



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

Doneisha Snider

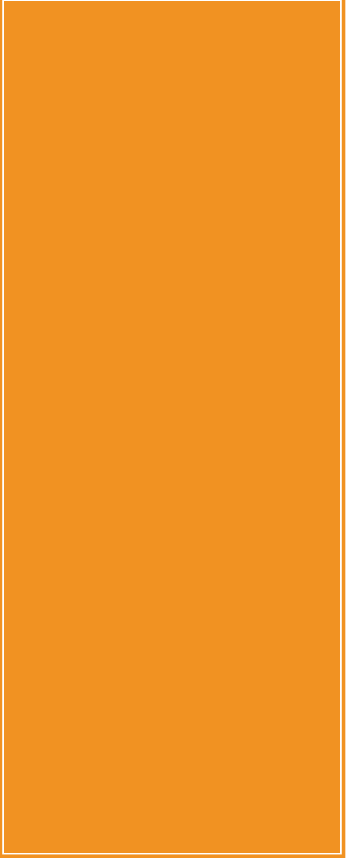
Coordinated School Health Conference

Lake of the Ozarks, MO.

November 30, 2012



Presentation outline

- 
- 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

SCHOOL TOBACCO POLICY INDEX											
District Name: _____			Date: _____			Rater ID: _____					
1. TOBACCO-FREE ENVIRONMENT									Score _____ /14		
<i>Students</i>			<i>Staff</i>			<i>Visitors/Contractors/Patrons</i>					
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								
Yes	No	1.14	24 hours a day, 365 days a year								
2. ENFORCEMENT									Score _____ /12		
<i>Students</i>			<i>Staff</i>			<i>Visitors/Contractors/Patrons</i>					
Yes	No	2.1	general enforcement	Yes	No	2.5	general enforcement	Yes	No	2.9	general enforcement
Yes	No	2.2	identifies specific enforcement	Yes	No	2.6	identifies specific enforcement	Yes	No	2.10	identifies specific consequences for violation(s) to the policy
Yes	No	2.3	mention of cessation and/or education not just punitive measures for violation(s)	Yes	No	2.7	mention of cessation and/or education not just punitive measures for violation(s)				
Yes	No	2.4	dress code	Yes	No	2.8	dress code				
Yes	No	2.11	prohibits sponsorship from tobacco companies								
Yes	No	2.12	establishes designated individual(s) for enforcement								
3. PREVENTION AND TREATMENT SERVICES									Score _____ /6		
<i>TOBACCO PREVENTION CURRICULUM</i>				<i>TOBACCO USE CESSATION</i>							
				<i>Students</i>		<i>Staff</i>					
Yes	No	3.1	general prevention curriculum mentioned	Yes	No	3.3	general cessation mentioned	Yes	No	3.5	general cessation mentioned
Yes	No	3.2	specific prevention curriculum	Yes	No	3.4	referral to outside cessation services or cessation program offered	Yes	No	3.6	referral to outside cessation services or cessation offered
4. POLICY ORGANIZATION									Score _____ /8		
<i>COMMUNICATING THE POLICY</i>			<i>RATIONALE</i>			<i>MANAGEMENT</i>					
Yes	No	4.1	general communication of the policy	Yes	No	4.4	any rationale given for health or environmental consequences	Yes	No	4.6	applicable enforcement/adoption date
Yes	No	4.2	printed materials	Yes	No	4.5	policy indicates all tobacco products	Yes	No	4.7	individual(s) identified to review and/or update the policy
Yes	No	4.3	signage					Yes	No	4.8	additional supporting documents
TOTAL SCORE: _____ /40											

