

*It's not just about "smoking" anymore.*

# 20<sup>th</sup> century school policies meet 21<sup>st</sup> century tobacco products...



*cigars*



*strips*  
*orbs*  
*sticks*

*snus*



*electronic  
cigarettes*



Superintendents, high school principals, school board members —  
**you're invited!**

On December 7 (*Wyndham Hotel, Mt. Laurel*) or December 10 (*Dolce Hotel, Basking Ridge*), please attend (or send a proxy to) a free event to learn about the opportunity to implement a new Comprehensive Tobacco-Free School Policy (*see back for more information*).

We'll provide great food, great company, and a lively day with students, superintendents who are already implementing a Comprehensive Tobacco-Free School Policy, policy experts, and an implementation toolkit for all attending schools.

Please complete the attached registration form and return it by November 23, 2010.

*For more information and to register, please go to [www.princetonleadership.org/tobacco](http://www.princetonleadership.org/tobacco) or contact:*

Dr. Abby Attias, Vice President of Princeton  
Center for Leadership Training (PCLT), at  
[aattias@princetonleadership.org](mailto:aattias@princetonleadership.org) or  
609.252.9300 x 103

*"Tobacco is an addictive drug and  
has no place on school property."*

~ Julia, grade 8

PCLT is partnering with the NJ Dept. of Health & Senior Services to convene these events through a grant from the Centers for Disease Control & Prevention, with funds from the American Recovery and Reinvestment Act of 2009.

# WHO SUPPORTS THIS ENDEAVOR?

A new advisory council, called the *New Jersey Tobacco Advisory Council* (NJTAC), has been formed specifically in support of the goal of inspiring and supporting New Jersey's secondary schools to develop and implement a Comprehensive Tobacco-Free School Policy (CTFSP). Convened by the New Jersey Department of Health & Senior Services in partnership with Princeton Center for Leadership Training, NJTAC members include organizational leaders from the following organizations:

- Association of Student Assistance Professionals-NJ (ASAP-NJ)
- Campaign for Tobacco-Free Kids
- New Jersey Association of Health, Physical Education, Recreation and Dance (NJAPERD)
- New Jersey Department of Education (NJDOE)
- New Jersey Department of Health & Senior Services (NJDHSS)
- New Jersey Global Advisors on Smoke-free Policy (NJGASP)
- New Jersey Prevention Network (NJPN)
- New Jersey Principals & Supervisors Association (NJPSA)
- New Jersey School Boards Association (NJSBA)
- Princeton Center for Leadership Training (PCLT)
- South Hunterdon Regional High School
- University of Medicine and Dentistry, New Jersey (UMDMJ)

## WHAT IS A COMPREHENSIVE TOBACCO-FREE SCHOOL POLICY?

Different from conventional school tobacco policies, a Comprehensive Tobacco-Free School Policy:

1. Includes tobacco not only in the form of cigarettes/cigars, but all forms of tobacco/ nicotine, such as chewing tobacco and even—the latest—electronic cigarettes. This is important because our young people are using *all* products developed by tobacco companies—and all forms of them are addictive and dangerous.
2. Applies not only to students, but to all school staff and to visitors to school or school-related events.
3. Asks that tobacco policy be publicly displayed through clear signage (which will be provided, free of charge, to NJ high schools that implement a CTFSP).
4. Offers positive intervention opportunities to students and adults who are struggling with tobacco. The emphasis of the policy is on wellness instead of punishment/ suspensions, which has not been shown to have a positive impact on cessation.

20<sup>th</sup> century school policies meet 21<sup>st</sup> century tobacco products...

## Implementing a Comprehensive Tobacco-Free School Policy in Your School

Tuesday, December 7, 2010  
8:30 a.m. – 2:30 p.m.  
Wyndham Hotel  
1111 Route 73 North  
Mt. Laurel

**OR**

Friday, December 10, 2010  
8:30 a.m. – 2:30 p.m.  
Dolce Hotel  
300 North Maple Avenue  
Basking Ridge

### REGISTRATION FORM

*(One form per high school)*

There are 4 ways to register. You can: (1) register online at [www.princetonleadership.org/tobacco](http://www.princetonleadership.org/tobacco); (2) email your registration information to [dcasciano@princetonleadership.org](mailto:dcasciano@princetonleadership.org); (3) fax your registration form to 609.252.9393; or (4) call Daphne at 609.252.9300 x 115.

No matter which registration method you choose, you must register **by Tues., November 23, 2010. Register early as space is limited.** Confirmation and directions will be faxed and/or emailed upon receipt of your registration form.

**Please note:** Continental breakfast and lunch will be provided to all participants.

*(Please print or type)*

► **School District/Name of High School** \_\_\_\_\_

Yes, we will attend this free event on: *(check one)*

Tues., December 7 (Mt. Laurel)

Fri., December 10 (Basking Ridge)

► **Below are the individuals attending from our school district/high school:**

► **Name** \_\_\_\_\_ **Position:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Fax Number:** \_\_\_\_\_

► **Name** \_\_\_\_\_ **Position:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Fax Number:** \_\_\_\_\_

► **Please indicate the origin of your district's current policy below:**

New Jersey School Boards Association

Strauss Esmay Associates

Other \_\_\_\_\_

Unsure

► **Is your high school a former REBEL school?**  Yes  No  Unsure

► **If yes, are you still implementing a REBEL program?**  Yes  No  Unsure