

# Creating 100 Percent Tobacco-Free Schools in South Carolina

A School Administrator's Guide  
to Policy Implementation

THIRD EDITION

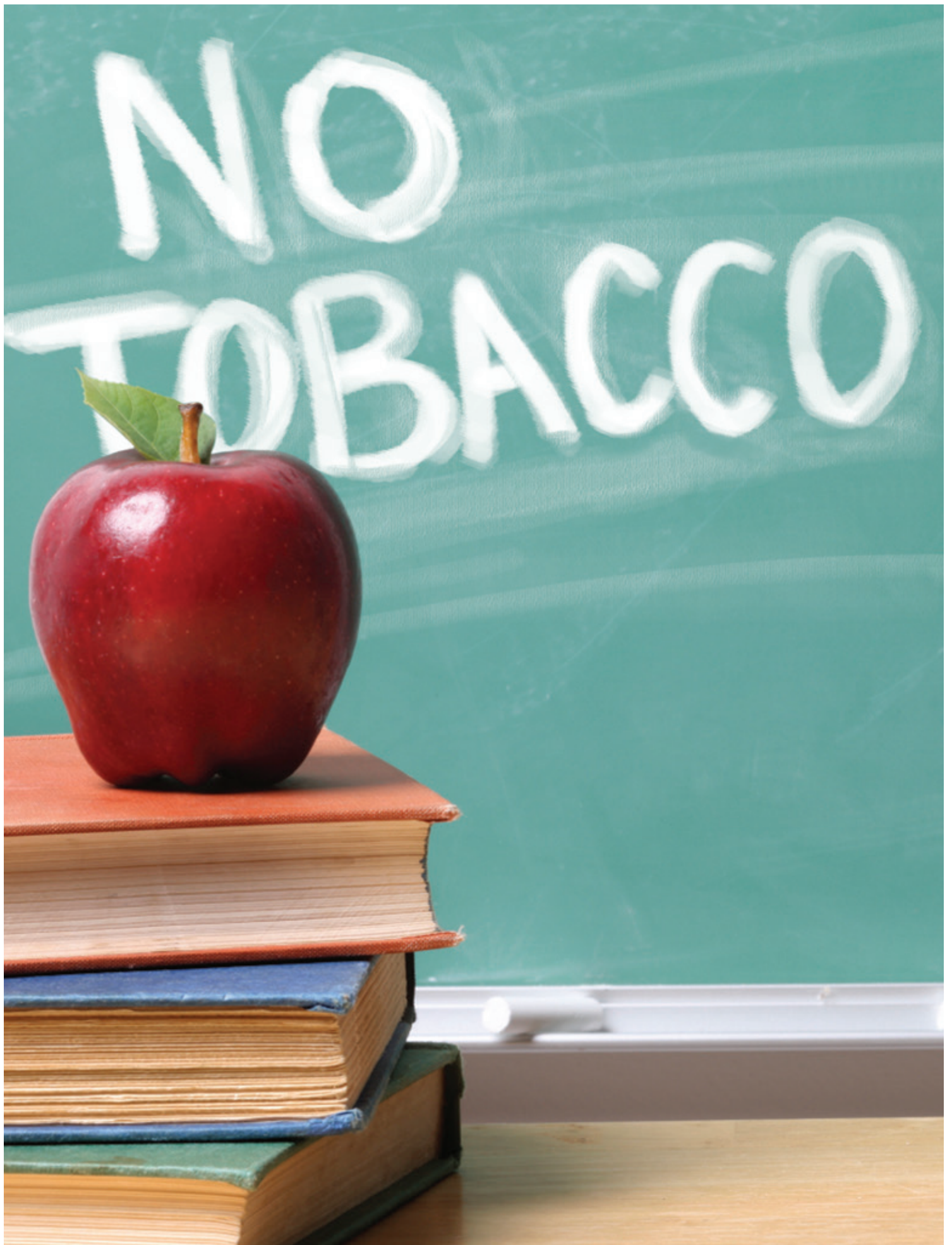


*Revised in April 2015 by the  
S.C. Department of Health and Environmental Control (DHEC)  
Division of Tobacco Prevention and Control*



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# Tobacco-Free Schools

Tobacco use is the leading cause of preventable death in the United States, according to *The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General, 2014*. And because 82.5 percent of adult smokers in South Carolina started smoking before the age of 18, we need to focus tobacco prevention activities on school-age children and adolescents.

Schools shape individual behavior. School health programs that effectively prevent tobacco use among youth help move our schools closer to the [national educational goal](#) of becoming drug- and violence-free.

The school health programs that most effectively prevent tobacco use among youth operate under these [national guidelines](#) that:

- Prohibit tobacco use by students, staff, parents and visitors on school district grounds
- Prohibit tobacco use in any facility, vehicle, and at all school district-sponsored events
- Provide K-12 tobacco use prevention education
- Offer classroom instruction aimed at discouraging tobacco use
- Support students who are trying to quit tobacco
- Involve parents and families in tobacco prevention and cessation programs.

