



Tobacco-Free Campus Policy

Toolkit



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**

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Introduction

Tobacco use remains prevalent among college students across Missouri. This guide is designed to help colleges and universities strengthen their efforts to achieve a 100% tobacco-free campus—indoors and outdoors. While Missouri has made significant progress, some institutions still have outdated policies that leave gaps in protection. Updating these policies is critical, and support for smoke- and tobacco-free campuses has grown substantially in recent years.

Comprehensive tobacco-free policies reduce tobacco use among young adults, create opportunities for education and deliver economic and environmental benefits. A current list of tobacco-free campus policies can be found at: no-smoke.org/wp-content/uploads/pdf/smokefreecollegesuniversities.pdf.

Missouri Partners in Prevention (PIP) developed this guide to assist colleges and universities as they work toward updating their tobacco-free campus policies. While policy change can take time, this playbook provides practical tools and resources to support these efforts.

Although many Missouri institutions have adopted tobacco-free policies, some still have gaps that leave students, faculty, staff, and visitors unprotected. **These gaps are especially concerning because the tobacco industry aggressively targets youth and young adults, introducing new and emerging products to attract the next generation of users.** Updating campus policies is essential to protect Missourians and prevent young people from developing lifelong addictions that often lead to disease and death.

This guide was developed in partnership and with funds from the Department of Health and Senior Services.

Phase 1: Making the Case for Policy

Build a task force.

Individuals committed to advancing a tobacco-free campus policy should receive training on how to effectively communicate the reasons behind this initiative and why it should be prioritized. Establishing a dedicated group of stakeholders can increase readiness, guide the policy change process, and plan for successful implementation. This approach also helps delegate tasks and build momentum across campus. Engaging multiple departments in advocating for the same change can be especially powerful. The group may be newly formed for this purpose or an existing committee whose goals align with the initiative. Its primary objective should be clear: to adopt and implement a comprehensive tobacco-free campus policy. While meeting frequency may decrease after adoption, ongoing engagement is essential for sustainability. Continued meetings allow the group to monitor implementation, address compliance issues, and make necessary updates to ensure long-term success.

Review the Missouri Assessment of College Health Behaviors (MACHB) tobacco data.

Getting to know your campus by reviewing available data is an important first step in the policy change process. Refer to Appendix A to see the questions asked on the MACHB survey related to tobacco and nicotine use as well as those related to secondhand exposure and aerosol. Reviewing this data will help identify use rates on campus and assess exposure to secondhand smoke. This information can be compelling for task force members and decision makers when making the case about why addressing tobacco use on campus is an important step to improve student health and wellbeing, including creating a healthy campus environment and culture.



Complete Tobacco-Free Campus Policy Assessment Tool.

Reviewing current campus policy is critical during this first phase. This process can be done in collaboration with campus leadership or a dedicated task force passionate about addressing tobacco use. The Tobacco-Free Campus Policy Assessment Tool (see Appendix B) is a valuable resource for evaluating existing policy as it can help identify current protections and highlight opportunities to strengthen policy for greater campus-wide coverage. This tool can help identify current protections that are already in place on campus, as well as help in identifying opportunities to strengthen the policy so that protections on campus are expanded. Assessing readiness for policy change is also essential during this phase. If additional information is needed to build support, consider conducting an environmental scan or surveying students, faculty and staff to gauge attitudes and readiness for change.

Make the case for policy change.

This step should include using data to create talking points around the benefits of going tobacco-free, why leadership should support policy change, and why individuals should participate in task force activities and the tobacco-free effort. Updating policy to insure comprehensiveness is critical, given new products on the market and the tobacco industry's continued evolution and inaccurate harm-reduction messaging.

Secure leadership support.

Meeting with leadership early in the process to obtain support and secure leadership buy-in is critical to the success of the policy effort. Each campus has its own approval process. Identify what that process is and work with task force members to secure approval from leadership.

Phase 2: Policy Adoption and Implementation

Create an action plan.

