

Tobacco Free Campus Implementation Team 2017 Steps & Discussion

General Timeline

April 2017

- { Design & print "bumper stickers" for receptacles Amy Easum
- { Design & print yard signs Phase 3 4 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 Phase 3 yard sign locations Tara Nolen & Students
- { Train campus Ambassadors Tara Nolen
- { Take website training course Tara Nolen & Amanda Aguila

- { Tobacco Free Wu & Me Event Tara Nolen & Students
- {

Communications Plan:

April 2017

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

June 2017

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

July 2017

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

August 2017

- { Wellness 101 magazine 1/8-page ad
- { Sunflower social media posts
- { Celebration event at *WRah*