

# Tobacco-free schools resource pack



## **Part one:** **Guide to becoming a tobacco-free school**



# ash scotland

Taking Action on Smoking and Health



**All of the resources, tools and templates are available online at [www.ashscotland.org.uk/schools](http://www.ashscotland.org.uk/schools) and printable versions of resources can be found on the accompanying USB card**

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**All of the additional resources, tools and templates are also available online. To access the resources online:**

1. Visit <https://www.ashscotlandmoodle.org.uk/>
2. Select the 'tobacco-free secondary schools resources' course
3. Create a new account to get started.



## About this tobacco-free schools pack

By aspiring to be a smoke-free school, schools can support young people to make confident, responsible, effective decisions about their health and wellbeing.

There are many different factors that lead young people to smoke and the extent to which smoking is prominent and accepted in the environment around them plays a crucial part. Consistency between what is experienced in the school environment and reinforcing smoke-free messages in the classroom is key.

This pack includes a range of practical tools and resources specifically to support schools to:

**Develop and implement tobacco-free policies (part one).** Here you'll find the tools and guidance to put in place effective smoke-free school policies that will actively promote health and wellbeing.

**Enhance tobacco prevention education (part two).** This section includes the materials, resources and activities for teachers to deliver high quality education on tobacco issues, across year groups and curriculum areas. It's been designed to equip young people with the knowledge, skills and confidence to make responsible decisions on smoking and their health and wellbeing.



ASH Scotland has designed this resource pack in consultation with teachers across Scotland. We have also been working in partnership with NHS Lothian to support secondary schools to develop smoke-free policies and review and update their tobacco education. The learning and experiences of these schools have helped to inform these materials.

## Why tobacco-free schools are important



Turnbull High School pledge support for Scotland's Charter for a Tobacco-free Generation

- Smoking is by far the biggest preventable cause of ill health and death – more than alcohol, suicide, road accidents and drugs combined – as well as causing significant financial hardship and being linked to mental health issues.
- Smoking rates in Scotland amongst young people are still higher than the rest of the UK.
- Every day in Scotland, a classroom full of young people under 16 take up smoking – that's approximately 13,000 young Scots each year.
- 40% of adult smokers say they started smoking before the age of 16 and almost nobody starts smoking after the age of 25. Decisions and behaviour during adolescence have a huge impact on a young person's life outcomes. The school experience and environment is central to this.



### SECTION 3

Why should our school become a tobacco-free school?

## Why should our school become a tobacco-free school?

- Our experience demonstrates that schools that implement their own supportive smoke-free policies and go beyond simply stating where people can and cannot smoke, provide a framework of effective support and encouragement for young people to make healthy positive choices on smoking and health and wellbeing
- Smoke-free schools support healthy role modelling behaviour and stimulate a culture and attitude change around smoking
- Smoke-free schools tend to take a restorative approach and address smoking as a wellbeing concern rather than a discipline issue
- Smoke-free policies help to meet the experiences and outcomes in Curriculum for Excellence; both under health and wellbeing and across other areas of the curriculum (more about this in part two)
- Smoke-free policies actively support young people to make successful, confident and responsible decisions on smoking and their health and wellbeing. Part two of this pack gives some practical ways to embed tobacco messages across subjects
- Smoke-free policies create cleaner, safer, healthier learning environments and workplaces where young people and staff feel safe, secure and connected to the school and their local community
- Tobacco use can be linked to issues such as pupil attendance, academic performance and future aspiration. By actively encouraging young people to address health related issues, such as smoking, schools can help boost attainment and help young people feel more connected to their peers and their community
- Presenting a positive image of a health promoting school can improve the reputation of schools and be a positive influence on home settings and communities. Smoke-free school branding can help schools to gain recognition for championing this change.





## What's the deal with vaping and e-cigarettes?

Nicotine Vaping Products (NVPs or e-cigarettes) have been available for just over a decade in Scotland. Recent surveys indicate that young people are engaging in experimentation with e-cigarettes, but not many are regular users of the devices.

