



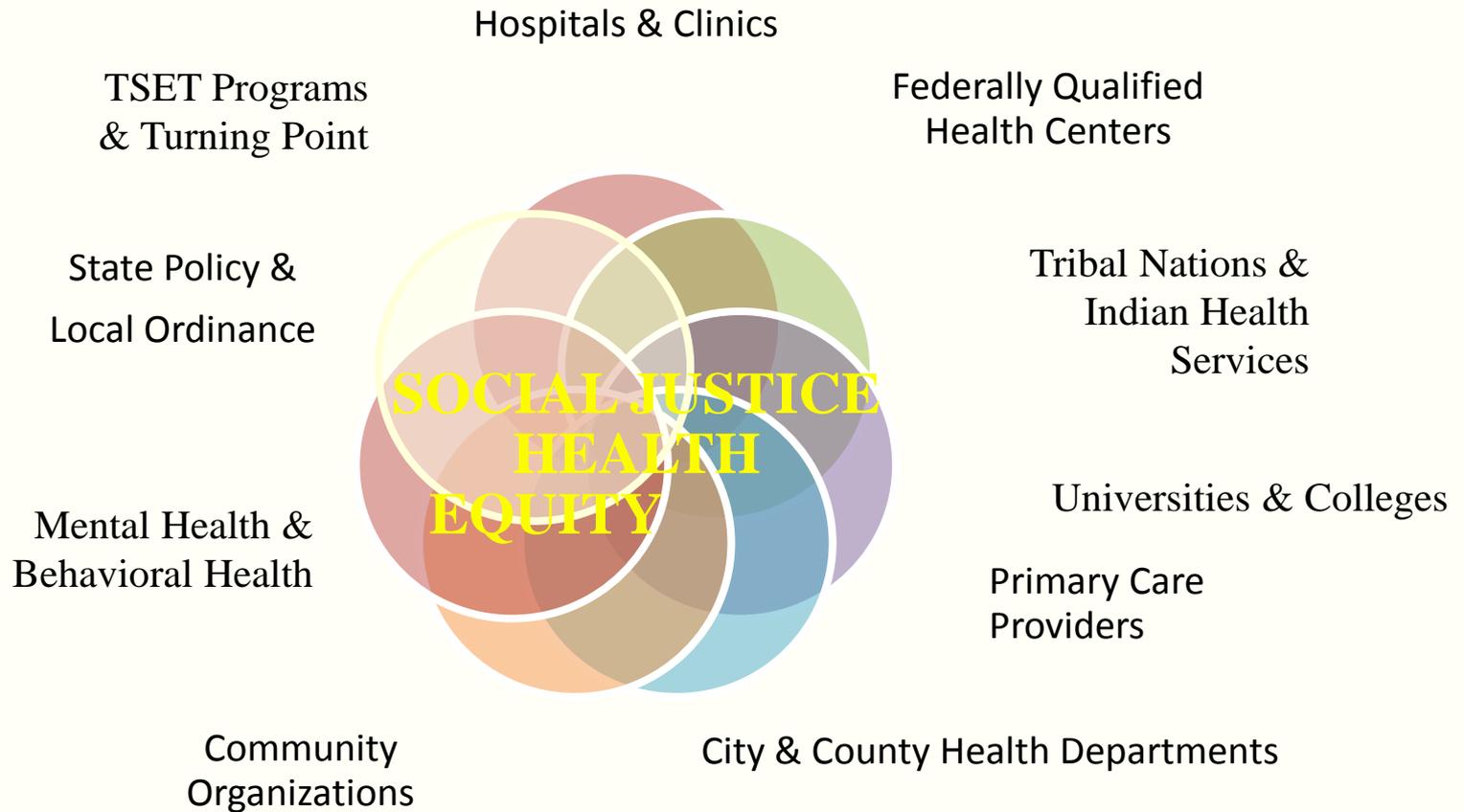
24/7 Tobacco-Free Schools Act



Oklahoma acknowledges the traditional and sacred use of tobacco among American Indian people living in Oklahoma. In this presentation tobacco refers to the use of commercial tobacco unless otherwise stated.



Healthy Oklahoma 2020: Oklahoma Health Improvement Plan



Tobacco Definition

Any product that contains or is derived from tobacco and is intended for human consumption excluding drugs or devices approved for cessation by the United States Food and Drug Administration. This includes e-cigarettes and vapor devices/products with or without nicotine.

