

Tobacco Free Campus Implementation Team

2017 Steps & Discussion

General Timeline

April 2017

- Design & print "bumper stickers" for receptacles - **Amy Easum**
- Design & print yard signs Phases 1-3 - **Amy Easum**
- Update maps with tobacco-free campus info - **Amy Easum**
- Design ad for Wellness 101 magazine - **Amy Easum**
- Print courtesy cards - **Amy Easum**
- Reserve Phases 1-3 yard sign locations - **Tara Nolen & Students**
- Train campus Ambassadors - **Tara Nolen**
- Take website training course - **Tara Nolen & Amanda Aguila**

May 2017

- Tobacco Free Wu & Me Event - **Tara Nolen & Students**
- Design & print all permanent signage - **Amy Easum**
- May 1: Place phase 1 yard signs - **Tara Nolen & Students**
- May 31: Pickup phase 1 yard signs - **Tara Nolen & Students**
- May 31: Place phase 2 yard signs - **Tara Nolen & Students**

June 2017

- June 26: Press release - **Lainie Mazzullo**
- June 30: Pickup phase 2 yard signs - **Tara Nolen & Students**
- June 30: Place Phase 3 yard signs - **Tara Nolen & Students**
- June 30: Remove smoking receptacles & auction - **Klint Harkness**

July 2017

- **July 1: WSU is a Tobacco-Free Campus!**
- July 1: Implement Ambassador Program - **Tara Nolen & Ambassadors**
- July 3: Install all signage (parking, flags, window clings) - **Klint Harkness**
- July 31: Pickup Phase 3 yard signs - **Tara Nolen & Students**

August 2017

- Celebration event at Wu-Rah - **Tara Nolen & Students**

Communications Plan:

April 2017

- April 9: Sunflower - 1/4-page ad
- Orientation guide ad
- Messages on WSU-TV, WSU Today, Shocker Blast

May 2017

- Phase 1 yard signs
- May 1: Wellness 101 Magazine - 1/8-page ad
- May 20: Sunflower - 1/4-page ad
- Wellness 101 Student article
- Messages on WSU-TV, WSU Today, Shocker Blast

June 2017

- Phase 2 yard signs
- Sunflower social media posts - **Laine Mazzulo**
- June 26: Press release - **Laine Mazzulo**
- Messages on WSU-TV, WSU Today, Shocker Blast

July 2017

- Phase 3 yard signs
- Sunflower social media posts
- Permanent signage installed
- Messages on WSU-TV, WSU Today, Shocker Blast

August 2017

- Wellness 101 magazine - 1/8-page ad
- Sunflower social media posts
- Celebration event at Wu-Rah