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# ST E P P

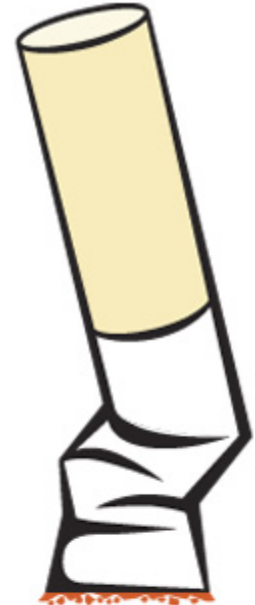
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STATE TOBACCO EDUCATION  
& PREVENTION PARTNERSHIP



**TOBACCO-FREE  
ENVIRONMENT**

Tobacco Free Schools Law  
C.R.S. 25-14-103.5



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## Tobacco-Free Schools Signs

### Target Audiences:

Primary – School and child care administrators

Secondary – Children, ages 1-18

### Research:

A national audit was conducted to review other states' signage, four metro Denver schools were visited to check on compliance rates (two middle and two high) and administrators at six schools (two elementary, middle and high) were contacted to discuss the Tobacco-Free Schools law.

Please see reverse side for methodology and key findings.

### Objective:

To design new signs, decals and on ordering brochure to increase compliance with the Tobacco-Free Schools law at elementary, middle and high schools and child care centers.

### Campaign Tactical Plan:

Signs and decals were developed to encourage and enhance compliance with the Tobacco-Free Schools law. These signs address spit tobacco use and smoking in a variety of sizes and designs.

A statewide direct mailing, including an initial supply of signs and decals, a brochure and a letter from the Executive Director of the Colorado Department of Public Health and Environment, will be sent in September 2006 to every public K-12 school, administration center and childcare center in Colorado. In addition, each private school will receive a letter and brochure encouraging them to comply with the Clean Indoor Air Act and Tobacco-Free Schools law. Each kit is based on estimated school size.

### Evaluation:

- # of signs and decals distributed
- Observational data from local health agency staff via the school checklist

## Research for Tobacco-Free Schools Signs\*\*

### Overview:

A national audit was conducted to review other states' signage, four metro Denver schools were visited to check on compliance rates (two middle and two high) and administrators at six schools (two elementary, middle and high) were contacted to discuss the Tobacco-Free Schools law.

### Key Findings:

- I. From other states:
  - a. Nearly all signs from other states look the same (red and black coloring on a white background)
  - b. Colorado's current signage was the most unique (imagery and alternative materials)
- II. From on-site visits:
  - a. Compliance was low
    - i. Only one sign was seen at all four schools
- III. From interviews with school administrators:
  - a. Responses from elementary schools was mixed – one administrator was open to hanging signs and the other felt it was unnecessary as “people knew about the law”
  - b. Responses from middle schools – hesitant to hang signs
  - c. Responses from high schools – one resounding “no” regarding display of signs and the other received signs from their city.
  - d. *None of the administrators knew that the Tobacco-Free Schools law required posting signs*

***\*\*All research is preliminary and indicates the need for further investigation.***