



NEW MEXICO
TOBACCO-FREE
SCHOOLS TOOLKIT

This project is supported by New Mexico Department of Health with Tobacco Master Settlement Agreement Funds

247NEWMEXICO.COM

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SECTION 1: INTRODUCTION

CREATING 24/7 TOBACCO-FREE SCHOOLS

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

This toolkit contains resources to both help school districts understand and adopt comprehensive policies as well as resources to help individual school sites implement those policies to create truly tobacco-free environments. For the full Comprehensive Policy Standard checklist, see page 9.

FREE TOBACCO-FREE SCHOOL SIGNAGE

Is your school site or school district interested in implementing or communicating a comprehensive tobacco-free policy? Visit 247NewMexico.com to request no cost tobacco-free signs for your school or district.



12X18"
ALUMINUM SIGNS



8X8"
WINDOW DECALS



24X36"
LAMINATED INDOOR POSTERS

FREE 24/7 TECHNICAL ASSISTANCE

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

- Bilingual tobacco-free school signs to promote your policy
- School-based events to raise awareness of your school's tobacco 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

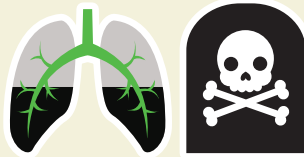
Visit 247NewMexico.com or contact info@247NewMexico.com to request free technical assistance for your school.

SECTION 2: YOUTH TOBACCO USE IN NEW MEXICO

YOUTH TOBACCO FACTS:



33% OF NEW MEXICO YOUTH USE SOME KIND OF TOBACCO¹
(CIGARETTES, CIGARS, HOOKAH, CHEWABLE TOBACCO, OR E-CIGARETTES).



40,000 NEW MEXICAN YOUTH ALIVE TODAY WILL EVENTUALLY DIE FROM SMOKING-RELATED DISEASES UNLESS ACTION IS TAKEN TO DECREASE YOUTH TOBACCO USE. THESE YOUTH ARE PART OF THE 5.6 MILLION AMERICAN YOUTH AGES 17 AND YOUNGER WHO WILL DIE FROM THESE DISEASES.²

NEARLY 40% OF NEW MEXICO YOUTH HAVE TRIED CIGARETTE SMOKING

AND 10% HAD THEIR FIRST CIGARETTE BEFORE THE AGE OF 13.

THE YOUNGER A PERSON IS WHEN THEY START SMOKING CIGARETTES, THE MORE LIKELY THEY ARE TO BECOME ADDICTED AND THE GREATER THE DIFFICULTY THEY HAVE WITH QUITTING.^{3,4,5}

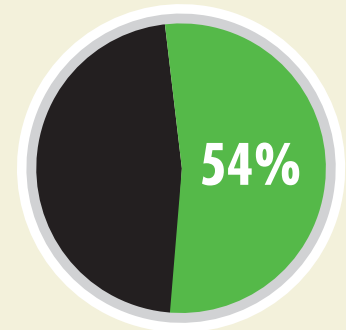


94% OF CIGARETTE SMOKERS IN NEW MEXICO STARTED SMOKING BEFORE THEY TURNED 21.⁶



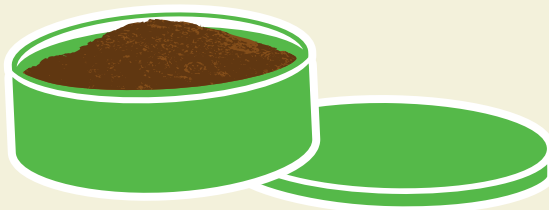
IN NEW MEXICO, 24% OF HIGH SCHOOL YOUTH AND 12% OF MIDDLE SCHOOL YOUTH USE E-CIGS.

NATIONWIDE, E-CIGARETTE USE BY YOUTH HAS SOARED, FROM 1.5% IN 2011 TO 16.0% IN 2015 BY HIGH SCHOOL YOUTH AND FROM .6% TO 5.3% BY MIDDLE SCHOOL YOUTH.⁷



OVER HALF OF HIGH SCHOOL YOUTH HAVE TRIED E-CIGARETTES.⁸

8.7% OF NEW MEXICO HIGH SCHOOL STUDENTS USE SPIT TOBACCO.⁹



LET'S WORK TOGETHER TO CREATE TRULY TOBACCO-FREE SCHOOLS TO PROTECT NEW MEXICO'S YOUTH FROM THE HARMS OF TOBACCO.

TOBACCO-FREE ZONE

NO TOBACCO PRODUCTS OR E-CIGARETTES ANYTIME OR ANYWHERE



ZONA LIBRE DE TABACO

PRODUCTOS DE TABACO O CIGARILLOS ELECTRONICOS PROHIBIDOS EN TODO MOMENTO Y EN TODO LUGAR

LLAME 1-855-DEJALO-YA / DejadoYoNM.com
CALL 1-800-QUIT-NOW / QuitNowNM.com

247NEWMEIXICO.COM

SECTION 3: TOBACCO-FREE SCHOOLS - WHY IT MATTERS

1. IT'S THE LAW. TOBACCO-FREE SCHOOLS COMPLY WITH FEDERAL AND STATE REGULATIONS.

- The 1994 Federal Pro Children Act states: "No person shall permit smoking within any indoor facility utilized for services to kindergarten, elementary, or secondary education ... to children."
- New Mexico Administrative Code ruling 6.12.4.8 requires school boards to prohibit "the use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers ... in school buildings, on school premises and by students at school-sponsored activities away from school grounds." The rule also requires establishing provisions for the policy's enforcement and communication.

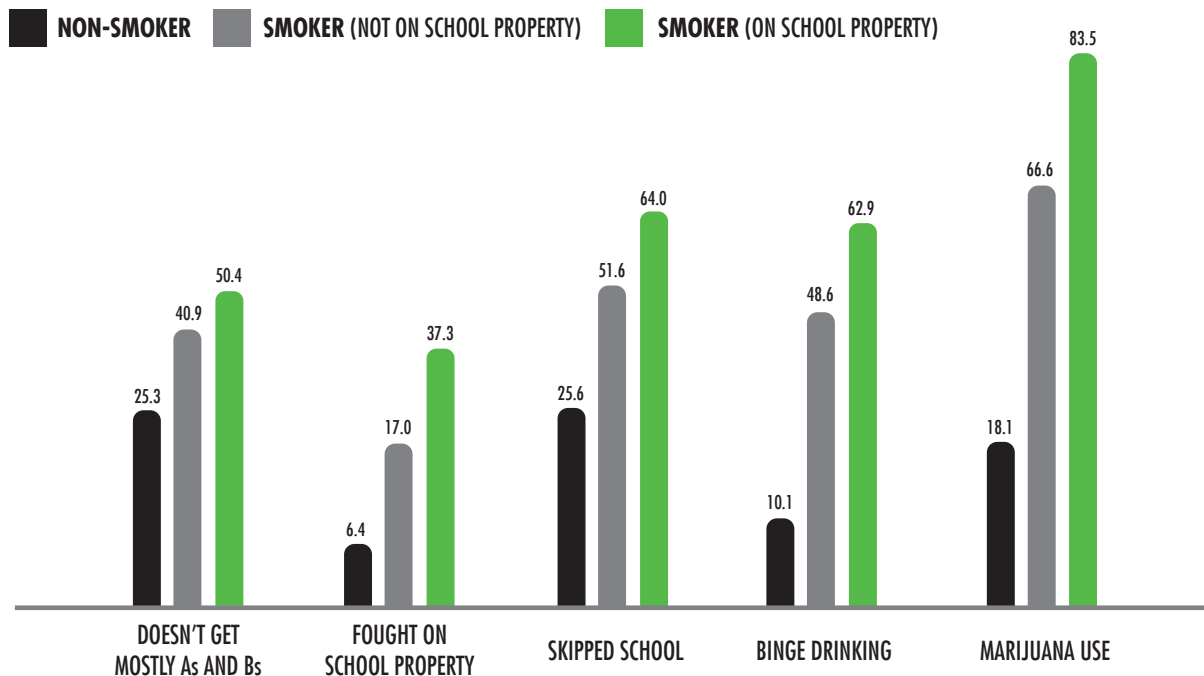
2. TOBACCO USE BY STUDENTS IS LINKED TO MANY HIGH-RISK BEHAVIORS THAT IMPACT ACHIEVEMENT AND GRADUATION.

Youth who smoke cigarettes on school grounds are more likely to

- Smoke marijuana
- Binge drink
- Fight on school property
- Get lower grades
- Skip classes and have poor school attendance

LINKS BETWEEN RISK BEHAVIORS AND CIGARETTE USE ¹⁰

The bar graph below shows the difference in prevalence of reported risk behaviors between students who don't smoke cigarettes (non-smokers), those who smoke but don't do so at school, and students who report smoking on school property.



SECTION 3: TOBACCO-FREE SCHOOLS - WHY IT MATTERS

3. TOBACCO-FREE SCHOOLS CREATE HEALTHY LEARNING ENVIRONMENTS FOR YOUTH.

- Tobacco use at school distracts from learning. Student tobacco use at school is linked to school failure and truancy.¹¹
- Tobacco-free schools reinforce lessons learned in the classroom about health and prevention.

4. TOBACCO-FREE SCHOOLS ENSURE POSITIVE ROLE MODELING BY TEACHERS, COACHES, OTHER STAFF, VOLUNTEERS, VISITORS, AND PEERS.

- Students are more likely to smoke in a location where they have seen other students and adults smoking. Tobacco-free schools allow every person the opportunity to learn positive behaviors from their peers and role models.¹²
- A tobacco-free school represents a firm commitment by the school administration and staff to prohibit tobacco use by students, employees, and visitors.

