

A Guide to Implementing a Successful Tobacco-free Campus Policy



Melinda J. Ickes, PhD

Assistant Professor, University of Kentucky

Faculty Associate, Kentucky Center for Smoke-free Policy

Director, Go Tobacco-free & *Tobacco-free Take Action!*

Part 2: Draft Policy

After reviewing the model policies, draft a policy for your campus. Always go back to the goal of your policy. Appendix B includes a link to current smoke- and tobacco-free policies. Appendix C includes model policies developed by American Nonsmokers' Rights Foundation.

Part 3: Engaging Campus Stakeholders Throughout the Planning and Implementation Process

To start the process of adopting a tobacco-free campus, begin by engaging campus stakeholders. Invite individuals to be a part of your tobacco-free task force/coalition. Foster partnerships and collaborations as you work through the planning process. Identify individuals who will help create and support the tobacco-free campus initiative. Representatives should be included from each of the groups that will be affected by the new tobacco-free policy. Efforts to maintain communication with these campus stakeholders, whether they are on your tobacco-free task force/coalition or not, should continue even after a tobacco-free policy has been adopted and implemented.

- Use the following worksheets brainstorm who you might connect with on your campus. The first sheets include potential categories on campus. The others are blank for your own use.

- Brainstorm other individuals it would be important to include.

Campus Stakeholder List

Area	Name	Email	Phone	Address
Athletics				
Campus Neighborhood Advisor Council				
Campus Safety/Police				
Dining Services				
Facilities/Physical Plant				
Faculty Senate				
Fire Safety				
Greek Life				
Health and Counseling Professionals				
Health Services/Pharmacy Representative				
Human Resources				
Institutional Research and Effectiveness				
International Programs/Organizations				
Judicial Affairs/Legal				
Libraries				

Campus Stakeholder List

Area	Name	Email	Phone	Address
Office of the President/ Chancellor				
Public Affairs/Relations				
Residence Life/Housing				
Staff Senate/Classified Staff				
Student Affairs/Dean of Students				
Student Government				
Student Groups (Please list: _____)				
Student/Campus Newspaper				
Student Recreation Center				
Student Television/Radio/Media				
Sustainability/Environmental Group				
University/ College Architect				

Part 4: Using the 3Ts Model to Guide Planning and Implementation: TELL

Education and communication are essential throughout the entire process and especially important once the policy has been adopted. The policy will need to be communicated to all affected groups including students, staff, faculty, visitors, and the community at large. Find out what channels your college or university uses to communicate all other important updates and notices to students, staff, faculty, visitors, and the community. This may include messages on the website, social media, email or text blasts, publications or other media outlets. See the following website for the full text article on the 3-Ts model: www.tobaccofreecampus.org

Target Audience	Target Audience Characteristics/Knowledge	Communication Means	Brainstorm Strategy/Messages

Part 4: Using the 3Ts Model to Guide Planning and Implementation: TREAT

Providing evidence-based tobacco treatment services is imperative to a successful policy. Tobacco treatment/cessation services should integrate a combination of medication (e.g., NRT), counseling, and media education. Tailored approaches are most effective in helping individuals quit tobacco use. The Update of the Clinical Practice Guidelines for Treating Tobacco Use and Dependence can be used as a reference to guide decision-making. Tobacco treatment should be marketed and made available before and during implementation of the tobacco-free campus policy. Steps may need to be taken to build onto current tobacco treatment resources and/or partnerships with community resources may be necessary, depending on the size of the campus and available budget/resources.

What tobacco treatment is currently available on your campus for:	
Students	
Staff/Faculty	
Visitors	
What additional programs/resources might be necessary to ensure a succesful tobacco-free campus policy for:	
Students	
Staff/Faculty	
Visitors	
What local, state, and national resources are availble for tobacco treatment?	