An action plan outlines the steps needed to move the campus toward policy change and helps keep the process on track. While the plan does not need to be overly detailed, it should include key components such as: (1) policy change action steps; (2) responsible parties; (3) time-frames for each step; (4) implementation plan and timeline; (5) communication plan; (6) enforcement plan; (7) evaluation plan; and (8) budget. A strong communication plan is essential for the success of the policy. It ensures that everyone is informed about the policy, understands how to comply, and is aware of the consequences of non-compliance.

Develop policy language.

To develop policy language, begin by reviewing the results of the Tobacco-Free Campus Policy Assessment Tool to identify gaps in current policy. These gaps highlight areas where additional protections are needed. Refer to the Model Policy in Appendix C, which aligns with each section of the assessment tool. This resource will help match policy language to overall goals and objectives, ensuring a comprehensive and effective policy.

Secure policy approval.

Developing a clear policy proposal and presentation for decision-makers is a critical step in securing policy approval. Gaining buy-in from key stakeholders and leadership is essential to the success of the policy change process. Once leadership approves the proposed policy language, the task force can begin crafting communication messages and preparing strategies for implementation and compliance that fits within the culture of the campus.

Educate campus community about upcoming policy changes.

Effective communication is essential for policy success and compliance. Messaging should include: (1) notification that a new or revised policy is coming; (2) the date the policy will take effect; and (3) information on cessation resources to those who want to quit using tobacco or learn more about tobacco and nicotine use.

For examples of communication strategies, see Appendix D. Two key methods—email notifications and social media posts—are referenced in the implementation timeline and can help ensure broad awareness and engagement.

Implement the new policy.

Inform students, staff and faculty about the policy change. Refer to the example of a potential implementation timeline (see Appendix E) for specific activities to help with communication.

Phase 3: Ongoing Policy Enforcement and Evaluation

During this phase, fostering a culture of compliance is essential. Consistent and clear communication with the campus community encourages voluntary compliance and supports successful implementation. Ongoing evaluation of efforts, combined with creating supportive spaces that promote quitting, will help build an environment that benefits the entire campus community.

Ensure compliance.

The purpose of this policy change is not to punish but to create a shared responsibility for compliance within the community. Clear and frequent communication of policy expectations makes compliance and enforcement easier to implement throughout campus. Policy language should include sanctions to ensure violations are addressed fairly for all students, staff, faculty, visitors and vendors. The policy should be housed within a designated department that is ultimately responsible for monitoring, enforcement and ongoing maintenance of the policy.

Provide cessation resources.

Many individuals who use tobacco are addicted to nicotine, which often requires professional treatment or support to quit with the greatest successes often seen when pharmacotherapy is coupled with counseling. Offering and promoting cessation resources is essential as the majority of people who report using tobacco would actually like to quit.

Below are several resources and interventions specifically designed with young adults in mind.

- Missouri Tobacco Quit Services (for those over 18): YouCanQuit.org
- My Life My Quit (for those under 18): mylifemyquit.org
- This is Quitting: truthinitiative.org
- Time to Change, Partners in Prevention: mopip.org/change

In addition to supporting the student population on campus, it is vital to provide supportive messages to others on campus. Most health plans cover tobacco cessation services—consider promoting these benefits to members of the campus health plan. For those who are not covered under a campus health plan, as well as visitors and vendors, Missouri Tobacco Quit Services offers free support through 1-800-QUIT-NOW and YouCanQuit.org.

Evaluate policy effectiveness.

Tracking progress while also identifying and communicating what is working well—and what needs improvement—are essential to continued support of the policy. There are several ways to evaluate effectiveness of the policy and reported exposure to secondhand smoke: (1) review MACHB data to determine changes in tobacco use rates and reported exposure to secondhand smoke; (2) monitor violation locations or “problem areas” and add signage or targeted communication to reinforce policy expectations in those spaces; and (3) conduct an annual policy review to confirm language remains relevant, comprehensive and aligned with current best practices.

