

SECTION 1: CAMPAIGN INTRODUCTION

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 and liquid nicotine containers — 24 hours a day, 7 days a week. 24/7 helps school districts understand what the requirements are for a comprehensive tobacco-free policy; provides support for passing a new policy through the school board; and provides ongoing technical assistance to ensure schools are able to communicate and enforce their policy. The campaign is invested in helping every New Mexico school district protect its youth from the harms of tobacco and nicotine.

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 checklist, see pages 10-11.

WHAT SETS 24/7 APART?

- Funded by the New Mexico **Department of Health** Tobacco Use, Prevention and Control program
- Policies reviewed and approved by the **Tobacco Control Legal Consortium**
- **Student-led** campaign efforts

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

For any questions, please contact us at info@247newmexico.com or visit our website, 247newmexico.com.



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24/7 supports school administrators through the complete process of adopting and enforcing a tobacco-free policy at their school. The campaign is founded on the following six components that a school must have to create a tobacco-free environment: The 6 Cs.

COMMITMENT

to a truly tobacco-free environment: Starting with school administrators and continuing through school staff, parents and students, all parties must be onboard to comply with and enforce a tobacco-free policy.

COMPREHENSIVE TOBACCO-FREE POLICY:

Current New Mexico law requires every school to have a tobacco-free policy, but many policies have loopholes. A comprehensive policy means that every person on school grounds, including staff, parents and visitors, are included in the policy, and that not only the use but possession of all tobacco products — e-cigarettes included — is prohibited on school grounds and school property at all times. For more information about what qualifies as comprehensive, take a look at our comprehensive policy checklist.

COMMUNICATION:

When people know the rules, they are much more likely to comply with your new policy. Communicate your policy not only to students, but to parents, staff and visitors as well.

COMPLIANCE AND ENFORCEMENT:

A comprehensive tobacco-free policy details the consequences for first-, second- and third-time offenders to your school policy. It is up to school administration to make sure rules and consequences are consistently enforced. Mixed messages encourage people to test your policy.

CESSATION AND SUPPORT:

Schools must provide referrals to cessation support services to support tobacco users who need help quitting tobacco and nicotine.

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.

We also receive help from our amazing Evolver students who lead the following activities in their school districts:

- Principal meetings
- Board meetings
- Events
- PR and earned media
- Faculty trainings
- Collecting research via surveys and support cards
- Spreading the word about the dangers of tobacco