TOBACCO FREE CAMPUS POLICIES: THE BASICS
OVERVIEW OF SESSION

- Background on Colleges and Tobacco
  - Why Policy
  - Policy Options
  - Things to Consider
  - Policy Trends
- Overview of Steps Involved in Passing a Policy
- Ensuring Success
- Case Studies from CA and MN
SESSION GOALS

Have a better understanding of:

- The steps involved in passing a policy
- Useful tools for assessing colleges
- Strategies for developing partnerships on campus
- Innovative approaches to educating campus partners
- Tactics for gaining support
- Tools for ensuring policy compliance
American Lung Association in MN

- Partnered with more than 20 campuses throughout MN
- Technical Assistance grant from the Minnesota Department of Health
The California Youth Advocacy Network (CYAN) is dedicated to the support of youth and young adult tobacco control advocacy throughout California. By providing young people and agencies with the tangible tools for action, CYAN strives to mobilize a powerful statewide movement for tobacco control.

CYAN offers the following to the tobacco prevention field:

- Technical Assistance
- Trainings
- Statewide Advocacy and Policy Campaigns
- Educational Materials and Publications
- Opportunities for Networking

*Supported by a cooperative agreement from CDC’s Communities Putting Prevention to Work program and the California Department of Public Health – Tobacco Control Program. The findings and conclusion in this presentation are those of the authors and do not necessarily represent the views of the US Department of Health and Human Services or the Centers for Disease Control and prevention.*
AUDIENCE QUESTION

What is your level of experience with tobacco free campus policies

1. I have served as part of a task force or committee at a campus to adopt or implement a smoke-free or tobacco free campus policy
2. I have encouraged the policy process in some way at a campus
3. I am aware of the movement, but haven’t been involved
4. This campus policy work is all new to me, but I can’t wait to learn more!
WHY WE WORK ON TOBACCO FREE CAMPUS POLICIES

- 15 million students are enrolled in US colleges or universities ¹
- 25-30% of undergraduate students use tobacco products ¹
- 40% of these students started smoking while in college ¹
- 1.3 million will die from tobacco related diseases ¹

¹ Tobacco Policies for College Campuses 2007
Tobacco-free policies are proven to...

- Increase quit attempts;
- Decrease use;
- Decrease exposure to tobacco;
- Eliminate ties with tobacco companies;
- Decrease secondhand smoke exposure;
- Provide protection to workers not protected by state law;
- Decrease cigarette butt litter.
Since 1998, young adults have had highest tobacco use prevalence in the United States

Daily vs. some day / occasional tobacco use

Tobacco companies aggressively market to young adults
AUDIENCE QUESTION

What percentage of full time college students report cigarette use on a national level?

- A. 14%
- B. 19%
- C. 23%
- D. 27%
Since the 1990’s, smoking among young adults (18-24 year olds) had been increasing.

Among Minnesota adults aged 18-24, nearly 22% are current smokers, the highest of all age categories.

Young adults now have the second highest smoking rate in CA of any age group, down from 17.6% in 2008 to 12.3%.

National Prevalence (2009)

- 27.1% of full-time college students report cigarette use
- 40.6% of those not enrolled full time report cigarette use
- 12.7% of young adult males report smokeless tobacco use
  - Increase from 8.5% in 2008

---

3 Minnesota Adult Tobacco Survey 2010
4 California Adult Tobacco Survey 2011
TOBACCO USE BEHAVIOR ON CAMPUS

- Young Adult Student Use
  - Daily
  - Non-daily (occasional, social)
  - Addiction establishment (by age 25)
    - Later initiation
    - Genetic snowflake
  - More likely to quit

- Staff and Faculty Use
  - More daily
  - Longer addiction
  - More difficult to quit
In years past, 90% of tobacco users started smoking before the age of 18.

This number is slowly changing and is estimated to now be at 80%.

Tobacco industry documents reveal that tobacco companies need to addict new users by the age of 25 in order for them to become lifelong smokers.
Secondhand Smoke is . . .

- Classified as a Group A Carcinogen – a substance known to cause cancer in humans.
- Causes lung cancer, heart disease, chronic lung ailments (i.e., bronchitis and asthma), and can increase the risk of breast cancer in women.
- Is one of the leading causes of preventable death in the U.S.

The California Air Resources Board (CARB) classified secondhand smoke as a toxic air contaminant.

