Reaching the Gold Standard: **Evaluating Tobacco Policies in K-12 Schools** Using a Practical Assessment Tool

Doneisha Snider Coordinated School Health Conference Lake of the Ozarks, MO. November 30, 2012



- CPPW Evaluation Overview
- Evaluating Policy Change
 - School Policy Rating Tool
 - Comprehensive Tobacco-Free Policy
 - Collection Process
 - Interpreting Results
 - Policy Language
 - Policy Change (Successes & Challenges)



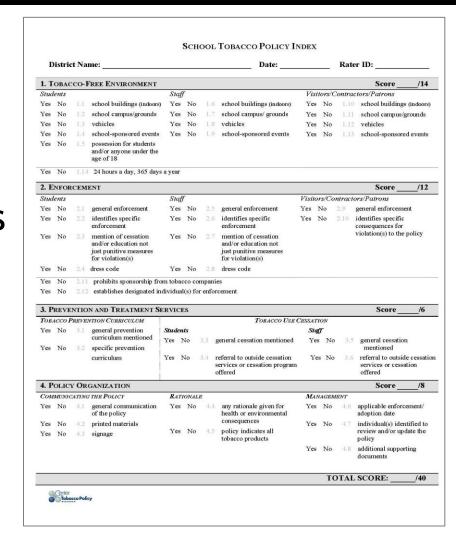
Communities Putting Prevention to Work

- February 2010 June 2012
- CPHSS External Evaluators
- Three objectives focused on access related to schools
- Goal: Measure changes in school tobacco policies



School Tobacco Policy Rating Tool

- Overview
 - Gold Standard
- Collection Process
- Focuses on four domains
 - Tobacco-Free Environment
 - Enforcement
 - Prevention and Treatment Services
 - Policy Organization





Comprehensive Tobacco Free Policy

- Must cover all tobacco products at all times for all populations at all locations
- Prohibit possession for students
- Must be enforced and prohibit sponsorship from the tobacco industry
- Prevention education and cessation services must be offered
- Must be communicated to the community through printed materials and/or signage



Types of Documents Collected

 \sim		П	144	Δ	nt
 v	u	v		5	ши

Student, Staff & Parent Handbook

Student & Staff Discipline Policy

Curriculum on Alcohol, Drugs & Tobacco

Student Activities Policy

Student & Staff Code of Conduct

Student & Staff Dress Code Policy

Student Wellness Policy

Staff Welfare Policy

Community Use of Facilities Policy

Tobacco Free District Policy

Using the Tool

1. Това	cco F	REE ENVIRONMENT						Score
Students	ents Staff					tors/Patrons		
Yes No	1.1	school buildings (indoors)	Yes No	1.6	school buildings (indoors)	Yes No	1.10	school buildings (indoors)
Yes No	1.2	school campus/grounds	Yes No	1.7	school campus/ grounds	Yes No	1.11	school campus/grounds
Yes No	1.3	vehicles	Yes No	1.8	vehicles	Yes No	1.12	vehicles
Yes No	1.4	school-sponsored events	Yes No	1.9	school-sponsored events	Yes No	1.13	school-sponsored events
Yes No	1.5	possession for students and/or anyone under the age of 18						



