

Intervention #C-T-S2

Implement a tobacco-free policy to apply to students, staff and visitors on all post-secondary school grounds, in student housing, and at all school sponsored events on technical school, community college, college and university campuses

DESCRIPTION AND SCOPE

Adopting tobacco-free campus policies promotes a healthier environment for students, staff, and visitors. The scope of this intervention is to adopt and implement campus-wide tobacco-free policies in Minnesota’s post secondary academic institutions. A tobacco-free campus bans the use of all tobacco products including but not limited to: cigarettes, cigars, snuff and chewing tobacco, etc. on campus. In Minnesota, Winona State University and Minnesota State University in Moorhead have both recently adopted tobacco-free campus policies.

This intervention builds on Freedom to Breathe (see RESOURCES for more information) which expanded the Minnesota Clean Indoor Air Act (MCIAA) in 2007 to prohibit smoking in virtually all indoor places. Freedom to Breathe is intended to protect employees and the public from the health hazards of secondhand smoke.

Target population/geographic area

- Post-secondary campuses in Minnesota including technical schools, community colleges, colleges, and universities
- Students, staff, and visitors of post-secondary education campuses in Minnesota

Recommended staff knowledge, skills, and abilities

- Knowledge of policy, systems, and environment
- Ability to communicate effectively
- Ability to recruit coalition members and mobilize community members
- Knowledge of and skills in media advocacy
- Ability to form relationships and collaborate effectively with area post secondary academic institutions

Recommended partners

- Post-secondary campus:
 - Administration
 - Students
 - Appropriate academic staff and faculty
 - Health center
- Community organizations and partners

Acceptable use of funds

- Staffing
- Materials and time needed for coalition building and community mobilization
- Signage and poster development and production, including printing and distribution
- Fact sheet development and printing

ACTION STEPS

Core (Getting Started)

1. Conduct an assessment.
 - a. Identify who would act as decision makers for passing this campus-wide tobacco-free policy.
 - b. Assess the campus environment and the administration's (decision makers) position regarding a campus tobacco-free policy and determine readiness on campus for change. Some issues to consider regarding tobacco use on campus: smoke coming in windows; people smoking near building entrances; cigarette litter on campus; and exposure to secondhand smoke.
 - c. Identify local issues and resources to understand what might influence administration and/or decision makers.
 - d. Determine if there are any existing tobacco-free policies on campus, and determine the level of compliance for students, faculty, staff, and visitors.
 - e. Organize a current policy assessment to learn the prevalence and locations of ash trays and cans on campus, observe the popular smoking areas, conduct a butt and litter evaluation, and observe the extent of enforcement of any existing tobacco-free policies. Taking photographs is an effective form of documentation for the assessment.
2. Form a coalition.
 - a. Form a coalition based on the results of the assessment made up of a core group of those interested in a comprehensive tobacco-free campus policy. The coalition should have broad representation and should include: students, staff, faculty, academic, student affairs, facilities management, and administration. In some campuses, the administration may ask a campus organization to serve as a workgroup to take on assessment and information gathering role. In this instance, the administration should be very clear about the role of the workgroup and clarify if the role of the workgroup is specifically to make recommendations regarding the passage of a campus tobacco-free policy.
 - b. Work with the coalition to educate the campus community about the rationale for and value of a strong campus-wide tobacco-free policy. Work with the coalition to mobilize the community to demonstrate strong support for a campus tobacco-free policy. A coalition with broad membership will allow these tasks to be addressed by varied coalition members.
 - c. Determine allies and who will want to be involved in developing, promoting, implementing, and enforcing a tobacco-free campus policy. Potential allies include: sports teams and athletic organizations, campus service clubs, organizations for students interested in health careers, student government, campus health center staff, and educators teaching health-related subjects/careers. Recruit these allies to join the coalition.

