

SECTION 1: INTRODUCTION

CREATING 24/7 TOBACCO-FREE SCHOOLS

The 24/7 campaign is an initiative to help all school divisions in Virginia understand and adopt comprehensive tobacco- and e-cigarette-free policies. In addition, the campaign aims to support all school sites in implementing, communicating, and enforcing those tobacco- and e-cigarette-free policies. Comprehensive policies support a school environment that is 100% free from tobacco products — including electronic cigarettes — 24 hours a day, 7 days a week. This type of policy is critical to creating a 100% tobacco- and e-cigarette-free learning environment for students.

This toolkit contains resources to both help school divisions understand and adopt comprehensive policies as well as resources to help individual school sites implement those policies to create 100% tobacco- and e-cigarette-free environments. For the full Comprehensive Policy Standard checklist, see page 6.

A 100% TOBACCO- AND E-CIGARETTE-FREE SCHOOL MEANS:

1. Tobacco and e-cigarettes in any form are not being used in school buildings, on school property, or at any school-sponsored event, including off-site events, by anyone, at any time.
2. The policy is clearly communicated to students, staff, and visitors.
3. There are consistent rules and consequences for violations.
4. Cessation resources are provided for students and staff.

FREE TOBACCO-FREE SCHOOL SIGNAGE

Is your individual school or school division interested in implementing or communicating a comprehensive tobacco-free policy? Contact info@247CampaignVA.com or visit 247CampaignVA.com/signage to request no cost tobacco-free signs for your school or district.



12X18"
ALUMINUM SIGNS



8X8"
WINDOW DECALS



24X36"
LAMINATED INDOOR POSTERS