Final Assessment

	COL	REE ENVIRONMENT								Score_	14/14
Students			Staff				Visite	ors/C	ontrac	ctors/Patrons	
Yes No	1.1	school buildings (indoors)	Yes N	No 1	.6	school buildings (indoors)	Yes	No	1.10	school buildir	ıgs (indoors)
Yes No	1.2	school campus/grounds	Yes N	No 1	1.7	school campus/ grounds	Yes	No	1.11	school campu	s/grounds
Yes No	1.3	vehicles	Yes N	No 1	1.8	vehicles	Yes	No	1.12	vehicles	
Yes No	1.4	school-sponsored events	Yes N	No I	1.9	school-sponsored events	Yes	No	1.13	school-sponso	red events
Yes No	1.5	possession for students and/or anyone under the age of 18									
Yes No	1.14	24 hours a day, 365 days	a year				•••		***********		
2. ENFOR	CEM	ENT								Score_	6/12
Students			Staff				Visitor	s/Cor	tracto	ors/Patrons	
Yes No	2.1	general enforcement	Yes (10) 2	2.5	general enforcement	Yes N	To :	2.9	general enforces	ment
Yes No	2.2	identifies specific enforcement	Yes (NO 2	2.6	identifies specific enforcement	Yes N	lo :		identifies specif consequences fo	r
Yes No	2.3	mention of cessation and/or education not just punitive measures for violation(s)	Yes (No) 2	2.7	mention of cessation and/or education not just punitive measures for violation(s)				violation(s) to the	ne policy
Yes No	2.4	dress code	Yes (NO 2	2.8	dress code					
7) 77	0 11	133 4 11 6				***************************************					
Yes No	2.11	prohibits sponsorship fro	om tobacco	comp	anie	es .					
Yes No		establishes designated in									
Yes No	2.12		ndividual(s)) for er						Score	6/6
Yes No 3. PREVE	2.12 NTIO	establishes designated in	ndividual(s)) for er			CESSATIO	ON.		Score	6/6
Yes No 3. PREVE	2.12 NTIO	establishes designated in N AND TREATMENT S NTION CURRICULUM general prevention	ERVICES Students) for er		cement	Stafj	r		•	
Yes No 3. PREVER TOBACCO P.	2.12 NTIO	establishes designated in N AND TREATMENT S. NTION CURRICULUM	ndividual(s)) for er	fore	cement		r	3.5	Score general cessat mentioned	
Yes No 3. PREVER TOBACCO P. Yes No	2.12 NTIO REVE 3.1	establishes designated in N AND TREATMENT S VION CURRICULUM general prevention curriculum mentioned	ERVICES Students) for er	g	TOBACCO USE	Yes Yes	No	3.5	general cessat	ion
Yes No 3. PREVER TOBACCO P. Yes No Yes No	2.12 NTIO REVE 3.1 3.2	establishes designated in N AND TREATMENT S VION CURRICULUM general prevention curriculum mentioned specific prevention	ERVICES Students Yes No) for er	g	TOBACCO USE reneral cessation mentioned referral to outside cessation revices or cessation program	Yes Yes	No		general cessat mentioned referral to outs services or ces	ion
Yes No 3. PREVER TOBACCO P. Yes No Yes No	2.12 NTIO REVER 3.1 3.2	establishes designated in NAND TREATMENT S. NTION CURRICULUM general prevention curriculum mentioned specific prevention curriculum	ERVICES Students Yes No	3.3 3.4	g	TOBACCO USE reneral cessation mentioned referral to outside cessation revices or cessation program	Yes Yes	No	3.6	general cessat mentioned referral to outs services or ces offered	ion side cessation
Yes No 3. PREVER TOBACCO P. Yes No Yes No	2.12 NTIO REVER 3.1 3.2	establishes designated in N AND TREATMENT S NTION CURRICULUM general prevention curriculum mentioned specific prevention curriculum GANIZATION	ERVICES Students Yes No Yes No	3.3 3.4 <i>NALE</i>	g	TOBACCO USE reneral cessation mentioned referral to outside cessation revices or cessation program	Yes Yes	No No	3.6	general cessat mentioned referral to outs services or ces offered	ion side cessation 6/8
Yes) No 3. PREVER TOBACCO P. Yes) No 4. POLICY COMMUNIC Yes) No Yes No	2.12 2.110 2.110 3.1 3.2 4.1 4.1 4.2	establishes designated in NAND TREATMENT S NION CURRICULUM general prevention curriculum mentioned specific prevention curriculum GANIZATION THE POLICY general communication of the policy printed materials	dividual(s) ERVICES Students Yes No Yes No	3.3 3.4 NALE	g g rr s o	TOBACCO USE eneral cessation mentioned eferral to outside cessation ervices or cessation program ffered any rationale given for health or environmental consequences	Yes Yes	No No	3.6	general cessat mentioned referral to out services or ces offered Score applicable enfo adoption date individual(s) id	side cessation 6 /8 arcement/
Yes) No 3. PREVER TOBACCO P. Yes) No 4. POLICY COMMUNIC Yes) No	2.12 NTIO REVER 3.1 3.2 ORO 4TING 4.1	establishes designated in NAND TREATMENT S NION CURRICULUM general prevention curriculum mentioned specific prevention curriculum GANIZATION THE POLICY general communication of the policy	dividual(s) ERVICES Students Yes No Yes No	3.3 3.4 VALE	g g re so o	TOBACCO USE eneral cessation mentioned eferral to outside cessation ervices or cessation program ffered any rationale given for health or environmental	Yes Yes MAN.	No No No	3.6 ENT 4.6	general cessat mentioned referral to outs services or ces offered Score applicable enfo adoption date	side cessation 6 /8 arcement/
Yes) No 3. PREVER TOBACCO P. Yes) No 4. POLICY COMMUNIC Yes) No Yes No	2.12 2.110 2.110 3.1 3.2 4.1 4.1 4.2	establishes designated in NAND TREATMENT S NION CURRICULUM general prevention curriculum mentioned specific prevention curriculum GANIZATION THE POLICY general communication of the policy printed materials	dividual(s) ERVICES Students Yes No Yes No	3.3 3.4 VALE	g g re so o	TOBACCO USE eneral cessation mentioned eferral to outside cessation ervices or cessation program ffered any rationale given for health or environmental consequences policy indicates all	Yes Yes MAN.	No No No	3.6 ENT 4.6	general cessat mentioned referral to out services or ces offered Score applicable enfo adoption date individual(s) id review and/or t	ion ide cessation 6 /8 recement/ centified to update the



