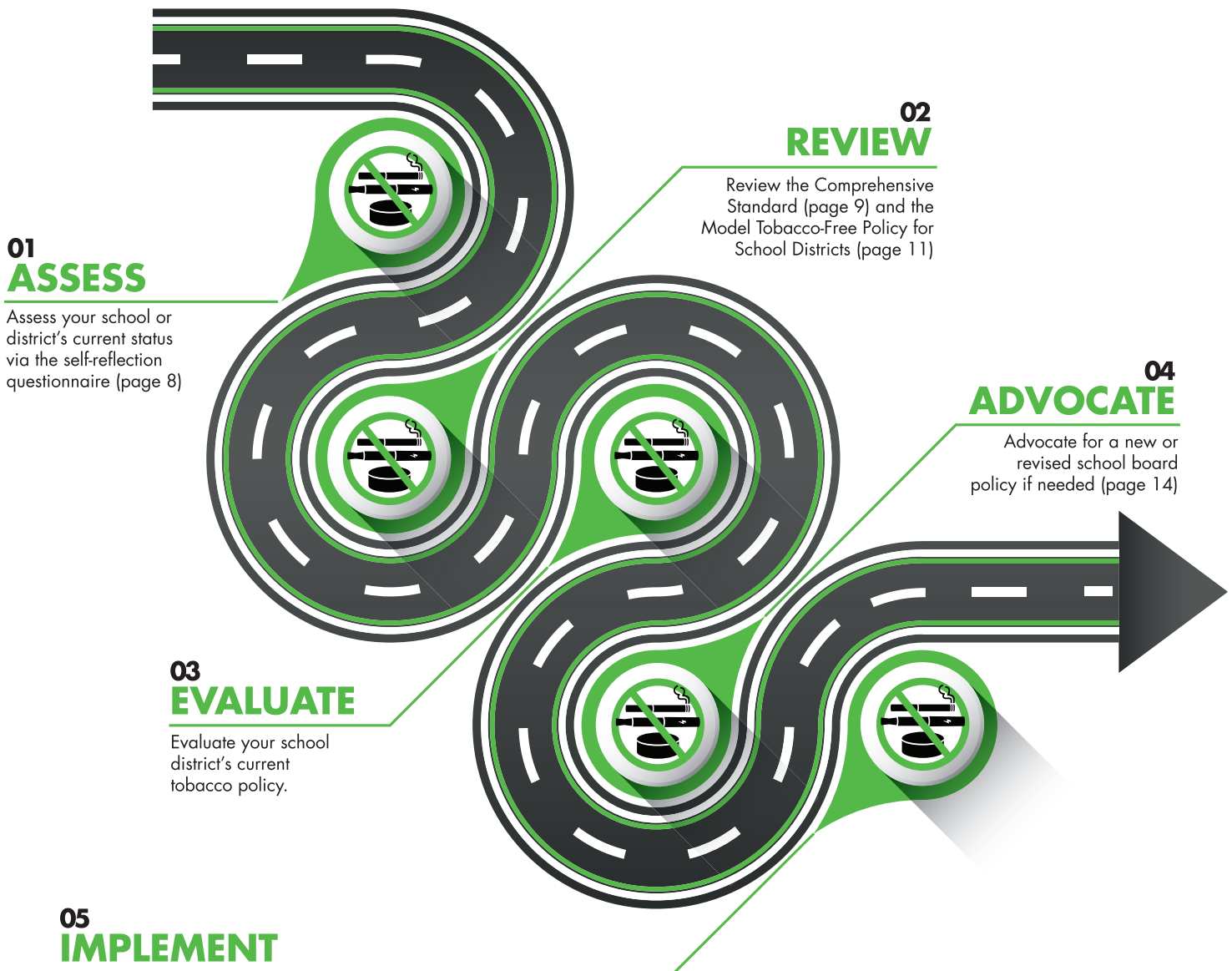


# SECTION 4: START THE PROCESS

## A ROAD MAP TO ACHIEVING TOBACCO-FREE SCHOOLS



Implement your school's comprehensive tobacco-free policy:

- **Communication:** When people know the rules, they are much more likely to comply with your new policy (see page 16).
- **Compliance and Enforcement:** It is up to school administration and staff to make sure that rules and consequences are consistently enforced (see page 24).
- **Cessation Support:** Schools must provide referrals to cessation support services to support tobacco users who need help quitting tobacco (see page 35).
- **Cultural Competency:** A tobacco-free policy must be aware of the diversity of New Mexico and how factors such as family income, gender, cultural traditions, and location contribute to tobacco use (see page 36).