



2019 Gold Star Standards of Excellence Program Guidance Document

The Gold Star Standards of Excellence program recognizes Maine's institutions of higher education annually for creating and maintaining tobacco-free environments and supporting tobacco-free living.

This Guidance Document provides sample best practice answers to assist with completing the program application. The 2019 Gold Star Standards are each followed by a sample answer. These answers highlight how all 10 of standards can be successfully met; while these are not the only strategies for meeting each standard, the hope is they will provide some helpful tips.

1. Tobacco-Free Policy

Standard: The school has a 100% smoke and tobacco-free campus policy that prohibits all smoking and use of all tobacco products including cigarettes, smokeless tobacco, snuff, chew, snus, cigars, hookah, pipes and electronic smoking devices/electronic nicotine delivery systems (ENDS), such as, e-cigarettes, e-hookah, vape pen, etc. This does not include products specifically approved by the US Food and Drug Administration (FDA) for the purpose of cessation or nicotine replacement therapy. Tobacco use by students, faculty, staff, visitors and contractors is prohibited at all times on the school campus, including in parking lots, all vehicles parked on campus, at all satellite sites and other properties the school owns and/or rents. The policy extends to all off-site meetings, trainings and conferences and in all school owned or leased vehicles.

Requirement: Include the written policy for the school with the application.

Sample Answer: University of New England

"The University of New England is dedicated to promoting a healthy environment for all faculty, staff, students and visitors. Thus, on July 1, 2015, the University of New England has implemented a 100% tobacco-free campus. The policy prohibits the use of all tobacco products (including e-cigarettes) on all University owned and operated properties including personal vehicles parked on grounds. (See attached Smoke and Tobacco-Free Campus policy.)"

2. Policy Communication

Standard: Written policies, procedures or plans exist that detail communication about the policy, whether or not the policy is 100% smoke and tobacco-free, to all campus community members and visitors.

Requirement: At least three (3) strategies must be met in order to achieve this standard. Please check boxes next to completed strategies below or list under 'other'. Explain how these strategies have been implemented, such as providing a copy of any policies/procedures that meet this standard.

Strategy List:

- Signage is posted in key campus locations such as, entrances, buildings, parking lots, electronic display boards
- New student orientation includes education about the campus policy.
- New employee orientation includes education about the campus policy.
- All employees are required to acknowledge in writing, on an annual basis, that they have read/understand the campus policy.
- Information about the campus policy is readily available on the school's website and/or through Student Affairs and Human Resources (provide link in the 'other' box below).

- Information about the campus policy is periodically posted on campus social media accounts.
- Verbal and/or written information is provided by: admissions during campus tours and visits, athletics for all sporting events, or other departments for events such as concerts, or theater productions, etc.
- Other:

Sample Answer: University of Southern Maine

- ✓ Signage is posted in key campus locations, such as, entrances, buildings, parking lots, electronic display boards. Additional locations include: athletic fields, parking areas and parking garage.
- ✓ New student orientation includes education about the campus policy.
USM's tobacco-free campus policy is sent out to all enrolled students via email at the beginning of each academic year. Orientation materials received by students also contain information about the tobacco-free campus policy.
- ✓ New employee orientation includes education about the campus policy.
Human Resources meet with new hires (hourly and professional) and review the appointment letter, which includes language about our tobacco-free campus.
Additionally, at the beginning of the academic year all employees receive an email reminding them of the tobacco-free campus policy.
- ✓ Information about the campus policy is readily available on the school's website and/or through Student Affairs and Human Resources (provide link in the 'other' box below).
<http://usm.maine.edu/sustainability/tobacco-free-usm>.

3. Policy Enforcement Procedures

Standard: Written policies, procedures or plans exist to detail compliance expectations, enforcement and awareness integration.

Requirement: At least four (4) strategies must exist in order to achieve this standard. Please check boxes next to completed strategies below or list under 'other'. Explain how these strategies have been implemented, such as providing a copy of any policies/procedures that meet this standard.

Strategy List:

- The policy compliance expectations are explained at new student orientation.
- The policy compliance expectations are explained at new employee orientation.
- Employee supervisors receive training on how to discuss tobacco use and the current campus policy with their staff.
- Student leaders (such as Resident Hall Assistants, Orientation Leaders, Honor Students, etc.) receive training on how to discuss tobacco use and the current campus policy with fellow students and visitors.
- The tobacco-free policy defines who is responsible for enforcing the policy and how to handle student, employee and visitor infractions.
- Other

Sample Answer: Kaplan University

- ✓ The policy compliance expectations are explained at new student orientation.
- ✓ The policy compliance expectations are explained at new employee orientation.
- ✓ Employee supervisors receive training on how to discuss tobacco use and the current campus policy with their staff.
- ✓ The tobacco-free policy defines who is responsible for enforcing the policy and how to handle student, employee and visitor infractions.
- ✓ Other: student code of conduct- cites on site violations in Article 4.

4. Tobacco Education and Integration

Standard: Education about the dangers of tobacco use, exposure to tobacco smoke and information related to tobacco treatment resources are available and integrated into existing trainings, events and programs.