Intervention #C-T-S2

- d. Identify potential opposition to the passage of a campus tobacco-free policy, including organizations on campus that receive funding from tobacco companies or their front groups.
- e. Assess the campus community's attitudes and opinions about the issue. This can be done through a convenience or random sample survey of all students, staff, and faculty.
3. Develop an action plan.
 - a. Develop an action plan, based on assessment findings, which identifies short-, intermediate-, and long-term goals. The action plan should include a campus-wide campaign to educate the campus community about the rationale for and value of a strong campus tobacco-free policy. The action plan should also define a method to gather feedback on the current tobacco policy and the proposed policy. Options include a campus forum, consultation meetings with student groups and staff/faculty groups, and meeting with neighborhood groups and surrounding businesses if appropriate.
 - b. Compile information provided through the assessment and feedback process and summarize.

Intermediate (Moving Forward)

1. Draft a policy statement.
2. Continue to recruit coalition members and mobilize campus community.
 - a. Form alliances with campus groups interested in policy.
 - b. Train coalition members to give presentations and conduct outreach to key organizations on campus. Action steps may include petitions/postcards; letters of support; presentations to other boards, committees, and groups; or referrals.
3. Prepare a Call to Action message.
 - a. Define and promote proposed policy; define need and value of policy (tobacco use and related health effects, secondhand smoke exposure, results of a campus attitude poll); define student, faculty, and staff wants and needs related to strong policy; and provide testimonials in support of policy.
 - b. Learn about what other campuses are doing and provide success stories from similar campuses.
 - c. Work with decision makers to gain their support for the passage of a campus tobacco-free policy.
4. Conduct a campus-wide outreach and education campaign to create urgency for the passage of policy.

Advanced (Looking Beyond)

1. Set up a meeting with the administration to present the evidence of strong support for the campus-wide tobacco-free policy.
 - a. Prepare information and feedback gathered by the coalition, including strong support from campus community for administration to review.

Intervention #C-T-S2

- b. If the decision is made to adopt a strong, tobacco-free campus policy, then this decision should be clearly communicated to the campus community in a statement that outlines the policy review process and the rationale for the final decision.
 2. Prepare for policy implementation.
 - a. Prepare a statement that will communicate clearly to the campus community the process for implementing the policy. If the final decision is no change to the current policy/resolution, then this must be clearly communicated.
 - b. Determine the best date for implementation of new campus tobacco-free campus policy.
 - c. Offer referrals to comprehensive cessation services to students, staff, and faculty. See Intervention #C-T-S5 for more information.
 - d. Announce the date of a policy kick-off. In the time leading up to the implementation of campus tobacco-free policy, take actions to promote the policy to students, faculty, staff, and neighborhood businesses as appropriate (e.g. student welcome packets, scroll boards, classroom white boards, posters, student newsletters and newspapers, staff/faculty newsletters, and campus-wide e-mails).
 - e. Offer assistance to the administration in implementing policy including: proper signage for use on campus buildings; media (ads in campus newspapers, posters, etc.); education; cessation resources (brochures, linkages/referrals to cessations services); and assistance in promotion of kick-off event.
 - f. Determine what signage is needed around campus to communicate the new policy. This could include: copy for the signs, location for signs, size of signs, number of signs, and total cost of signage.
 - g. Remove all ash trays and cans on campus, with a special focus on problem areas identified through the campus assessment.
 3. Implement policy.
 - a. Continue to use campus media to promote the policy to students, faculty, staff, and neighborhood businesses as appropriate.
 - b. Add policy language in course catalogs, student, faculty, staff and parent handbooks, and campus website.
 4. Enforce policy.
 - a. Identify date to kick off full enforcement of policy and promote the policy to students, faculty, staff, and visitors.
 - b. Determine if the campus will use a compliance approach or enforcement approach for policy implementation.
 - c. Develop corresponding enforcement actions for students, faculty, staff, and visitors.
 - d. Revise student/staff/faculty/employee conduct codes to include tobacco use violations.
 - e. Work with campus staff to enforce student/staff/faculty/employees consequences as noted in conduct codes and provide referral to cessation services to people in violation of policy.