## Reasons for Adopting a Tobacco-Free Schools Policy

The [South Carolina Clean Indoor Air Act of 1990](#) and the [Pro-Children Act of 1994](#) (re-authorized in 2001) prohibit smoking in any form indoors in all public elementary and secondary schools. This includes preschools, day care centers, library facilities, Head Start programs and certain school health care facilities.

Although these legal protections exist to help protect children in schools from exposure to secondhand smoke, each school board has the discretion to do more – to make their entire school district (including outdoor facilities) tobacco-free.

We encourage all South Carolina school districts to become 100 percent tobacco-free. The next page illustrates just a few of the reasons why many schools are adopting 100 percent tobacco-free policies.



# Why Adopt a 100 Percent Tobacco-Free Policy?

**FACT** Tobacco is a product that disables and kills.

- Schools are responsible for protecting children in their charge from dangerous products.

**FACT** Tobacco is a drug.

- Schools must prohibit drug use in school buildings, on school grounds and at school sponsored events.

**FACT** Tobacco is addictive.

- Schools must promote health rather than enable addictions.

**FACT** Smoking materials and secondhand smoke are dangerous.

- Schools are responsible for providing a safe environment for students.

**FACT** 82.5 percent of adults in South Carolina started smoking before the age of 18.

- Schools can help delay the onset of smoking and significantly reduce the chances that youth will use tobacco regularly.

**FACT** Allowing tobacco use at school conflicts with prevention messages in the classroom.

- Schools must send clear, consistent non-use messages.

**FACT** Perceived social acceptance of tobacco use influences adolescent tobacco use behavior.

- Schools can promote not smoking as the social norm.

**FACT** Laws intentionally limit access and possession of tobacco by children.

- It is important that schools model respect for state laws and community ordinances.

**FACT** Schools may face liability issues by allowing smoking on their premises.

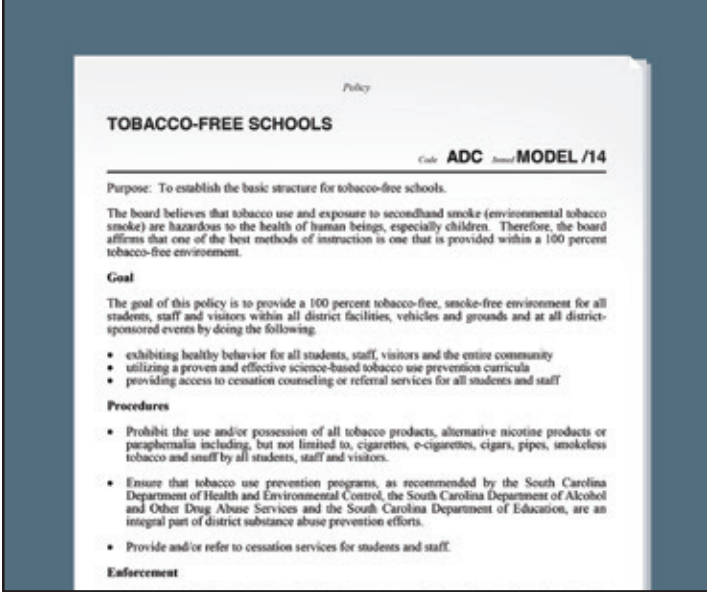
- School districts would be wise to protect themselves from liability risks.

# Comprehensive Tobacco-Free Schools Policy

DHEC encourages the development of comprehensive policies that address tobacco use prevention, including:

- Enforcement procedures
- Referrals to cessation resources
- Inclusion of science-based tobacco prevention curriculum
- Adoption of language and policies dealing with tobacco industry marketing and sponsorships.

We encourage your district to adopt new tobacco policy language to include all of the above. To the right, we also offer a model policy for consideration by your school board.



**TOBACCO-FREE SCHOOLS**  
Code **ADC MODEL /14**

**Purpose:** To establish the basic structure for tobacco-free schools.

The board believes that tobacco use and exposure to secondhand smoke (environmental tobacco smoke) are hazardous to the health of human beings, especially children. Therefore, the board affirms that one of the best methods of instruction is one that is provided within a 100 percent tobacco-free environment.