- U.S. Surgeon General Richard H. Carmona – “There is no risk-free level of exposure to secondhand smoke.”
- Stanford study found high risk of exposure in outdoor areas.
DECREASE BUTT LITTER

- Campuses spend thousands of dollars cleaning up cigarette litter every year.
- Cigarette filters have been found in stomachs of fish, birds, whales, marine animals, and land animals.
- Cellulose acetate filters take approximately 5 to 25 years to decompose.
- Chemicals from filters bleed into soils, waterways and runoffs from urban environments.
PolicY Options

- Tobacco Use Policies
  - 100% Smoke-Free
  - 100% Tobacco-Free

- Transitional Policies (example)
  - Parking lots only as of Fall 2012
  - 100% tobacco-free as of Fall 2013
A NOTE ABOUT CAMPUS POLICIES

Smoke-Free vs. Tobacco-Free

- Smoke-free: focus solely on secondhand smoke exposure and tobacco products that produce smoke (eliminates smokeless/spitless tobacco)
- Tobacco-free (use): focus on all tobacco products
- Comprehensive policy:
  - Addresses all tobacco products
  - Includes language on tobacco sales, tobacco promotions, sponsorship, funding, and investment practices
    - Cannot include language on ads in campus papers (unless student papers adopt their own policies)
COMPREHENSIVE POLICY

- The use of tobacco (smoke emanating and smokeless) and unregulated nicotine products is prohibited within all university/college owned and leased buildings (including residential halls, fraternities and sororities), on all college-owned property (indoors and outdoors), and at all college sponsored events;
- The sale of tobacco products is prohibited on campus;
- The free distribution of tobacco products on campus, including fraternities and sororities is prohibited on campus;
- Tobacco product and tobacco company advertisements are prohibited in college-run publications;
- Campus organizations are prohibited from accepting sponsorship money from the tobacco industry;
- The university/college will not invest in or accept donations from the tobacco industry;
- Tobacco industry funded research grants, donations, and gifts are prohibited.
ARE YOU FAMILIAR WITH DISSOLVABLE TOBACCO PRODUCTS?

1. Yes
2. No
NEW & EMERGING PRODUCTS

- Snus
- Hookah
- Dissolvable Tobacco
- Revved Up
- E-Products
NEW PRODUCTS, NEW CHALLENGES

- Cigarette companies buying smokeless companies
- New products have higher nicotine content
- E-cigarettes aren’t covered under federal, state, and local laws unless specifically stated
- Hookah pipes aren’t drug “paraphernalia”
- Some products cheaper
- Targeting youth and young adults
WHAT MAKES A GOOD POLICY

- Includes the following:
  - Policy rational
  - Definitions (e.g., tobacco products, nicotine products, etc.)
  - Detailed policy information (e.g., what locations policy applies to)
  - Compliance language (e.g., who is responsible for ensuring compliance, contact information for filing complaints)
  - Enforcement language (or future plan for enforcement)
  - Cessation resources including state or national quit line
Policy:
As of August 24, 2009, smoking, tobacco use, and tobacco sales (including the use or sales of smokeless tobacco products) are prohibited on college-owned, operated, or leased property.

Definitions:
Smoking: The burning of any type of lighted pipe, cigar, cigarette, or any other smoking equipment, whether filled with tobacco or any other type of material.

Smokeless Tobacco Products: Smokeless tobacco consists of the use of snuff, chewing tobacco, smokeless pouches, or other forms of loose leaf tobacco.

Violations:
Violations of this policy by employees will be handled through the progressive disciplinary process as outlined in the employee’s bargaining unit contract.

Violations by students will result in a $50.00 fine and a hold will be placed on the students’ record until the fine is paid. Persistent offenders may be subject to additional sanctions per the Student Conduct Code.
WSU Cessation Policy
Every policy has three phases
- Adoption
- Implementation
- Enforcement / Compliance

You may have to work with different decision makers on campus to address every issue (e.g., faculty senate, foundation, residential life, etc.)

Tobacco isn’t usually a priority on campus
- Understand campus realities (e.g., tuition increases, labor issues, etc.)

Campus politics
- Understand governance (shared governance, top down, etc.)
ARGUMENTS AGAINST TOBACCO-FREE POLICIES

- Anti-smoker (or tobacco user)
- Smokers rights
- Administration is trying to tell people how to live
- Policy not enforceable
- Safety issues
- Slippery slope
- Residential Campuses - “Home”
ARGUMENTS FOR TOBACCO-FREE POLICIES

- Creates a healthy environment.
  - Promotes good health.
  - Reduces secondhand smoke exposure.
  - Reduces tobacco litter.