- f. Compile ongoing tobacco policy compliance observations and send results to campus administration, facilities, and policy committees.
 - g. Celebrate and share the successes of implementing the policy.
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ASSESSMENT AND EVALUATION TOOLS

Tool: California Youth Advocacy Network College Assessment Campus Survey

Source: [Tobacco Technical Assistance Coalition College Tobacco Prevention Resource](#)

Description: This is a short survey that was designed to support the statewide Campuses Organized and United for Good Health campaign on University of California campuses. It analyzes tobacco-related policies and the current environment.

Should be completed by: This assessment can be completed by school officials or students.

Link: (Copy and Paste link)

<http://www.ttac.org/college/action/docs/CYAN%20College%20Assessment%20-%20Campus%20Survey.pdf>

Tool: California Youth Advocacy Network Survey on Faculty/Staff Behaviors, Attitudes, and Perceptions Regarding Tobacco on Campus

Source: [Tobacco Technical Assistance Coalition College Tobacco Prevention Resource](#)

Description: This is a short survey that was designed to support the statewide Campuses Organized and United for Good Health campaign on University of California campuses. This assessment is used to assess faculty/staff views on tobacco use and second-hand smoke exposure on campus.

Should be completed by: This assessment should be completed by faculty or staff.

Link: (Copy and Paste link)

<http://www.ttac.org/college/action/docs/CYAN%20Faculty%20and%20Staff%20Assessment.pdf>

Tool: California Youth Advocacy Network Survey on Students' Behaviors, Attitudes, and Perceptions Regarding Tobacco on Campus

Source: [Tobacco Technical Assistance Coalition College Tobacco Prevention Resource](#)

Description: This is a short survey that was designed to support the statewide Campuses Organized and United for Good Health campaign on University of California campuses. This assessment is used to assess student views on tobacco use and second-hand smoke exposure on campus.

Should be completed by: This assessment should be completed by students.

Link: <http://www.ttac.org/college/action/docs/CYAN%20Student%20Assessment.pdf>

Tool: Survey of Tobacco Control at Vermont Institutions of Higher Education

Source: [Tobacco Technical Assistance Coalition College Tobacco Prevention Resource](#)

Description: This tool assesses perception of tobacco use among students, current policies, programs and education/cessation efforts.

Should be completed by: This tool should be completed by school administrators.

Link: (Copy and Paste link)

<http://www.ttac.org/college/action/docs/EDC%27s%20Survey%20of%20Tobacco%20Control.pdf>

KEY EVALUATION STEPS

Evaluating Implementation

1. Outline the results of the assessment.
 - a. Describe existing policies, systems, and environments currently in place that are relevant to this intervention. Consider activities and initiatives already underway that are relevant to this intervention.
 - b. Identify current needs of the community that could be addressed by this intervention.
 - c. Document the extent to which the community supports activities relevant to this intervention. Include information about support from key leaders, elected officials, and community residents.
2. Assess the functioning of partnerships, coalitions, and the Community Leadership Team.
 - a. Determine the extent to which relevant interests and groups have been adequately represented in implementing this intervention. Describe how these partnerships contributed to the successful implementation of the intervention. Consider problems that arose from inadequate representation of interests or groups.
 - b. Describe how well these groups worked together to implement the intervention. Include information about the recruitment, engagement, and retention of members, as well as successes and challenges that arose as a result of members' differing goals and interests.
3. Describe the execution of key Action Steps that were essential for implementation of the policy, systems, and environmental changes supported by this intervention. Include analysis of the successes and challenges involved in completing these key steps.

Evaluating Effectiveness

1. Describe the policy, systems, or environmental changes that were implemented.
2. If appropriate, approximate how many sites or organizations have been affected by this intervention.
 - a. Estimate the number of sites or organizations that this intervention could potentially affect.
 - b. Estimate the number of sites or organizations that intervention actually affected.
3. Approximate the number of people that have been affected by this intervention.
 - a. Estimate the number of people that this intervention could potentially affect.
 - b. Estimate the number of people that this intervention actually affected.
4. Document the changes in health behavior that have occurred as a result of this intervention.

Intervention #C-T-S2

- a. Collect, analyze, and interpret information about health behaviors related to this intervention **prior** to the implementation of this intervention. Consider appropriate measures from the KEY OUTCOME MEASURES listed below.
- b. Collect, analyze, and interpret information about health behaviors related to this intervention **following** the implementation of this intervention at regular intervals. Consider appropriate measures from the KEY OUTCOME MEASURES listed below.