**Goal**

The goal of this policy is to provide a 100 percent tobacco-free, smoke-free environment for all students, staff and visitors within all district facilities, vehicles and grounds and at all district-sponsored events by doing the following:

- exhibiting healthy behavior for all students, staff, visitors and the entire community
- utilizing a proven and effective science-based tobacco use prevention curricula
- providing access to cessation counseling or referral services for all students and staff

**Procedures**

- Prohibit the use and/or possession of all tobacco products, alternative nicotine products or paraphernalia including, but not limited to, cigarettes, e-cigarettes, cigars, pipes, smokeless tobacco and snuff by all students, staff and visitors.
- Ensure that tobacco use prevention programs, as recommended by the South Carolina Department of Health and Environmental Control, the South Carolina Department of Alcohol and Other Drug Abuse Services and the South Carolina Department of Education, are an integral part of district substance abuse prevention efforts.
- Provide and/or refer to cessation services for students and staff.

**Enforcement**

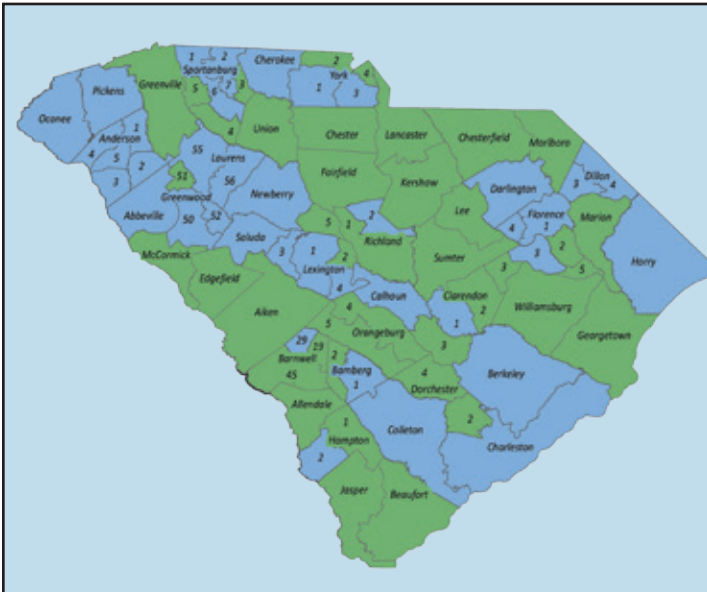
**Model 100 Percent Comprehensive Tobacco-Free Policy for S.C. Schools**

## Model Policy

Language used in your overall *Tobacco-Free School Policy*\* should be reflected in your personnel and student policies as well.

To be considered a 100 percent tobacco-free school district by DHEC, your policies must do these six things:

1. Prohibit tobacco use on school property and at school-sponsored events, at all times, by all people
2. Offer proven and effective science-based tobacco prevention education
3. Provide referrals to cessation programs
4. Include procedures for enforcement
5. Prohibit tobacco industry advertising and sponsorship, and
6. Prohibit use of alternative nicotine products (e-cigarettes, shisha, snus).



**Map of S.C. School Districts with 100 Percent Comprehensive Tobacco-Free Policies**

\*Policy references: ADC (Tobacco-Free Schools); GBED (Tobacco-Free Schools/Staff); JICG (Tobacco Use by Students).

# Policy Implementation

Adopting and implementing a new policy can be challenging, but well-planned strategies ensure that the policy can be enforced successfully. Start by adopting clear, consistent language that eliminates grey areas. Our comprehensive model policies have been developed to meet this standard.

Our guide is designed to help you in developing or expanding a tobacco-free school policy. Please refer to our implementation sections to assist you at each stage. They include:

- Sample Timeline
- Sample Implementation Checklists
- Communications Strategies
- Enforcement Strategies
- Support for Access to Cessation Services
- Tobacco Use Prevention Education

## Sample Timeline

The following sample timeline can be used by school districts to prepare for implementing tobacco-free school policies. This example assumes policy passage five to seven months before implementation. When developing your timeline, be sure to identify who will be responsible for what tasks by when.

### 5–7 Months Before Effective Date

- School board passes tobacco-free school policies.
- District public information officer sends press release to local news outlets about policy passage.
- Districts and schools place information about policy in student newspapers and on websites.
- Superintendent or school board forms an implementation team to set goals, develop

strategies for policy implementation, ensure staff awareness about resources to help quit tobacco use, and develop ways to inform the public about the policy. The team usually consists of a board member, assistant superintendent, public information officer, parent(s), coach(es), teacher(s), student representative(s), school nurse(s), and others. Many teams have at least one tobacco user on them.

### 3–5 Months Before Effective Date

- The school board chairperson or superintendent writes a letter to district employees announcing the policy and providing information about cessation resources, including the S.C. Tobacco Quitline (1-800-QUIT-NOW).
- School principals and other leaders discuss the new policy in faculty and staff meetings.
- Human resource departments add information about the policy to job application forms, interview guidelines (to inform prospective employees of the policy), employee contracts and employee handbooks.

