

Minnesota Department of Health
Statewide Health Improvement Program



***Tobacco-Free
Post-Secondary
Campus***

**Guide to Implementation
and Evaluation**

Fiscal Years 2012 and 2013

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Tobacco-Free Post-Secondary Campus

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

Description and Scope

Adopting comprehensive tobacco-free campus policies promotes a healthier environment for students, staff, and visitors. The scope of this strategy is to adopt and implement comprehensive campus-wide tobacco-free policies in Minnesota’s post-secondary academic institutions. A tobacco-free campus would ban the use of all tobacco products including but not limited to: cigarettes, cigars, snuff and chewing tobacco on campus. In addition, a comprehensive policy should include protocols on:

- connecting to cessation services
- non-acceptance of tobacco industry funding
- eliminating tobacco industry sponsorship on campus.

In Minnesota, over 30 colleges and universities have adopted tobacco-free campus policies. ([Minnesota List of tobacco-free campuses](#)) The American Lung Association (ALA) maintains a list of colleges and universities that prohibit smoking and all forms of tobacco use everywhere on campus (e.g. no designated smoking areas). The ALA list also includes information about the policy adopted by each college or university. (Visit: <http://www.lungusa.org/stop-smoking/tobacco-control-advocacy/reports-resources/tobacco-policy-trend-reports/college-report-2011.pdf>)

Outcomes

Standardized outcomes for required strategies are still under development. Strategies will be measured primarily on policy, systems and environmental change outcomes and health behavior change outcomes and then linked through literature projections to health care cost savings.

<h2>Evaluation measures</h2>		
<p>Policy, Systems, Environmental changes</p> <p>Existing tools or MDH database</p>	<p>Health risks and behavior change</p> <p>Existing tools or medical records</p>	<p>Cost savings</p> <p>Actual savings or literature projections</p>

Target Populations (Disparate/high priority groups are **bolded** below)

- **Students**, especially, 18-24-year-old population

- **Populations disproportionately affected by the harm caused by tobacco. These populations include, but are not limited to, low-income groups; specific racial and ethnic groups; young adults; lesbian, gay, bisexual and transgender groups**
- Faculty and staff
- Visitors of post-secondary campus

Settings

- Post-secondary campuses within CHB and tribal government boundaries.

Recommended Partners

- Campus administration
- Students
- Student organizations
- Academic staff and faculty
- Campus health center
- Community residents within close proximity to campus

Financial Guidance

MDH will provide financial guidance for this strategy at a later date

Planning and Assessment for *Tobacco-Free Post-Secondary Campus*

1. Conduct an assessment of post-secondary campus.

- 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 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 by students, faculty, staff, and visitors.
- E. Conduct a policy assessment to:
 - a. learn the prevalence and locations of ash trays and cans on campus;
 - b. observe the popular smoking areas;
 - c. conduct a butt and litter assessment; and,
 - d. observe and document 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/action team that includes target population representation.

- A. Form a coalition made up 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. On some campuses, the administration may ask a campus organization to serve as a workgroup to take on an 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 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.

- D. Identify potential opposition to the passage of a campus tobacco-free policy. These may include 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. Base your plan on your assessment findings. The plan should include:
 - a. Short-, intermediate-, and long-term goals
 - b. A campus-wide campaign to educate the campus community about the rationale for and value of a strong campus tobacco-free policy
 - c. 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.

Implementing *Tobacco-Free Post-Secondary Campus*

- 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; developing letters of support and giving presentations to other boards, committees, and groups.
- 3. Prepare communication campaign/Call to Action message.**
 - A. Define and promote proposed policy. Define the 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. Gather testimonials in support of the proposed 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.**
- 5. Meet with campus 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.
 - 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.
- 6. 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 includes 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 Cessation Services section below (page 10) 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.

6. 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.

Sustaining Long-Term *Tobacco-Free Post-Secondary Campus* Changes

1. Enforce policy.

- A. Identify date to kick off full enforcement of policy.
- B. Promote the policy to students, faculty, staff, and visitors.
- C. Determine if the campus will use a compliance approach or enforcement approach for policy implementation. 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.

Evaluation Tools

This section is currently under development. MDH will be providing standardized tools for the evaluation of required strategies at a later date.

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. Includes CD-ROM with reproducible sample surveys, policies, petitions, planning materials and resources.
<http://www.tobaccofreecatalog.org/ProductDetails.aspx?id=92&itemno=J706>
- 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. Includes a wide range of resources, including sample policies.
<http://www.healthycampusmn.umn.edu/resources.htm>
http://www.academic.umn.edu/provost/reports/smo_survey08.html
- 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>
- Smoke Free Dorms on Campus. Education Resource Center. 1994 – 2008.
http://www.education.com/reference/article/Ref_Smoke_Free_Dorms/

Toolkits

- 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/services/college/action/action.html>

Sample Policies

- Winona State University. http://www.winona.edu/healthservices/Policy_001.html
- The American Lung Association (ALA) maintains a list of colleges and universities that prohibit smoking and all forms of tobacco use everywhere on campus (e.g. no designated smoking areas). Also includes information about the policy adopted by each college or university. <http://www.lungusa.org/stop-smoking/tobacco-control-advocacy/reports-resources/tobacco-policy-trend-reports/college-report-2011.pdf>

Cessation Services

College health center directors have identified smoking as a major health problem that needs to be addressed on their campuses. The college years are a crucial time when many young adults either establish or abandon tobacco use. Campuses provide an opportune setting for strategies that help young adults make healthy decisions about tobacco use.

