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Background

- Johns Hopkins Bloomberg School of Public Health (JHSPH) 20+ years smoke-free policy upgraded to Tobacco-free Initiative (TFI) in 2014
- The JHSPH TFI, which followed best practice guidelines of the American Nonsmokers' Rights Foundation, prohibits the use of all tobacco products, including e-cigarettes, on all school-owned or leased properties and in campus-owned, leased or rented vehicles and all JHSPH outdoor grounds
- Tobacco use discouraged on all city sidewalks adjacent to JHSPH buildings

Passing the Initiative

- Dean advocates for JHSPH Tobacco-free Initiative
- JHSPH community engaged in drafting the initiative through representatives on wellness committee
- Legal counsel involved in reviewing final draft
- Initiative launched on August 1, 2014

Implementing the Initiative

- Implementation committee included JHSPH staff and faculty, and implementation was organized in phases



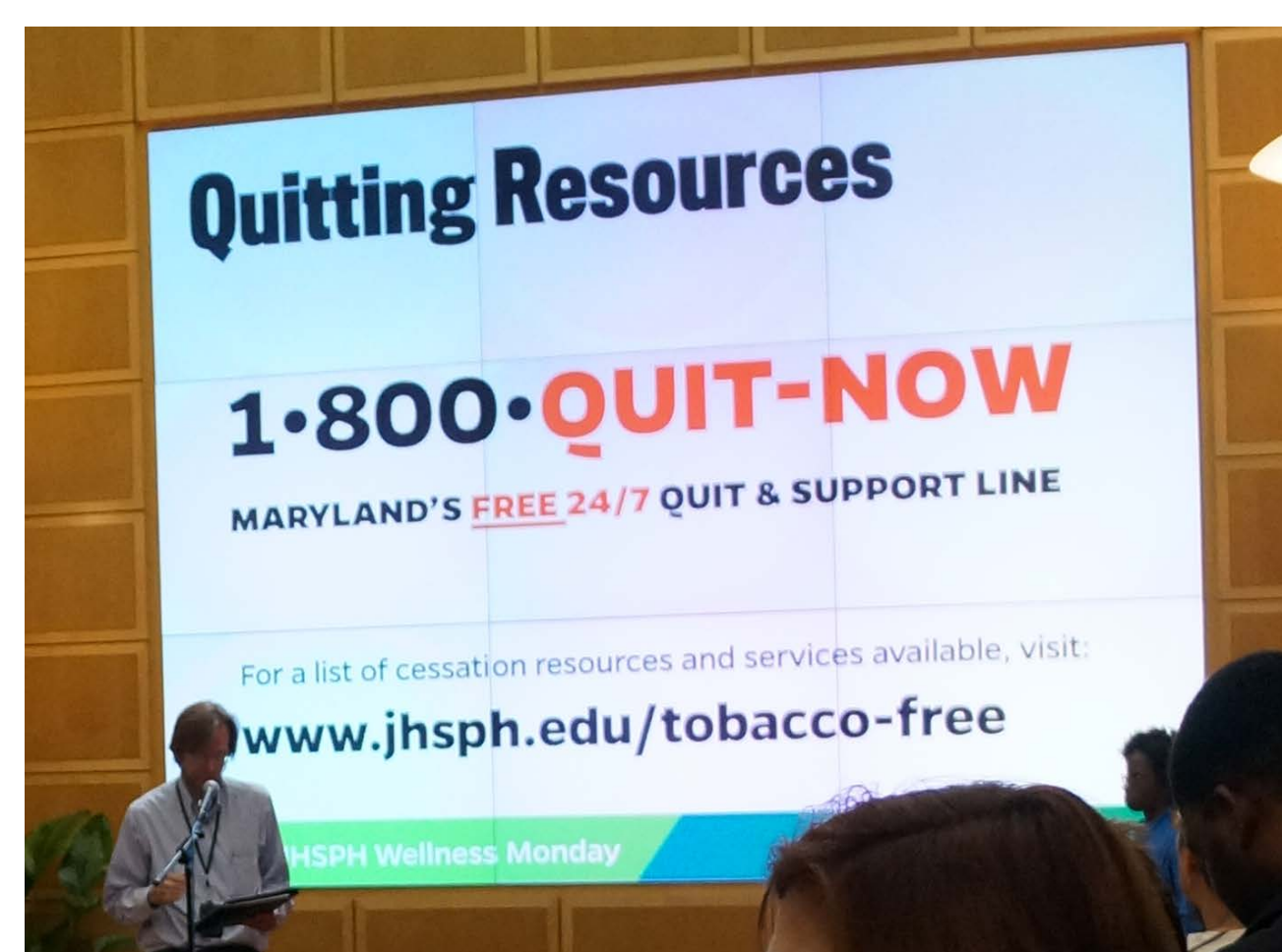
Tobacco Free: More Than Fresh Air?
Johns Hopkins Bloomberg School of Public Health
441 Views

- Dean introduced initiative in a letter and video during launch
- Slogan for campaign developed: "Tobacco-free: More than Fresh Air"