### 2–4 Months Before Effective Date

- Schools plan for placement of tobacco-free school signs.
- Implementation team provides information about the policy to schools through in-service training for teachers and staff and other means.
- Schools add information about the policy to student handbooks and other student publications.
- The superintendent writes a letter to parents and guardians reminding them of the policy to be distributed with other information for parents in preparation for the new school year.



## 1 Month Before Effective Date

- The implementation team develops reminder handouts and public service announcements for use at school-sponsored events.
- The implementation team meets with the editorial staff of local newspaper(s) and TV news organizations to try to generate positive media coverage of the new policy.
- Schools place signs around campus in prominent locations and begin removing all ashtrays from school property, especially those at school building entrances.
- Schools train administrators, staff, and community volunteers to politely remind community members seen violating the policy to respect the school's tobacco-free policy.
- The implementation team orders free S.C. Tobacco Quitline promotional materials for schools to use by calling DHEC at (803) 545-4467 or visiting [DHEC's Educational Materials Library](#). Other local resources can be found at [www.scdhec.gov/Health/TobaccoCessation/TobaccoQuitline/OtherHelpfulTools](http://www.scdhec.gov/Health/TobaccoCessation/TobaccoQuitline/OtherHelpfulTools).

## On and After Effective Date

- The district public information officer sends out press release publicizing the policy.
- Schools post a copy of the policy and a list of cessation resources in staff lounges, offices and staff newsletters.
- Schools announce the new policy at all school-sponsored events. Students help develop and/or deliver announcements.

## Sample Checklists for Communicating a 100 Percent Comprehensive Tobacco-Free School Policy

### Student Checklist

- Prominently post tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, athletic facilities, and in school and activity buses.

- Place details of the tobacco-free policy in student handbooks and orientation guides.
- Review and discuss the policy at student orientation meetings, including meetings with new and transfer students.
- Spread information about the policy through student organizations, activities, newspapers and school social media outlets.
- Make announcements about the policy over morning broadcasts at school and over loudspeaker systems at school events.
- Have students design posters, banners and signs to communicate the new policy and provide information about how students can access programs to help them quit using tobacco.
- Encourage, support and empower students to appropriately confront other students and visitors who are violating the policy.
- Include information in student newspaper articles and on school websites.

### Employee Checklist

- Post prominently placed tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, athletic facilities, and on school-owned vehicles.
- Provide every school district employee with a copy of the policy and a letter of explanation from the school board.
- Discuss the policy at staff meetings and new staff orientation.
- Hold in-service training on tobacco-related school policies for all staff, including teaching staff, bus drivers, teacher's aides, food service workers and maintenance staff.
- Post information, along with a copy of the policy, in staff lounges or offices.
- Include information in staff newsletters and school social media outlets.
- Tell staff about opportunities for tobacco cessation

support programs in the community and provide information regarding how staff can access these programs.

- Inform potential employees of the policy in all job interviews. Make sure job applications say the school district is tobacco-free.
- Involve respected and well-liked school employees in sharing messages with staff groups.

### Parent/Guardian Checklist

- Provide information at parent open house at the start of the new school year.
- Prominently post tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, and athletic facilities.
- Send a letter to each parent or guardian that:
  1. Explains the policy change
  2. Provides the health, academic and social reasons for the change
  3. Outlines the consequences for violators, and
  4. Asks for support in enforcement.
- Ask parents to sign student-school contracts that address the tobacco policy for participation in extra- and co-curricular activities.
- Discuss the policy changes at PTA, PTO and similar meetings.
- Publish an article outlining the policy and its implications in parent-oriented newsletters and school or community newspapers.
- Announce the new policy at all athletic events, meetings, concerts and plays and on school social media platforms. Have students develop and/or deliver announcements.
- Send a letter home or call parents if a student violates the policy.

### Public/Community Checklist

- Place an ad in the paper thanking the school board for its decision to make the school district 100 percent tobacco-free.
- Ask other community groups such as the S.C. Tobacco-Free Collaborative, local coalitions, PTAs, and PTOs to include an article about the new tobacco-free school policy in their newsletters or an announcement about the change on their Facebook, Twitter or other social media platforms.
- Post prominently placed tobacco-free school signs at all entrances to school buildings, school grounds, parking lots, and athletic facilities. Other places to post signs include gathering places, restrooms, loading areas, and stairwells.
- Remove all ashtrays from school property, especially those outside the entrances to school buildings.
- Announce the new policy at all athletic events, meetings, concerts and plays.
- Include announcements in event bulletins and on school social media platforms (like Facebook, Twitter, etc.)
- Train students, staff and community volunteers to politely ask community members to respect school policy. Avoid communicating in a way that sounds judgmental or that would create or escalate conflict.
- Ask students, staff and community volunteers to assist in distributing informational flyers regarding the policy at school events.
- Communicate the policy to parent and business volunteers who assist in supervising youth during off-campus activities, including field trips, job shadowing or community service.
- Inform vendors who provide supplies, materials and services on a regular basis to the school about the policy. Use an official memo, face-to-face communications or include a clause in the written contract agreement.