5. TOBACCO-FREE SCHOOLS ARE SAFER FROM THE RISK OF TOBACCO-CAUSED FIRES.

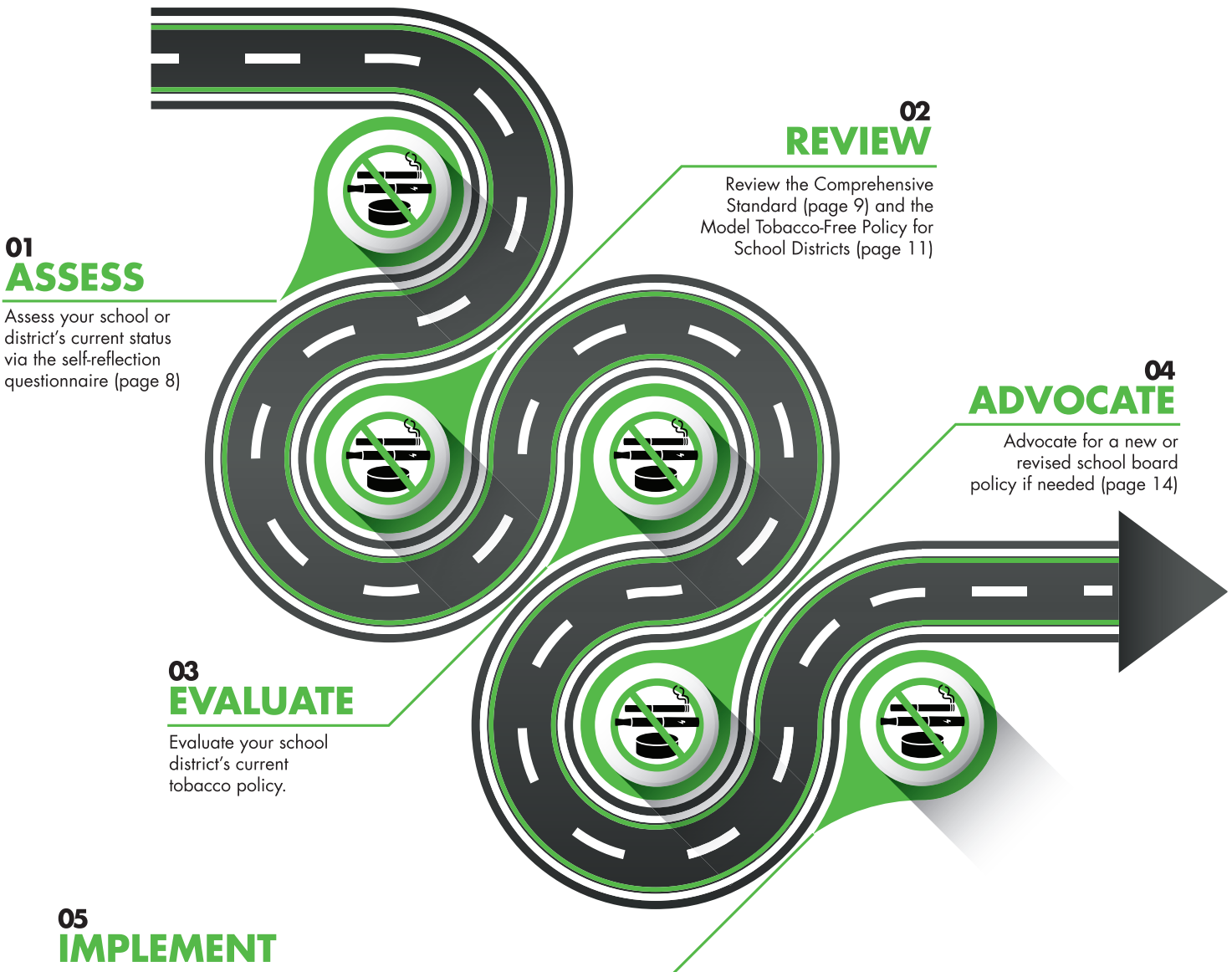
- Smoking materials caused approximately 18,100 structure fires in 2013, and resulted in 590 deaths in the U.S.¹³

6. TOO MANY NEW MEXICO STUDENTS STILL USE TOBACCO AT SCHOOL.

- In 2013, 14.4% of New Mexico youth reported current cigarette smoking, and 3.6% (approximately one quarter) also reported using cigarettes on school grounds.¹⁴
- In 2015, 11.4% of New Mexico youth reported current cigarette smoking and 24% reported current e-cigarette use. Based on previous year's reports, it can be estimated that about 3% of high school students smoke on school property and 6% have used e-cigarettes on school property. Given the greater ease of hiding e-cigarettes because the aerosol they emit does not have as substantial an odor, e-cigarette use at school may be even higher.¹⁵

SECTION 4: RESOURCES TO START YOUR JOURNEY

A ROAD MAP TO ACHIEVING TOBACCO-FREE SCHOOLS



05 IMPLEMENT

Implement your school's comprehensive tobacco-free policy:

- **Communication:** When people know the rules, they are much more likely to comply with your new policy (see page 16).
- **Compliance and Enforcement:** It is up to school administration and staff to make sure that rules and consequences are consistently enforced (see page 24).
- **Cessation Support:** Schools must provide referrals to cessation support services to support tobacco users who need help quitting tobacco (see page 35).
- **Cultural Competency:** A tobacco-free policy must be aware of the diversity of New Mexico and how factors such as family income, gender, cultural traditions, and location contribute to tobacco use (see page 36).

SECTION 4: RESOURCES TO START YOUR JOURNEY

SELF-REFLECTION QUESTIONNAIRE

	Not really	A little	Somewhat	Pretty much	Very much
1. Our principal and other administrators are very committed to creating a truly tobacco-free school environment.					
2. Use of tobacco in our school, on school grounds and property, and at school events occurs very seldom.					
3. Our administrators, staff, students, parents and visitors are aware of our tobacco-free school policy.					
4. Our tobacco-free policy is comprehensive and clear.					
5. All staff members report all tobacco policy violations they observe.					
6. We have a designated administrator to handle reports of tobacco-free policy violations.					
7. We have a progressive discipline policy in place for students who violate the tobacco-free policy, saving out-of-school suspension for repeat violators.					
8. We are aware of youth-oriented tobacco cessation services and refer students who use tobacco to them.					
9. We educate and support students and staff members to quit using tobacco.					
10. Our school considers cultural, language, socioeconomic and other differences in the ways we implement the policy.					
11. We ban electronic cigarettes and treat them the same as other tobacco products, including confiscation and disposal.					

SECTION 4: RESOURCES TO START YOUR JOURNEY

24/7 COMPREHENSIVE STANDARD CHECKLIST

The New Mexico Department of Health Tobacco Use Prevention Program promotes a **Comprehensive Policy Standard**. Below is a checklist that outlines the criteria for a comprehensive **school district policy**. Resources to help school sites **implement** your school district's policy can be found later in this toolkit.

REQUIREMENTS FOR MEETING THE COMPREHENSIVE STANDARD

- Prohibits the **use, possession, and distribution** of tobacco products, e-cigarettes, and nicotine liquid containers by anyone (students, staff, and visitors) in school property and on school premises.
 - School property includes any building, structure, or vehicle owned, leased, or contracted by the district.
 - School premises means any property surrounding buildings and structures, athletic grounds, parking lots, or any other outdoor property owned, leased, or contracted by the district.
- Prohibits the **use** and **distribution** of tobacco products, e-cigarettes, and nicotine liquid containers by staff and visitors/chaperones at school-sponsored activities away from school grounds, and prohibits the **use, distribution, and possession** of tobacco products, e-cigarettes, and nicotine liquid containers by students at school-sponsored activities away from school grounds.
- Explicitly states that it covers all tobacco products, e-cigarettes, and liquid nicotine containers.
- Prohibits either all commercial advertising or tobacco advertising. Having a separate policy in place (not part of the tobacco-free policy) prohibiting all commercial advertising fulfills this requirement.
- Requires tobacco-free signs to be posted and requires schools to notify students, staff, and visitors of the tobacco-free policy.
- Specifies that schools must provide referrals to resources to help students and staff overcome tobacco addiction.
- Requires progressive enforcement and enumerates specific possible sanctions or disciplinary action.

SECTION 4: RESOURCES TO START YOUR JOURNEY

STRONGLY ENCOURAGED:

Although the components on the previous page are required in order for a school district policy to be comprehensive, the following items do not have to be in place but are strongly encouraged for ease of communication, compliance, and enforcement.

- Extend ban on possession to all parties (students, staff, and visitors) everywhere, including school-sponsored activities away from school grounds.
- Require schools to notify students, parents/guardians, staff, contractors, and other school visitors annually of the tobacco-free policy in written materials, including, but not limited to, handbooks, manuals, contracts, newspapers, websites and newsletters.
- Require schools to make tobacco-free announcements at school sporting events.
- Include lookalikes (such as candy cigarettes) in the definition of products covered by the ban.
- Utilize tracking and evaluation (reviewing district results of biennial New Mexico Youth Risk and Resiliency surveys to determine impact on tobacco-related attitudes and behaviors; tracking student violations and utilizing the data to plan appropriate prevention and enforcement efforts; reviewing the tobacco-free policy on an annual basis).
- Require tobacco education for students.
- Require staff training.
- Require supportive discipline options (non-punitive options) for positive student outcomes.

SECTION 4: RESOURCES TO START YOUR JOURNEY

MODEL DISTRICT POLICY

The Board recognizes that the use of tobacco products is a health, safety, and environmental hazard for students, employees, visitors, and school facilities. The Board believes that the use of tobacco products in school buildings, on school property and at school-sponsored events is detrimental to the health and safety of students, staff and visitors.

The Board acknowledges that adult employees and visitors serve as role models for students. The Board recognizes it has an obligation to promote positive role models in schools and to promote a healthy learning and working environment, free from unwanted smoke and tobacco use, for students, employees, and visitors on the school campus.

The use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers is prohibited in all district property and premises owned, leased or contracted by the district including:

- School grounds, including athletic fields and other outdoor property
- School buildings
- School parking lots
- School buses and other district vehicles
- Off-campus school sponsored-events.
- Administrative offices and other district owned sites

These activities are prohibited at anytime, including non-school hours (24/7).

The meaning of the terms included herein shall be as provided in New Mexico Administrative Code 6.12.4.1 through 6.12.4.9. In addition, products designed or manufactured to imitate the products included in the definitions are prohibited, regardless of whether they contain tobacco or nicotine.

COMMUNICATION

The administration will develop a communication plan about the policy and enforcement procedures, including information in student and employee handbooks and announcements at school-sponsored or school-related events. Appropriate signage containing a listing of prohibited items will be posted in buildings and on school property in a manner and location that adequately informs students, staff and visitors of the policy, including at entrances to school buildings and athletic events.

DISCIPLINARY ACTION

The Superintendent will establish procedures necessary to implement this policy. Progressive disciplinary action will be used, beginning with supportive options to promote positive student outcomes such as tobacco education or referral to counseling, parent conferences and school or community service. Disciplinary penalties for students may include, but are not limited to, suspension of the student from school or a recommendation for expulsion when there is evidence of repeated and continuous violation of this policy. Parents/guardians will be notified of all violations and actions taken by the school.

