



Higher Education Gold Star Standards of Excellence Program Standards Preview

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. 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.

Schools that meet a minimum of 7 of the 10 standards will be recognized with an award.

7-8 Stars: Bronze Award

9 Stars: Silver Award

10 Stars: Gold Award

For additional information please visit,

<https://breatheasymaine.org/gold-star-standards-of-excellence>

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.

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.

3. **Policy Enforcement**

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.

4. Tobacco Education

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.

5. Tobacco Treatment Benefits for Students & Employees

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 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.

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