if applicable).
  - Citation Review Panel may be necessary if your policy enforcement allows for citation assessed to students or faculty/staff; this panel reviews all contested citations or fines.
- Promote tobacco cessation resources available.

#### 2 months before effective date

- Begin to inform prospective employees of the policy during interviews.
- Begin to include policy announcement in all new student (graduate & undergraduate) orientation and new employee orientation.
- Remove all cigarette butt receptacles near residence halls.
- Finalize content for webpage.
- Promote tobacco cessation resources available.

#### 1 month before effective date

- Provide announcement for use at all events to inform visitors/athletic event spectators of campus policy (i.e. few sentences to be read over PA system & included on game or event programs).
- Remove all remaining cigarette butt-receptacles from campus property.

- Remove all previous no smoking signage/door decals. Install new signage.  
*Note: there may be some no smoking signs that are required to remain up due to state and federal law with specific wording and images. Accompany these with new signage reminding of policy that all smoking & tobacco use is prohibited on campus property.*
- Promote tobacco cessation resources available.

### 1 week before effective date

- Release campus-wide announcement publicizing the change in policy, with effective date, on social media, email and other communication platforms.
  - Remind all campus community members of their role within the policy enforcement (if applicable).
- Announce policy at all appropriate meetings and events- athletic events, concerts, etc.
- Promote tobacco cessation resources available.

### Ongoing –beyond implementation date

- Be proud of the policy.
  - Announce far and wide, point out this is a best practice policy.
- Continue to monitor the campus after going tobacco-free- if there are areas where cigarette butts accumulate, increase signage and enforcement coverage in the area.
- Continue to include policy announcement in all new-student orientation sessions (graduate & undergraduate), new employee interviews and orientations.
- Train administrators, faculty/staff, students (RA's, Orientation Leaders, etc.), and other community members how to politely remind people seen violating the policy.
- Determine meeting schedule for Campus Citation Review Panel (if applicable).
- Ensure ample stock of reminder cards at designated locations at all times (if applicable).
- Promote tobacco cessation resources available.
- Participate in Maine Tobacco Free College Network Gold Star Standards of Excellence Program annually.