Disciplinary penalties may be imposed in accord with policies of the District regarding employee conduct and disciplinary actions.

Referrals to resources to help staff and students overcome tobacco addictions shall be provided to those who are found to be in violation of this policy.

For school districts following the NMSBA policy format, please see page 37 for model policies for Section G (Personnel), Section J (Students), and Section K (School Community Relations).

SECTION 4: RESOURCES TO START YOUR JOURNEY

REPORTING

All District employees are expected to cooperate in the enforcement of this policy. Student violations shall be reported to administrative personnel.

No school employee who in good faith reports any known or suspected use, possession or distribution of alcoholic beverages, mood-altering substances or illicit drugs shall be held liable for any civil damages as a result of such report or efforts to enforce this policy

The Superintendent will establish procedures for employees to receive training in the provisions of this policy, existing and emerging tobacco products, trends in youth tobacco use, prevention education and cessation support on an annual basis.

PREVENTION EDUCATION

The administration will identify and provide programs or opportunities for students to gain a greater understanding of the health hazards of tobacco use and the impact of tobacco use as it relates to providing a safe, orderly, clean and inviting school environment.

TRACKING AND EVALUATION

The district will monitor enforcement of the policy and the impact on student tobacco use by reviewing results of the biennial New Mexico Youth Risk and Resiliency Survey, tracking student violations and utilizing data to plan appropriate prevention and enforcement efforts. A review of the policy and related procedures will be conducted annually.

EXCEPTIONS:

Lawful possession or use by a minor of a tobacco-cessation product approved by the United States Food and Drug Administration shall be permitted by students following district policies for student self-administration of medications.

The prohibitions do not apply to an adult when possession or use of the tobacco products are for demonstration purposes as a necessary instructional component of a tobacco prevention or cessation program that is:

- Approved by the school.
- Established in accord with the New Mexico Revised Statute

*LEGAL REF.: 24-16-3 et seq. NMSA Dee Johnson Clean Air Act
6.12.4.8 NMAC
1994 Op. Att'y Gen. No. 94-03, 1994 N.M. AG LEXIS 4.
20 U.S.C. 6083 Pro-Children Act of 1994 (Environmental Tobacco Smoke).
34 C.F.R. Part 85 Drug Free Workplace Act*

*CROSS REF.: GBEB - Staff Conduct
GCQF - Discipline, Suspension, Termination and Discharge of Professional Staff Members
GDQD - Discipline, Suspension, Termination and Discharge of Support Staff Members
JICG - Tobacco Use by Students
KF - Community Use of School Facilities
KFAA - Tobacco Use on School Premises at Public Functions*

SECTION 4: RESOURCES TO START YOUR JOURNEY

EVALUATE YOUR SCHOOL DISTRICT'S TOBACCO POLICY

Once you've reviewed the Comprehensive Standard checklist and the model tobacco-free policy on pages 9 and 11, it's time to take a look at your school district's policy to see how it compares.

School districts with comprehensive policies are listed on 247NewMexico.com. If you don't see your school district listed, get in touch with the 24/7 technical assistance team via the website or email us at info@247NewMexico.com. We can provide you with a copy of your district's current policy and an analysis of the components it is missing to meet the comprehensive standard.

Ready to promote your school district's policy? If your school district has a comprehensive policy, the 24/7 campaign will provide **every school in your district** with no cost tobacco-free signs. Visit 247NewMexico.com to request signs for your school district.



SECTION 5: ADVOCATING FOR A COMPREHENSIVE POLICY

Before you begin, reach out to the 24/7 New Mexico campaign – we’re here to help you advocate for and adopt a comprehensive tobacco-free school policy. The 24/7 campaign is working to increase commitment to tobacco-free schools all across New Mexico, and has been meeting with principals and school boards in the process. We may already be working in your district!

STEP 1: GET COMMITMENT

- Engage other school champions, including school staff (e.g., health teachers, coaches, nurses) and student leaders who are concerned about the tobacco policy.
- Attend a public school board meeting to speak about the district’s current policy and the need for a comprehensive policy. After your initial public commentary, talk with supportive or interested school board members one-on-one.

STEP 2: DRAFT REVISIONS TO THE POLICY

- Using the Comprehensive Standard and Model Policy in this toolkit, draft a revised policy.

STEP 3: PRESENT A COMPREHENSIVE POLICY TO THE SCHOOL BOARD

- Submit the proposed policy for the school board agenda. The process for this will vary by district, and will often require working with a member of the school board or the district administration.
- Plan to speak at any school board meetings where the policy will be introduced, read, or voted on.
- Keep following up until the policy passes!

A STRONG PRESENTATION TO THE SCHOOL BOARD SHOULD INCLUDE:

- Reasons why a comprehensive tobacco-free policy at the district level is important.
- Explanation of what a comprehensive policy entails and where your district’s policy falls short.
- Presentations by students about the importance of a tobacco-free environment, and similar presentations by teachers, staff, and administrators.
- Readiness to address any common objections or concerns that may arise around communication and enforcement of the policy.

STEP 4: PLAN FOR IMPLEMENTATION AND ENFORCEMENT

- Select an official implementation date.
- Communicate the new policy and its effective date to school administrators and staff.
- Organize staff training in enforcement strategies (contact the 24/7 campaign for help).

STEP 5: IMPLEMENT THE POLICY

- Recognize that consistent communication and enforcement is necessary to ensure effective policy implementation and compliance.
- Communicate the policy throughout the school and community (see page 16 for communication resources).
- Use educational programs instead of punitive approaches for students who violate the policy (see page 24 for more information).
- Provide referrals to resources to help students and staff overcome tobacco addiction (see page 35 for resources).

STEP 6: CONDUCT ONGOING ADVOCACY & EVALUATION OF POLICY

- Collect success stories from students, staff, and parents.
- Identify problems with policy implementation, and make necessary corrections. Contact the 24/7 campaign for help conducting an annual assessment of your policy’s implementation.

SECTION 6: RESPONDING TO CHALLENGING QUESTIONS

QUESTION 1: WHY DOES THE POLICY HAVE TO COVER ALL SCHOOL PROPERTY, NOT JUST INDOORS?

- Students are aware of what happens on school property and the use of tobacco products anywhere on the school campus reinforces and normalizes tobacco use.
- Tobacco and e-cigarette use on school grounds and off-site school-sponsored events allows students to see role models, such as teachers, using products at school.
- Secondhand smoke, even outdoors, can trigger harmful physical reactions for people with asthma, allergies, and other health conditions.
- Tobacco-free schools prepare students for the increasing number of places with tobacco-free campuses, such as colleges, hospitals, workplaces, and public transportation.

QUESTION 2: WHY STAFF AND NOT JUST STUDENTS?

- Teachers and other staff are powerful role models for students.
- Youth who don't see tobacco use are less likely to think the behavior is acceptable and are less likely to start using tobacco products.

QUESTION 3: WHY ATHLETIC EVENTS?

- Tobacco use has been historically promoted by the tobacco industry through sporting events such as baseball, rodeo, and football. Refraining from tobacco use at school athletic events supports a healthy environment for everyone and helps de-normalize tobacco use.
- The majority of event attendees appreciate knowing they will not be exposed to secondhand smoke or vapor in the stands.

QUESTION 4: HOW ARE WE GOING TO GET PEOPLE TO COMPLY WITH THIS POLICY?

- Communication is key. Most people will comply with the policy if they know it exists. Keep reading this section of the toolkit for communication strategies and resources.
- Enforce the policy. When enforcement is consistent, people are much more likely to comply (see page 24 for compliance and enforcement resources).

QUESTION 5: WHY DOES IT HAVE TO INCLUDE VISITORS, CONTRACTORS, CONSTRUCTION CREWS, AND MAINTENANCE, AND HOW CAN WE GET THEM TO COMPLY?

- Allowing any service provider or visitor an exception to the policy creates a mixed message.
- Ensure compliance with the tobacco-free policy in the same way that other policies are enforced, such as those prohibiting the use of alcohol or firearms.
- Maintenance staff members are an important part of the school staff. Their support of student health and respect for school policies is essential for tobacco-free schools.

QUESTION 6: WHAT ABOUT NICOTINE-FREE E-CIGARETTES?

- E-cigarette possession and use is against school policy, regardless of whether the liquid used in the device contains nicotine.
- E-cigarettes model nicotine/tobacco use for youth, with or without nicotine.
- Staff cannot definitively determine whether an e-cigarette contains nicotine or possibly other chemicals (such as THC).
- The health risks associated with the use of e-cigarettes and the associated aerosol (aka vapor) have not yet proven to be safe; therefore e-cigarettes are not part of a truly tobacco-free school.

SECTION 7: COMMUNICATION

PROMOTING YOUR TOBACCO-FREE POLICY

In order to comply with a policy, people need to be aware of it. Students, staff, parents, and the community are all impacted by a tobacco-free school policy. Therefore, each of these audiences needs to understand the policy.

There are many ways to effectively communicate positive messages about the tobacco-free policy. Aim for clear, positive messages that motivate people to comply. Here are some suggestions on ways to thoroughly communicate your policy.

