Tobacco-Free Campus
Policy Implementation Communication Plan—XYZ Organization

Name of Project: Tobacco-Free Campus Policy Implementation

Contact Person: *(Provide name, e-mail address, and telephone number.)*

Issue or Problem to Be Addressed: *(Summarize your entire project in a sentence or two.)*
For example: Implement and promote a new tobacco-free campus policy that prohibits the use of all tobacco products on the organization's property by employees, contractors, interns, other staff, and visitors. This communication plan will be implemented in conjunction with the communication plan for the provision of tobacco use cessation services to XYZ organization staff.

Primary Goal and Objectives:
> **Goal:** *(State the project's desired outcome.)*
> *For example:* To ensure that all XYZ staff are fully informed about the new tobacco-free campus policy in order to guarantee smooth policy implementation.
>
> **Objectives:** *(State the specific measures that will be used to determine whether the project meets its goal.)*
> - *For example:* X% of XYZ supervisors are informed about the policy, enforcement procedures, and their roles in enforcement
> - *For example:* X% of XYZ staff are informed about the policy's provisions, enforcement procedures, and implementation process
> - *For example:* X% of XYZ staff receive information on the rationale for the policy, how to report violations, and how to submit questions or comments regarding the policy
> - *For example:* All questions or comments from XYZ staff regarding the policy are answered within 48 hours of receipt

Intended Audience: *(Identify everyone eligible for the tobacco use cessation services.)*
For example: All employees, contractors, interns, students, other staff, and visitors.

Communication Strategies: *(Check all that apply. Add other options as appropriate for your company.)*
For example: XYZ staff members will learn about the tobacco-free campus policy, its provisions, and its enforcement procedures through electronic documents, printed materials, Web sites, and other communication methods, while visitors will receive information through printed materials and other communication methods (primarily campus signs).

Electronic Documents
___ E-mail announcements
___ Frequently asked questions
___ Maps
___ Official implementation announcement
___ Organization electronic newsletter article
Printed Materials
___ Flyers/banners
___ Health tickets
___ Payroll stuffers

Web Sites
___ Employee/policy Intranet site
Other Communication Activities
___ Employee questions e-mail box
___ New employee orientation meetings
___ Permanent campus signs
___ Question and answer session
___ Special events
___ Staff meetings
___ Table and bulletin board displays

Distribution Plan and Timeline: *(Identify a distribution plan and timeline for implementation of each selected strategy. An example distribution plan is given for the campus signs strategy.)*

Strategy	Actions Needed	By Whom	Status
Campus signs	1. Determine the types of signs needed at XYZ organization (e.g., automobile entrance, pedestrian entrance, post-mounted, wall-mounted, door applications).	1. Staff member, building management	Completed XX/XX/200X
	2. Determine the number needed of each sign type.	2. Staff member, building management	Completed XX/XX/200X
	3. Design the signs.	3. Staff member	XX/XX/200X
	4. Order the signs.	4. Staff member	XX/XX/200X
	5. Produce the signs.	5. Contract company	In progress
	6. Identify a contact person for each XYZ campus.	6. Staff member	Completed XX/XX/200X
	7. Ship appropriate signs directly to all XYZ campuses via the campus contact people.	7. Contract company	Arrival date XX/XX/200X
	8. Install the signs.	8. Campus contacts and building management	Est. installation XX/XX/200X

Evaluation Strategy: *(Evaluation should include measurement of the project objectives.)*
For example: For the sample objectives at the top, the evaluation plan might include collection of process data on the variety of strategies used and the number of materials distributed to ensure adequate message dissemination. The plan could also use information on:

- Web traffic to the policy site and other key Intranet sites with TFC information
- Number of people who requested tobacco use cessation materials within a month of policy implementation
- Number of information packets mailed out
- Number of questions and types of information requested through the employee feedback e-mail box
- Number of responses sent through the employee feedback e-mail box and average response time