




Communicating Your Tobacco-Free Policy: Signs

Communicating your tobacco-free property policy is just as important as the policy itself. The more ways and places that you can communicate the tobacco-free property wide policy, the easier the implementation and enforcement of this policy will be. Signs should be easily visible throughout your workplace property, especially in high-trafficked areas, such as parking lots and the main entrance to your facility. Below are the general guidelines for signs communicating your tobacco-free property wide policy.

- Size**
 - Signs need to be large and bold. It is recommended that one sign be at least 8' x 4' and be mounted near the most public entrance to the worksite.
 - Use big, easy-to-read letters. Test to make sure that people will be able to read the sign from their cars.
- Message**
 - Communicate a brief and simple message. "This is a tobacco-free property" or "We are 100% tobacco-free property-wide."
 - It is crucial to include the word "property" on all signage to communicate to people that this is different from the no-smoking indoors policy.
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 - Include the international "No Smoking" sign for low-literacy populations.
- Location**
 - Permanent signs should be located throughout the campus, including parking areas, all entrances to the property and in areas where people previously smoked.



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