- **SIGNAGE:** Post tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, athletic facilities, as well as in the school building, school vehicles and buses.
- **TEACHER-SPECIFIC SIGNAGE:** Post tobacco-free school signage, along with a copy of the policy, in staff lounges or offices.
- **IN-SCHOOL STUDENT ANNOUNCEMENTS:** Ask students to read daily announcements. Involve student groups or clubs in developing and delivering these announcements about the policy.
- **EVENT ANNOUNCEMENTS:** Announce the policy at athletic events, meetings, concerts and plays. Involve student groups or clubs in developing and delivering these announcements. Include a mention of the tobacco-free campus policy in event bulletins/flyers.
- **STUDENT-DESIGNED PUBLICITY:** Ask student groups or classes to design posters, banners and signs to communicate the policy.
- **STAFF EDUCATION AND TRAINING:** Discuss the policy at staff meetings and new staff orientations. Provide annual in-service training on tobacco and e-cigarette related school policies for all staff, including teachers, administrators, bus drivers, aides, food service workers, and maintenance staff.
- **STUDENT EDUCATION:** Clear expectations help everyone follow the rules. At the start of each school year, during school-wide or grade-level assemblies or in a specific class, all school rules should be reviewed, including policies about tobacco and e-cigarette use and possession.
- **NEWSPAPER ADVERTISEMENT:** Place an ad in the newspaper publicizing the policy.
- **COMMUNITY GROUPS:** Ask community groups such as local coalitions and parent-teacher organizations to include an article about the tobacco-free school policy in their newsletters. Provide them with a short article, if necessary.
- **MEMO OR EMAIL:** Inform school staff – or remind them throughout the year – about the policy and enforcement via an official memo or email. Inform vendors who provide supplies, materials, and services on a regular basis to the school about the policy via an official memo.
- **PARENT LETTERS:** Send a letter to each parent or guardian explaining the policy, providing the health, academic, and social reasons; outlining the consequences for violators; and requesting support in enforcement with students and visitors.
- **PARENT TELEPHONE CALLS:** Use automatic calling to inform parents of the policy. This may be particularly appropriate prior to the first sporting event of the year.
- **COMMUNICATE ABOUT VIOLATIONS:** Call or meet with parents if a student violates the policy. Send a letter home with a summary of the policy, details of their student’s policy violation, and consequences of this and future violations.
- **DISTRICT WEBSITE:** Post information about the policy on the website. Include an image of the sign so that people are familiar with the message.
- **SOCIAL MEDIA:** Create brief messages with policy reminders, especially for staff and adults. Consider including information about cessation resources as well as the rules.

RESOURCES AVAILABLE

- Free signage: Page 18
- Sample event announcements: Page 22
- Sample staff memo: Page 21
- Sample parent letters: Page 19

SECTION 7: COMMUNICATION

TIPS FOR COMMUNICATING WITH VISITORS

Even with signs, written materials, and event announcements, some school visitors may not realize that the school district has a tobacco-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 to avoid the negative confrontations with parents, workers, and other school visitors.

TIPS FOR VERBALLY COMMUNICATING THE POLICY

- **GENTLE REMINDERS:** Most of the time the person in violation of the policy is unaware that it is in place. This is particularly true if your school district 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 district – is tobacco-free. Explain that tobacco includes all related products, including e-cigarettes.
- **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 and positive learning and work environment for students and staff, and to model healthy and positive behaviors for students.
- **RANGE OF COMMUNICATION STRATEGIES:** Make sure that other communication strategies are in place to support verbal messages. For example, visitors to outdoor athletic events should see signs and information in event programs that communicate the policy, as well as hear announcements at the start of the game and during breaks to remind them of the policy.

FREE 24/7 TECHNICAL ASSISTANCE

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

- Bilingual tobacco-free school signs to promote your policy
- School-based events to raise awareness of your school's tobacco 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 247NewMexico.com or contact info@247NewMexico.com to request free technical assistance for your school.

SECTION 7: COMMUNICATION

TOBACCO-FREE SCHOOL SIGNS

The 24/7 campaign offers bilingual tobacco-free signs at no cost to your school site or school district. To request free signs, visit 247NewMexico.com/signage.



12X18"
ALUMINUM SIGNS



8X8"
WINDOW DECALS



24X36"
LAMINATED INDOOR POSTERS

SECTION 7: COMMUNICATION

SAMPLE LETTERS TO PARENTS (ENGLISH)

Dear Parents,

(Name of school district or school site) has a tobacco-free school policy in place. This policy prohibits all tobacco and e-cigarette use by students, staff, and visitors at all times everywhere on campus, including school events after regular school hours and during off-site school activities. This policy also prohibits students, staff, and visitors from bringing tobacco products to school, as well as prohibits students from bringing tobacco products to off-site school activities. [Note: Tailor this sentence to your district's policy. Some districts choose to ban staff possession at off-site school events as well] A copy of the policy is attached.

We have put this policy in place for three main reasons:

- **HELP STUDENTS BE TOBACCO-FREE:** Youth spend a great deal of their time at school and school events. Keeping tobacco and e-cigarettes off campus means students don't see their friends and adults using tobacco, which helps make tobacco use less socially acceptable.
- **PROVIDE A HEALTHY AND POSITIVE ENVIRONMENT:** Breathing secondhand smoke can make others sick. It can trigger an asthma attack or worsen breathing problems. Staff and visitors smoking on campus or at school events place others at risk. We want to keep our schools healthy for everyone. Additionally, tobacco-free schools create the best social and learning environment for youth. Tobacco use at school distracts from learning and is linked to school failure and truancy.
- **COMPLY WITH FEDERAL AND STATE REGULATIONS:** Federal and state law prohibit smoking in elementary, intermediate, and secondary schools. Additionally, state law directs school boards to prohibit "the use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers ... in school buildings, on school premises and by students at school-sponsored activities away from school grounds."

Tobacco-free schools provide positive role modeling for students. Schools are a place where children develop lifelong behaviors, and we are committed to ensuring smoking, chewing tobacco and e-cigarettes are not one of these behaviors.

We have placed signs about the policy on all school campuses. We will also make announcements at school events to remind people that tobacco and e-cigarette use is not allowed at these events or on school property.

There are many helpful resources for youth or adults in our community who use tobacco and want to quit. New Mexico funds a free Quitline, 1-800-QUIT NOW (1-800-784-8669) // 1-855-DEJEO YA (1-855-335-3569) // QUITNOWNM.COM // DEJEOYANM.COM, that anyone can use at no charge.

We appreciate your help in supporting this policy. If you have questions or comments about the policy, please call the principal at your child's school at _____.

Sincerely,

SECTION 7: COMMUNICATION

SAMPLE LETTERS TO PARENTS (SPANISH)

Estimados Padres,

(Nombre del distrito escolar o la escuela) tiene una política libre de tabaco en sus instalaciones. Esta política prohíbe el uso de todo tipo de tabaco y cigarrillos electrónicos en los estudiantes, el personal y los visitantes en todo momento y cualquier lugar del campus, incluyendo eventos de la escuela después de las horas regulares y durante las actividades escolares fuera del sitio. Esta política también prohíbe a los estudiantes, personal y visitantes traer productos de tabaco a la escuela, así como también prohíbe a los estudiantes llevar los productos de tabaco a las actividades escolares fuera del sitio. [Nota: esta frase de acuerdo a las reglas de su distrito. Algunos distritos eligen prohibir al personal la posesión en eventos de la escuela y fuera de las instalaciones también] Una copia de la póliza esta adjunta.

Hemos puesto esta política por tres razones principales:

- **Ayudar a los Estudiantes a ser Libres de Tabaco:** Los jóvenes pasan una gran parte de su tiempo en la escuela y eventos escolares. Mantener el tabaco y los cigarrillos electrónicos fuera de la escuela significa que los estudiantes no ven a sus amigos y los adultos consumiendo tabaco, lo que ayuda a que el consumo de tabaco sea menos socialmente aceptable.
- **Proporcionar un Ambiente Sano y Positivo:** Respirar el humo de segunda mano puede hacer que los demás se enfermen. Pueden provocar un ataque de asma o empeorar los problemas respiratorios. El personal y los visitantes que fuman en el sitio o en eventos escolares ponen en peligro a otros. Queremos mantener nuestras escuelas saludables para todos. Además, las escuelas libres de tabaco crean el mejor entorno social y de aprendizaje para los jóvenes. El consumo de tabaco en la escuela distrae de aprendizaje y está vinculado al fracaso escolar y absentismo escolar.
- **Cumplir con los Reglamentos Federales y Estatales:** La ley federal y estatal prohíbe fumar en las escuelas primarias, intermedias y secundarias. Además, la ley estatal dirige las juntas escolares para prohibir “el uso, posesión y distribución de productos de tabaco, los cigarrillos electrónicos y recipientes de líquido de nicotina ... en los edificios escolares, en las instalaciones escolares y por los estudiantes en las actividades patrocinadas por la escuela fuera de la escuela.”

Escuelas libres de tabaco proporcionan modelos positivos para los estudiantes. Las escuelas son un lugar donde los niños desarrollan comportamientos para toda la vida, y estamos comprometidos a garantizar que el fumar, mascar tabaco y los cigarrillos electrónicos no sean una de estas conductas.

Hemos colocado señales sobre la política en todos los planteles escolares. También vamos a hacer anuncios en eventos escolares para recordarle a la gente que el tabaco y el uso del e-cigarrillo no está permitido en estos eventos o en la propiedad escolar.

Hay muchos recursos útiles para los jóvenes o adultos en nuestra comunidad que usan tabaco y quieren dejar de fumar. Nuevo Mexico financia una línea de ayuda gratuita, 1-800-QUIT-NOW (1-800-784-8669) // 1-855-DEJELO-YA (1-855-335-3569) // QUITNOWNM.COM // DEJELOYANM.COM, que cualquier persona puede utilizar sin costo alguno.

Apreciamos su ayuda en el apoyo a esta política. Si tiene alguna pregunta o comentario acerca de la política, por favor, póngase en contacto con [agregue nombre e información de de la persona].

Sinceramente,

SECTION 7: COMMUNICATION

SAMPLE STAFF MEMO

Dear Staff,

Our school district values the health and well-being of all students and staff. To ensure we maintain a positive, healthy learning environment, [Name of School District] has a **tobacco-free school policy** in place that prohibits **all tobacco and e-cigarette use by students, staff, and visitors at all times**, including school events after regular school hours and at off-site school activities. This policy also prohibits students, staff, and visitors from bringing tobacco products to school and prohibits students from bringing tobacco products to off-site school activities. [Note: Tailor this sentence to your district's policy. Some districts choose to ban staff possession at off-site school events as well]. A copy of the policy is attached.

We have put this policy in place for three main reasons:

- **Help Students Be Tobacco-Free:** Youth spend a great deal of their time at school and school events. Keeping tobacco and e-cigarettes out of the school environment means students don't see their friends or adults using tobacco, which helps make tobacco use less socially acceptable.
- **Provide A Healthy and Positive Environment:** Breathing secondhand smoke can make others sick or worsen breathing problems like asthma. We want to keep our schools healthy for everyone. In addition, tobacco use at school easily distracts from learning and is linked to school failure and truancy and other risk behaviors.
- **Comply With Federal and State Regulations**

As staff, it is critical we are aware of and in compliance with our tobacco-free school policy. **Our tobacco-free policy must be enforced in order to be effective.** It is also important we recognize our position as role models for our youth. **All school personnel are required to enforce our tobacco-free school policy.** Here at [Name of School], staff should refer students who are found violating the policy to [customize this information for your school]. Ignoring violations or only warning students compromises the effectiveness of our policy.