Appendix A: MACHB Tobacco Block

Which of the following tobacco/nicotine products have you used in the past 12 months? (Check all that apply)

- I did not use any tobacco/nicotine products
- Cigarettes
- Cigars
- Smokeless tobacco (e.g. chewing, spit, dip, snus, nicotine pouch/Zyn)
- Hookah
- E-cigarettes/vaporizers (including JUUL, Puff bar, MarkTen Elite, etc.)
- Other (please specify) _____
- I prefer not to respond

How often have you used the following tobacco/nicotine products in the past 12 months?

| | <i>A few times per year</i> | <i>1-3 times per month</i> | <i>1-2 times per week</i> | <i>3-6 times per week</i> | <i>Every day</i> | <i>I prefer not to respond</i> |
|---|-----------------------------|----------------------------|---------------------------|---------------------------|------------------|--------------------------------|
| Cigarettes | | | | | | |
| Cigars | | | | | | |
| Smokeless tobacco (e.g. chewing, spit, dip, snus, nicotine pouch/Zyn) | | | | | | |
| Hookah | | | | | | |
| E-cigarettes/vaporizers (including JUUL, Puff bar, MarkTen Elite, etc.) | | | | | | |

Have you considered/attempted to quit smoking or using tobacco/nicotine products since entering college?

- No
- Yes, I have considered quitting
- Yes, I have considered and attempted quitting
- Yes, I have quit using
- I prefer not to respond

When you considered quitting using tobacco/nicotine products, which of the following reasons contributed to your decision? (Check all that apply)

- Because using tobacco is against the law/policy (e.g. I am younger than 21, where I live prohibits use, my campus is tobacco/smoke-free)
- My future plans (e.g. finding a job, graduation)
- People I live with do not support my tobacco/nicotine use
- My friends/people close to me don't use tobacco products/recently quit
- My doctor/mental health professional/dentist advised me to quit
- I have health concerns or a current medical condition
- Potential of getting sick or developing a lasting disease
- Tobacco products cost too much

Continued on next page.

I don't want to have a habit I will regret (e.g. being dependent on tobacco/nicotine)

I don't like how it feels

I am not interested in using anymore

I have too many personal responsibilities

I have too many academic responsibilities

Other (please specify) _____

I prefer not to respond

Where have you sought assistance for quitting tobacco/nicotine products (Check all that apply)

I have not sought assistance

Campus health center/services

Campus counseling center/services

Campus wellness center/services

Off-campus medical doctor/facility

Online resources/Mobil App

Family/Friends

Other (please specify) _____

I prefer not to respond

In the past 12 months, have you breathed the smoke or e-cigarette vapor from someone who was smoking or vaping tobacco/nicotine products near you?

Yes

No

I prefer not to respond

In the past 12 months, where have you breathed the smoke or e-cigarette vapor from someone who was smoking or vaping tobacco/nicotine products near you? (Check all that apply)

Bar/restaurant (including outdoor seating/patios)

At a social gathering/friend's house (off campus)

Where I live

In my own car

In a friend's car

Outdoor public space (e.g. parks, on a college campus, sporting events, etc.)

Other (please specify) _____

I prefer not to respond

Appendix B: Tobacco-Free Campus Policy Assessment Tool

College/University Name:

Date:

Rationale and Definitions

| | | |
|--|---|--|
| <p>Yes No</p> <p>Explanation or rationale for tobacco-free college policy.</p> | <p>Yes No</p> <p>Applies at all times.</p> | <p>Yes No</p> <p>Applies for all persons, including students, faculty, staff, contractors/vendors, and visitors.</p> |
| <p>Yes No</p> <p>Comprehensive definition of all tobacco products.</p> | <p>Yes No</p> <p>Applies in all places, owned, or leased, including indoor or enclosed areas, outdoor campus property, vehicles while on campus, and at college-sponsored events.</p> | <p>Notes:</p> |

Tobacco-Free Environment

| | | |
|---|--|---|
| <p>Yes No</p> <p>Prohibits tobacco use for all persons.</p> | <p>Yes No</p> <p>Prohibits smoking for all persons.</p> | <p>Yes No</p> <p>Prohibits the use of all electronic cigarettes for all persons.</p> |
| <p>Yes No</p> <p>Prohibits tobacco advertising, promotion, and marketing on college-owned or leased property, college-sponsored events, or college-produced publications.</p> | <p>Yes No</p> <p>Prohibits all college entities from accepting sponsorship, donations, gifts, and funding, which includes funding of research through grants and contracts, from tobacco companies or any agencies or foundations in which the tobacco industry has influence.</p> | <p>Yes No</p> <p>Excludes use of products that have been approved by the U.S. FDA for sale as tobacco cessation products, tobacco dependence products, or other medical purposes.</p> |
| <p>Yes No</p> <p>Excludes the use of traditional, sacred tobacco as part of an Indigenous practice or a lawfully recognized religious, spiritual, or cultural ceremony or practice.</p> | <p>Yes No</p> <p>Prohibits tobacco and related companies from participating in career fairs and recruitment activities.</p> | <p>Notes:</p> |