 Center for Tobacco Policy



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

Document
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



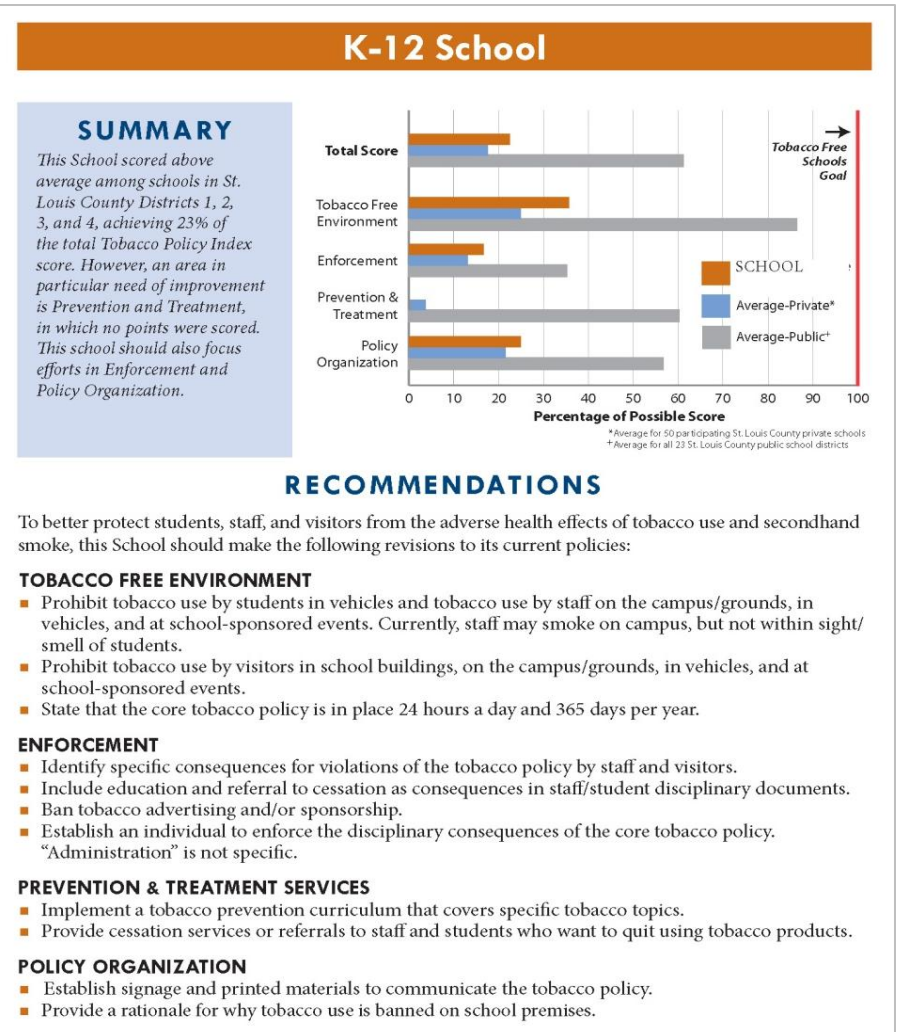
Final Assessment

1. TOBACCO FREE ENVIRONMENT						Score <u>14</u> /14							
<i>Students</i>		<i>Staff</i>		<i>Visitors/Contractors/Patrons</i>									
<input checked="" type="radio"/> Yes	No	1.1	school buildings (indoors)	<input checked="" type="radio"/> Yes	No	1.6	school buildings (indoors)	<input checked="" type="radio"/> Yes	No	1.10	school buildings (indoors)		
<input checked="" type="radio"/> Yes	No	1.2	school campus/grounds	<input checked="" type="radio"/> Yes	No	1.7	school campus/ grounds	<input checked="" type="radio"/> Yes	No	1.11	school campus/grounds		
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<input checked="" type="radio"/> Yes	No	1.5	possession for students and/or anyone under the age of 18										
<input checked="" type="radio"/> Yes	No	1.14	24 hours a day, 365 days a year										
2. ENFORCEMENT						Score <u>6</u> /12							
<i>Students</i>		<i>Staff</i>		<i>Visitors/Contractors/Patrons</i>									
<input checked="" type="radio"/> Yes	No	2.1	general enforcement	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> No	2.5	general enforcement	<input checked="" type="radio"/> Yes	No	2.9	general enforcement		
<input checked="" type="radio"/> Yes	No	2.2	identifies specific enforcement	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> No	2.6	identifies specific enforcement	<input checked="" type="radio"/> Yes	No	2.10	identifies specific consequences for violation(s) to the policy		
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<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> No	2.4	dress code	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> No	2.8	dress code						
<input checked="" type="radio"/> Yes	No	2.11	prohibits sponsorship from tobacco companies										
<input checked="" type="radio"/> Yes	No	2.12	establishes designated individual(s) for enforcement										
3. PREVENTION AND TREATMENT SERVICES						Score <u>6</u> /6							
<i>TOBACCO PREVENTION CURRICULUM</i>			<i>TOBACCO USE CESSATION</i>										
<input checked="" type="radio"/> Yes	No	3.1	general prevention curriculum mentioned	<i>Students</i>	<input checked="" type="radio"/> Yes	No	3.3	general cessation mentioned	<i>Staff</i>	<input checked="" type="radio"/> Yes	No	3.5	general cessation mentioned
<input checked="" type="radio"/> Yes	No	3.2	specific prevention curriculum	<input checked="" type="radio"/> Yes	No	3.4	referral to outside cessation services or cessation program offered	<input checked="" type="radio"/> Yes	No	3.6	referral to outside cessation services or cessation offered		
4. POLICY ORGANIZATION						Score <u>6</u> /8							
<i>COMMUNICATING THE POLICY</i>			<i>RATIONALE</i>		<i>MANAGEMENT</i>								
<input checked="" type="radio"/> Yes	No	4.1	general communication of the policy	<input checked="" type="radio"/> Yes	No	4.4	any rationale given for health or environmental consequences	<input checked="" type="radio"/> Yes	No	4.6	applicable enforcement/ adoption date		
<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> No	4.2	printed materials	<input checked="" type="radio"/> Yes	No	4.5	policy indicates all tobacco products	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> No	4.7	individual(s) identified to review and/or update the policy		
<input checked="" type="radio"/> Yes	No	4.3	signage					<input checked="" type="radio"/> Yes	No	4.8	additional supporting documents		
TOTAL SCORE:						<u>32</u> /40							



