

Campus Tobacco Policy Development Training

This day-and-a-half (12 hour) training utilizes the expertise of BACCHUS staff members to provide you with tobacco policy development specifics. The training will grow participants' abilities in all vital aspects of advocating for, constructing and implementing a strong tobacco control campus policy. These aspects include: assessing the needs of campus, assembling a task force, building support from multiple constituencies, developing the right policy, educating on tobacco and policy, gaining support from key stakeholders, and implementing and ensuring compliance of a newly developed policy.

Learning Objectives

At the completion of this training, participants will be able to:

- Understand the issues of tobacco use and secondhand smoke.
- Organize and administer a task force.
- Present a reasoned, cogent argument for policy change.
- Take a leadership role in advocating for policy change.
- Speak effectively about the importance of tobacco policy.
- Understand the ways in which interactions with the media can impact policy change.
- Demonstrate empathy toward tobacco users.
- Educate the community about tobacco use and secondhand smoke.
- Address setbacks, political issues, and failures.
- Direct people to tobacco cessation resources.

Fee

Our fee for a day-and-a-half training for one campus is \$2,500 and includes the travel costs of one trainer (airfare, ground transportation, hotel, meals). For multi-campus/statewide trainings, our fee is \$3,000, plus travel costs. In both cases, if attendance exceeds 40 people, a second trainer will be included for an additional cost. Please contact us for details.

Program

This interactive training walks participants through the entire process of initiating and following through on tobacco policy development. Participants will engage in practice activities and small group discussions to further their understanding. The program will be tailored to fit your needs, depending on the stage of policy change from which you are starting.

Here is an outline of the training:

- Conducting assessments
- Surveys and evaluation tools
- Identifying power centers and influencers
- Building a task force
- Grassroots organizing
- Establishing goals
- Effective events
- Constructing a policy
- Building compliance

- Educating the campus before and after implementation
- Addressing cessation needs prior to policy implementation

Book a Training

Interested in bringing a BACCHUS trainer to campus? Contact Ann Quinn-Zobeck at: 303-871-0901 or ann@bacchusnetwork.org