Cessation and Treatment Services

| | | |
|--|---|---------------|
| <p>Students</p> <p>Yes No</p> <p>Offers and/or promotes cessation access.</p> | <p>Employees</p> <p>Yes No</p> <p>Offers and/or promotes cessation access.</p> | <p>Notes:</p> |
|--|---|---------------|

Enforcement

| | | |
|---|---|--|
| <p>Yes No</p> <p>All individuals on college property are responsible for enforcing this policy and encouraged to communicate this policy with courtesy and diplomacy.</p> | | |
| <p>Students</p> <p>Yes No</p> <p>General enforcement</p> | <p>Employees</p> <p>Yes No</p> <p>General enforcement</p> | <p>Visitors/Vendors</p> <p>Yes No</p> <p>General enforcement</p> |
| <p>Yes No</p> <p>Students who violate the policy will be referred to the appropriate campus contact for screening, information, counseling, and/or referral.</p> | <p>Yes No</p> <p>Consequences for violations</p> | <p>Yes No</p> <p>Consequences for violations</p> |
| <p>Yes No</p> <p>Designates those responsible for enforcement.</p> | <p>Yes No</p> <p>Designates those responsible for enforcement.</p> | <p>Yes No</p> <p>Designates those responsible for enforcement.</p> |
| <p>Notes:</p> | <p>Yes No</p> <p>Employees who violate the policy will be offered cessation access information and/or referral.</p> | <p>Yes No</p> <p>Visitors/vendors who violate the policy will be offered cessation access information and/or referral.</p> |

Policy Communication

| | | |
|---|--|---|
| <p>Yes No</p> <p>General policy communication</p> | <p>Yes No</p> <p>Signage about tobacco-free campus policy at all points of entry to the campus, at all building entrances, and other highly visible locations.</p> | <p>Yes No</p> <p>Effective date</p> |
| <p>Yes No</p> <p>Notifies students of policy through student handbooks and orientations.</p> | <p>Yes No</p> <p>Provides policy in job postings, staff handbooks, orientations and employee trainings, and contracts with vendors or contractors.</p> | <p>Yes No</p> <p>Ashtrays are not provided on campus.</p> |
| <p>Yes No</p> <p>Announcements about the policy and policy changes will be communicated through the college communication channels, such as publications and website.</p> | <p>Yes No</p> <p>Announcements of tobacco-free policy at events and throughout the events, when possible.</p> | <p>Yes No</p> <p>Designates individual, role, or office for questions or concerns about the policy.</p> |
| <p>Yes No</p> <p>Designates individual or office responsible for maintaining the policy at least annually.</p> | | <p>Notes:</p> |

Appendix C: Model Policy Language



Purpose/Rationale

Because [Name of College/University] is committed to providing a safe and healthy learning and working environment free of commercial tobacco for the students, faculty, and staff on its campus, it hereby adopts the following comprehensive tobacco-free policy.

The [college/university] recognizes that the use of commercial tobacco products, including electronic smoking devices, is a health, safety, and environmental hazard for students, staff, visitors, and school facilities. The school is acutely aware of the serious health risks associated with the use of commercial tobacco products, including electronic delivery devices, to users and non-users. The [college/university] believes that the use and promotion of commercial tobacco products, including electronic delivery devices, on school grounds is detrimental to the health and safety of students, staff, and visitors.

Definitions

“*Any time*” means 24 hours a day, seven days a week, 365 days a year.

