

Tobacco-Free Campus Evaluation Plan Template

| Policy Steps | Responsible Party | Communication and Media Support Required |
|---|---|---|
| 1. Build Coalition | <ul style="list-style-type: none"> Coalition staff Coalition members | Newspaper story on coalition presence and mission |
| 2. Conduct Assessment: <i>Ensure sufficient data to establish a problem that a tobacco-free policy could address</i> | <ul style="list-style-type: none"> Coalition staff Coalition members with access to data that informs the impacts of tobacco use on campus | <ul style="list-style-type: none"> Do poll or story in student newspaper about issues associated with campus tobacco use Create social media site for students to comment on campus tobacco use |
| 3. Set Policy Goals and Create Action Plan | <ul style="list-style-type: none"> Coalition members Coalition staff | None needed |
| 4. Identify and Develop Policy: <i>Adapt model tobacco-free campus policy or select other policy option to address identified tobacco issues</i> | <ul style="list-style-type: none"> Coalition staff Coalition sub-committee Full coalition membership | None needed |
| 5. Make your case: <i>Present data to demonstrate problem, develop talking points and issue brief that lays out issue and policy solution; educate students, faculty and broader community</i> | <ul style="list-style-type: none"> Coalition staff Sub-committee of coalition membership | Guest editorial in campus paper about results of data collection |
| 6. Prepare for and Present to decision makers. <i>Get the policy adopted, prepare for hearing where policy will be discussed.</i> | <ul style="list-style-type: none"> Coalition coordinator Student coalition member Other allies | <ul style="list-style-type: none"> Continued media advocacy on hearing date with call to action |
| 7. Implementation, Compliance and Sustainability: <i>Determine how well the policy is being implemented and complied with; build systems to support coalition action in future</i> | <ul style="list-style-type: none"> Coalition members Coalition staff | <ul style="list-style-type: none"> Communications on existence of new policy on campus Media on enforcement agency success with compliance activities |
| 8. Education Campaign: <i>Education campus and community on relevant information in support of policy</i> | <ul style="list-style-type: none"> Coalition staff Coalition coordinator All coalition members assigned a person or organization to speak with Student volunteers | <ul style="list-style-type: none"> Press conference announcing where there is support for the policy (if possible, requires careful tactical planning) Letters to the editor in local paper and in campus paper expressing support for policy Develop petition for supporters to sign calling for passage of policy Communication and call to action on social media sites developed for policy |
| 9. Cessation Program | <ul style="list-style-type: none"> Coalition sub-committee working with campus health staff Coalition member work with HR Benefits representative | <ul style="list-style-type: none"> Information provided in employee handbook Information provided in student handbook Information provided on website |
| 10. Evaluate Policy Impact: <i>Determine the impact of the policy through data collection</i> | <ul style="list-style-type: none"> Coalition members Coalition staff | <ul style="list-style-type: none"> Do a poll or story in student newspaper about changes in individual health as a result of the tobacco-free policy |

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| Policy Steps | Resources Needed | Timeframe | Tracking Measures |
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| 1. Build Coalition | <ul style="list-style-type: none"> Recruitment plan Organizational structure | <ul style="list-style-type: none"> Months 1-2 | <ul style="list-style-type: none"> Coalition membership roster Meeting minutes |
| 2. Conduct Assessment: <i>Ensure sufficient data to establish a problem that a tobacco-free policy could address</i> | <ul style="list-style-type: none"> Members to collect data Example of data collection tools Training on data collection | <ul style="list-style-type: none"> Months 2-3 | Results shared with coalition |
| 3. Set Policy Goals and Create Action Plan | <ul style="list-style-type: none"> Data from assessments Sample action plan template | <ul style="list-style-type: none"> Months 4-5 | <ul style="list-style-type: none"> Action statement Completed action plan |
| 4. Identify and Develop Policy: <i>Adapt model tobacco-free campus policy or select other policy option to address identified tobacco issues</i> | <ul style="list-style-type: none"> Sample adopted tobacco polices Consult with legal experts if needed | <ul style="list-style-type: none"> Months 5-6 | Completed draft policy |
| 5. Make your case: <i>Present data to demonstrate problem, develop talking points and issue brief that lays out issue and policy solution; educate students, faculty and broader community</i> | <ul style="list-style-type: none"> Writing expertise List of groups to educate about tobacco issues and policy response Talking points Issue brief Spokesperson training | <ul style="list-style-type: none"> Months 5-6 | <ul style="list-style-type: none"> Dissemination of issue brief Number of media sources where stories/articles were placed Number of presentations made to groups and individuals |
| 6. Prepare for and Present to decision makers. <i>Get the policy adopted, prepare for hearing where policy will be discussed.</i> | <ul style="list-style-type: none"> Scripted presentation to decision makers | <ul style="list-style-type: none"> Months 6-7 | Article(s) in paper |
| 7. Implementation, Compliance and Sustainability: <i>Determine how well the policy is being implemented and complied with; build systems to support coalition action in future</i> | <ul style="list-style-type: none"> Develop mechanism for members to give feedback Sustainability training | <ul style="list-style-type: none"> Within a few months of adoption | <ul style="list-style-type: none"> Policy citations |
| 8. Education Campaign: <i>Education campus and community on relevant information in support of policy</i> | <ul style="list-style-type: none"> Coalition members time Media relations Training on education campaigns Coalition members to hold meeting with potential supporters Volunteers to meet with key people and organizations | <ul style="list-style-type: none"> Months 7-9 | <ul style="list-style-type: none"> Policy content in campus related documents Policy announcement/updated on website Social media Number of presentations Number of media sources with articles/stories Signage ordered and placed |
| 9. Cessation Program | <ul style="list-style-type: none"> Georgia Tobacco Quit Line Campus health clinic – cessation services Employee benefit cessation programs Other local cessation programs | <ul style="list-style-type: none"> From policy adoption to 3 and 6 months following | <ul style="list-style-type: none"> Number of students seeking cessation assistance Number of staff and faculty seeking cessation assistance |
| 10. Evaluate Policy Impact: <i>Determine the impact of the policy through data collection</i> | <ul style="list-style-type: none"> Data and stories from students, faculty and staff regarding perceptions and behavior in relation to the policy | <ul style="list-style-type: none"> 6-12 months after policy adoption | <ul style="list-style-type: none"> Survey results Results shared with coalition, key decision makers, media sources |

Adapted from Wake Forest School of Medicine Tobacco-Free Policy Manual