## Communication Strategies

Tobacco-free policy implementation can be challenging, and without effective communication, the policy will be unenforceable. To help in this effort, we've provided a range of communication ideas and strategies to ensure that all members of the school and community – students, staff and visitors – are aware of the policy, understand the rationale behind it, and are clear on the consequences if the policy is violated.

No matter what stage your district is in – just getting started, implementing, or dealing with enforcement issues – experience shows that communication must be clear, ongoing, and consistent. We encourage you to work with members of your school and community to identify the best strategies for your school district.

While the checklists in the previous section contain suggestions for policy communication, here are some additional strategies employed by other 100 percent tobacco-free school districts:

### In-Service Training

This is a training that should be held at your school district for school and community representatives, which may include principals, assistant principals, teachers, community and media relations staff, school resource officers, student leaders, school nurses, law enforcement officials and others deemed appropriate for your respective school district. There should not be a cost associated with the training or any necessary materials.

When the in-service is held, it is recommended that local and/or state DHEC representatives be in attendance to support overall policy and training efforts. Other potential representatives might include:

- S.C. Department of Alcohol and Other Drug Abuse Services
- S.C. Tobacco-Free Collaborative
- American Cancer Society – Southeast Division

During the training, communicate:

- Agreed upon tobacco-free school policy for adoption and enforcement

- Expectations of all students, staff, parents, and community
- Rationale supporting the decision to become 100 percent tobacco-free
- Policy enforcement guidelines and problem solving techniques
- Quitting referrals and resources
- Positive statements, and
- Appropriate signage and language supporting overall efforts.

### School-Sponsored Event Announcements

Knowing how to effectively communicate your policy will go a long way toward relieving associated stress school staff may have regarding enforcement and will help to avoid negative confrontations with parents, workers and other school visitors.

School-sponsored athletic events are an opportunity for students, staff and community members to have fun, celebrate student athleticism and enjoy the excitement of competition – not be exposed to secondhand smoke or examples of tobacco use. We encourage school district staff to use these events to remind students, staff and school supporters that the district has a 100 percent tobacco-free school policy in place – one that prohibits tobacco use anywhere on campus, at anytime, by anyone. Regular announcements at football, soccer, baseball and other athletic events are a simple and effective strategy for getting the message across, especially when used in combination with signage and information in event brochures.

Advocates and school staff provide the following suggestions for using announcements to effectively communicate a tobacco-free school policy:

- **Present Positive, Pro-Health Announcements:** Announcements should be positive – reminding visitors that the policy exists to protect the health of students.
- **Offer At Least Four Announcements:** Provide at least four announcements--at the beginning of the game, end of the game and at appropriate break

periods in play (i.e. halftime, end of quarters).

- **Invite Youth Participation:** Invite youth groups to create and make the announcements.
- **Reinforce the Announcements:** Have prominently displayed signs and messages in event brochures that reinforce the announcements.

## Sample Enforcement Scripts and Strategies

### Sample Scripts

“For the safety of our students, *[name of school district]* is proud to have a 100 percent tobacco-free school policy. At this time, we would like to remind our home fans and visitors that during tonight’s sporting event, the use of any tobacco products or alternative tobacco products such as e-cigarettes, is strictly prohibited. We appreciate your support and would like to thank you for keeping our school and stadium tobacco-free. Enjoy the game!”

“Did you know that more than 1,000 nonsmokers in South Carolina will die this year due to exposure to secondhand smoke? This is one reason why all *[name of school district]* schools are 100 percent tobacco-free. We remind our visitors and fans that smoking, chewing tobacco, and using e-cigarettes are prohibited on school grounds – including in and around the stadium. Thank you for your support, and enjoy the game!”

“Nearly 7,300 South Carolina kids under 18 become new smokers each year. That’s one reason why *[name of school district]* schools have a 100 percent tobacco-free school policy. Tobacco use of any kind is strictly prohibited on all school property – including in and around the stadium. Thank you for your support and for helping us help our students be tobacco-free.”

“Tobacco kills more than 1,200 Americans every day, and 80 percent of them started smoking before they were 18. This is one reason why *[name of school district]* schools are 100 percent tobacco-free. We’d like to remind our visitors and fans that tobacco use of any kind, including e-cigarettes, during tonight’s game is prohibited. Thank you for your support, and enjoy the game!”

“Hey fans! Did you know that tobacco use is the number one cause of preventable death in South Carolina? Every year almost 6,000 people in our state die from the use of tobacco products – more than all those who die from AIDS, alcohol, traffic accidents, illegal drugs, murder and suicide combined. This is one reason why *[name of school district]* schools are 100 percent tobacco-free. This means no tobacco use anytime, including e-cigarettes, by anyone, anywhere on campus – including stadiums. We appreciate your support, and thank you for keeping our school and stadium tobacco-free. Enjoy the game!”