“*Electronic delivery device*” means any product containing or delivering nicotine, or any other substance, whether natural or synthetic, intended for human consumption through the inhalation of aerosol or vapor from the product. “Electronic delivery device” includes, but is not limited to, devices manufactured, marketed, or sold as e-cigarettes, e-cigars, e-pipes, vape pens, mods, tank systems, JUUL, Suorin, or under any other product name or descriptor. “Electronic delivery device” includes any component part of a product, whether or not marketed or sold separately, included but not limited to e-liquids, e-juice, cartridges, or pods.

“*Nicotine*” means any form of the chemical nicotine, including any salt or complex, regardless of whether the chemical is naturally or synthetically derived. Nicotine also includes nicotine analogs.

“*Nicotine analog*” means a substance with a chemical structure that is substantially similar to the chemical structure of nicotine, and: (1) has an addictive effect that is substantially similar to the addictive effect of nicotine; or (2) has, or is represented as having, an effect on the human body that is substantially similar to

the addictive effect of nicotine; or (2) has, or is represented as having, an effect on the human body that is substantially similar to that of nicotine. Any communication by, or on behalf of, the manufacturer, distributor, or retailer of a tobacco product that indicates that the product contains a nicotine analog, as defined, constitutes presumptive evidence that the product contains a nicotine analog.

“Property” means all facilities, grounds, and other property, including land, whether owned, rented, leased, contracted, used, maintained, or otherwise controlled by [college/university], and all vehicles owned, leased, rented, contracted for, or controlled by [college/university] used for transporting students, staff, or visitors. “Property” includes, but is not limited to, enclosed places such as offices, classrooms, hallways, waiting rooms, restrooms, meeting rooms, community areas, performance venues, and common and private residential space within [college/university] housing, and outdoors on all [college/university] campus property, such as parking lots, paths, fields, sports/recreational areas, and arenas and stadiums.

“Signage” means signs declaring that all [college/university] campus property is tobacco-free and smoke-free.

“Smoking” means inhaling, exhaling, burning, or carrying any other lighted or heated product containing, made, or derived from nicotine, tobacco, cannabis, or other plant, whether natural or synthetic, that is intended for inhalation. “Smoking” includes carrying or using an activated electronic delivery device. “Smoking” does not include the use of traditional, or sacred, tobacco used by many American Indian and Alaska Native communities for spiritual and medicinal purposes.

“Staff” means any person employed by [college/university] as full or part-time, or any position contracted for or otherwise employed, with direct or indirect monetary wages or compensation paid by [college/university], or anyone working on a volunteer basis. This term includes, but is not limited to, any faculty, service personnel, independent contractor, consultant, intern, or volunteer, or any other person holding themselves out as a representative or staff of [college/university].

“Student” means any person enrolled in [college/university]’s educational system.

“Tobacco industry” means manufacturers, distributors or wholesalers of tobacco products or tobacco-related devices (e.g. JUUL, Altria). This includes parent companies and subsidiaries.

“Tobacco industry allies” means any persons or entities who, while appearing independent, act on behalf of the tobacco industry to advocate, lobby, or provide public or other support to promote the tobacco industry’s interests by influencing science, accessing policy makers, influencing public opinion, and other activities. “Tobacco industry allies” may include, but are not limited to, third parties such as influential community leaders, scientists, organizations, think tanks, trade associations, and other lobby groups that undertake a lobbying or public support role on behalf of tobacco industry, and astroturf organizations that are a type of front group that recruits real or fake supporters to give the impression of grassroots support for an industry-friendly issue or policy.

“Tobacco industry brand” means any corporate name, trademark, logo, symbol, motto, selling message, recognizable pattern of colors, or any other indication of proper identification identical or similar to those used for any brand or tobacco product, company, or manufacturer of tobacco products.

“**Tobacco product**” means any product containing, made, or derived from tobacco or that contains nicotine, whether synthetic or natural, that is intended for human consumption, whether chewed, smoked, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means, or any component, part, or accessory of a tobacco product, including but not limited to: cigarettes; electronic delivery devices; vape products; cigars; little cigars; pouches (to include products such as Zyn), cheroots; stogies; periques; granulated, plug cut, crimp cut, ready rubbed, and other smoking tobacco; snuff; snuff flour; cavendish; plug and twist tobacco; fine-cut and other chewing tobacco; shorts; refuse scraps, clippings, cuttings and sweepings of tobacco; and other kinds and forms of tobacco.

