

2019 Gold Star Standards of Excellence Program

The Gold Star Standards of Excellence program recognizes Maine's institutions for higher education annually for creating and maintaining tobacco-free environments and supporting tobacco-free living. Institutions of higher education are committed to providing a healthy and safe environment for their students, faculty, staff and visitors. The adoption and implementation of these standards is an example of this commitment.

All colleges and universities are encouraged to apply for recognition. Schools that meet a minimum of 6 of the 10 standards will be recognized with an award at the Awards Celebration Breakfast at the Annual Tobacco Treatment & Prevention Conference on Tuesday June 18, 2019. All behavioral health organizations are encouraged to apply. Organizations that meet a minimum of six (6) of the ten (10) standards will be recognized with an award at the Awards Celebration Breakfast at the Annual Tobacco Treatment & Prevention Conference on Tuesday June 18, 2019.

6-7 Standards: **Bronze Award**

8-9 Standards: **Silver Award**

10 Standards: **Gold Award**

How to apply

Complete the application answering all questions applicable; check the box next to each of the standards your school meets.

Complete this word document and submit via email with necessary attachments to BreatheEasy@mainehealth.org

Questions

Please visit our website BreatheEasyMaine.org/GSSE for more information including the Application Guidance Document, which provides model answers for each standard or email BreatheEasy@MaineHealth.org.

Applications are due Friday April 26, 2019.

2019 Gold Star Standards of Excellence Application

Educational Institution: _____

Administrator: _____ Email: _____

Mailing Address: _____

Physical Address (if different): _____

Contact Person: _____ Title: _____

Phone: _____ Email: _____

Number and location of additional campuses (if applicable): _____

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 college/university with the application.

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: _____

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: _____

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: _____
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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.

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 school 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.

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.

8. Tobacco Funding to Campus-Supported Groups or 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.

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 college/university position on tobacco industry donations.

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 college/university to visitors that highlights lodging establishments that are smoke-free or explain how this standard is not applicable.

Total number of standards completed: (1 to 10) _____

6-7 Stars: Bronze Award

8-9 Stars: Silver Award

10 Stars: Gold Award

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