### Sample Strategies

Even with signs, written materials, and event announcements, some school visitors may not realize that the school district has a 100 percent tobacco-free school policy in place. This is why all school staff should be trained to communicate the policy one-on-one to the public. Gentle, positive and clear messages will let violators know that the policy is in place and that it will be enforced. Knowing how to effectively communicate the policy will go a long way toward relieving stress school staff may have regarding enforcement and will help to avoid negative confrontations with parents, workers and other school visitors.

## Tips for Verbally Communicating the Policy

### Offer Gentle Reminders

Chances are the person in violation of the policy is unaware that it is in place. This is particularly true if your school district recently adopted the policy. Politely and firmly let the violator know that the campus – as well as the entire school district – is now 100 percent tobacco-free.

### Explain Why the District Approved the Policy

Inform violators of the reasons for the policy in a positive manner. Let them know the school board enacted the policy to protect students, school staff, and visitors from secondhand smoke, to ensure a safe learning and work environment for students and staff, and to model healthy and positive behaviors for students.

## Use a Range of Communication Strategies

Make sure that other communication strategies are in place to support verbal messages. For example, visitors to outdoor athletic events should see signs and information in event programs that communicate the policy, as well as hear announcements at the start of the game and between quarters that remind them of the policy.

## Have a Plan for Non-Compliance

In the unlikely event that school visitors will not comply with requests to refrain from tobacco use while on campus, have a plan to follow, something like this:

- **First Violation:** Inform visitors of the policy (using a phrase below).
- **Second violation:** Inform visitors of the policy again. Suggest that they leave campus if they want to use tobacco. Let them know that they will be asked to leave the stadium if they continue to violate the policy.
- **Third violation:** Ask law enforcement personnel at the stadium to escort visitors off campus.

## Positive Ways to Communicate Enforcement of the Tobacco-Free School Policy

“Pardon me, you must not realize that our school district now has a 100 percent tobacco-free school policy in place. This means no tobacco use anywhere on campus, at any time, by anyone. Our school board passed the policy in *[month here]* to protect students, staff and school visitors from secondhand smoke and to create a healthy and positive environment for students. We ask that everyone comply with the policy. Thank you for your cooperation.”

“I’m sorry, but I must ask you to comply with our school district’s 100 percent tobacco-free school policy by putting out your cigarette. The aim of our policy is to protect our students, staff, and school visitors from secondhand smoke, and to role model healthy behavior for all students. Thank you for your cooperation.”

“Excuse me, I must ask you to put away your chewing tobacco/e-cigarette. We have a 100 percent tobacco-free school policy in place on our campus. We ask that everyone – including employees and visitors – refrain from using any tobacco products until they leave the campus. I appreciate your cooperation.”

“Excuse me, I must ask you to refrain from smoking while on campus. Last *[month here]*, our school board enacted a district-wide 100 percent tobacco-free school policy. This means no tobacco use anywhere on campus, by anyone, at any time. This policy is designed to ensure a positive and healthy learning and working environment for students. Thank you for your cooperation.”



# Supporting Access to Cessation Services

Any state resident wanting to stop using tobacco products can be referred to the free counseling service, S.C. Tobacco Quitline, at 1-800-QUIT-NOW (1-800-784-8669).

Launched in 2006, the S.C. Tobacco Quitline has helped thousands of South Carolinians quit tobacco.

All South Carolinians who call the S.C. Tobacco Quitline are eligible for at least one free session with a trained quit coach and referrals to other local resources and cessation services that can help them kick the habit. Registered callers receive one-on-one coaching, phone or Web-based counseling and support, and assistance developing a personalized quit plan.

The S.C. Tobacco Quitline is available from **8 a.m. – 3 a.m. seven days a week**, and it offers services in English, Spanish, and 10 additional languages. Tailored programs are available for Hispanic and Native American people, pregnant women, young callers (see below), and smokeless tobacco users. TDD and braille services and materials are available for hearing- and sight-impaired participants.

## Youth Support Program

The S.C. Tobacco Quitline also offers the South Carolina Youth Support Program (SCYSP). SCYSP provides full cessation services by a certified quit coach trained to respond to minors (those under the age of 18). Any young person can call the S.C. Tobacco Quitline (whether they are ordered to by court appointment or not). Callers can re-enroll at any time.

(PLEASE NOTE: S.C. Quitline will NOT dose SCYSP callers for nicotine replacement therapy products such as patches, gum or lozenges.)

## Support for State Health Plan Customers

District and school faculty and staff may be eligible for additional services through the State Health Plan. The Quit for Life Program (1-866-QUIT-4-LIFE) covers state employees and their dependents, who are eligible to receive telephone or online coaching and nicotine replacement therapy products such as patches, gum or lozenges. No- and low-cost prescription medicines may also be available depending on coverage.