Interpreting Results

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





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 not 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

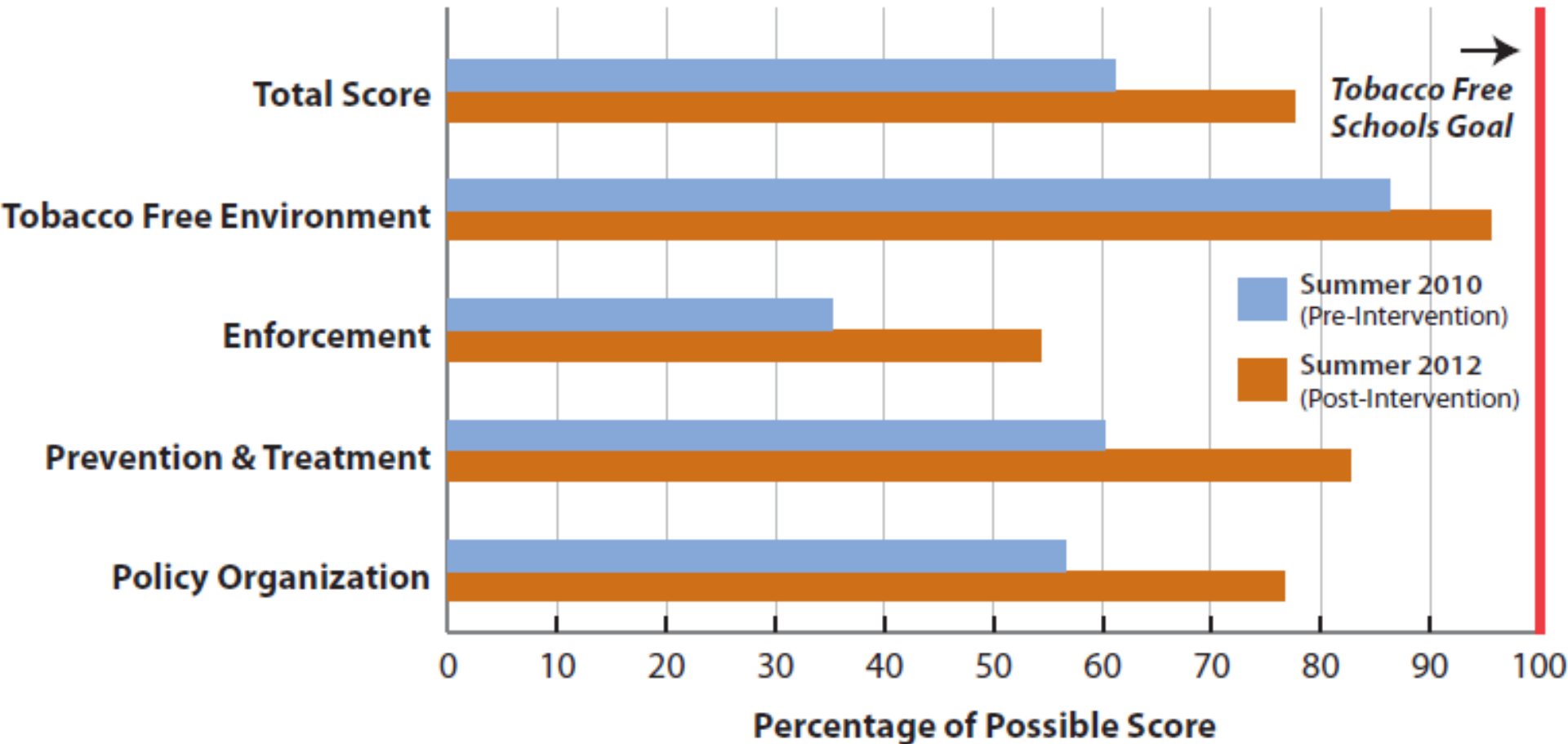


Policy Organization

