

Sample College/University President's Launch Letter

President's Message

[Enter date]

Today's the day. [College/University name] is now officially tobacco free at locations we own or wholly lease.

This is a tremendous accomplishment for us as an institution. We are walking the talk of promoting healthy behaviors, and we are reducing the physical and social costs of tobacco use. Everyone benefits—our faculty, our staff, our students, our vendors and visitors.

This was a day that was reached after a long, deliberate and well-thought-out process that involved discussions and collaboration by the University System of Georgia, Georgia Department of Public Health, [Other as applicable], and others. Our goal was to implement this policy in a way that was respectful of smokers and nonsmokers alike.

That's why for months before the start of today's tobacco-free policy [College/University name] staff/coalition worked with Georgia Tobacco Use Prevention Program to reach out to smokers with information and resources to help them quit. The timeline allowed everyone to plan on how to adapt to this new policy and, if possible, find ways to quit using tobacco.

And I'm please to say this approach has been successful. I understand how difficult it can be to quit and I want to acknowledge and congratulate those of you who have stopped using tobacco. If you are ready to quit, I encourage you to visit <https://dph.georgia.gov/georgia-tobacco-quit-line> or call 1-877-270-STOP (1-877-270-7867).

Taking our campuses tobacco free was the right thing to do for a lot of reasons. We should all be proud of our accomplishment and of the roles we've played in making this happen. In implementing this phase of wellness initiative, we are not only improving the health of those here at [College/University name], we are becoming a model for other institutions.

I would like to extend my sincere thanks to everyone in our organization for the professional and understanding manner in which we have implemented this new policy.