To learn specifics of the state employee cessation benefit, contact S.C. Public Employee Benefit Authority (PEBA) at (803) 787-6800 or visit the [PEBA website](#). Visit the Quit for Life website for SC State Health Plan to enroll in the [Quit for Life](#) program. Employees can find additional cessation benefit information in the Insurance Benefits Guide or by visiting [www.PEBA.sc.gov](http://www.PEBA.sc.gov).

## Order Free Promotional Materials

If you'd like to order some free posters and brochures about the S.C. Tobacco Quitline for your schools, call DHEC at (803) 545-4467, or visit [DHEC's Educational Materials Library](#).

## Additional Spanish Cessation Services

Additional cessation services in Spanish can be found by calling 1-855-DEJELO-YA or by visiting [www.espanol.smokefree.gov](http://www.espanol.smokefree.gov).

# Tobacco-Use Prevention Education

There are effective school-based tobacco-use prevention education programs that can be adopted, adapted and implemented that will have at least short-term positive outcomes among adolescents.

Programs can be found at the [National Registry of Evidence-based Programs and Policies](#) (Use the advanced search for “outcome category” = tobacco and “setting” = school). Communities and school districts should invest only in the research-proven programs and avoid spending money on programs with little or no evidence of effectiveness.

Effective programs are comprehensive, interactive, start early and span multiple years. They are sustainable, and incorporate an appropriate number of lessons. Importantly, school-based programs are most effective when they are implemented in combination with supplementary or complementary family-, mass media-, or community-based programs.

[Botvin LifeSkills Training \(LST\)](#) is an evidence-based substance abuse and violence prevention program used in schools and communities throughout the United States and in 36 countries around the world. LST has been extensively tested and proven to reduce tobacco, alcohol and illicit drug use by as much as 80 percent. It is effective when implemented with different delivery formats, when taught by different providers, and when delivered to different populations. It also works with elementary school, middle school and high school students. Long-term follow-up studies also show that it produces prevention effects which are durable and long-lasting. LST has been successfully implemented in South Carolina, and trainers (see below) are available to reduce the cost of implementation. When implementing programs, schools must pay attention to maintaining program fidelity to ensure that the programs achieve the expected results.

For more information call (800) 293-4969, visit [www.lifeskillstraining.com](http://www.lifeskillstraining.com), or contact the following Botvin LifeSkills Trainers:

## **Alpha Dunbar**

Aiken Center for Alcohol and Other Drug Services  
(803) 606-9879  
[dunbaram@yahoo.com](mailto:dunbaram@yahoo.com)

## **Javana Lovett**

Richland School District One  
Richland One Community Coalition  
(803) 616-764  
[jailovett@hotmail.com](mailto:jailovett@hotmail.com)

## **Paula Wolfe**

Berea Middle School  
Greenville County School District  
(864) 616-7644

[Project Toward No Tobacco Use \(Project TNT\)](#) is a classroom-based curriculum that aims to prevent and reduce tobacco use, primarily among 6th to 8th grade students. The intervention was developed for a universal audience and has served students with a wide variety of risk factors. Designed to counteract multiple causes of tobacco use simultaneously, Project TNT is based on the theory that youth will be better able to resist tobacco use if they:

- Are aware of misleading information that encourages tobacco use (e.g., pro-tobacco advertising, inflated estimates of the prevalence of tobacco use)
- Have skills that help counteract the social pressures to obtain approval by using tobacco
- Understand the negative physical consequences of tobacco use.

# Resources

[BackFire SC](#) – South Carolina’s youth tobacco prevention effort

[DHEC Tobacco Prevention & Control Division](#) – for current youth smoking rates, tobacco use data, cessation services and more.

[Campaign for Tobacco-Free Kids](#) – Federal and state initiatives, research, fact sheets, special reports, and state-specific data

[Know the Risks](#) – e-cigarette information from the Surgeon General

[National Registry of Evidence-based Programs and Policies](#) – Use the advanced search for “outcome category” = tobacco and “setting” = school

[National Spit Tobacco Education Program](#) – Smokeless tobacco prevention and cessation program sponsored by Oral Health America

[S.C. Tobacco-Free Collaborative](#) – to find coalitions in your area that can assist with developing and implementing tobacco-free policies.

[Tobacco Technical Assistance Consortium](#) – Technical assistance resources for national, state, regional and local tobacco control programs, coalitions, networks and other interested parties to promote CDC-recommended program and policy best practices

[U.S. Centers for Disease Control and Prevention Tobacco Information and Prevention Source](#) – for additional fact sheets, materials and toolkits on tobacco use prevention. Download youth tobacco prevention materials from [www.cdc.gov/tobacco/basic\\_information/youth](http://www.cdc.gov/tobacco/basic_information/youth).