Part 4: Using the 3Ts Model to Guide Planning and Implementation: TRAIN

Considering compliance and enforcement of the tobacco-free policy is imperative, even in the planning phases and prior to implementation. Creating a culture of policy compliance increases the likelihood of a successful policy and aids the implementation process. This worksheet will help you to think about both compliance and enforcement as you move forward with the planning process. See Appendix D for Quick Tips on scripting (i.e., approaching violators).

- Who will be responsible for monitoring and promoting compliance?

- What approaches will be used to promote compliance with the tobacco-free policy (pre- and post-policy)?

- Who will be responsible for receiving and responding to complaints regarding policy compliance?

- What corrective action procedures will be in place for:
 - Students
 - Staff
 - Faculty
 - Visitors
 - Other: _____

- Who will be responsible for dealing with reported violations for:
 - Students
 - Staff
 - Faculty
 - Visitors
 - Other: _____

Part 5: Creating an Action Plan

Developing an action plan will assist you and your group move forward with the policy planning and implementation phases. Below is an example of an action plan. However, you can modify this based on your needs and timeline. There are specific areas you might want to include more details to ensure all required tasks are being captured.

Policy Steps	Responsible Individual/Group	Communication & Media Support Required	Resources Needed	Timeframe	Notes
Build Task Force/Coalition					
Conduct Assessment: Tobacco use, attitudes, support for policy					
Set Policy Goals					
Create Action Plan					
Identify and Develop Policy:					
Make Your Case: <i>Present data, develop talking points and issue brief that lays out issue and policy solution; educate students, faculty and broader community.</i>					
Present to Decision Makers					
Implementation: <i>Create a tobacco-free campus</i>					
Education/Media Campaign					
Tobacco Treatment Strategies/Resources					
Evaluate Policy Impact					

Appendix A: ACHA Position Statement

NOVEMBER 2011

ACHA Guidelines

Position Statement on Tobacco on College and University Campuses

The American College Health Association (ACHA) acknowledges and supports the findings of the Surgeon General that tobacco use in any form, active and/or passive, is a significant health hazard. ACHA further recognizes that environmental tobacco smoke has been classified as a Class-A carcinogen and that there is no safe level of exposure to environmental tobacco smoke (ETS), a recognized toxic air contaminant. In light of these health risks, ACHA has adopted a NO TOBACCO USE policy and encourages colleges and universities to be diligent in their efforts to achieve a 100% indoor and outdoor campus-wide tobacco-free environment. *This position statement reflects the viewpoint of ACHA and serves only as a guide** to assist colleges and universities with evaluating progress toward becoming or maintaining tobacco-free living and learning environments that support the achievement of personal and academic goals.

ACHA joins with other professional health associations in promoting tobacco-free environments. According to the ACHA-National College Health Assessment (ACHA-NCHA) conducted in spring 2011, 85% of college students described themselves as non-smokers (never smoked or have not smoked cigarettes in the last 30 days); 92% reported being non-smokers for hookah/water pipes (never used or have not used in the last 30 days); and 96% described themselves as non-users of smokeless tobacco (never used or have not used in the last 30 days). ACHA supports the health goals of the U.S. Department of Health and Human Services' Healthy People 2020 initiative to reduce the proportion of adults who smoke to below 12% by the year 2020 and to positively influence America's college students to help them remain

* Compliance with the elements of this position statement is not and cannot be mandated by ACHA; nor is compliance a condition for institutional membership in ACHA.

or become tobacco-free. Additionally, ACHA actively supports the Healthy Campus 2020 goals to reduce cigarette use (within the last 30 days) by college students to below 14% and smokeless tobacco use (within the last 30 days) to below 3% by the year 2020.