“**Tobacco product shop**” means a retail establishment that derives more than 75 percent of its gross revenue from the sale of tobacco products, as defined in this policy.

“**Tobacco-related devices**” means ashtrays, rolling papers, wraps, or pipes for smoking any components, parts, or accessories of electronic delivery devices.

“**Visitor**” means any person subject to this policy that is not a student or staff as defined above.

Tobacco-Free Environment

Smoking and Tobacco Use Prohibited on [Name of College/University] Campus

[College/University] students, staff, and visitors, and all other persons are prohibited from using, consuming, displaying, or activating, any tobacco products or tobacco-related devices, at any time in any campus facilities, on campus property, or in [college/university] vehicles, owned or leased, regardless of location, and personal vehicles while on [college/university] property, or at any [college/university]-sponsored events. This prohibition includes all enclosed places, including but not limited to, all offices, classrooms, hallways, waiting rooms, restrooms, meeting rooms, community areas, performance venues, and private residential space within [college/university] housing. This prohibition also includes outdoor areas on all [college/university] campus property, including but not limited to, parking lots, paths, fields, sports/recreational areas, and stadiums.

Ashtrays/receptacles shall not be provided at any location on the [college/university] campus.

Exceptions

It **shall not be a violation** of this policy for [college/university] students, staff, or visitors to use or possess a product that has been approved by the U.S. Food and Drug Administration for sale as a tobacco cessation product or nicotine dependent product and that is being marketed and sold solely for such an approved purpose.

It **shall not be a violation** of this policy for a person to possess or provide tobacco, tobacco-related devices or lighters to any other person as part of an indigenous practice or a lawfully recognized religious, spiritual, or cultural ceremony or practice. It shall not be a violation of this policy to use tobacco or tobacco-related devices as part of an educational experience related to indigenous tobacco practices so long as the use has been approved by [college/university] administrators.

It *shall not be a violation* of this policy for tobacco products or tobacco-related devices to be included in an instructional, work-related, or research activity on [college/university]’s campus if the activity is conducted by a faculty or staff member or an approved visitor so long as the use has been approved by [college/university] administrators.

Promotion, Advertising, Sale, and Distribution of Tobacco Products Prohibited on [College/University] Campus

[College/University] students, staff, and visitors, and all other persons are prohibited from advertising, promoting, selling, or distributing as samples any tobacco products or tobacco-related devices at any time on [college/university] property, at [college/university]-sponsored events. [College/University] students, staff, and visitors, and all other persons are prohibited from promoting or allowing promotion of the tobacco industry, tobacco industry brands, tobacco products or tobacco-related devices at any time on [college/university] property or at [college/university]-sponsored events, regardless of the venue. This includes promotion via gear, technology accessories, bags, clothing, any personal articles, signs, structures, vehicles, flyers, or any other items. This includes displaying tobacco industry brands. This promotion prohibition also includes participation by the tobacco industry or tobacco industry subsidiaries, affiliates, or parent companies, tobacco industry allies, or tobacco product shops in [college/university] organizations or clubs, activities, or events, such as, but not limited to, job and career fairs and other recruitment activities.

Solicitation and Acceptance of Tobacco Industry Sponsorships, Money, and Contributions, and Financial Relationships with Tobacco Industry Prohibited

[College/University] students, staff, and visitors, and all other persons are prohibited from soliciting or accepting any direct or indirect contributions, gifts, money, curricula, or materials from the tobacco industry or tobacco industry subsidiaries, affiliates, or parent companies, tobacco industry allies, or tobacco product shops. This includes, but is not limited to, donations, monies for sponsorship, research or project funds, advertising, alleged educational materials, promotions, loans, scholarships, support for equipment, uniforms, and sports and/or training facilities.

It shall also be a violation of this policy to participate in any type of service or function funded in whole or in part by the tobacco industry or tobacco industry subsidiaries, affiliates, or parent companies, tobacco industry allies, or tobacco product shops while on campus property as a student or while in the scope of employment for [college/university].