- Changes social norm around tobacco use.
  - Encourages tobacco-free lifestyles.
  - Prevents students from starting.
  - Supports tobacco users who want to quit using tobacco.
  - Supports individuals who have quit using tobacco.

- Protects workers not protected by state law.

- Impacts public health.
  - Decreases tobacco-related illness.
  - Models healthy environments for larger community.
ARGUMENTS FOR TOBACCO-FREE POLICIES

- Promotes a clean and “green” campus.
  - Decreases cigarette butt litter.
  - Decreases waste from other tobacco products (cigarette boxes, smokeless tobacco containers, etc.).

- Prepares students for tobacco-free work environments
  - 60% of all businesses are now tobacco free
  - 63% offer cash incentives to meet health metrics
    - Such as BP, cholesterol, BMI, and nicotine
  - 21 states permit companies to not hire smokers
    - Dell, Lockheed, Union Pacific, Scott’s Lawn, Cleveland Clinic etc.
  - 6,000 American companies now attempt to control off duty tobacco use by their employees

¹ Tobacco Free Workplaces: Mike McAvoy, Vice President of Operations – Essentia Health
OTHER REASONS FOR TOBACCO-FREE POLICIES

- Worksite Campus
  - Most staff do not smoke
  - Very visible part of community
  - Current policies do not work

- Cost
  - Decreases amount of time staff spend on cleaning up cigarette waste
  - Decreases insurance premiums for college (less staff smoking)

- MNSCU and ACHA Recommendations
  - ACHA – “No Tobacco Use” policy
  - MNSCU BOARD OF TRUSTEES
    - Resolution Regarding Tobacco Use on College and University Campuses
How many colleges in the US have a smoke free or tobacco free policy?

1. 200 +
2. 400 +
3. 600 +
4. 800 +
## POLICY TRENDS - NATIONAL

<table>
<thead>
<tr>
<th>Policy Type</th>
<th>2007</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% Smoke-Free</td>
<td>260</td>
<td>586</td>
</tr>
<tr>
<td>(Oct 2011)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100% Tobacco-Free</td>
<td>136</td>
<td>258</td>
</tr>
<tr>
<td>(Oct 2011)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tobacco Free Policies – ALA in Oregon
[www.smokefreeoregon.org/college](http://www.smokefreeoregon.org/college)

Smoke-Free Policies – ANR
[www.no-smoke.org](http://www.no-smoke.org)
POLICY TRENDS - MINNESOTA

- 1st Policy in Minnesota in 2004 – Northwest Technical College (100% Tobacco Free)
  (Besides Bethel & Northwestern College – Part of Declaration of Values)

- Prior to 2010:
  4 Smoke-Free Campus Policies
  10 Tobacco Free Campus Policies

- 2010 & Beyond:
  18 Tobacco Free Campus Policies
Currently there are 28 tobacco-free campus policies and 4 smoke-free campus policies in Minnesota.

Some institutions have multiple campus locations.
CALIFORNIA POLICIES

91 of the 145 (63%) public colleges have policies significantly stronger than State Law

- 11 public colleges have a **100% tobacco-free policy**
  - All campuses are part of the Community College system
- 7 public colleges have **100% smoke-free policy**
  - 6 Community Colleges
  - 1 University of California campus
- 26 public college limit smoking to **parking lots only**
- 47 public colleges allow smoking in **designated areas only**
  - 8 California State University campuses
  - 39 Community Colleges
ADVOCATING FOR POLICY CHANGE: WHERE TO BEGIN

ASSESS YOUR CAMPUS
DEVELOP A STRATEGY
RECRUIT PARTNERS
LAUNCH THE CAMPAIGN
EVALUATE AND SHARE SUCCESS
USEFUL TOOLS FOR ASSESSING CAMPUS/COLLECTING DATA

- Environmental Scan
  - Look at where people are smoking on campus, ashcan location, signage, cigarette litter

- Litter Cleanups
  - Count the number of cigarette butts collected
  - Display at events or share with decision makers

- Surveys
  - Collect information on attitudes, behavior, and support

- Interviews
  - Understand governance
  - Learn about previous activities
  - Gain support
WHERE TO BEGIN AFTER ASSESSMENTS

- Develop a coalition, committee, or task force that is representative of the campus community
- Start a conversation with decision makers (e.g., administration, student senate, faculty senate, etc.)
- Share your assessment findings with the college
  - Flyers around campus
  - Educational events
  - Advertisements in campus newspaper
  - College websites
CAMPUS ASSESSMENTS
WHAT NOT TO DO

- Grounds Assessment
- Survey Data
- Evaluation Information
TIPS FOR FORMING A TASK FORCE OR COALITION

- Broad representation of campus constituencies
  - Students – Student Senate and/or Health Committee
  - Facilities Management
  - Administration
  - Housing
  - Health & Safety
  - Human Resources
  - Labor Unions/Rep
  - Policy/Legal
  - Counseling Dept.
  - Faculty (Nursing, Health, etc.)