Based on the current evidence there is now agreement that vaping is definitely less harmful than smoking tobacco. However, vaping is not risk free and most e-cigarettes contain nicotine, which is addictive.

There are concerns that e-cigarettes may attract non-smokers, including young

people. Access to nicotine containing products can be useful for those smokers who wish to stop (although they have no health benefits for those who continue to smoke) but access to e-cigarettes needs to be carefully controlled as they are not products for children or non-smokers.

## E-cigarettes are an age restricted product and legislation prohibits their sale to under 18s.

To avoid confusion it's recommended that schools address e-cigarettes as they would any other age restricted product and prohibit use by all staff, pupils and visitors within their smoke-free policy.

## SECTION 4

Ten step guide to  
developing your  
tobacco-free policy

# Ten step guide to developing your tobacco-free policy

We know that schools are busy places with lots of competing priorities. This step-by-step guide aims to make developing your smoke-free policy as straightforward as possible.

Getting your consultation and communication right is the key to developing a clear and useful policy and this will take time. Change won't happen overnight; our suggested timeline highlights the key project milestones.

Typically schools spend around 4-6 months developing their policy before it's formally implemented.

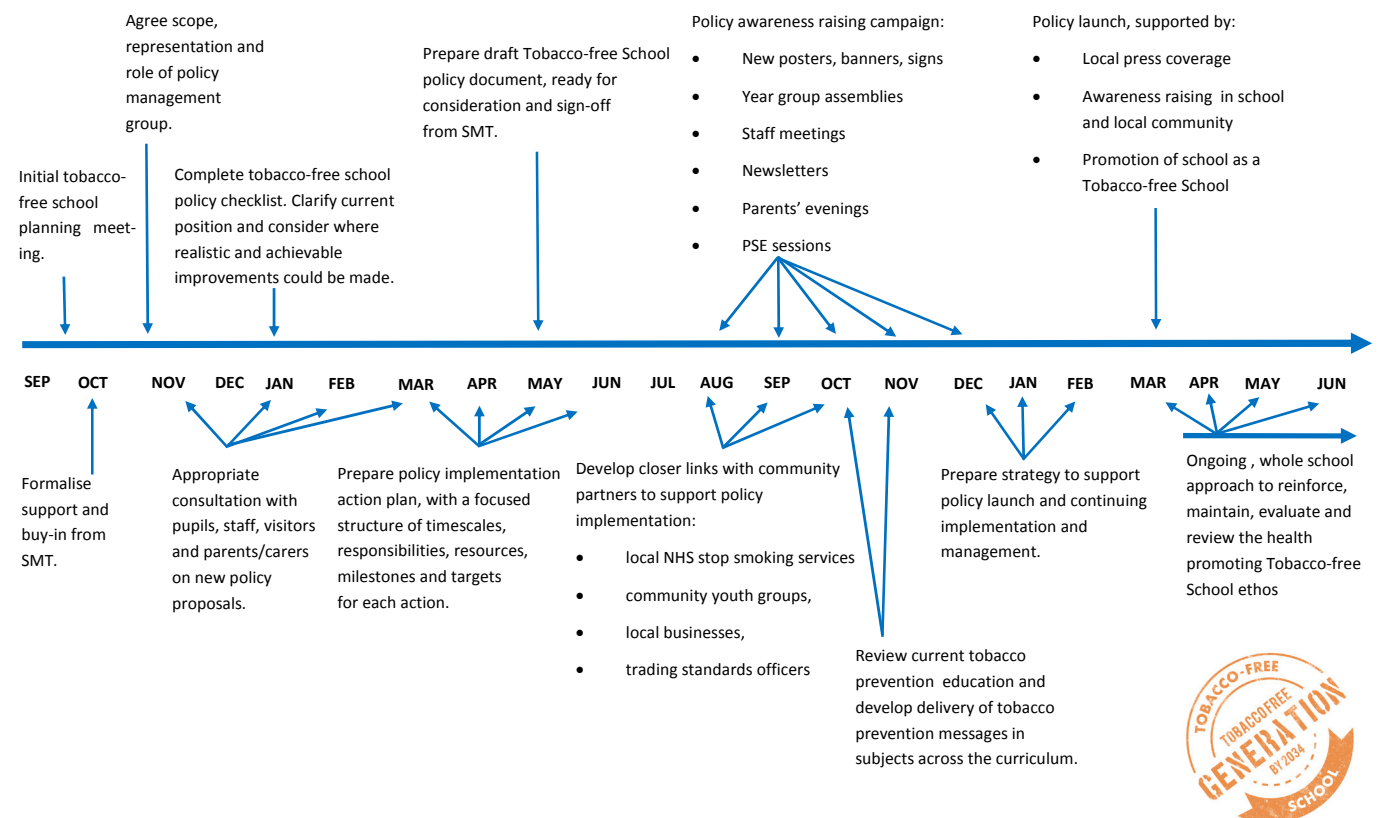
Plan enough time at each stage of the process to prepare staff and young people for change. This will help reinforce the aspirations pupils and staff have to work and learn in a health promoting environment.





