

Campuses Stepping up in Tobacco Control

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Smoke-free Movement

- Why go smoke-free?
 - College Mission Statement
 - SHS is harmful
 - Tobacco litter
 - Prepare for smoke-free workplace
 - Respect for others
 - Culture change
 - Decrease Smoking Rates

“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”

Winston Churchill



How many U.S. colleges/universities
have 100% smoke-free campuses
(no exemptions)

- A. Less than 150
- B. 150 - 250
- C. 250 - 350
- D. More than 350

U.S. College Movement

April 1, 2010 Colleges and Universities with Smokefree Policies: Entire campus, both indoors and out There are now at least 394 100% smokefree campuses with no exemptions.

American's For Non Smokers Rights no-smoke.org

Missouri Colleges and Universities

A.T. Still University of Health Sciences

Kansas City University of Medicine and Biosciences

Ozarks Technical Community College (2003)

Northwest Missouri State University*

St. Charles Community College

St. Louis Community College - Meramac & Wildwood

Washington University*

- Smoke-free Movement
 - Campus Assessment--2007
 - 50 feet radius--2008
 - Designated Areas--2009
 - Smoke-free Campus--2010



Getting Started

- Learn your campus
 - How does the system operate
 - Has this topic been addressed
 - What is the current smoking rate
- Current Policy
 - What is the current policy
 - How long since its been updated
 - Is it enforced

Policy Adoption

- Each campus is unique
- Know your campus and specific issues related to it
- No path is the same
- Key is knowing where administration stands



Relate to Your Campus

- What makes your campus unique?
 - What is enrollment services marketing?

“If you are looking for a warm, caring environment with lots of personal attention and support, you will find it at Westminster.”
 - Do you have a campus slogan or motto?

WC Values: Integrity, Respect, Fairness, and Responsibility



Respect Westminster

- RESPECT yourself by quitting tobacco
- RESPECT your campus by not littering tobacco waste
- RESPECT your peers by not smoking around them

Relate to Your Campus

- Involve key people
 - Students
 - Staff
 - Faculty
 - Administration
- Utilize diverse partnerships
 - Smokers & Non-smokers
 - Greeks & Independents
 - Commuters & Residents
 - International & Domestic



Relate to Your Campus

- Listen to Concerns
- Find Resources
- Educate

Coming together is a beginning.
Keeping together is progress.
Working together is success.

-Henry Ford

Policy Drafts

- Look at other campus policies
- Be specific and comprehensive
- Great resources for policies:
 - Ozark Technical Community College: otc.edu
 - Tobacco Free Oregon: American Lung Association
 - Americans for Non-Smoker's Rights no-smoke.org
 - American College Health Association acha.org
 - Updated position statement to 100% tobacco-free policies Sept. 2009
 - BACCHUS: TobaccoFreeU.org
 - California Youth Advocacy Network (CYAN) cyanonline.org

Policy Implementation

3 components:

- Education
- Signage
- Cessation Programming



Policy Enforcement

“Enforcement is a shared responsibility of the entire campus. The success of this policy depends upon the courtesy, respect, and cooperation of smokers, non-smokers, students and employees.

Established disciplinary procedures will be applied to those who repeatedly violate.”

Policy Enforcement

- Self-enforcement– most smokers obey the rules.
- Help enforcers, by training them how to approach offenders and how to report repeated violators.
 - Residential Life
 - Campus Security
- Human Resources (our employee enforcer)
- Dean of Students (our student enforcer)

Enforcement:

Dean of Student Life

“Discipline is an opportunity for change”, Bob Hansen.

Because you violated this new policy, you will receive the sanctions we discussed:

1. A monetary fine of \$25. This is due by, if not paid it will be placed on your bill.
2. You will work with Plant Operations to pick up 250 cigarette butts at these locations..... This needs to be completed by....

Because of your willingness to talk about policy, admit responsibility and pledge not to break the policy again, this sanction will be awarded.

Opportunity for Change

“Most smokers plan to quit in the future. This may be the extra push and opportunity for them to make this happen sooner.” Bob Hansen

Addition to sanction letter:

Because the College is truly concerned about your health these sanctions will be dropped if you are genuinely interested in quitting smoking and if you will fully engage in the smoking cessation program offered through Counseling and Health Services. If this is a viable option, I will temporarily suspend the sanctions. If you complete the program, then I will permanently remove the sanctions. If you don't complete the program, the sanctions will need to be completed within 1 week of terminating the program.

Assessment

- Surprise! Not as big of a deal anymore.
- Students will support efforts.
- Administration will want data, so show them the numbers.
 - Survey for support, smoking rates, and concerns.
- Share data with campus.

What percentage of students support a smoke-free policy?

- Most campuses have found more than 75% of the student population are in support of smoke-free environments.
 - ACHA, Fred Hutchinson Cancer Research Center

Lessons Learned

- Process has been done
- Get students involved with education
- It takes time for policy to work
- Just keep working at it
 - Look for problem areas, but also acknowledge successes

College Campus Education Ideas

Students know smoking is bad for them, so get creative on your messaging....

- Global Tobacco Issues
 - Social justice
 - Symposium on Democracy Presentation
- Environmental Campaign
 - Partner with Environmental Group
- Cessation Programming
 - Spring Break the Habit
 - Quit and Get Fit
 - Adopt a Smoker (CDC papers)

College Campus Education Ideas

- Healthy Graffiti
- College-focused Awareness Topics
 - Hookah
 - Second-hand/ Third-hand smoke
 - New tobacco products

PAST: Peers Against the Spread of Tobacco

Butts and BBQ



Kiss Me Campaign



Where do we go from here?

- Keep students engaged
 - Recruit
 - Train the trainer
- Partner with Community Efforts
 - Students prefer smoke-free environments
 - Protect workers rights—many students work in places that are not smoke-free (restaurants/bars)
 - Great internship/experience opportunities can be created around policy or cessation efforts
(nursing, public health, law, pre-med, business, education)

Community Coalitions



FRESH Air
Fulton



1. Recognize your College or University is an important part of your community

- Find how your students relate to the town/city you are in.
 - Student Employment
 - Economic makeup
 - Large spectrum of diversity

2. Partner, Partner, Partner

- Find groups and agencies in your community which have an interest in health and wellbeing of the community and use their resources to help your efforts
- Hospitals,
- the “voluntary” agencies
- substance abuse organizations
- PTA’s
- Medical and Dental Societies
- Civic organizations
- Senior & Child centers
- Environmental groups

3. Promote smoke-free events

- Arrange a smoke-free day with willing restaurants/bars
- Have a smoke-free crawl to local smoke-free places
- Award smoke-free facilities for their efforts and patron them often

4. Moving past the policy movement

- What do you do now?
- Area states that are smoke-free: Workplaces, Bars, Restaurants
 - Iowa, Nebraska, Illinois, Kansas 😊
- Sorry Missouri 😞
- Missouri still has much work to do in the policy realm, but ALL of us have a responsibility to **educate** and help provide **cessation resources**

5. Using Majors at your College or University

- Develop Internships
- Gain Experience
- Improve the Health of the Community
 - Health Profession's
 - Nursing
 - Medical
 - Psychology
 - Pharmacy
 - Public Health
 - Health Administration
 - Non-Health Professions
 - Business
 - Public Policy
 - Statistics
 - Education
 - Hospitality Majors

Questions??

For copies of these slides or for more support/questions

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