

SECTION 4: COMMUNICATION FOR SCHOOLS

TIPS FOR COMMUNICATING WITH VISITORS

Even with signs, written materials, and event announcements, some school visitors may not realize that the school division has a tobacco- and e-cigarette-free school policy in place. This is why all school staff should be trained to communicate the policy one-on-one to the public. Gentle, positive, and clear messages will let violators know that the policy is in place and that it will be enforced. Knowing how to effectively communicate the policy will go a long way toward relieving stress that school staff may have regarding enforcement and will help prevent negative confrontations with parents, staff, and other school visitors.

TIPS FOR VERBALLY COMMUNICATING THE POLICY

- **GENTLE REMINDERS:** The person in violation of the policy may be unaware that it is in place. This is particularly true if your school division recently strengthened its policy or enforcement of the policy. Politely and firmly let the violator know that the campus or school event — as well as the entire school division — is tobacco- and e-cigarette-free.
- **A RATIONALE FOR THE POLICY:** Inform visitors of the reasons for the policy in a positive manner. Let them know that the school or school board enacted the policy to protect students, school staff, and visitors from secondhand smoke, to ensure a safe learning and work environment for students and staff, and to model healthy and positive behaviors for students.
- **RANGE OF COMMUNICATION STRATEGIES:** Make sure that multiple communication strategies are in place to complement verbal messages. For example, visitors to outdoor athletic events should see signs and information in event programs that explain the policy (visual communication) as well as hear announcements at the start of the game and between periods.

FREE 24/7 TECHNICAL ASSISTANCE

Here are some ways we can help you communicate your policy – all free of charge:

- Tobacco- and e-cigarette-free school signs to promote your policy
- School-based events to raise awareness of your school's tobacco and e-cigarette policy and conduct an assessment of its implementation — along with an analysis of what's working, where there's room for improvement, and custom recommendations for your school*
- In-person presentations or training for school staff*

Visit 247CampaignVA.com or contact info@247CampaignVA.com to request free technical assistance for your school.

**Available in areas with an active Y Street group (Virginia's largest youth-led movement). Contact us to see if 24/7 services are available in your area.*