**These ten simple to follow steps will guide you through the process of creating a smoke-free policy unique to your school.**

## Creating a Tobacco-free School. Policy development and implementation



## 1. Review

Start by considering your current position on smoking, what is already in place? Is it working and what do you want to achieve from this process?

Our simple **checklist tool** (appendix 1) helps you reflect on and rate your current position whilst identifying areas where realistic improvements could be made. Share the checklist with teaching colleagues, support

staff and even pupils to get a true picture of your starting point.

For your tobacco-free policy to be effective it needs to be fully supported by those who have the authority to develop, implement and enforce it. Buy-in at a senior leadership level is essential for supporting policy development and delivery at every stage.



*Young people from The Bridges Project participate in a tobacco awareness session*





Park Road School pupils at the launch of Scotland's Tobacco-free Generation Charter

## 2. Effective consultation

It's vital that the whole school community has their views considered during each stage of developing the policy. If young people, staff, parents and community partners play an active role in shaping the policy it's far more likely they'll understand the rationale and support the ethos of your new smoke-free policy.

We have provided a range of consultation resources and templates including example

surveys and focus groups guides (appendix 2 and 3). Think creatively about how you consult on your policy proposals; place a suggestion box in the staff room, encourage peer-to-peer methods and consult beyond the parent and pupil councils.

Don't forget to involve support staff including cleaners, caterers and janitors and other building users such as sports and activities groups.

### 3. Developing partnerships

Involving the right people from the outset will help you to develop the best approach for your school.

Think about setting up a cross-departmental working group, or get an existing health and wellbeing group on board. This will help to support the review process, share responsibilities and develop an action plan to support practical changes and curriculum integration. Keeping the group engaged and involving pupils is important to help address issues as the new approach beds in.

It is important to ensure that local partners are also involved from the outset:

- **Stop smoking services** will be a key partner to develop a support pathway for those adults or young people wishing to quit or access support. Visit [www.quityourway.scot](http://www.quityourway.scot) for local contact details
- **Local authority partners** can help support and raise awareness of the policy and provide resources or litter patrols where smokers have been displaced off campus.



*Portland High School host a health and wellbeing event*



*Pupils from Fallahill Primary School play tobacco board game designed by Eclipse Peer Educators*



- Link with **Trading Standards** to pass on information about young people being supplied with tobacco in the local community. Visit [www.scotss.org](http://www.scotss.org) for local contact details
- Consider any other **community or leisure facilities** onsite or neighbouring **primary schools** that will need to be included in your plans
- **Community youth groups** are also a source of support and information for young people, work in partnership where possible, to ensure you're giving consistent messages on tobacco and other issues across all settings.

## SECTION 4

Ten step guide to  
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# 4. Writing your policy and action plan

Your smoke-free policy needs to simply set out:

- what needs to be implemented across the school
- the roles and responsibilities of staff, visitors, pupils and other campus users
- how it will be communicated
- a clear and consistent plan for how you will encourage compliance.

We have designed a policy template (appendix 4) to help you with your smoke-free policy structure wording and tone. If you feel this isn't the right fit for your school then develop your own and share it with us. Ask neighbouring schools if

they'll share their smoke-free policy with you for inspiration.