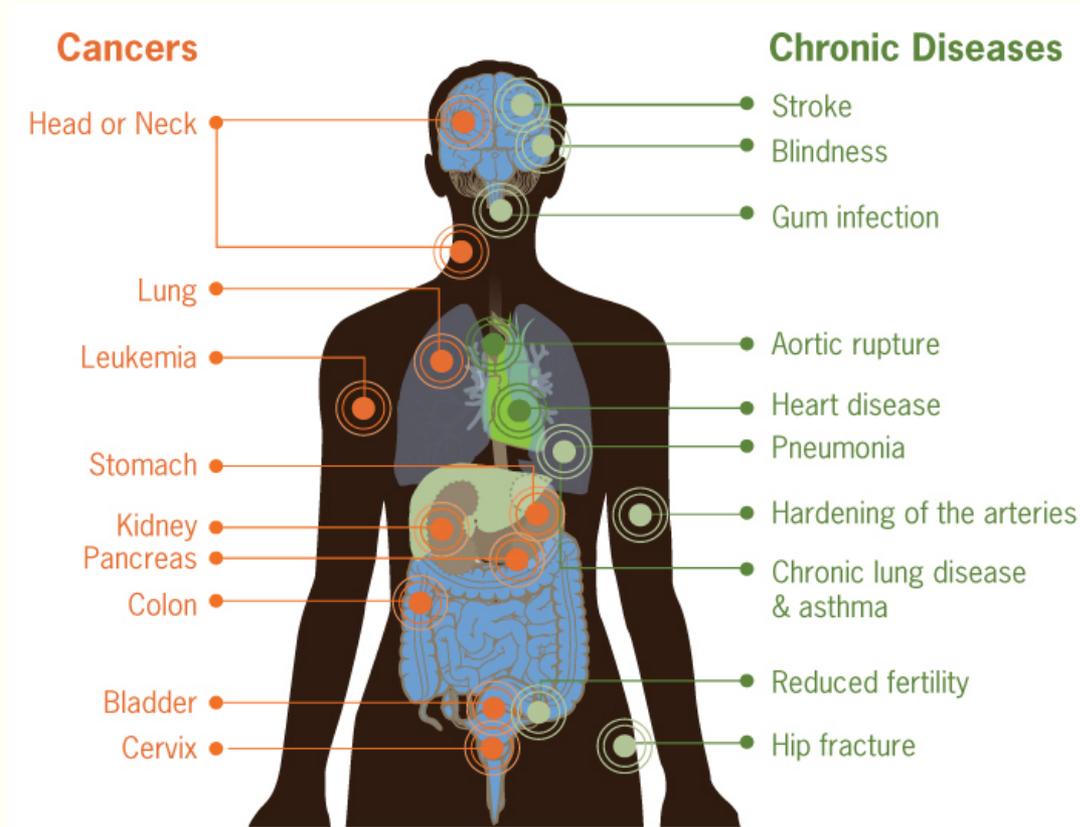


Commercial Tobacco can be delivered in a variety of ways:

- **Combustible Tobacco** (Cigarettes, Cigars, Pipe Tobacco etc.)
- **Non-Combustible/Smokeless Tobacco** (snuff, chewing tobacco commonly called “dipping” tobacco, snus and dissolvable products)
- **Tobacco derived products** (nicotine liquid)



IMPACT OF TOBACCO USE



BURDEN OF TOBACCO

- The tobacco industry spends an estimated \$160.3 million annually marketing tobacco products to Oklahomans.
- Tobacco use costs Oklahomans over \$23.7 billion annually in medical costs.
- Oklahomans spend approximately \$1.62 billion annually on combustible tobacco-related health costs alone.