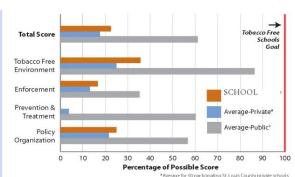
Interpreting Results

- School Profiles
 - Areas to address
 - Comparisons
 - Recommendations
 - Tobacco-free schools goal

K-12 School

SUMMARY

This School scored above average among schools in St. Louis County Districts 1, 2, 3, and 4, achieving 23% of the total Tobacco Policy Index score. However, an area in particular need of improvement is Prevention and Treatment, in which no points were scored. This school should also focus efforts in Enforcement and Policy Organization.



*Average for 50 participating St. Louis County private schools +Average for all 23 St. Louis County public school districts

RECOMMENDATIONS

To better protect students, staff, and visitors from the adverse health effects of tobacco use and secondhand smoke, this School should make the following revisions to its current policies:

TOBACCO FREE ENVIRONMENT

- Prohibit tobacco use by students in vehicles and tobacco use by staff on the campus/grounds, in vehicles, and at school-sponsored events. Currently, staff may smoke on campus, but not within sight/ smell of students.
- Prohibit tobacco use by visitors in school buildings, on the campus/grounds, in vehicles, and at school-sponsored events.
- State that the core tobacco policy is in place 24 hours a day and 365 days per year.

ENFORCEMENT

- Identify specific consequences for violations of the tobacco policy by staff and visitors.
- Include education and referral to cessation as consequences in staff/student disciplinary documents.
- Ban tobacco advertising and/or sponsorship.
- Establish an individual to enforce the disciplinary consequences of the core tobacco policy.
 "Administration" is not specific.

PREVENTION & TREATMENT SERVICES

- Implement a tobacco prevention curriculum that covers specific tobacco topics.
- Provide cessation services or referrals to staff and students who want to quit using tobacco products.

POLICY ORGANIZATION

- Establish signage and printed materials to communicate the tobacco policy.
- Provide a rationale for why tobacco use is banned on school premises.



Tobacco Free Environment (TFE)

Overview

- This domain measures the extent to which the school's buildings, grounds, vehicles, and events are tobacco free.
- Groups: Students, Staff, and Visitors
- Reasons for low scores in the TFE domain overall:
 - Lack of provisions for employees and visitors
 - The inclusion of designated smoking areas on school grounds
 - School-sponsored events not included in provisions



Tobacco Free Environment

- Example of a policy that is <u>not</u> comprehensive
 - "The District shall be a smoke-free environment. Smoking or the use of smokeless tobacco products is not permitted within District buildings. In an area so designated, smoking may be permitted outside of District building. Students who possess or use tobacco products on district grounds, district transportation or at district activities will be disciplined in accordance with board policy."