Experience has found it's useful to produce a summary version of your policy for staff and young people, in a user-friendly leaflet or postcard format.

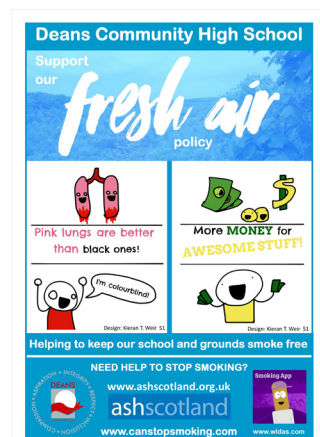
Having a clear action plan will help to embed your policy in the first year. The policy checklist will have helped to highlight areas that your school would like to commit to and focus on. You can use the action plan template (appendix 5) to plan how you will implement the policy and think about timescales, responsibilities, resources, milestones and targets for each aspect of your policy.

Examples of school's tobacco-free policies

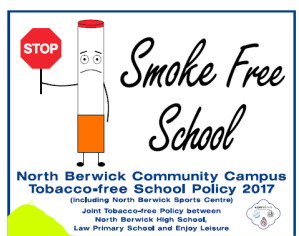




## 5. Letting people know about the policy



S3 Graphics Class



People won't know about your school's smoke-free policy unless you tell them about it!

Make sure to emphasise that changes are not about stigmatising those that choose to smoke but instead about providing everyone with a safe, health promoting environment to learn and work. A tobacco-free school also reinforces the important part school staff play as positive role models for young people.

We have a wide range of ideas and resources that will help you to make sure that people know your school is smoke-free. Here are some suggestions to get you started:

- Ensure school staff are fully briefed on their roles and responsibilities before the policy is implemented, either via staff meetings or emails from the head teacher. Templates are available (appendix 6)
- Send a letter home or group call text message explaining the new policy rationale and expectations to parents and carers
- Approach local press to feature your policy launch, a template press release is available (appendix 7)
- Produce a summary version of your policy to distribute on postcards or leaflets
- Inform outside agencies and contractors who provide supplies and services to the school about the smoke-free policy. Use an official email, face-to-face communication or include a clause in contract or agreement
- Assemblies are a great way to let young people know about the new policy – some schools encourage senior pupils to lead these
- Use key points in the calendar to draw attention to the policy, for example No Smoking (March), World No Tobacco Day (31st May), sports days and reminders before school trips.
- Install signage in prominent places including the smoke-free schools logo at all entrances to school buildings, grounds and car parks (see examples). It can be more effective to involve young people in the design process either as a school-wide competition or as a design project for senior pupils
- Include information at regular points throughout the school year on the school website, newsletters, plasma screens and social media
- Use the tobacco-free schools logo on your website and headed paper
- Include details in your staff handbook and for P7 and new student inductions

## SECTION 4

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# 6. Delivering high quality tobacco education

A whole-school approach is important to addressing tobacco issues, throughout the academic year across the curriculum, departments, campaigns and events.

By reviewing and updating the way tobacco education is delivered in school you can actively promote a smoke-free culture in your school environment. The second part of this pack provides the materials and resources to help teachers confidently deliver high quality, up to date tobacco education across the curriculum.

Continued access to training and professional development opportunities can help ensure that school staff provide effective and up-to-date tobacco education. ASH Scotland offers free e-learning

modules ([www.ashscotlandmoodle.org.uk](http://www.ashscotlandmoodle.org.uk)) and you may be able to access other training opportunities through your local health board's health promotion service.



*Young people engage in a variety of tobacco prevention activities*



## 7. Supporting people to quit

*70% of smokers in Scotland would like to stop and people are four times more likely to quit if they use support from specialist stop-smoking services.*

Creating a supportive environment for anyone wishing to quit smoking is a key element of any smoke-free policy.

Your policy should include information on how pupils, teachers and other staff can access information and support to quit.

Phone or text support to quit is free and readily available (8am to 10pm) from Quit Your Way on 0800 84 84 84.