- 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

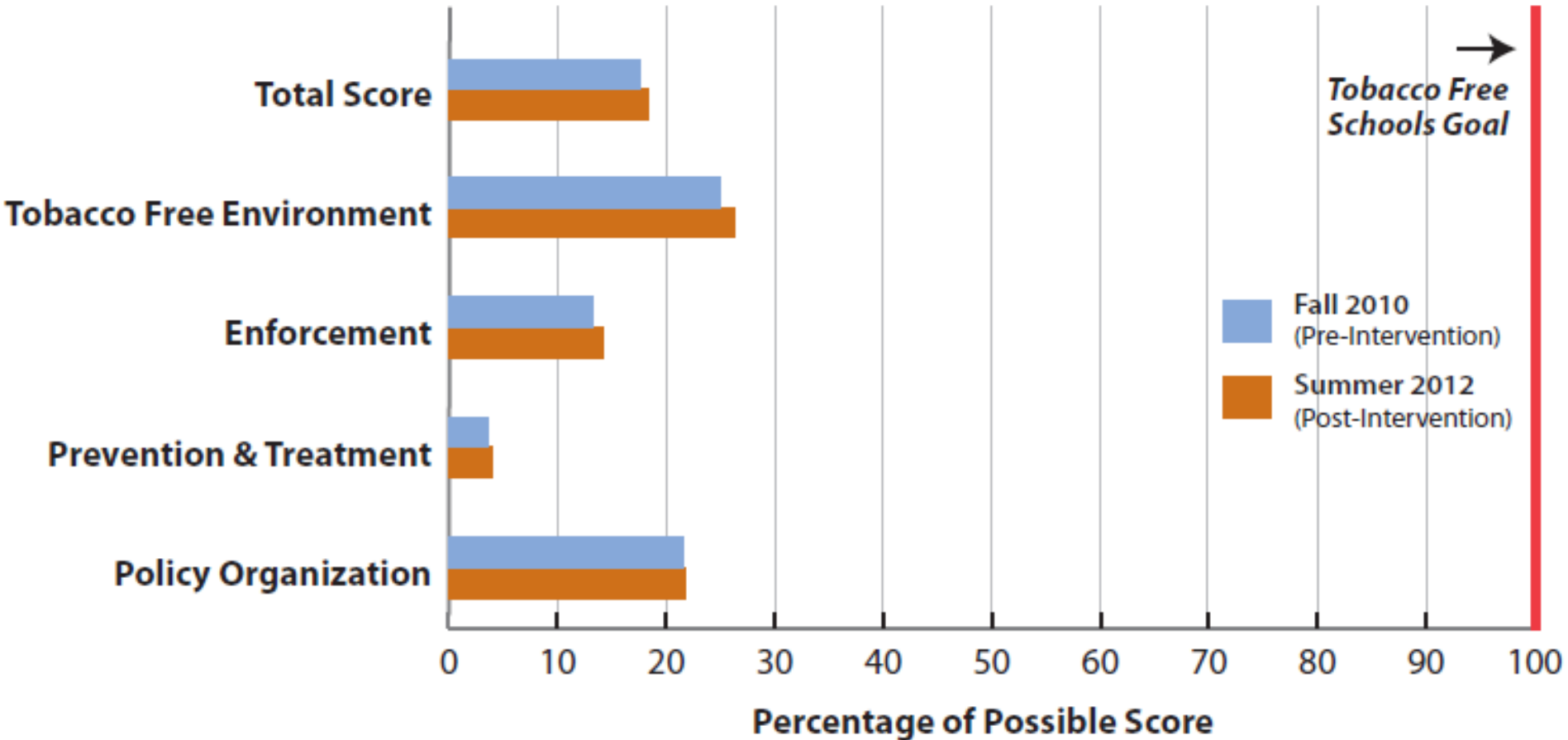


Public Schools - Policy Change





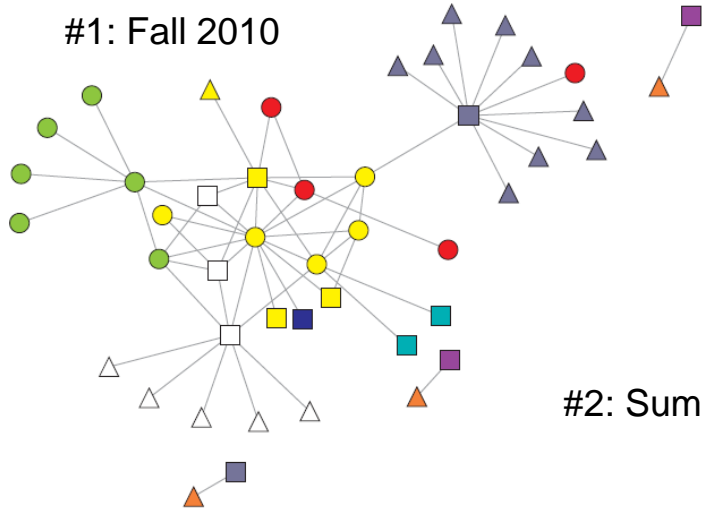
Private Schools - Policy Change



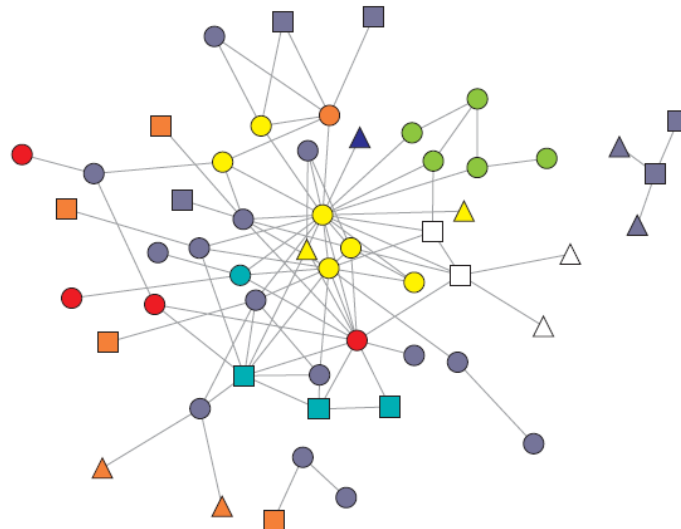


Networks: Collaborations contributed to success