Evaluating Sustainability

1. Describe how the policy, systems, or environmental changes that were implemented are being enforced.
2. Describe how the policy, systems, or environmental changes that were implemented are being maintained.

KEY OUTCOME MEASURES

General Outcomes

1. Post-secondary schools have eliminated tobacco use on all school grounds.

Recommended Outcomes & Associated Methods

1. Recommended Outcome: Documentation of critical actions and activities that have been (or are being) taken towards eliminating tobacco use on all school grounds.

Associated Methods:

- a. Policy Tracking
- b. Key Informant Interviews with post-secondary school officials

2. Recommended Outcome: Increased percentage of post-secondary schools in the local jurisdiction that have a policy to prohibit tobacco use on campus for each of the following:

- School grounds
- School vehicles
- All school-sponsored events
- All of the above

Associated Methods:

- a. Administrative Data from post-secondary schools
- b. Key Informant Interviews with post-secondary school officials
- c. Policy Tracking
- d. Surveys of post-secondary school officials

3. Recommended Outcome: Increased percentage of post-secondary schools in the local jurisdiction that are actively and effectively enforcing a policy to prohibit tobacco use on campus, of those that have a policy.

Associated Methods:

- a. Observational Studies in post-secondary schools
 - b. Key Informant Interviews with post-secondary school officials
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KEY RESOURCES

General

Background

- A Handbook for Change: Developing, Implementing, and Enforcing Outdoor Tobacco Policies on Community College Campuses. This resource must be ordered at a small cost. It includes a CD-ROM with reproducible sample surveys, policies, petitions, planning materials, and resources.
<http://www.tobaccofreecatalog.org/ProductDetails.aspx?ProdID=J706&ID=>
- Freedom to Breathe.
<http://www.health.state.mn.us/divs/eh/indoorair/mciaa/ftb/index.html>
- Healthy Campus Tobacco Free, University of Minnesota. Issue 9 Spring 2008.
<http://www.healthycampusmn.umn.edu/newsletter.htm>
- University of Minnesota Health Campus Tobacco Free. This site includes a wide range of resources, including sample policies.
<http://www.healthycampusmn.umn.edu/resources.htm>
- Healthy Campus Network: 2007 Campus Tobacco Policy Report. University of Minnesota, Healthy Campus Tobacco-Free. www.healthycampusmn.umn.edu
- Links to Minnesota campuses that describe the policy change process:
 - MSU Moorhead: <http://www.mnstate.edu/aod/tobacco.cfm>
 - University of Minnesota Twin Cities:
http://www.academic.umn.edu/provost/reports/smo_survey08.html
- Saint Paul – Ramsey County Department of Public Health. January 2009. Smoke-Free Academic Campuses. (Copy and Paste link)
http://www.co.ramsey.mn.us/NR/rdonlyres/DE838025-610B-4FCB-9983-5DBAA158C355/14281/position_paper_smoke_free_campus_09_0105.pdf
- Smoke Free Dorms on Campus. Education Resource Center. 1994 – 2008.
http://www.education.com/reference/article/Ref_Smoke_Free_Dorms/

Toolkits

- Advocating for a Tobacco-Free Campus: A Manual for College and University Students, 2001 American Cancer Society, New England Division. This resource contains standards, action plans and strategies for passing a Tobacco-Free Campus policy. (Copy and Paste link)
<http://www.cancer.org/downloads/COM/Advocating%20for%20a%20Smoke-Free%20Campus%20Manual.pdf>
- The Bacchus Network. This site contains a toolkit, sample policies and background information. www.tobaccofreeu.org
- College Tobacco Prevention Resource. A five-step process guide containing the key phases of planning, implementing, and evaluating tobacco prevention policies and programs on campus. <http://www.ttac.org/college/action/index.html>

Intervention #C-T-S2

Sample Policies

- Winona State University. http://www.winona.edu/healthservices/Policy_001.html

Talking Points

This section is under development

EVIDENCE

This section is under development