Tobacco-Free Environment

- Example of a 100% comprehensive policy
 - "...[T]he district prohibits all employees, students and patrons from smoking or using tobacco or tobacco products in all school facilities, buildings, school transportation, other district transportation and on all school grounds at all times, including athletic events and meetings...Students who possess or use tobacco products on district grounds, district transportation or at district activities will be disciplined in accordance with Board policy."

Enforcement

- Overview
 - This domain measures the extent to which the policy is enforced.
 - Groups: Students, Staff, and Visitors
- Reasons for low scores in the Enforcement domain overall:
 - Lack of specific enforcement
 - Lack of provisions for employees and visitors
 - Sponsorship from tobacco companies is not prohibited
 - No individual established to enforce the policy
 - No prohibition of tobacco insignia on clothing



Prevention and Treatment Services

- Overview
 - This domain measures the presence of prevention, education, and cessation services in the policy.
 - Groups: Students and Staff
- Reasons for low scores in the Prevention domain overall:
 - No specific tobacco prevention curriculum identified
 - Referrals to cessation services not offered

Policy Organization

Overview

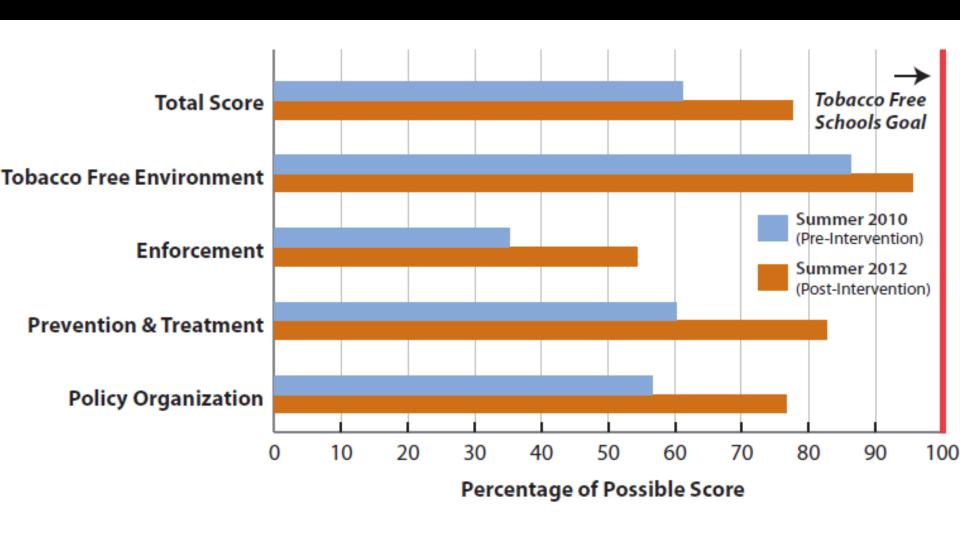
 This domain measures the rationale for instituting the policy, the management of the policy, and the extent to which the school communicates the policy.

Reasons for low scores:

- Policy did not indicate all tobacco products
- No specific channels for communicating the policy were identified
- Adoption/Enforcement date was not present
- No individual identified to review/update policy