Get in touch with your stop-smoking service (visit [www.quityourway.scot](http://www.quityourway.scot) for local contact details) and work with them to create a referral pathway and signposting into appropriate stop-smoking support for staff, pupils and their families.

Make sure all staff know that the service is available. Although it can also help to identify a lead person

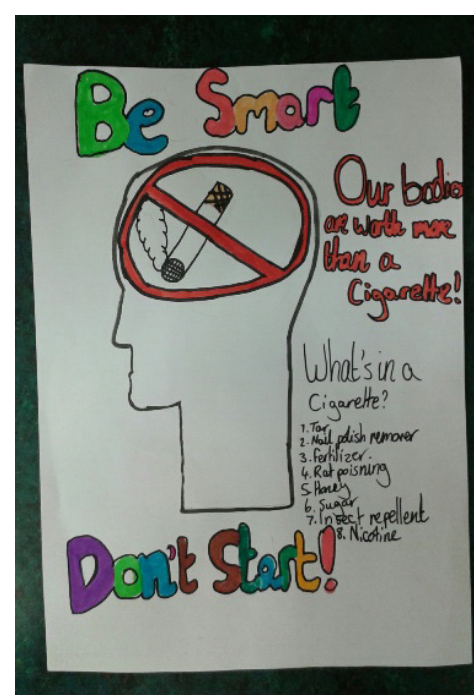


within school to coordinate referrals and link with the stop smoking service.

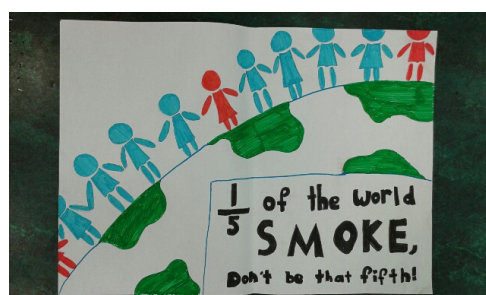
Place leaflets and posters for stop smoking support in staff rooms, on noticeboards and waiting areas.

Consider providing training for staff to feel more comfortable about raising the issue of quitting smoking with young people, their families and colleagues.

This helps to build confidence and increase referrals to stop-smoking services.



Winning designs from Firhill High School's smoke-free poster competition





## SECTION 4

Ten step guide to  
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# 8. Reducing supply of tobacco to young people



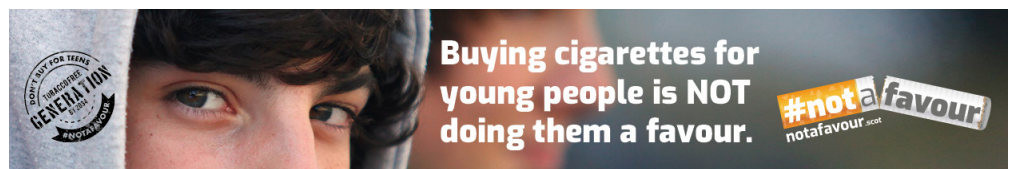
LANDED peer educator launch the #notfavour campaign with Aileen Campbell MSP

Schools are in an ideal position to help reduce young people's access to tobacco products in school and the local community. Make links with your local trading standards team and agree to pass on any information about young people being supplied with tobacco in the community.

Most young people who smoke get their cigarettes from friends, family and other people they know. Think about how your policy will address the sharing or selling of

cigarettes between peers and the consequences if pupils should bring any tobacco products (including e-cigarettes) to school with them.

Your school could promote the #notafavour campaign, highlighting how giving tobacco to young people is not doing them a favour – it is illegal and is doing serious harm to friends, family and other people you know and care about. Visit [www.notafavour.scot](http://www.notafavour.scot) to order free resources.