Efforts to promote tobacco-free environments have led to substantial reductions in the number of people who smoke, the amount of tobacco products consumed, and the number of people exposed to environmental tobacco hazards. ACHA acknowledges that achieving a tobacco-free environment requires strong leadership and support from all members of the college/university community. Because the improvements to health can be so significant, ACHA recommends the following positions be taken to address policy, prevention, and cessation as it pertains to tobacco issues:

1. Develop a strongly worded tobacco policy that reflects the best practices in tobacco prevention, cessation, and control. These include the following recommendations:
 - a. Tobacco is defined as all tobacco-derived or containing products, including, but not limited to, cigarettes (clove, bidis, kreteks), electronic cigarettes, cigars and cigarillos, hookah-smoked products, and oral tobacco (spit and spitless, smokeless, chew, snuff).
 - b. Tobacco use is prohibited on all college and university grounds, college/university owned or leased properties, and in campus-owned, leased, or rented vehicles.
 - c. All tobacco industry promotions, advertising, marketing, and distribution are prohibited on campus properties.
 - d. The sale of tobacco products and tobacco-related merchandise (including logo

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- containing items) is prohibited on all university property and at university-sponsored events, regardless of the operating vendor.
- e. The distribution or sampling of tobacco and associated products is prohibited on all university owned or leased property and at university-sponsored events, regardless of the venue.
 - f. Tobacco industry and related company sponsorship of athletic events and athletes is prohibited.
 - g. The college/university does not permit tobacco companies on campus to conduct student recruitment or employment activities.
 - h. The college/university does not accept any direct or indirect funding from tobacco companies.
 - i. The campus provides and/or promotes cessation services/resources for all members of the college/university community.
2. Inform all members of the campus community by widely distributing the campus tobacco policy on an annual basis. The tobacco policy is clearly posted in employee and student handbooks, on the college/university website, and in other relevant publications. Key components of the policy are also shared with parents, alumni/ae, and visitors. The general policy should be included in prospective student materials in both printed and electronic formats.
 3. Offer and promote prevention and education initiatives that actively support non-use and address the risks of all forms of tobacco use.
 4. Offer and promote programs and services that include practical, evidence- and theory-informed approaches to end tobacco use, including screenings through health and counseling services, free/reduced-cost tobacco-cessation counseling, free/reduced-cost nicotine replacement therapy, and medication options on campus.
 5. Advocate for requiring the inclusion of tobacco use cessation products, medications, and services in student health insurance plans.
6. Provide a comprehensive marketing and signage effort to ensure that all college/university visitors, vendors, guests, and others arriving on property owned or leased by the institution are aware of the tobacco-free policy.
 7. Plan, maintain, and support effective and timely implementation, administration, and consistent enforcement of all college/university tobacco-related policies, rules, regulations, and practices. Provide a well-publicized reporting system for violations.
 8. Collaborate with local, state, and national public health entities and tobacco prevention and control public, private, and national non-profit tobacco-related organizations in support of maintaining a healthy tobacco-free environment.
 9. Develop and maintain a tobacco task force on campus to identify and address needs and concerns related to tobacco policy, compliance, enforcement, and cessation. Key individuals and departments to invite/include:
 - a. Undergraduate and graduate students (particularly from student-elected/representative organizations)
 - b. Health and counseling center professionals
 - c. Faculty (including faculty senate or other faculty governing bodies)
 - d. Residence life/housing
 - e. Judicial affairs
 - f. Campus safety/police
 - g. Human resources
 - h. Neighborhood liaisons
 - i. Facilities
 - j. Other important stakeholders specific to your campus



1362 Mellon Road, Suite 180 | Hanover, MD 21076
(410) 859-1500 | www.acha.org

Appendix B: American Nonsmokers' Rights Foundation – Current Smoke- and Tobacco-free College Campus List

The current list can be accessed at: www.no-smoke.org/pdf/smokefreecollegesuniversities.pdf




AMERICAN
NONSMOKERS'
RIGHTS FOUNDATION

Smokefree and Tobacco-Free U.S. and Tribal Colleges and Universities


Campus-Wide Policies:

- Public Institutions
- Private Institutions
- Vocational/Technical Schools
- Professional Schools
- Junior and Community Colleges


Includes
e-cigarette
coverage!



UCLA
IS A
TOBACCO FREE
CAMPUS
AS OF APRIL 22, 2013




CLEAR THE AIR
Clafin University
is a
TOBACCO-FREE
CAMPUS



UNITED TRIBES
TECHNICAL COLLEGE
TOBACCO-FREE

Join us as we
celebrate better health.