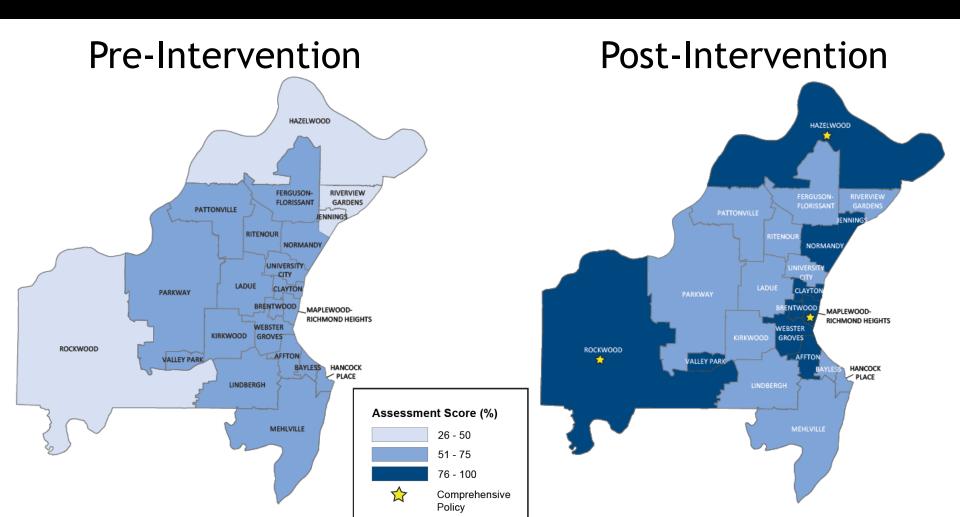


Public Schools - Policy Change



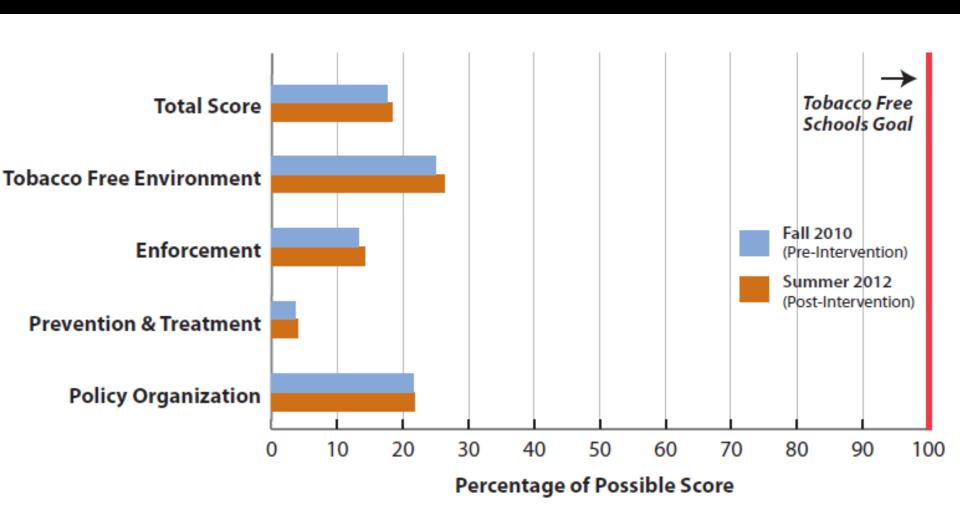


Public Schools - Policy Change Maps



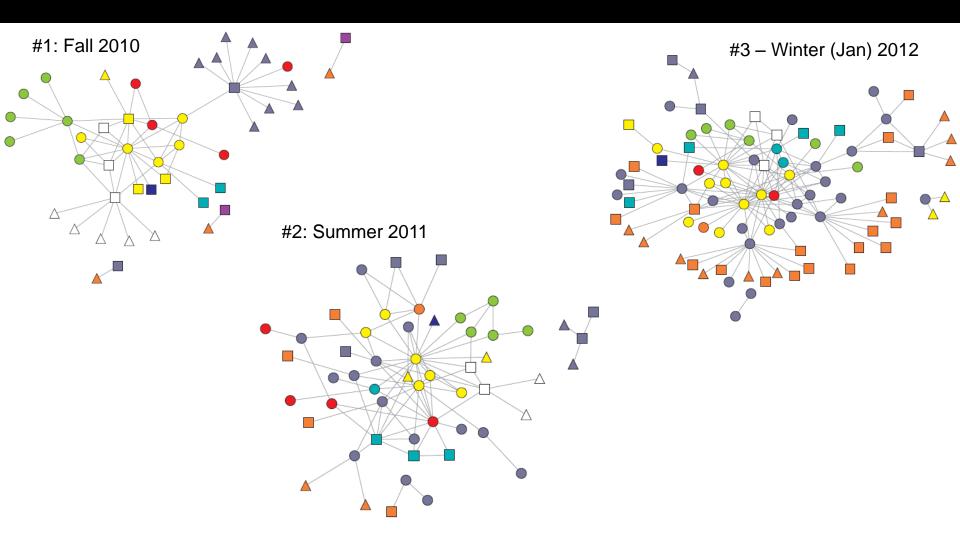


Private Schools - Policy Change





Networks: Collaborations contributed to success



For more information, please contact:

Doneisha Snider 314-935-3731 dsnider@gwbmail.wustl.edu

Thank you!