## 9. Encouraging compliance

*Young people celebrate  
Scotland's 2034 tobacco-free  
target*



An effective tobacco-free policy is about far more than simply disciplining people who don't comply. It's important you have a clear and consistent plan for how your school will positively encourage compliance with your policy. Before implementing your policy you should carefully consider:

- Specific strategies that will be used to communicate the policy to pupils, staff and visitors. Template conversations (appendix 8) and sample emails (appendix 6) can be helpful to prepare staff for changes
- The roles and responsibilities of people with specific responsibility for monitoring and enforcement
- Training opportunities and briefings for staff in the run up to implementing the policy so that everyone's aware of the new policy and expectations
- Engage and work with parents to raise concerns about young

people's smoking (appendix 9 and 10)

- Take a supportive approach in the first instance to encourage people to adhere to the policy; talk to them about their smoking and refer onto services if they would like to stop
- It's important to decide how your school will deal with persistent breaches of the policy – use the findings from your consultation process to find the best solutions for your school.

It is everyone's responsibility to ensure that your school grounds remain smoke-free. All staff, pupils and visitors should be encouraged to recognise their role-modelling influence and not smoke or knowingly permit smoking within the school grounds.

Be proud to be a health promoting, smoke-free school!

## 10. Revisit and review

It's important to monitor and review any new policy to measure its effectiveness and ensure it is up-to-date. Set a review date within the first twelve months of implementation to make any changes and improvements to the policy in the early implementation period.

Take into account the whole school approach and consider the following measures:

- the number of pupils who have engaged with staff in school in relation to addressing their smoking
- staff and pupil awareness and uptake of the stop-smoking service
- reviewing smoking 'hot spots' within the school grounds and the impact on the surrounding area e.g. displacement of smokers to other areas in the community and the response to any identified issues
- monitoring the level of smoking

related litter in the school grounds and surrounding community

- assessing general awareness levels of the smoke-free policy among staff, students, parents, partner organisations, contractors, and the success of awareness raising activities
- reviewing the content and delivery of tobacco prevention messages across curriculum areas and year groups
- school wide engagement with opportunities to promote a smoke-free culture e.g. supporting No Smoking Day and World No Tobacco Day.

It's best practice to incorporate your smoke-free action plan within the school's improvement plan. This helps ensure there are mechanisms for ongoing monitoring and feedback beyond the initial implementation phase.

*Young people celebrate  
Scotland's 2034 tobacco-free  
target*





## What next?

**You've reviewed, consulted, communicated and begun to implement your smoke-free policy – at this point remember to go back to your initial policy checklist** (appendix 1). Have you achieved what you initially set out to?

Don't worry if you're not quite there yet, changing attitudes and approaches will take time. Your

smoke-free policy document gives you an excellent starting point, refer back to it as things progress, make changes, involve parents, pupils and colleagues in dealing with the challenges and keep up-to-date with new and emerging issues.

Finally, celebrate your success and let everyone know you're proud to be a smoke-free school!

## Gaining recognition and accreditation



Has your school developed a smoke-free policy? You can use the **smoke-free schools branding and logos** to let people know you're taking positive steps towards becoming a smoke-free school.

Scottish schools who take steps towards becoming smoke-free can gain recognition for their efforts by becoming a supporter of **Scotland's Charter for a Tobacco-free Generation**. Supporting the Charter shows your school's support for creating a tobacco-free generation by 2034.

10% of secondary schools in Scotland have already pledged their support.

visit [www.ashscotland.org.uk/charter](http://www.ashscotland.org.uk/charter).

Use your smoke-free policy as evidence towards your Rights Respecting School Award. By implementing an inclusive child-centred policy you are recognising every child's right to the best possible health and the right to effective education on health and wellbeing. If your smoke-free policy encourages adults to involve children, be responsible for them and use their power to help keep them safe, healthy and protected from harm, then this is putting the United Nations Convention on the Rights of the Child into practice!



## Further advice and support

ASH Scotland is committed to supporting schools across Scotland to make practical changes to work towards becoming smoke-free.

For further information, guidance, case studies and resources on creating a smoke-free school environment visit our website [www.ashscotland.org.uk/schools](http://www.ashscotland.org.uk/schools).

ASH Scotland runs a free information service which is available to answer any questions you may have relating to tobacco, smoking, e-cigarettes and more! Drop us an email with any enquiry and we will aim to get back to you within three working days [enquiries@ashscotland.org.uk](mailto:enquiries@ashscotland.org.uk).







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