It is our job to work together to provide a positive and healthy learning environment for our youth and fellow staff. As a tobacco-free school, we are paving the way for a lifetime of healthy decision-making in our students.

There are many helpful resources for youth or adults in our community who use tobacco and want to quit. New Mexico funds a free Quitline, 1-800-QUIT-NOW (1-800-784-8669) // 1-855-DEJELO-YA (1-855-335-3569), that anyone can use at no charge. Web-based services are also available at QUITNOWNM.com and DEJELOYANM.com. Participants by either phone or web are eligible to take advantage of a text messaging service, which supports this free tobacco cessation program.

We appreciate your help in supporting this policy. If you have questions or comments about the policy, please feel free to contact [Insert Point of Contact Here].

Sincerely,

[Principal / School Administrator]

SECTION 7: COMMUNICATION

SAMPLE SCHOOL-SPONSORED EVENT ANNOUNCEMENTS

School-sponsored events, such as athletic events and theater performances, are an opportunity for students, staff, and community members to have fun and celebrate student talent without being exposed to secondhand smoke or seeing tobacco use.

Regular announcements at events are a simple and effective strategy for getting the message across, especially when used in combination with signage and information in event flyers or brochures. We recommend multiple announcements throughout the course of an event – for example, at the beginning of the event, at the start of each break, and at the end of the event.

The following are sample announcements you can modify and use at your school-sponsored athletic events. These are easily adaptable for other events, such as theater performances:

15 SECONDS: For the safety of our students, (name of school) is proud to have a truly tobacco-free school policy. At this time, we would like to remind our home fans and visitors that the use of tobacco products or electronic cigarettes during tonight's sporting event is strictly prohibited. We appreciate your support and would like to thank you for keeping our school and stadium tobacco-free. Enjoy the game!

15 SEGUNDOS: Para la seguridad de nuestros estudiantes (nombre de la escuela) se enorgullece de tener una política escolar de 100% libre de tabaco. En este tiempo, quisiéramos recordarles a nuestros aficionados de casa y a los visitantes que el uso de cualquier producto de tabaco durante el acontecimiento deportivo de esta noche se prohíbe estrictamente. Apreciamos su apoyo y quisiéramos darles las gracias por mantener nuestra escuela y nuestro estadio libre de tabaco. ¡Gocen el juego!

15 SECONDS: About 1,500 New Mexico youth under 18 become new tobacco users each year. That is one reason why (name of school) has a truly tobacco-free school policy. Tobacco and e-cigarette use of any kind is strictly prohibited on all school property – including in and around the stadium and parking lots. Thank you for your support and for helping us keep our students tobacco-free.

15 SEGUNDOS: Como 1,500 niños de Nuevo México con menos de 18 años de edad se convierten en fumadores cada año. Esta es una de las razones porqué la escuela de (nombre de la escuela) tiene una política escolar de 100% libre de tabaco. El uso de tabaco de cualquier tipo está prohibido estrictamente en toda la propiedad escolar – incluyendo dentro y alrededor del estadio y de los estacionamientos. Gracias por su apoyo y por ayudarnos a mantener a nuestros estudiantes libres de tabaco.

15 SECONDS: Tobacco kills more than 1,200 Americans every day. Eighty percent of them started smoking before they were 18. This is one reason why (name of school district) schools are truly tobacco-free. We would like to remind our visitors and fans that tobacco and e-cigarette use of any kind during tonight's game is prohibited. Thank you for your support, and enjoy the game!

SECTION 7: COMMUNICATION

15 SEGUNDOS: El tabaco mata a más de 1,200 americanos todos los días. Ochenta por ciento de ellos comenzaron a fumar antes de que tuvieran 18 años de edad. Esta es una de las razones porqué la escuela de (nombre de la escuela) tiene una política escolar de 100 % libre de tabaco. Quisiéramos recordarles a nuestros visitantes y aficionados que el uso de tabaco de cualquier tipo durante el juego de esta noche está prohibido. ¡Gracias por su apoyo y goce el juego!

30 SECONDS: Hey, fans! Did you know that tobacco use is the number one cause of preventable death in New Mexico? Every year more than 2,600 people in our state die from the use of tobacco products – more than those who die from AIDS, alcohol, traffic accidents, illegal drugs, murder and suicide combined. This is one reason why our school is truly tobacco-free. This means no tobacco or e-cigarette use anytime, by anyone, anywhere on campus – including stadiums and parking lots. We appreciate your support, and thank you for keeping our school and stadium tobacco-free. Enjoy the game!

30 SEGUNDOS: ¡Hola aficionados! ¿Sabían ustedes que el uso de tabaco es la causa número uno de muerte evitable en Nuevo México? Cada año más de 2,600 personas en nuestro estado mueren por el uso de productos de tabaco – más que aquellos que mueren de SIDA, alcohol, accidentes de tráfico, drogas ilegales, asesinato y suicidio combinadas. Esta es una de las razones porqué la escuela de (nombre de la escuela) tiene una política escolar de 100% libre de tabaco. Esto significa nada de tabaco en cualquier tiempo, por cualquier persona, en cualquier sitio del campus – incluyendo estadios y estacionamientos. Apreciamos su apoyo y les damos las gracias por mantener nuestra escuela y nuestro estadio libre de tabaco. ¡Goce el juego!

SECTION 8: COMPLIANCE AND ENFORCEMENT

Policies need to be enforced in order to be effective. To help ensure policy compliance, the New Mexico Administrative Code ruling 6.12.4.8 requires each school district and state-chartered charter school to “establish adequate provisions for its enforcement, including the enumeration of possible sanctions or disciplinary action, consistent with applicable statutory and case law.” It is up to each school or district to determine its specific discipline procedures for students, staff, and visitors.

One recent study found that enforcement of school tobacco-free policies was associated with fewer observations of tobacco use by minors on school grounds as well as lower rates of current smoking among students.

SIMPLY STATED: Enforcement of school tobacco-free policies makes a positive impact on reducing student tobacco use.

While not required, the 24/7 campaign strongly encourages utilizing supportive discipline options (non-punitive options) for positive student outcomes. This recommendation aligns with the U.S. Department of Education’s Supportive School Discipline initiative that aims to reduce suspensions and expulsions and support effective alternatives for policy violations.

ENFORCING YOUR SCHOOL’S TOBACCO-FREE POLICY

WRITE DOWN ENFORCEMENT PROCEDURES

As with all school policies, it is important to establish written enforcement procedures that are fair, clear, and consistently implemented. Procedures need to be developed for all potential violators: students, staff and visitors. Many schools find that developing a written checklist outlining these procedures facilitates consistent implementation.

USE PROGRESSIVE AND SUPPORTIVE DISCIPLINE FOR STUDENTS

School administrators are strongly encouraged to develop supportive discipline procedures for students that emphasize education and restorative consequences as opposed to suspension. The main purpose of consequences for violations is for students and others to learn from their mistakes and make better decisions in the future. Through required educational interventions, voluntary cessation support, and parent communication, students can be supported to honor the policy and make positive changes in their tobacco and/or e-cigarette use.

ENSURE THAT ALL STAFF MEMBERS ENFORCE THE RULES

All school personnel are required to enforce the tobacco-free school policy. This includes food service workers and custodial staff as well as security, teachers, and administrators. The main role for most school staff is to refer students who are suspected of violating the policy to appropriate personnel. Some staff may believe that either ignoring violations or warning students to stop using tobacco and/or e-cigarettes is better than making a referral. Unfortunately, this leads to inconsistency and unfairness, and undermines a culture of respect and safety.

DESIGNATE SOMEONE TO OVERSEE IMPLEMENTATION

The direct implementation of the policy and procedures can be designated to one person, typically an administrator at the school site. This individual should immediately confiscate the tobacco or e-cigarette product and related paraphernalia from the student who has violated the policy in addition to assigning and tracking consequences.

SECTION 8: COMPLIANCE AND ENFORCEMENT

PROGRESSIVE DISCIPLINE FOR STUDENTS

Progressive discipline means that disciplinary procedures start with less punitive consequences and become more punitive with each violation during a school year. In addition to progressive discipline, it is recommended that education and referral to cessation be included in disciplinary consequences. Tobacco use is often more than a disciplinary issue; in many cases, it is also an addiction issue.

Note that a verbal warning is not listed for students because every student violation of the tobacco-free policy should be referred for disciplinary action. Additionally, the response to all violations should include a search for tobacco products, e-cigarettes, and related materials, followed by immediate confiscation of those products and related equipment.

Below are recommended enforcement protocols.

FIRST OFFENSE:

- Notification of parent/guardian by telephone or written communication
- Conference with student
- Educational session with school nurse or counselor or school-based health center staff (group or individual), including referral to cessation services

SECOND OFFENSE:

- Immediate removal for remainder of school day (required pick up by parent/guardian)
- Conference with student and parent
- Individual counseling session with school nurse or counselor, including referral to cessation services and No Use at School Plan

THIRD OFFENSE OR MORE:

- In-school suspension or out-of-school suspension (1-3 days)
- Counseling session with school nurse or counselor, including mandatory referral to cessation services
- Required school or community service

SECTION 8: COMPLIANCE AND ENFORCEMENT

PROGRESSIVE DISCIPLINE FOR VISITORS

The first step in enforcing the policy with parents and visitors is to gently but assertively inform them about the policy. Many parents and visitors who possess or use tobacco products or e-cigarettes on school property or at school events are either unaware of the policy or have forgotten about the policy. In these cases, a gentle verbal reminder is all that is needed to obtain compliance (see page 27 for suggestions on how to remind parents and other visitors). The verbal reminder should include information about the policy so that the visitor understands that in the future they need to ensure that tobacco products and e-cigarettes are not brought to the event or school property in the first place.

When parents or other visitors are unwilling to comply with a request to refrain from tobacco or e-cigarette use on campus or at events, schools need to have a plan in place for appropriate enforcement. Examples include a parent who refuses to stop smoking while waiting in his or her car to pick up a student or an attendee at a sporting event who refuses to stop using an e-cigarette.

Here is a suggested progressive enforcement plan for parents and campus visitors who do not respond to a simple verbal request to refrain from using tobacco products or e-cigarettes on school property:

FIRST VIOLATION: Make a clear statement about the need for visitors to comply with the school's policy, including a reason for the policy.

SECOND VIOLATION: Inform the visitor of the policy again. Suggest that the visitor leave the school campus or event if they want to continue smoking, chewing, or using an e-cigarette. Let them know that they will be required to leave if they continue to violate the policy.