Requirement: At least four (4) strategies must exist in order to achieve this standard. Please check boxes next to completed strategies below or list under 'other'. Explain how these strategies have been implemented.

Strategy List:

- Ongoing campus group, such as a Wellness Team or Tobacco Committee, is working to increase awareness of dangers of tobacco use and tobacco smoke exposure.
- Training is offered to help student and campus community members discuss tobacco treatment with peers (such as the Maine Helpers Training).
- Training support is offered to support campus health center providers in discussing and treating tobacco use (such as the Center for Tobacco Independence Basic Skills and/or Intensive Tobacco Treatment Training).
- Tobacco prevention and treatment resources, such as brochures, are made available.
- Tobacco treatment and prevention information is shared through existing campus publications.
- Prohibition of tobacco use is included in Athletics Code of Conduct.
- Other

Sample Answer: York County Community College

- ✓ Ongoing campus groups such as a Wellness Team or Tobacco Committee, is working to increase awareness of the dangers of tobacco use and tobacco smoke exposure.
- ✓ Training support is offered to support campus health center providers in discussing and treating tobacco use (such as the Center for Tobacco Independence Basic Skills and/or Intensive Tobacco Treatment Training)
- ✓ Tobacco prevention and treatment resources, such as brochures, are made available.
- ✓ Other: The advisory committee at YCCC has hosted ongoing lobby tables for our community to learn about new information regarding tobacco use and how to quit. Speakers have been invited to campus to talk about hot topics like vapes and e-cigarettes and the dangers they cause. Tobacco prevention materials are available in the lobby resources rack as well as our YCCC portal page where students, faculty and staff can log in and learn about resources on how to quit, get help and treatment centers that offer free support. Monthly emails are sent out to the YCCC Community informing them of smoke and tobacco-free happenings on campus. The campus calendar also hosts this information. The YCCC Health and Safety committee has partnered with this initiative and supports the tobacco and smoke-free committee by informational tables, attending events related to this policy, and promotes a healthy environment.

5. Tobacco Treatment Benefits

Standard: Tobacco treatment services are a covered benefit for individuals and their dependents insured through the student health insurance plan and employee health insurance plan. Benefits include coverage for counseling and medication for quitting tobacco, with minimal, or no barriers to utilization (such as, copays, out-of-pocket costs, yearly limits).

Requirement: Describe the tobacco treatment benefits provided and how students and employees are made aware of coverage.

Sample Answer: Kennebec Valley Community College

“The employee insurance offers coverage for tobacco cessation products by prescription from a physician’s office. This is covered at 100% with no deductible. Student insurance also provides covered for drug and alcohol dependency.”

6. Tobacco Advertising

Standard: The school has a policy prohibiting the advertisement of tobacco products, including electronic smoking devices, on the campus, including in advertising in college/ university media, such as newspapers, radio, and magazines.

Requirement: Include written policy and/or procedures explaining how the advertisement of tobacco products is regulated on campus.

Sample Answer: Central Maine Community College

“The College’s tobacco-free policy clearly states ‘The sale, distribution, or advertisement of tobacco products is prohibited.’ Any such unauthorized activity would be immediately stopped by campus administration and/or

security.”

7. Tobacco Product Promotion and Distribution

Standard: The school has a policy prohibiting the sale, promotion and/or free distribution of all tobacco products, including electronic smoking devices, and paraphernalia, at all times, on campus and at all campus sponsored events, including by any student group or organization.

Requirement: Include written policy and/or procedures explaining how the institution has restricted the promotion and distribution of tobacco products on campus.

Sample Answer: University of Maine at Presque Isle

“As part of our policy tobacco products are not sold on campus.”

8. Tobacco Funding to Campus-Supported Groups/Organizations

Standard: The school has a policy prohibiting campus supported organizations and events from accepting donations, such as money or goods (such as, all tobacco products, including electronic smoking devices and paraphernalia), from tobacco companies and retailers.

Requirement: Provide written policy and/or procedures explaining how the institution ensures that tobacco company sponsorship or donations are not accepted by these groups.

Sample Answer: Saint Joseph’s College

“The sales and marketing section of the policy prohibits all campus organizations from accepting or receiving any donations such as money or gifts from companies who are primarily engaged in the sale and promotion of tobacco products. (See Sales and Marketing section of the tobacco-free policy).”

9. Donations to School

Standard: The school has a written policy that it refuses all donations from the tobacco industry and divests itself of all tobacco industry stock.

Requirement: Provide policy language, procedures and/or guidelines that explain the school position on tobacco industry donations.

Sample Answer: University of Maine

“Through development and fundraising the University prohibits donations and investments in organizations related to the tobacco industry. Donations are monitored through Development.”

10. Smoke-Free Community Lodging

Standard: The school includes information on 100% smoke-free options when providing campus visitors (i.e. prospective students, visiting athletics teams, etc.) local lodging information.

Requirement: Provide lodging list or web link supplied by school to visitors that highlights lodging establishments that are smoke-free or explain how this standard is not applicable.

Sample Answer: Unity College

“Our list of local lodging suggests establishments that have strict smoking policies or are smoke-free (see list on website <http://unity.edu/admissions/visit-unity/accomodations-and-attractions>).”