BURDEN OF TOBACCO

- 6,000 Oklahomans will die each year from tobacco use.
- Each year, 700 Oklahomans will die from disease caused by exposure to secondhand smoke.
- 23.7% of Oklahoma adults 18 and older smoke. (approx. 688,100)



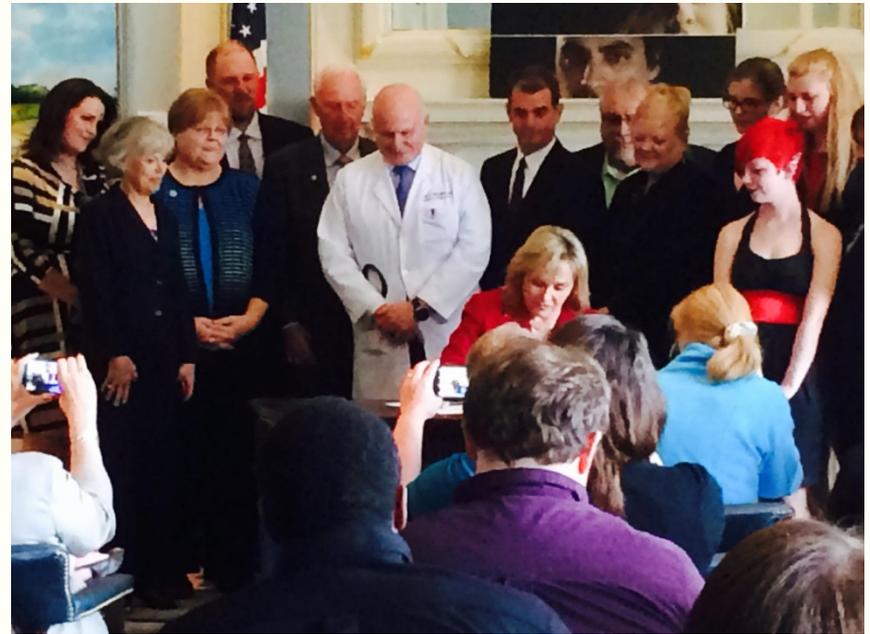
Impact of Tobacco on Youth

- 90% of adult smokers began while in their teens, or earlier.
 - Two-thirds became regular, daily smokers before they reached the age of 19.
- There are more than 250,000 new underage daily smokers in this country annually.
 - Roughly 1/3 will eventually die prematurely from smoking-caused disease
- Each day, more than 2,800 kids in the United States try their first cigarette
 - An additional 700 kids under 18 years of age become new regular, daily smokers.



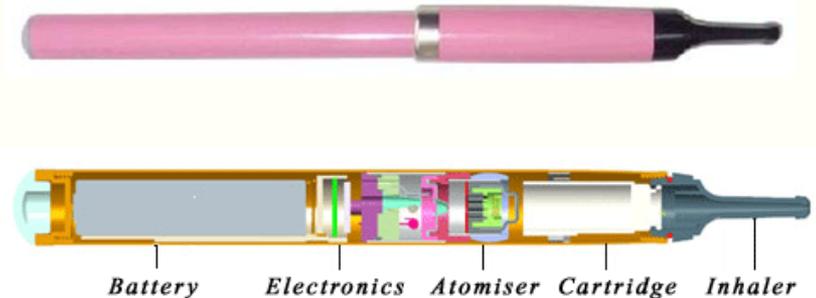
What is the 24/7 Tobacco-Free Schools Act?

- House Bill 1685, or the 24/7 Tobacco-Free Schools Act, was signed into law on May 6, 2015.
- Requires all schools to be tobacco-free 24 hours a day, 7 days a week
- Covers school grounds, in school vehicles and at any school-sponsored or school-sanctioned event or activity.
- The Act becomes effective August 20, 2015.



E-cigarettes and Vapor Products

- State law does not prohibit the use of vapor products on school grounds.
- School policies may be stronger than the new law.
- Schools are encouraged to include e-cigarettes and vapor products in their tobacco-free policies.



Accountability

- Schools are responsible for implementation on their properties and at school-sanctioned activities and events.
- The new law applies to all public and private schools, even those connected to a church or religious body.
 - Including all public universities



Communication Strategies

- Place signage at the boundaries of school property and at building entrances to increase awareness.
- Ask students, staff, and community volunteers to assist in distributing informational flyers at school-sponsored events.
- OSDH will provide signs to schools that have not already received signs.



No Tobacco Use Signs



Enforcement Strategies

- Positive reminders make enforcement easier.
 - Announcements during athletic events.
- Include a tobacco-free policy in the school policy handbook.
 - Include disciplinary procedures
 - Other strategies should also be considered.



The Center for the Advancement of Wellness works to reduce obesity and tobacco use in Oklahoma by working with communities, workplaces, schools and other groups to enact policy, environmental and social norm changes. Center staff members serve as content specialists in the areas of tobacco control, physical activity, and nutrition.

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