THIRD VIOLATION: Ask security personnel or a school administrator to escort the visitor off campus or away from the school event.

At the point that a visitor needs to be escorted off campus, and they resist leaving, law enforcement may need to be called in to support school personnel.

SECTION 8: COMPLIANCE AND ENFORCEMENT

SAMPLE STATEMENTS FOR VISITOR ENFORCEMENT

- “Pardon me, our school has a tobacco-free policy in place – this means tobacco and e-cigarettes are prohibited on campus.”
- “I’m sorry, but I must ask you to comply with our school/school district’s tobacco-free policy by putting out your cigarette. Our school policy prohibits everyone – students, staff, and visitors – from bringing tobacco products to school grounds.”
- “Excuse me, but I must ask you to put away your chewing tobacco. We have a tobacco-free school policy in place on our campus that prohibits students, staff, and visitors from having tobacco of any kind on school property.”
- “We need to ask all visitors to comply with our school’s tobacco-free schools policy. Our goal is to model healthy behaviors to our students and to protect students, staff, and visitors from secondhand smoke. Thank you for your help.”
- “We ask everyone to comply with our tobacco-free policy and appreciate your help by putting away your chewing tobacco/cigarette/e-cigarette.”
- “You may not have noticed our signs indicating that the school is tobacco-free. If you wish to smoke/chew/use e-cigarettes, you are welcome to leave the grounds and come back when you are finished. Thank you.”
- “Our tobacco-free school policy extends to school events off school property. Please do not use tobacco of any kind during this event.”

SECTION 8: COMPLIANCE AND ENFORCEMENT

EDUCATIONAL INTERVIEW GUIDE FOR STUDENTS

An educational session on tobacco conducted by a knowledgeable staff member offers an effective, feasible alternative to punitive consequences for violations of the tobacco-free policy. The following guide can be used by a variety of school personnel. Based on the model of motivational interviewing, participation in this kind of educational intervention may increase the readiness of a student to quit tobacco as well as improve compliance with school tobacco policies.

TIME: 30-45 minutes (can be conducted in three, 10- to 15-minute sections)

WHO: School Nurse, School Counselor, Health Educator, School-Based Health Clinician, or Other Support Personnel

OBJECTIVES:

1. Student will increase knowledge about harmful effects of tobacco use.
2. Student will increase motivation to quit.
3. Student will quit or reduce use of tobacco products.
4. Student will stop using tobacco products on school property or at school events.

OUTLINE OF THE MEETING:

- Establish rapport with the student.
- Allow student to express his or her own ideas about tobacco use.
- Allow student to explore his or her ideas about changing the behavior or not doing so.
- Inform the student about resources for quitting if he or she is considering quitting or is ready to quit.
- Address the need to respect school policy. Help the student make a plan for how to stay out of trouble, while furthering the student's own goals.

SUGGESTIONS FOR THE MEETING:

Use Motivational Interviewing to help the student motivate him or herself to change the behavior:

- Show empathy.
- Point out discrepancies, from a neutral point of view, between the behavior and other values, goals or behaviors.
- Go along with resistance; don't oppose the student.
- Avoid arguments so that a deadlock doesn't result.
- Listen for and reinforce "change talk," comments that indicate a desire, ability, reason, and need to change behavior and a commitment to do so.
- Support self-confidence in the student's abilities; draw attention to past successes and recent achievements.

Establish rapport and find out what the student is interested in:

- What are you involved in?
- What kinds of things do you enjoy?
- What are your goals after you finish high school? What would you like to do/be in the future? Does this include smoking/chewing/using e-cigarettes?

SECTION 8: COMPLIANCE AND ENFORCEMENT

EDUCATIONAL INTERVIEW GUIDE FOR STUDENTS (cont.)

Inquire about student's knowledge about tobacco:

- What do you know about tobacco?

Learn about the student's tobacco use:

- What do you like about smoking/chewing/using e-cigarettes?
- What, if anything, don't you like about smoking/chewing/using e-cigarettes?
- About how often do you smoke/chew/use e-cigarettes?
- How many times in the last week/month?

IF ONE-TIME EVENT:

- Discuss decision-making: Choices affect you now and later
- Discuss addiction: How using tobacco leads to addiction; explain the adolescent brain is especially susceptible to chemicals because it's still developing; show picture of how nicotine affects the brain
- Discuss immediate effects of tobacco use:
 - Get in trouble at school or home
 - Smoking may stain your teeth and turn your fingers yellow
 - Friends might not like it, especially boy/girlfriend
 - Impacts lung function and athletics
 - Other
- Discuss long-term effects of tobacco use. (For more information about the health effects of smoking, visit the CDC's website at http://www.cdc.gov/tobacco/basic_information/health_effects/index.htm)
- Get insight into other ways they could address the situation/their needs without using tobacco or e-cigarettes. This may lead to making a referral to help students deal with stress, academic, or addiction issues that might otherwise have been overlooked. If tobacco use is part of how a student copes with stress, the school counselor can help the student figure out alternative coping strategies. Be sure to prepare the school counselor or nurse for such referrals.

IF REGULAR OR ADDICTED TOBACCO USER:

- At what age did you start using?
- Where do you get tobacco or e-cigarettes?
- Who do you know who uses tobacco or e-cigarettes (want to find out if family members, close friends are using tobacco)?
- What are the reasons you use tobacco or e-cigarettes?
- Get insight into other ways they could address the situation/their needs without using tobacco or e-cigarettes. This may lead to making a referral to help students deal with stress, academic, or addiction issues that might otherwise have been overlooked. If tobacco use is part of how a student copes with stress, the school counselor can help the student figure out alternative coping strategies. Be sure to prepare the school counselor or nurse for such referrals.

SECTION 8: COMPLIANCE AND ENFORCEMENT

EDUCATIONAL INTERVIEW GUIDE FOR STUDENTS (cont.)

WHAT DO YOU KNOW ABOUT SMOKING/CHEWING/USING E-CIGARETTES? ENGAGE IN A CONVERSATION, ADDING THIS INFORMATION:

- Ask a question about prevalence here. “What percent of high school students use cigarettes/e-cigarttes/smokeless tobacco?” Get their perception. Then tell the student the actual number and probe why he or she thinks it is more than it is. Discuss how perceptions aren’t always reality. You could bring in advertising and smoking in the movies, the way the health effects are not demonstrated.
 - Current High School Youth Cigarette Use: 11.4%¹⁶
 - Current High School Youth Cigar Use: 10.5%¹⁶
 - Current High School Youth Smokeless Tobacco Use: 8.7%¹⁶
 - Current High School Youth E-Cigarette Use: 24%¹⁶
 - Current Middle School Youth E-Cigarette Use: 12%¹⁶
- Most smokers become addicted when they are a teen.¹⁶
- E-cigarettes are not safe for youth. Nicotine exposure during adolescence may have lasting adverse consequences for brain development.¹⁷
- The aerosol produced by e-cigarettes is not harmless water vapor; it can contain nicotine and other toxins.¹⁷

WHERE ARE YOU WITH THE IDEA OF QUITTING?

- If not interested in quitting: What do you need to do so that you can respect school policy and not use tobacco during school and at school events?
 - Complete “Getting Through the School Day Without Tobacco” (see page 33)
- If in contemplation, preparation, or action state of quitting, reinforce importance for change and the student’s belief in his or her ability to make a change in tobacco use.
 - Go online together to Teen.Smokefree.gov
 - Go online to www.quitnownm.com or call Quit Now NM together, 1-800-QUIT-NOW (1-800-784-8669) // 1-855-DEJELLO-YA (1-855-335-3569)
 - Refer to cessation class or school counselor, nurse, or school-based health center for more support

IDENTIFY NEXT STEPS

- Set date for the student to check in with you or ask the student to check in after they have completed the actions identified.
- Set up a procedure for the student to check in with you about how he or she is doing with no use at school and/or other objectives.

SECTION 8: COMPLIANCE AND ENFORCEMENT

PROGRESSIVE DISCIPLINE ASSIGNMENTS FOR STUDENTS

MIDDLE SCHOOL

1. Do activities at Teen.smokefree.gov:
 - a. Quizzes: Students can take up to six quizzes and print results for documentation
 - b. Support Text Messages: Students can show that he/she has registered to receive text messages to support quitting tobacco
2. Community or school service:
 - a. Trash pick up often involves cleaning up cigarette butts or other tobacco related materials
 - b. Other school or classroom cleanup activities may also be a way of repairing harms done to the school environment
3. Research and write or present a report on one of the following subjects:
 - a. How many preventable deaths are caused in New Mexico, the U.S., and worldwide due to tobacco?
 - b. What are the ingredients in cigarettes and their other uses?
 - c. What are 10 harmful effects of smoking tobacco?
 - d. How does tobacco affect the environment?
 - e. How much do tobacco companies spend on advertising in the U.S. and in New Mexico every day, every year? How much do they pay for an ad?
4. Calculate how much tobacco/cigarettes/e-cigarettes cost per week, month, and year for themselves and for a pack-a-day user. What else could be purchased with that money each year?
5. Find a print ad for a tobacco or e-cigarette product and answer these questions in writing (basic deconstruction questions) or design a “counterad” that tells the truth about these products
 - a. Whose message is this? Who created or paid for it? Why?
 - b. Who is the “target audience”? What are the clues (words, images, sounds, etc.)?
 - c. What is the ad doing to persuade you to use the product?
 - d. What part of the story is not being told?

HIGH SCHOOL

1. Community Service Project:
 - a. Volunteer at hospital or senior center with patients who have tobacco-related illnesses
 - b. Volunteer with the American Lung Association or American Cancer Society
 - c. Volunteer in a dental office
2. Interview someone who has used tobacco for at least 10 years, and write answers to these questions:
 - a. When and why did you start using tobacco?
 - b. Have you tried to stop? What happened?
 - c. How has using tobacco affected you?
 - d. How has your tobacco use impacted your family?
 - e. What would you like to tell me about using tobacco?

SECTION 8: COMPLIANCE AND ENFORCEMENT

3. Interview a family member of someone who died from tobacco use, and write up what you learned.
4. Call insurance companies, and ask how premiums change for a tobacco user vs. nonuser.
5. Research and write or present a report on one of the following subjects:
 - Life expectancy for a tobacco user vs. nonuser
 - How tobacco affects the environment
 - Other countries' laws around tobacco use, use rates, and death rates
 - Products that contain nicotine, other than cigarettes; find out why there is such a variety of products
 - Smokeless tobacco products, their packaging, and their health effects
6. Take a fitness test or evaluation.
7. Select a fact sheet at www.tobaccofreekids.org or thetruth.com, and write down at least three facts and why they are of interest to you.