The cessation services component of a comprehensive tobacco-free post-secondary campus policy connects students at technical schools, colleges, and universities with existing cessation services including quitlines, quitting websites, and face-to-face counseling. Including cessation services as part of tobacco-free campus policy implementation helps to ensure that these services are available to and utilized by students.

Resources

- Penn State University. Who Wants to be a Survivor? Quit & Win Challenge. http://www.ttac.org/services/college/campus/case_study_briefs/Penn_State_University.html
- Healthy Campus Tobacco-Free Network. A statewide partnership related to tobacco control that began on Minnesota college and university campuses. The 2007 policy report indicates the network has grown to include 151 members, representing 77 post-secondary institutions and community agencies. <http://www.healthycampusmn.umn.edu/index.htm>
- Office of the Surgeon General: Tobacco Cessation Guidelines. <http://www.surgeongeneral.gov/tobacco/>
- U.S. Preventive Services Task Force. Counseling and Interventions to Prevent Tobacco Use and Tobacco-Caused Disease in Adults and Pregnant Women. Rockville, MD: Agency for Healthcare Research and Quality. <http://www.uspreventiveservicestaskforce.org/uspstf/uspstbac2.htm>
- Tobacco Cessation Toolkit for Those Working with College Students on Cessation. This toolkit includes guidance on working with college students to connect students to cessation services. It includes forms, activities and materials: http://www.ttac.org/tcn/peers/pdfs/CA_Cessation_Toolkit.pdf

Talking Points

- U.S. Preventive Services Task Force (USPSTF). The USPSTF found good evidence to recommend that clinicians screen all adults for tobacco use and provide tobacco cessation strategies (counseling, medication, and follow-up) for those who use tobacco products (USPHSTF 2003).
- U.S. Public Health Service (USPHS). The Public Health Service Clinical Practice Guideline, Treating Tobacco Use and Dependence (PHS Guideline) strongly recommends screening for tobacco use and providing tobacco cessation treatment (counseling and medication (Fiore 2000).
- The Centers for Disease Control and Prevention (CDC). The Community Guide to Preventive Services strongly recommends establishment of provider reminder systems within health care systems, provision of telephone counseling services and establishment of effective media campaigns (Hopkins 2001).
- CDC's Best Practices for Comprehensive Tobacco Control Programs states: "Tobacco use screening and brief strategy by clinicians not only is a top-ranked clinical preventive service in terms of its relative health impact, effectiveness and cost-effectiveness but also is a cost-saving measure." (p. 40)

References

- Fiore, M.C., Bailey, W.C., Cohen, Dorfman, S.F., Goldstein, M.G., and Gritz, E.R., et al. June 2000. *A Clinical Practice Guideline for Treating Tobacco Use and Dependence*. Rockville, Maryland. U.S. Department of Health and Human Services, Public Health Service.
- Hopkins, D.P., P.A. Briss, C.J. Ricard, C.G. Husten, V.G. Carande-Kulis, and J.E. Fielding, et al. 2001. Task force on community preventive services. *Am J Prev Med* 20 (2 Suppl): 16-66.

Non-Acceptance of Tobacco Industry Funding, Curricula and Sponsorships

The tobacco industry works hard to promote their products to youth. Their efforts to capture the youth market are succeeding: among adults in Minnesota, 18-24 year-olds have the highest smoking rate. The tobacco industry targets youth by using sponsorships (financial and other donations) to gain acceptance and credibility in schools and the community. The tobacco companies' attempts to capture the youth market stand in opposition to the goal of promoting Minnesotans' health.

A tobacco industry front group is an organization that receives funding directly or indirectly from tobacco companies (and/or their affiliates) or tobacco distributors to influence policymakers to oppose legislation or policy on their behalf. The tobacco industry may sponsor programs that appear to support youth prevention or merchant education activities; however, in many cases, there is no scientific evidence to suggest that these activities will actually work or they are known to be ineffective. Some examples of potentially ineffective programs funded by such organizations include We Card, Jays Against Youth Smoking (funded by Brown & Williamson Tobacco Company), and "Right Decisions Right Now" (funded by R.J. Reynolds Company).

Resources

- CDC Guidance for Collaboration with the Private Sector. Accepting Funds from the Tobacco Industry: <http://www.cdc.gov/HealthyYouth/tobacco/pdf/tobacco-funds.pdf>
- Quebec Tobacco Coalition, 2003. Tobacco Industry Donations: How Taking Money from the Tobacco Industry Helps Sell More Cigarettes and Costs More Lives. http://www.cqct.qc.ca/Documents_docs/DOCU_2003/DOCU_03_05_00_DonsENG.PDF
- University of Minnesota Healthy Campus Tobacco Free. This site includes a wide range of resources, including sample policies and reports. <http://www.healthycampusmn.umn.edu/resources.htm>
- The Tobacco Industry. Tobacco Free U. This site includes assessment tools, sample policies and action steps. http://www.tobaccofreeu.org/facts_figures/industry.asp
- California Sample Policy Restricting Tobacco Sales, Advertising, and Sponsorship at Public Colleges and Universities. http://talc.phlaw.org/pdf_files/0040.pdf

References

College Tobacco Prevention Resource: Research on Environmental Management Approaches. <http://www.ttac.org/college/model/research.html>

Tobacco on campus: industry marketing and tobacco control policy among post-secondary institutions in Canada. <http://tobaccocontrol.bmj.com/cgi/content/full/14/2/136>