KEEP TOBACCO SACRED
Ceremonial use and more information
are available online at www.uttc.edu



WELCOME TO OUR
TOBACCO-FREE,
SMOKE-FREE
CAMPUS

2530 San Pablo Avenue, Suite J • Berkeley, California 94702 • (510) 841-3032 / FAX
 (510) 841-3071 • www.no-smoke.org • anr@no-smoke.org

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Appendix C: American Nonsmokers' Rights Foundation – Model Tobacco-free Campus Policy

For full policy: www.no-smoke.org/pdf/modeluniversitytobaccofreepolicy.pdf



Defending your right to breathe smokefree air since 1976

Model Policy for a Tobacco-Free College/University

_____ [Name of College/University] Tobacco-Free Policy

Because _____ [Name of College/University] is committed to providing a safe and healthy working and learning environment for the students, faculty, and staff on its campus, it hereby adopts the following tobacco-free policy.

Section 1. Findings and Intent.

The 2006 U.S. Surgeon General's Report, *The Health Consequences of Involuntary Exposure to Tobacco Smoke*, has concluded that (1) secondhand smoke exposure causes disease and premature death in children and adults who do not smoke; (2) children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory problems, ear infections, and asthma attacks, and that smoking by parents causes respiratory symptoms and slows lung growth in their children; (3) exposure of adults to secondhand smoke has immediate adverse effects on the cardiovascular system and causes coronary heart disease and lung cancer; (4) there is no risk-free level of exposure to secondhand smoke; (5) establishing smokefree workplaces is the only effective way to ensure that secondhand smoke exposure does not occur in the workplace, because ventilation and other air cleaning technologies cannot completely control for exposure of nonsmokers to secondhand smoke; and (6) evidence from peer-reviewed studies shows that smokefree policies and laws do not have an adverse economic impact on the hospitality industry. (U.S. Department of Health and Human Services. *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General*. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.) According to the 2010 U.S. Surgeon General's Report, *How Tobacco Smoke Causes Disease, even occasional exposure to secondhand smoke is harmful and low levels of exposure to secondhand tobacco smoke lead to a rapid and sharp increase in dysfunction and inflammation of the lining of the blood vessels, which are implicated in heart attacks and stroke*. (U.S. Department of Health and Human Services. *How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2010.) According to the 2014 U.S. Surgeon General's Report, *The Health Consequences of Smoking—50 Years of Progress*, secondhand smoke exposure causes stroke in nonsmokers. The report also found that since the 1964 Surgeon General's Report on Smoking and Health, 2.5 million nonsmokers have died from diseases caused by tobacco smoke. (U.S. Department of Health and Human Services. *The Health Consequences of Smoking—50 Years of Progress*. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.)

2530 San Pablo Avenue, Suite J • Berkeley, California 94702 • (510) 841-3032 / FAX (510) 841-3071
www.no-smoke.org • anr@no-smoke.org

Appendix D: Quick Tips – Scripting

Tobacco-Free UK:

A Healthy Place to Live, Work and Learn

QUICK TIPS When Targeting a Campus “Hotspot”

The **GOAL** is to create an **ENVIRONMENT OF COMPLIANCE**.

- Use the same message with employees, students, and visitors.
- Ask violators to please respect others on campus (we are not telling them to quit smoking/quit using tobacco), only to follow the policy while on campus.
- Use a firm, polite, and compassionate approach.
- Do not apologize for the policy and do not use the term ‘ban’ when scripting. Instead, use a more positively framed word (e.g., prohibit, allow).

Examples of using SCRIPTING

Situation I: You see a person using tobacco products on UK’s campus.

Response: “Hello, my name is _____, and I am an (employee, student) here at UK. Are you aware that our campus is tobacco-free? I ask you to please respect others on campus and put your cigarette out (or other tobacco product) and dispose of it in a trash can.”