[US Food and Drug Administration \(FDA\)](#) – to find information specific to youth tobacco

# References

This information was adapted from [North Carolina’s Teaming Up for Tobacco-Free Schools](#) initiative.



# Appendix

## Youth Tobacco Prevention Act Update – Alternative Nicotine Products

In June 2013 the Youth Access to Tobacco Prevention Act of 2006 was amended to include alternative nicotine products. The Act:

- Makes it unlawful to sell, furnish, give, distribute, purchase for, or provide a tobacco product or an alternative nicotine product to a minor under the age of 18.
- Makes it unlawful to sell a tobacco product or an alternative nicotine product to an individual who does not present proof of age upon demand. (A person engaged in the sale of alternative nicotine products made through the Internet or other remote sales methods shall perform an age verification through an independent, third party age verification service that compares information available from public records to the personal information entered by the individual during the ordering process that establishes the individual is 18 or older.)
- Makes it unlawful to sell a tobacco product or an alternative nicotine product through a vending machine unless it is either:
  - a) Located in an establishment which is only open to individuals who are 18 or older, or
  - b) Under continuous control by the owner/licensee of the premises.
- Makes it unlawful for a minor under the age of 18 to purchase, possess or attempt to possess a tobacco product or an alternative nicotine product OR present false proof of age in order to purchase a tobacco product.

## Enforcement for Merchants Who Sell to Minors (Under Age 18)

- All offenses are misdemeanors.
- A \$100 fine is assessed for first offense.
- A \$300 fine is assessed for third or subsequent offense occurring within three years of the first.
- Violators may be required to attend a DAODAS-approved merchant education program in lieu of fine.

## Enforcement for Minors (Under Age 18) Who Violate the Law

- All offenses are civil fines.
- Violators are subject to a \$25 fine.
- Violators may complete a DHEC-approved prevention or cessation program or complete five hours of community service in lieu of a fine. Visit the Division of Tobacco Prevention and Control's website at [www.scdhec.gov/tobacco](http://www.scdhec.gov/tobacco) for a listing of approved programs.
- A violation does not affect participation in state college or university financial assistance programs.
- Jurisdiction to hear a violation is vested in municipal or magistrate's court and is placed on the same docket as traffic violations.
- Law enforcement officers may issue uniform traffic tickets for violations of this law.

## Examples of Alternative Nicotine Products



### E-cigarette (Electronic Cigarette)

- Manufactured worldwide, they are marketed as a “safe or healthy alternative to smoking” by some and even as “nicotine replacement therapy to aid in quitting smoking” by others.
- A battery powered stainless steel system that looks like a cigarette, it vaporizes and delivers a chemical mixture, including nicotine and propylene glycol, to the user. Users puff on the e-cigarette as they would a traditional cigarette and inhale a fine, heated, smokeless mist.
- There are no rigorous, peer-reviewed studies showing that the e-cigarette is safe.
- The U.S. Food and Drug Administration does not regulate these products.
- Recent research has found toxins and cancer-causing substances in some of these products.

### Shisha

- Popular in many Arab countries, shisha is a water-pipe in which fruit-scented tobacco is burned using coal and passed through an ornate water vessel. It is inhaled through a hose.
- Typically, the smoke produced from a single pipe contains approximately the same amount of nicotine and tar as 20 cigarettes.
- A commonly held belief is that shisha is harmless because the smoke first passes through water before it is inhaled. But even after passing through water, the smoke produced by shisha contains a high level of toxins, including carbon monoxide, heavy metals and other carcinogens.



- Health risks are relatively unstudied but are generally considered to be the same as those associated with tobacco.

### Chew, Snuff and Snus

- Chew is loose leaf tobacco that is spit out after chewing. Snuff is a powdered form of chew. Snus (pronounced ‘snooze’) is similar to chew, but less noticeable because it is not spit out.
- All three are all finely ground forms of tobacco that can be dry, moist or in a sachet (like a tea bag).
- Users typically place these products between the gum and cheek, suck on the tobacco, then spit out the juices.
- These products are designed to enhance the social acceptability of tobacco and are addictive. They are not safe alternatives to smoking.
- Adolescents who use smokeless tobacco are more likely to become cigarette smokers.
- Smokeless tobacco contains 3,000 chemicals and 28 known carcinogens.



### Dissolvable Tobacco Products

- They are sometimes called “tobacco that melts in the mouth.”
- There are different types, including Camel Orbs (an aspirin-sized tablet that looks like a mint), Camel Sticks (which look like toothpicks), and Camel Strips (which are edible and look like tiny breath-freshening strips).
- They are marketed as “fresh and mellow” and feature bright packaging and easy-to-hide labels that appeal to young people.







## Contact Us

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