[College/University] will not invest, directly or indirectly, in any tobacco company. Where the [college/university] owns tobacco assets, divestment of such assets will take place by [date].

Enforcement

The success of this policy depends upon the thoughtfulness, consideration, and cooperation of the whole [college/university] community. All individuals on school premises, including students, staff, and visitors are responsible for adhering to and enforcing this policy. All members of the [college/university] community are authorized and encouraged to communicate this policy to other persons, always doing so with courtesy and diplomacy.

Any person acting in violation of this policy will first be informed or reminded of the policy and asked to comply. In order to be found in violation of this policy and subsequently reprimanded, said person must have previously been given a warning by a person with the authority to enforce this policy and/or who exercises legal or actual control over the premises where smoking is prohibited.

Enforcement of this policy lies within the purview of the [applicable enforcing entity/administrative department]. Each violation of the policy is subject to the appropriate campus disciplinary procedures.

- As with other established employee policies, an employee found to have violated this policy may be subject to progressive disciplinary action, up to and including termination of employment. [College/ University] shall prioritize and incorporate tobacco dependence treatment support and assistance into all responses to policy violations by employees.

- A visitor who violates this policy will be informed and reminded of the policy and may be asked to leave the property if they fail to comply.

- As with other established student policies, a student found to have violated this policy may be subject to progressive disciplinary action. Students who violate the [college/university]'s tobacco use policy will be referred to the appropriate campus authority for screening, information, counseling, and referral.

Policy Dissemination/Communication

The [college/university] shall distribute copies of this policy to all staff and include it in information given to all admitted students, student and staff handbooks, student and staff orientations, staff trainings, admissions and job application materials and websites, when offering employment, and other campus documents where appropriate. Announcements concerning the policy and any changes to it shall be printed in campus newspapers and publications. Information about the policy and how to comply with it shall also be posted on the [college/university] website to ensure that everyone fully understands the policy.

Appropriate signage indicating that [college/university] requires an environment free of commercial tobacco shall be posted throughout the [college/university] campus at highly visible locations, including but not limited to: (1) building entrances; (2) vehicles; (3) vehicular points of entry to the [college/university] campus; (4) indoor and outdoor athletic/performance facilities; and (5) other strategic locations.

Evaluation and Program Monitoring

[College/university] will collect annual data on the number of violations of the policy and on the use of cessation resources to the extent possible.

The campus or its designated evaluator shall assess the tobacco-free policy at regular intervals, but at least once every year, to determine whether policies, policy enforcement, communication, education, faculty and staff training, and cessation programs are effective.

Policies and programs shall be updated and revised accordingly.

This policy shall take effect in full on [insert date].



Cessation

[College/University] supports and encourages all science-backed nicotine addiction recovery efforts/ programs, including tobacco cessation. On-site tobacco cessation services or referrals to such services shall be made available to assist and encourage individuals who wish to reduce or quit using tobacco. Missouri Tobacco Quit Services (1-800-QUIT-NOW or YouCanQuit.org) shall be promoted as a free, 24/7 resource for individuals interested in reducing or quitting use of tobacco products. The Employee Assistance Program (EAP) and the [college/university] health insurance plan shall also be promoted for employees who are interested in reducing or quitting use of tobacco products.

Administrators shall support employees in complying with this policy, including through support of their use of science-backed programs and services, including tobacco cessation.



Appendix D: Campus Communication Examples

Email Notification

Dear Students and Staff,

As of [insert date], [Name of College/University] will be entirely Tobacco-Free. Smoking, the use of smokeless tobacco, e-cigarettes and nicotine and nicotine analog products not approved by the FDA for the treatment of nicotine addiction will be prohibited on all campus-owned, -leased, and -rented property. [College/University] is committed to providing a healthy and safe working and learning environment for our students, as well as our faculty, staff, and visitors. Smoking and the use of all tobacco products will be prohibited anywhere on [college/university] property. This includes all interior buildings, outdoor areas and sidewalks, parking lots and residential housing areas.

Violations of this policy will be addressed through established administrative action policies and procedures. Campus visitors will be asked to comply with the policy or leave the property. This policy is essential to creating and maintaining [college/university]'s culture of health and safety, and we ask that you not smoke or use any tobacco products on campus.