SECTION 8: COMPLIANCE AND ENFORCEMENT

GETTING THROUGH THE SCHOOL DAY WITHOUT TOBACCO

Student Name: _____ Date: _____

WHEN DO YOU HAVE CRAVINGS FOR TOBACCO?	WHEN DO YOU USE TOBACCO AT SCHOOL?
<input type="checkbox"/> before school	<input type="checkbox"/> before school
<input type="checkbox"/> during lunch	<input type="checkbox"/> during lunch
<input type="checkbox"/> after school	<input type="checkbox"/> after school
<input type="checkbox"/> with my friends: which one(s): _____	<input type="checkbox"/> with my friends: which one(s): _____
<input type="checkbox"/> during classes: which one(s)? _____	<input type="checkbox"/> during classes: which one(s)? _____
<input type="checkbox"/> when I am bored	<input type="checkbox"/> when I am bored
<input type="checkbox"/> during passing periods: which one(s)? _____	<input type="checkbox"/> during passing periods: which one(s)? _____
<input type="checkbox"/> other: _____	<input type="checkbox"/> other: _____

A. MY PLAN:

1. Use Nicotine Replacement Therapy (NRT) during the school day: patch, gum or lozenges.

The NRT must be stored in the nurse's office. You can get it from the nurse as needed/prescribed.

2. Distract myself from cravings:

Keep my hands busy:

Text a friend

Draw

Help a teacher grade/clean

Have a healthy snack or drink water

Listen to music

Take deep breaths

Go for a walk

Positive self-talk

Chew gum

Other _____

Other _____

SECTION 8: COMPLIANCE AND ENFORCEMENT

3. I will change my routine:

Hang out with friends who don't smoke during times when I usually smoke at school

Take a different route to classes

Not hang out in known smoking areas

Other _____

Other _____

4. I will find support:

Tell friends that I have decided not to use at school

Find a friend to talk to when I have a craving

Hang out with friends who don't smoke

Talk to a teacher or staff member who cares about me

Visit the school-based health center to get support

Other _____

Student Signature

Nurse/Counselor Signature

SECTION 9: CESSATION AND SUPPORT

Because nicotine dependence can start early in an adolescent's use of tobacco products, cessation resources should be offered to the student beginning at the first offense.

No one can be forced to quit. Quitting is a choice that must be made by a tobacco user, whether student or staff. Research has shown that most teen smokers do want to quit but have been unsuccessful in their previous attempts.

New methods of cessation support using media that youth use most often, like texting and the Internet, are now available. Online support, telephone counseling and text messages can all provide valuable support for teens who would like help with quitting.

FREE CESSATION RESOURCES FOR STUDENTS AND ADULTS

- **Quit Now NM**
1-800-QUIT-NOW (1-800-784-8669) // 1-855-DEJEO-YA (1-855-335-3569) // QUITNOWNM.COM // DEJEOYANM.COM. Quit Now NM is the Department of Health's free quitline to help New Mexicans quit tobacco. Participants receive:
 - Services for youth and adults
 - Free nicotine patches, gum or lozenges, as appropriate
 - Programs for all tobacco users
 - Unlimited sessions with a trained quit coach
 - Free personal quit plan
 - Free self-help materials
 - All services available in English and Spanish.
- **Smokefree Teen (Sft)**
www.Teen.Smokefree.gov
This site is a joint project of the U.S. Department of Health & Human Services, National Institutes of Health, National Cancer Institute (NCI), and USA.gov. It features teen images and language, and offers text messages, quizzes, comics, live chat with an NCI counselor, links to state quit lines, and more.
- **SmokefreeTXT**
<http://Smokefree.gov/SmokeFreeTxt> // Text START to 47848 to get started
SmokefreeTXT is a mobile text messaging service designed for adults and young adults across the United States who are trying to quit smoking. The program was created to provide 24/7 encouragement, advice, and tips to help smokers quit smoking and stay quit.

OTHER COUNSELING RESOURCES

Many high schools in New Mexico have school-based health centers that provide behavioral health services to students. To find a school-based health center near you, visit <http://www.nmasbhc.org>.

SECTION 10: CULTURAL COMPETENCE

To a great degree, the success of a school's tobacco-free policy depends on understanding cultural and situational differences among students, especially those most likely to use tobacco products. Knowledge and appreciation of these differences is essential for creating and enforcing tobacco-free school policies appropriate for the students in our schools and supporting success for the students who are most at risk.

Here are six areas to consider when implementing and communicating your policy:

- **LANGUAGE**
Ensure that written and verbal messages are provided in the languages used by both students and adults in each community.
- **READING LEVEL**
Write materials, including letters to parents, in clearly understood language, preferably at a 6th grade reading level, using short sentences and simple vocabulary. It is also helpful to add visual images that communicate the same message.
- **TRADITIONAL PRACTICES**
Tobacco has been used by Native American communities as offerings to the spirits, for planting, for gathering food, for healings and for ceremonies. In these communities, it is important to distinguish concerns about commercial tobacco from tobacco used in a sacred and traditional context.
- **IMAGES THAT REFLECT THE COMMUNITY**
When creating or selecting images to include in written materials, include people, landscapes and buildings that represent your community.
- **TYPE OF TOBACCO PRODUCTS USED IN THE COMMUNITY**
Research which types of tobacco products are more heavily used in your area, and emphasize those products in your communications. For example, smokeless tobacco is not heavily used in some areas, but it is the primary tobacco product in others.
- **DEVELOPMENTAL LEVEL**
Tailor communication to the age of students. For example, at secondary schools, posters could include information about the effects of tobacco products, whereas at elementary schools, simple signs with the rules about tobacco are sufficient.

SECTION 11: RESOURCES

MODEL POLICY - TOBACCO USE BY STUDENTS

G-1100 GBED

TOBACCO USE BY STUDENTS

The Board recognizes that the use of tobacco products is a health, safety, and environmental hazard for students, employees, visitors, and school facilities. The Board believes that the use of tobacco products on school grounds, in school buildings, on school property or at school-sponsored events is detrimental to the health and safety of students, staff and visitors.

The Board acknowledges that adult employees and visitors serve as role models for students. The Board recognizes it has an obligation to promote positive role models in schools and to promote a healthy learning and working environment, free from unwanted smoke and tobacco use, for students, employees, and visitors on the school campus.

The use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers, alcoholic beverages, mood-altering substances and illicit drugs is prohibited in all district property and premises owned, leased or contracted by the district including:

- School grounds, including athletic fields and other outdoor property
- School buildings
- School parking lots
- School buses and other district vehicles
- Off-campus school sponsored-events.
- Administrative offices and other district owned, non-school sites

These activities are prohibited at anytime, including non-school hours (24/7).

The meaning of the terms included herein shall be as provided in New Mexico Administrative Code 6.12.4.1 through 6.12.4.9. In addition, products designed or manufactured to imitate the products included in the definitions are prohibited, regardless of whether they contain tobacco or nicotine.

COMMUNICATION

The administration will develop a communication plan about the policy and enforcement procedures including information in student and employee handbooks, announcements at school-sponsored or school-related events, and appropriate signage that contains a listing of prohibited tobacco products posted in buildings and on school property in a manner and location that adequately notify students, staff and visitors including at the entrance to school buildings and athletic events.

REPORTING AND ENFORCEMENT

The Superintendent may establish procedures necessary to implement this policy. Progressive disciplinary action will be used, beginning with supportive options to promote positive student outcomes such as tobacco education or referral to counseling, parent conferences and school or community service. Referrals to resources to help students overcome tobacco addictions shall be provided when developmentally appropriate. Disciplinary penalties may ultimately include suspension of the student from school or a recommendation for expulsion when there is evidence of repeated and continuous violation of this policy. Parents/guardians will be notified of all violations and actions taken by the school.

SECTION 11: RESOURCES

All District employees are expected to cooperate in the enforcement of this policy. Student violations shall be reported to administrative personnel.

No school employee who in good faith reports any known or suspected use, possession or distribution of alcoholic beverages, mood-altering substances or illicit drugs shall be held liable for any civil damages as a result of such report or efforts to enforce this policy.

PREVENTION EDUCATION

The administration will consult with appropriate health organizations to identify and provide programs or opportunities for students to gain a greater understanding of the health hazards of tobacco use and the impact of tobacco use as it relates to providing a safe, orderly, clean and inviting school environment.

TRACKING AND EVALUATION

The district will monitor enforcement of the policy and the impact on student tobacco use by reviewing results of the biannual New Mexico Youth Risk and Resiliency Survey, tracking student violations and utilizing data to plan appropriate prevention and enforcement efforts. A review of the policy and related procedures will be conducted annually.

EXCEPTION: Lawful possession or use by a minor of a tobacco-cessation product approved by the United States food and drug administration shall be permitted by students following district policies for student self-administration of medications.

LEGAL REF:

24-16-3 *et seq.* NMSA *Dee Johnson Clean Air Act*
6.12.4.8 NMAC
1994 *Op. Att'y Gen. No. 94-03, 1994 N.M. AG LEXIS 4.*
20 U.S.C. 6083 *Pro-Children Act of 1994 (Environmental Tobacco Smoke).*
34 C.F.R. *Part 85 Drug Free Workplace Act*

CROSS REF.:

GBED - *Tobacco Use by Staff Members*
JK - *Student Discipline*
JKD - *Student Suspension/Expulsion*
JLCD - *Administering Medications to Students*
KF - *Community Use of School Facilities*
KFAA - *Tobacco Use on School Premises at Public Functions*

SECTION 11: RESOURCES

MODEL POLICY - TOBACCO USE BY STAFF MEMBERS/SMOKING

G-1100 GBED

TOBACCO USE BY STAFF MEMBERS/SMOKING

The use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers, alcoholic beverages, mood-altering substances and illicit drugs is prohibited in all district property and premises owned, leased or contracted by the district including:

- School grounds, including athletic fields and other outdoor property
- School buildings
- School parking lots
- School buses and other district vehicles
- Off-campus school sponsored-events.
- Administrative offices and other district owned, non-school sites

These activities are prohibited at anytime, including non-school hours (24/7).