Violator: “Okay” (puts it out)

Response: “Thank you for respecting others on campus. There are locations on campus that sell nicotine replacement products for a discounted price if you want to be comfortable on campus. We also have no-cost ways of helping you quit when you are ready.” (Can also give them one of our TF information cards.)

Situation II: You see a student using tobacco products on UK’s campus.

Response: “Hello, my name is _____, and I am an (employee, student) here at UK. Please be aware that using tobacco products is not allowed on our campus. I ask you to please respect others on campus and put your cigarette out (or other tobacco product) and dispose of it in a trash can.”

Violator: “Where can I smoke?”

Response: “Tobacco use is not allowed on any UK property- which includes all UK buildings, grounds, sidewalks, streets, and parking structures. University property ends at XX. If you would like to be comfortable while on campus so you don’t feel like you have to smoke/use tobacco, we sell nicotine replacement products for a discounted price.”

Situation III: You see a staff member using tobacco products on campus.

Response: “Hello, my name is _____, and I am an (employee, student) here at UK. Please be aware that our campus is tobacco-free, meaning the use of any and all tobacco products are not allowed anywhere on campus. I ask you to please respect others on campus and put your cigarette out (or other tobacco product) and dispose of it in a trash can.”

Violator: “If I put my cigarette out, can I use dip instead?”

Response: “All forms of tobacco are prohibited on campus. This includes smokeless tobacco products (chew, snuff, snus), cigarettes, cigars, pipes, hookah, and e-cigarettes. There are convenience stores, pharmacies, and hospital gift shops on campus that sell discounted nicotine replacement products if that would help you handle your cravings and feel more comfortable while on campus.”

For more information, please contact Tobaccofree@lsv.uky.edu

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Situation IV: You see a visitor using tobacco products on campus.

Response: "Hello, my name is _____, and I am an (employee, student) here at UK. Are you aware that use of tobacco products is not allowed on our campus? I ask you to please respect others on campus and put your cigarette out (or other tobacco product) and dispose of it in a trash can."

Violator: "No."

Response: "We would really appreciate it if you put your cigarette out. There are many students and employees on campus who are trying to quit. We ask that you respect others on campus and put it out or leave campus property to smoke/use tobacco."

Situation V: You see a person using an electronic cigarette on EKV's campus.

Response: "Hello, my name is _____, and I am an (employee, student) here at UK. Are you aware that our campus is tobacco-free? The policy includes e-cigarettes. I need to ask you to put away your electronic cigarette."

Violator: "I am trying to quit and I am not harming anyone by using an electronic cigarette. No."

Response: "Electronic cigarettes are included in UK's tobacco-free policy since they are in the process of being regulated by the FDA as a tobacco product. We are going to have to ask you to please put away your electronic cigarette to respect others and our policy on campus. Electronic cigarettes are not an approved method of quitting. However, we do have other tobacco treatment resources available on campus if you would like more information."

HELPFUL TIPS WHEN APPROACHING TOBACCO USERS ON CAMPUS

- Always be very friendly and polite. Stay positive and introduce yourself.
- Remind them to put their cigarette out completely and throw it away in a trash can; not just throw it on the ground.
- Most tobacco users will cooperate with you.
- If individuals have questions concerning the policy, help them find out more via brochures, cards, and the website. Do not engage in a long conversation as they may be trying to detract you from other violators.

It may be helpful share these **facts about tobacco**:

- Tobacco smoke can trigger a heart attack or stroke.
- Seeing others use tobacco can trigger strong urges to use tobacco.
- Tobacco smoke can make breathing harder in persons with asthma or other lung problems.

TRUST YOUR INSTINCTS!
Under no circumstances should you place yourself
in a position that jeopardizes your safety

Report violations of UK's Tobacco-free policy to: ReportTFviolation@uky.edu

Learn about UK's Tobacco-free Policy and available tobacco treatment resources:
<http://www.uky.edu/TobaccoFree/>

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For more information, please contact Tobaccofree@lsv.uky.edu
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