Cessation resources are available through [XXX] and via the following entities:

- Missouri Tobacco Quit Services (for those over 18): YouCanQuit.org
- My Life My Quit (for those under 18): mylifemyquit.org
- This is Quitting: truthinitiative.org

Thank you in advance for complying with this policy while on campus!

Social Media Posts

[Mascot]s look out for each other. If you see someone using a tobacco product on campus, politely let them know about our #TobaccoFree campus policy and point them to [landing page].

Next time you're out on campus, take a deep breath and practice mindfulness by noting 3 things about your surroundings. One of them could be the lack of tobacco smoke as you breathe in since we're a #TobaccoFree campus!

Appendix E: Potential Implementation Timeline

Month 1

Meet with Human Resources and leadership to propose new tobacco-free campus policy language.

Month 2

Determine current cessation efforts and current supports on campus to address quitting.

Finalize policy language.

Month 3

Draft campus signage and determine how many signs are needed to be placed in highly visible areas on campus.

Update messaging for student and employee handbooks to be reflective of upcoming policy changes.

Determine effective strategies to address compliance. Invite those who might be directly involved with compliance to any meetings.

Month 4

Email students and employees about upcoming policy change, including effective date.

Create door hangers and other materials needed to help communicate the new tobacco-free policy.

Create landing page on website to house the new tobacco-free campus policy and other supporting documents.

Month 5

Create a social media plan around health and wellbeing messages, including tobacco and nicotine.

Create a "Frequently Asked Questions" document to live on the tobacco-free campus website.

Create a system to report violations.

Train employees on cessation supports.

Train staff/students on the new policy and what to do/say if they see someone violating the policy.

Month 6

Notify students and employees during orientation and other onboarding opportunities about the tobacco-free campus policy. (Ongoing)

Make announcement(s) about the tobacco-free policy during campus-sponsored events. (Ongoing)

Create and implement a plan to assess policy effectiveness.

Appendix F: Frequently Asked Questions

For your health and the health of others, no smoking, vaping or other tobacco use is allowed anywhere on any of [college or university] campuses or campus property. [College/University] recognizes that exposure to smoking and other tobacco products presents health and safety concerns for all students, staff, faculty, and visitors.

Who does this apply to?

The policy always applies to every person on all [college/university] campuses and property, including staff, faculty, students, contractors, vendors, and visitors.

What is considered a tobacco product and is therefore prohibited by the policy?

Cigarettes, e-cigarettes, cigars, snuff, snus, oral nicotine pouches like Zyn, water pipes, pipes, hookahs, chew, and any other synthetic nicotine or nicotine analog product.

Are there designated areas on campus to smoke/use tobacco?

Neither smoking nor the use of tobacco products is permitted within the boundaries of the [college/university]-controlled properties. Once outside the boundaries of the [college/university]-controlled properties, smoking and the use of tobacco products is subject to local jurisdiction ordinances/laws.

Can I smoke/use tobacco in my personal vehicle?

Smoking and the use of tobacco is not permitted in your personal vehicle, whether parked or in motion, if the vehicle is located on [college/university] property.

If I choose to smoke/use tobacco and do not have enough time to go off campus, what should I do?

The [college/university] is aware that nicotine is a highly addictive drug and simply waiting for a lunch break or in-between courses will be difficult for some. We encourage the use of FDA-approved nicotine replacement therapy products, such as gum, lozenges, or patches for times when you are not able to use tobacco or nicotine products. Please work with your healthcare provider or campus staff to determine an appropriate product to help with cravings or withdrawal symptoms. Free nicotine replacement therapy may also be available through Missouri Tobacco Quit Services. Visit [YouCanQuit.org](https://www.youcanquit.org) to learn more.

Do tobacco-free policies really help?

Yes! According to the Centers for Disease Control and Prevention (CDC), tobacco-free campus policies lead to a reduction in the amount of daily smoking/nicotine use among students and an increase in the number of individuals who stop smoking or using nicotine products. Tobacco-free campuses and workplaces reduce the risk of developing heart disease and lung cancer due to secondhand smoke exposure, as well as reduce environmental hazards and cleanup costs.