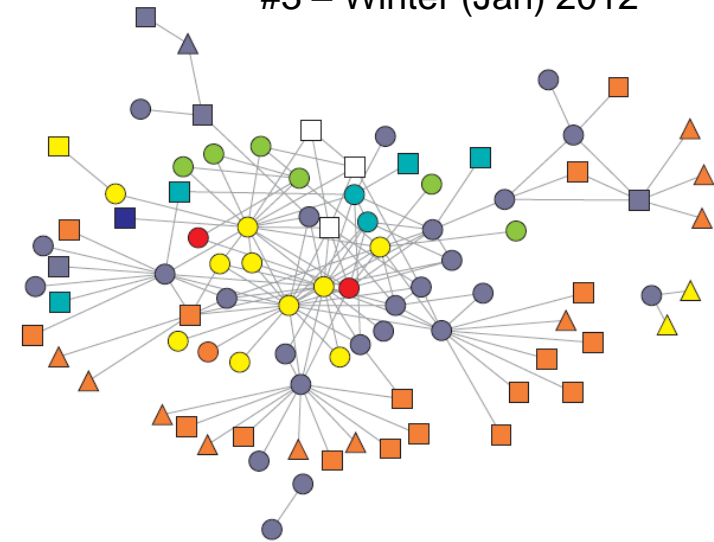
#1: Fall 2010



#2: Summer 2011



#3 – Winter (Jan) 2012





Center for Public Health Systems Science

GEORGE WARREN BROWN
SCHOOL OF SOCIAL WORK



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Thank you!