The meaning of the terms included herein shall be as provided in New Mexico Administrative Code 6.12.4.1 through 6.12.4.9. In addition, products designed or manufactured to imitate the products included in the definitions are prohibited, regardless of whether they contain tobacco or nicotine.

The administration will develop a communication plan including information in student and employee handbooks, announcements at school-sponsored or school-related events, and appropriate signage that contains a listing of prohibited items posted in buildings and on school property in a manner and location that adequately notify students, staff and visitors including at the entrance to school buildings and athletic events.

The Superintendent may establish procedures necessary to implement this policy. Disciplinary penalties may be imposed in accord with policies of the District regarding employee conduct and disciplinary actions.

Referrals to resources to help staff overcome tobacco addictions shall be provided to staff who are found to be in violation of this policy.

The Superintendent may establish procedures for employees to receive training in the provisions of this policy, existing and emerging tobacco products, trends in youth tobacco use, prevention education and cessation support on an annual basis.

The prohibitions do not apply to an adult when possession or use of the tobacco products are for demonstration purposes as a necessary instructional component of a tobacco prevention or cessation program that is:

- Approved by the school.
- Established in accord with the New Mexico Revised Statute.

*LEGAL REF.: 24-16-3 et seq. NMSA Dee Johnson Clean Air Act
6.12.4.8 NMAC
1994 Op. Att'y Gen. No. 94-03, 1994 N.M. AG LEXIS 4.
20 U.S.C. 6083 Pro-Children Act of 1994 (Environmental Tobacco Smoke).
34 C.F.R. Part 85 Drug Free Workplace Act*

*CROSS REF.: GBEB - Staff Conduct
GCQF - Discipline, Suspension, Termination and Discharge of Professional Staff
Members
GDQD - Discipline, Suspension, Termination and Discharge of Support Staff Members
JICG - Tobacco Use by Students
KF - Community Use of School Facilities
KFAA - Tobacco Use on School Premises at Public Functions*

SECTION 11: RESOURCES

MODEL POLICY - TOBACCO USE/SMOKING ON SCHOOL PREMISES

K-1750 © KFAA

TOBACCO USE / SMOKING ON SCHOOL PREMISES

The use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers, alcoholic beverages, mood-altering substances and illicit drugs is prohibited in all district property and premises owned, leased or contracted by the district including:

- School grounds, including athletic fields and other outdoor property
- School buildings
- School parking lots
- School buses and other district vehicles
- Off-campus school sponsored-events.

These activities are prohibited at anytime, including non-school hours (24/7).

The meaning of the terms included herein shall be as provided in New Mexico Administrative Code 6.12.4.1 through 6.12.4.9. In addition, products designed or manufactured to imitate the products included in the definitions are prohibited, regardless of whether they contain tobacco or nicotine.

The administration will develop a communication plan including information in student and employee handbooks, announcements at school-sponsored or school-related events, and appropriate signage that contains a listing of prohibited items posted in buildings and on school property in a manner and location that adequately notify students, staff and visitors including at the entrance to school buildings and athletic events. Students, parents/guardians, staff, contractors and school volunteers will be notified annually of this policy in written materials, including but not limited to handbooks, manuals, contracts, newspapers and newsletters.

All District employees are expected to cooperate in the enforcement of this policy. Members of the public using or blatantly flaunting prohibited products on school premises and failing to respond to a verbal warning shall be requested to leave the premises by school supervisory personnel in accord with laws on trespass. Law enforcement may be notified to assist with enforcement.

No school employee who in good faith reports any known or suspected use, possession or distribution of alcoholic beverages, mood-altering substances or illicit drugs shall be held liable for any civil damages as a result of such report or efforts to enforce this policy.

The prohibitions do not apply to an adult when possession or use of the prohibited products are for demonstration purposes as a necessary instructional component of a tobacco prevention or cessation program that is approved by the school.

Tobacco advertising is prohibited anywhere on school grounds.

LEGAL REF.: 24-16-3 et seq. NMSA Dee Johnson Clean Air Act
6.11.2.9 NMAC
6.12.4.8 NMAC
1994 Op. Att'y Gen. No. 94-03, 1994 N.M. AG LEXIS 4.
20 U.S.C. 6083 Pro-Children Act of 1994 (Environmental Tobacco Smoke).
34 C.F.R. Part 85 Drug Free Workplace Act

CROSS REF.: GBED - Tobacco Use by Staff Members
JICG - Tobacco Use by Students

SECTION 11: RESOURCES

6.12.4 NMAC, TOBACCO, ALCOHOL AND DRUG FREE SCHOOLS RULE

TITLE 6 **PRIMARY AND SECONDARY EDUCATION**
CHAPTER 12 **PUBLIC SCHOOL ADMINISTRATION - HEALTH AND SAFETY**
PART 4 **TOBACCO, ALCOHOL AND DRUG FREE SCHOOLS**

6.12.4.1 **ISSUING AGENCY:** Public Education Department.
[6.12.4.1 NMAC - Rp, 6.12.4.1 NMAC, 12/15/2015]

6.12.4.2 **SCOPE:** This rule applies to school districts, local school boards and to state-chartered charter schools and governing bodies.
[6.12.4.2 NMAC - Rp, 6.12.4.2 NMAC, 12/15/2015]

6.12.4.3 **STATUTORY AUTHORITY:** This rule is promulgated by the secretary of public education and the public education department under the authority of Sections 9-24-8, 22-2-1, 22-2-2 and 22-5-4.4 NMSA 1978.
[6.12.4.3 NMAC - Rp, 6.12.4.3 NMAC, 12/15/2015]

6.12.4.4 **DURATION:** Permanent.
[6.12.4.4 NMAC - Rp, 6.12.4.4 NMAC, 12/15/2015]

6.12.4.5 **EFFECTIVE DATE:** December 15, 2015, unless a later date is cited at the end of a section.
[6.12.4.5 NMAC - Rp, 6.12.4.5 NMAC, 12/15/2015]

6.12.4.6 **OBJECTIVE:** The objective of this rule is to prohibit the use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers, alcoholic beverages, mood-altering substances and illicit drugs in school buildings, on school premises and by students at school-sponsored activities away from school grounds.
[6.12.4.6 NMAC - Rp, 6.12.4.6 NMAC, 12/15/2015]

6.12.4.7 **DEFINITIONS:**

A. "Alcoholic beverage" means any beverage containing more than one-half percent alcohol by volume, and includes all distilled or rectified spirits, potable alcohol or any similar alcoholic beverages, including all fermented or blended beverages and dilutions or mixtures of one or more of these alcoholic beverages.

B. "E-cigarette":
(1) means any electronic oral device, whether composed of a heating element and battery or an electronic circuit, that provides a vapor of nicotine or any other substances the use or inhalation of which simulates smoking; and
(2) includes any such device, or any part of it, whether manufactured, distributed, marketed or sold as an e-cigarette, e-cigar, e-pipe or any other product, name or descriptor; but
(3) does not include any product regulated as a drug or device by the United States food and drug administration under the Federal Food, Drug, and Cosmetic Act, 21 U.S.C. Section 301 et seq.

C. "Illicit drugs" means prescription and over-the-counter medications used for non-medical purposes, or not used as medically prescribed by lawfully authorized practitioners or as directed by the manufacturer's literature, and include all supplemental dietary or nutrition ergogenic aids, stimulants, nootropics, adaptogens, painkillers, sedatives and anxiolytics, blood boosters and other performance-enhancing drugs.

D. "Mood-altering substances" means substances that change, or are capable of changing, a person's emotional state, and include all stimulants, opioids, intoxicative inhalants and hallucinogens.

E. "Nicotine liquid container" means a bottle or other container of any substance containing nicotine where the substance is sold, marketed or intended for use in an e-cigarette.

SECTION 11: RESOURCES

F. “School personnel” includes all administrators, principals, teachers, counselors, social workers, speech therapists, psychologists, nurses, librarians and other support staff who is employed by a school, or who perform services for the school on a contractual basis.

G. “Tobacco product” means any product made or derived from tobacco that is intended for human consumption, including any component, part or accessory of a tobacco product. This includes, among other products, cigarettes, cigars, pipe tobacco, roll-your-own tobacco, dissolvable tobacco, and smokeless tobacco. Smokeless tobacco means any snuff or chewing tobacco.

[6.12.4.7 NMAC - Rp, 6.12.4.7 NMAC, 12/15/2015]

6.12.4.8 REQUIREMENTS: Each local school board or governing body shall establish a tobacco, alcohol and drug free school policy:

A. The policy shall provide specific rules of conduct prohibiting the use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers, alcoholic beverages, mood-altering substances and illicit drugs in school buildings, on school premises and by students at school-sponsored activities away from school grounds.

B. Each school district and state-chartered charter school shall detail the prohibited acts and activities under the policy, and shall establish adequate provisions for its enforcement, including the enumeration of possible sanctions or disciplinary action, consistent with applicable statutory and case law.

C. The policy shall provide that no school employee who in good faith reports any known or suspected use, possession or distribution of alcoholic beverages, mood-altering substances or illicit drugs shall be held liable for any civil damages as a result of such report or efforts to enforce the policy.

D. Each school district and state-chartered charter school shall develop and implement a procedure for effectively communicating the policy to students, their parents and families, school personnel, visitors on school premises, and to local residents, groups, businesses and organizations served by the school.

E. Each school district and state-chartered charter school shall post conspicuous notices on all school premises prohibiting the use, possession and distribution of tobacco products, e-cigarettes and nicotine liquid containers, alcoholic beverages, mood-altering substances and illicit drugs, in school buildings, on school premises and by students at school-sponsored activities away from school grounds.

[6.12.4.8 NMAC - Rp, 6.12.4.8 NMAC, 12/15/2015]

6.12.4.9 EXCEPTION: Sections 6 and 8 of this rule shall not include the lawful possession or use by a minor of a tobacco-cessation product approved by the United States food and drug administration.

[6.12.4.9 NMAC -N, 12/15/2015]

HISTORY OF 6.12.4 NMAC:

PRE-NMAC HISTORY: The material in this regulation is derived from that previously filed with the State Records Center and Archives under: State Board of Education Regulation No. 94-2, Regulation on Tobacco Free School Districts, filed July 19, 1994.

HISTORY OF REPEALED MATERIAL:

6.12.4 NMAC, Tobacco, Alcohol and Drug Free School Districts, filed 5/16/2001 - Repealed effective 12/15/2015.

SECTION 11: RESOURCES

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