- Website launched containing information on initiative and tobacco cessation resources
- JHSPH logos and marketing materials updated to carry information on JHSPH TFI
- Continuous education of JHSPH community on initiative through various channels including lectures, presentations, electronic information boards



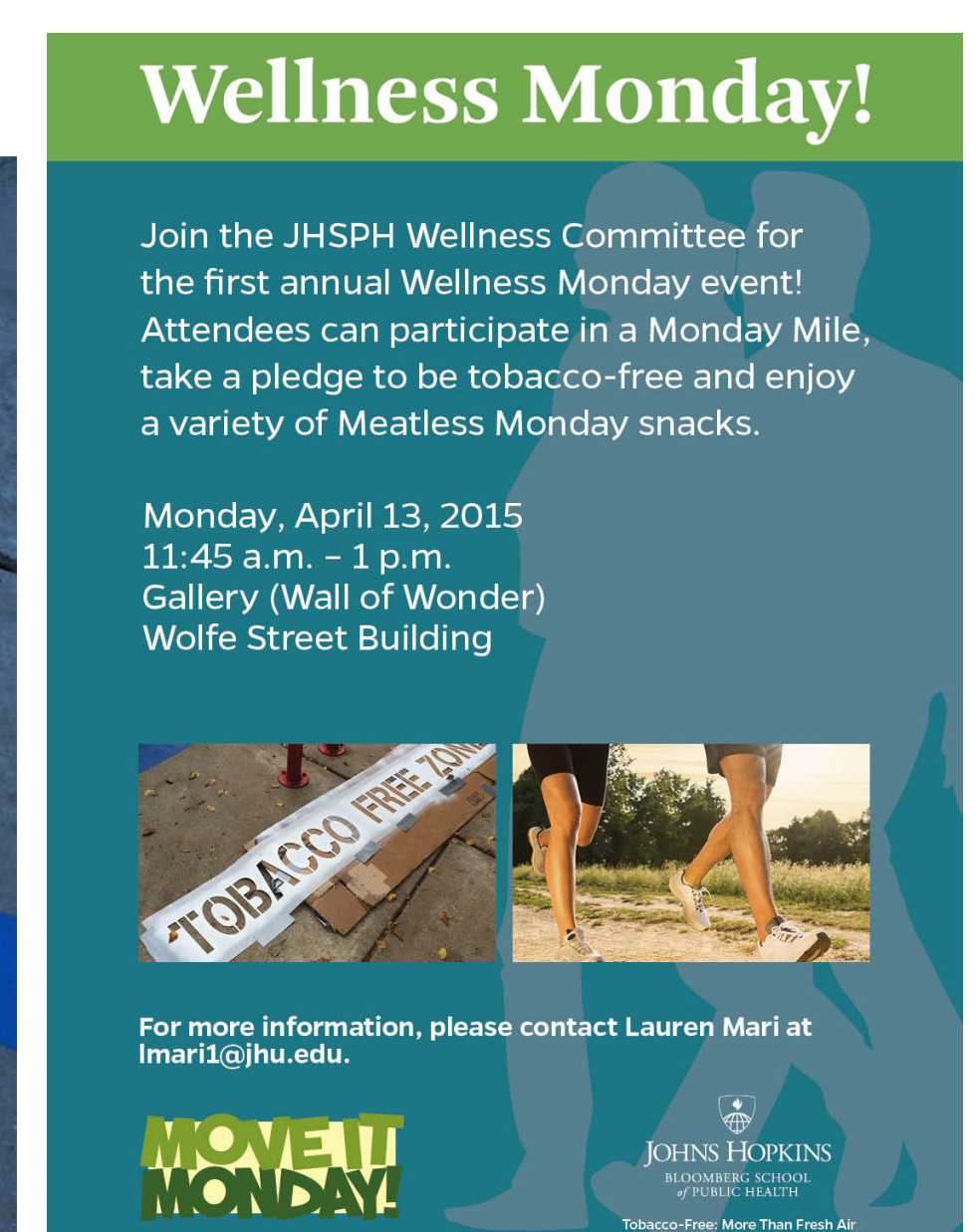
I, _____, pledge to quit or not start using tobacco products.
I understand that tobacco in any form is harmful, including cigarettes, smokeless, and any product containing nicotine.
www.jhsph.edu/tobacco-free



Tobacco-free pledge and cessation resources
<http://www.jhsph.edu/tobacco-free>



Blue lines discouraging use of tobacco on city sidewalks adjacent to JHSPH grounds



Wellness Monday campaign supports Tobacco-free Initiative



JHSPH Tobacco-free Initiative receives the 2015 Innovative Policy or Environmental Change Award from the Maryland Cancer Collaborative

Lessons Learned and Policy Review

- Support from the school leadership is important in meeting goals and making tangible progress
- It is imperative to consider implementation as a key component of a tobacco-free policy, and prepare a rollout plan
- An annual policy review conducted in 2015 resulted in an update of initiative, incorporating feedback from the American Nonsmokers' Rights Foundation