- Charged with information gathering and making recommendations
DEVELOPING A STRATEGY

- Develop goals
  - What do you want to achieve and why?
- Recognize strengths and weaknesses
- Identify allies and opponents
  - Including policy champions
- Identify primary and secondary targets
- Brainstorm tactics
- Create a timeline with specific tasks for committee members
TACTICS FOR GATHERING SUPPORT

- Conduct an opinion survey
  - Consider an online tool like Survey Monkey to increase response rate
  - Be sure to include a student ID so it can only be answered once
- Collect personal stories and signatures of support from campus community
  - Utilize days like Great American Smokeout, Kick Butts Day, and Earth Day to hold events as well as built in events like homecoming or Relay for Life
- Garner resolutions of support from student, staff, and faculty groups and associations
- Gather letters of support from local worksites and/or decision makers (e.g., legislators, supervisors, etc.)
  - Large businesses that serve as clinical or internship sites can be very beneficial
PRESENT THE INFORMATION

- Present the recommendations of the coalition/task force
  - Include assessment data
    - Show pictures!
  - Demonstrate support
    - Present petitions, resolutions, survey results and letters of support
  - Explain policy trends in region, statewide and/or nationally
  - Publish all task force recommendations
    - Include policy rational, assessment findings, survey results, policy trends, and proposed policy
ENSURING SUCCESS

- Education Campaign/Policy Promotion
- Signage
- Events
- Cessation Services
- Enforcement Mechanism
- Compliance Assessment – measure your success
COMMUNICATE THE POLICY CHANGE

- **On Campus**
  - Educate campus community on new policy through educational events, campus advertisements, material distribution
  - Present new policy information and rationale to college leaders (students, faculty, staff), student organizations, department heads, human resources, and campus police
  - Update written materials
  - Post announcement on the college website

- **Off Campus**
  - Media Release
  - Communicate with neighbors
The College of St. Scholastica

Journey

A tobacco free campus is important to me because....

I HATE WALKING THE GAITLENT
OF SECONDHAND SMOKE COMING INTO CAMPUS. I HAVE A RIGHT
TO BREATHE CLEAN AIR!

Name: SARA H ROGERS
Address: 1722½ E. SUPERIOR ST.
City: Duluth Zip: 55812
Phone:

By signing, my name and address gives consent to allow St. Louis County Public Health and the American Lung Association to publish and/or use my photograph for an indefinite period of time in advertising/marketing materials and/or joint publications that promote SLCPPH/A and its services, programs and staff. Photos may be used for, but are not limited to: agency display boards, brochures, newspaper articles, health fairs, presentations and other public events.
Policy Task Force Members

- Human Resources Director
- Student Senate President
- Nursing Students
- Director of Student Center for Health & Well Being
- Faculty Members
- Staff from Counseling Department, Health Services, Facilities Management, Communications and Housing
- ALAMN Staff
WHAT PERCENT OF THE STUDENTS, FACULTY & STAFF AT THE COLLEGE OF ST. SCHOLASTICA IN DULUTH MINNESOTA DO YOU THINK SUPPORTED A 100% TOBACCO FREE POLICY FOR THEIR CAMPUS

1. 45%
2. 59%
3. 68%
4. 74%
COMPLETING THE ASSESSMENT

1252 Responses
  • 993 students
  • 102 faculty
  • 157 staff

Support for a 100% Tobacco Free Campus Policy for CSS

- 67.9% Yes
- 32.1% No

- 15.3% of students, faculty, and staff use tobacco (11.2% of students smoke)
  - 24.9% of these students started during their time at CSS
  - 18% increased their usage while at CSS
PLANNING FOR IMPLEMENTATION
CPPW Grant

- Santa Clara County Department of Public Health (DPH) was awarded a $6.9 million, 2 year Community Putting Prevention to Work (CPPW) grant
- Grant ends on March 18, 2012
- DPH has an objective to make 5 colleges and universities in County 100% smoke-free
  1. De Anza College
  2. Gavilan College
  3. San Jose State University
  4. Santa Clara University
  5. Stanford University
Conducted environmental scans on all colleges and universities in the County.

Used findings to grade colleges on their tobacco use policy, implementation and enforcement activities, and on campus cessation services.

Assessed college/university governance.

Investigated current tobacco-free activities on campus.
<table>
<thead>
<tr>
<th>College</th>
<th>Overall Grade</th>
<th>Sale of Tobacco</th>
<th>Tobacco Cessation</th>
<th>Tobacco Use Policy</th>
<th>Implementation &amp; Enforcement</th>
<th>Tobacco Policy: Other Property</th>
</tr>
</thead>
<tbody>
<tr>
<td>De Anza College</td>
<td>B+</td>
<td>A-</td>
<td>A</td>
<td>B-</td>
<td>A-</td>
<td>A</td>
</tr>
<tr>
<td>Foothill College</td>
<td>B+</td>
<td>A-</td>
<td>A</td>
<td>B-</td>
<td>A-</td>
<td>A</td>
</tr>
<tr>
<td>Mission College</td>
<td>B+</td>
<td>A-</td>
<td>A</td>
<td>C</td>
<td>A</td>
<td>A</td>
</tr>
<tr>
<td>West Valley College</td>
<td>B</td>
<td>A-</td>
<td>A</td>
<td>C</td>
<td>B</td>
<td>A</td>
</tr>
<tr>
<td>San Jose City College</td>
<td>B</td>
<td>A-</td>
<td>A</td>
<td>B+</td>
<td>F</td>
<td>A</td>
</tr>
<tr>
<td>Evergreen Valley College</td>
<td>C</td>
<td>A-</td>
<td>F</td>
<td>B-</td>
<td>D-</td>
<td>A</td>
</tr>
<tr>
<td>Gavilan College</td>
<td>D</td>
<td>A</td>
<td>A</td>
<td>F</td>
<td>C</td>
<td>F</td>
</tr>
<tr>
<td>Santa Clara University</td>
<td>D-</td>
<td>A-</td>
<td>C+</td>
<td>F</td>
<td>C</td>
<td>A-</td>
</tr>
<tr>
<td>San Jose State University</td>
<td>F</td>
<td>A</td>
<td>A</td>
<td>F</td>
<td>F</td>
<td>F</td>
</tr>
<tr>
<td>Stanford University</td>
<td>F</td>
<td>F</td>
<td>A</td>
<td>F</td>
<td>B</td>
<td>A</td>
</tr>
</tbody>
</table>
Strategy development different for every campus depending on where were in the process.

- De Anza: Policy at Board of Trustees.
  - Focus: Implementation and enforcement.
- Gavilan: Recently collected survey data, seeking policy solution.
  - Focus: Policy proposal, presentation to decision makers, implementation.
- SJSU, Santa Clara, Stanford: Start at beginning.
  - Focus: Find partners, collect data, launch campaign.
DIFFERENCING STRATEGIES

- **Support.**
  - Provide support and funding to De Anza College to assist with policy implementation and enforcement.

- **Guidance.**
  - Train Gavilan College students, faculty, and staff on tobacco issues.
  - Make recommendations on what policy would work best for campus.
  - Provide resources and materials to advocates to distribute to decision makers.

- **Leadership.**
  - Find key advocates and partners at San Jose State University and Santa Clara University.
  - Develop strategy and policy recommendation.
  - Conduct all assessments including campus-wide survey (N=2,300)
  - Organize all educational activities.

- **Encouragement.**
  - Find passionate and powerful advocates at Stanford University who can encourage change.
  - Provide research, resources, and materials to encourage decision makers to change policy.
SUSTAINABILITY

- Campus ownership.
  - Ensuring successful implementation and enforcement.
- Advocates trained to continue work.
- Existing momentum with student, faculty, and staff.
- Research, resources, and materials available to support continued efforts on campus.
  - Educational materials, policy proposals, evidence-based research.
- Colleges networked and connected with one another (and statewide) to share information and resources to further support policy initiative and cessation services.
CONTACT INFORMATION

- Kim Homer-Vagadori
  Kim@cyanonline.org
  (916)339 – 3424 xtn 22
  www.cyanonline.org

- Erin Simmons
  Erin.Simmons@LungMN.org
  (507)382 – 7421
  www.LungMN.org

- Jill Doberstein
  Jill.Doberstein@LungMN.org
  (218)726 – 4721
  www.LungMN.org