



Tobacco-Free Policy Toolkit **for Institutions of Higher Education**

This toolkit is designed to assist college and university leaders in adopting, implementing and enforcing a 100% tobacco-free campus policy.

Tobacco-Free Policy Toolkit **for Institutions of Higher Education**

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Disclaimer: Inclusion in this document is not intended as an endorsement of any provider, service or website.

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Special thanks to the Houston/Harris County Regional Tobacco Task Force for their invaluable contributions in the production of this project. The Houston/Harris County Regional Tobacco Task Force members include leaders of institutions of higher education across the Houston/Harris County area with the mission to reduce the prevalence of tobacco use in Houston/Harris County institutions of higher education through policy, education, and environmental systems change.

The University of Texas MD Anderson Cancer Center entered into a Scope of Services Agreement with the Houston Department of Health and Human Services to serve as the convener of the Regional Tobacco Task Force. In this role, MD Anderson developed a Regional Tobacco Task Force Plan, hosted three task force meetings, and with the input of the of task force, developed the Tobacco-Free Policy Toolkit for Institutions of Higher Education.

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CLINTON HEALTH MATTERS INITIATIVE

Implementing a 100% tobacco-free campus policy aids institutions of higher education in providing a clean, safe and appealing work and learning environment.

The tools and materials provided in this toolkit support and explain the benefits and rationale for a 100% tobacco-free campus policy and provide resources and tips on drafting a 100% tobacco-free policy, enforcing a 100% tobacco-free policy, communicating the policy, evaluating the policy and available cessation resources.

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Overview

Why a 100% Tobacco-Free Campus Policy?

In 2011, the American College Health Association issued a position statement regarding tobacco use on college campuses: “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.”¹ Since the publication of the first Surgeon’s General Report 50 years ago, tobacco use still remains the No. 1 cause of preventable death in the United States, contributing to 480,000 deaths per year – including an estimated 41,000 deaths resulting from second-hand smoke exposure.²

Each day, approximately 2,100 youth and young adult occasional smokers become daily smokers.³ The consequences of smoking among young adults for both themselves and those exposed to their smoke may not become apparent until many years later potentially resulting in disability and death.

Institutions of higher education have begun to recognize that 100% tobacco-free policies are necessary to protect the health of their faculty, staff and student body. Many institutions of higher education, across the United States, have voluntarily prohibited the use of tobacco on their campuses, as a way of establishing a tobacco-free norm that discourages tobacco use.

Strong restrictive tobacco policies have made tobacco use less convenient and socially acceptable. As a result of such policies, cessation is encouraged and uptake of smoking is discouraged.³ To date, the number of tobacco-free college campuses has increased by more than 70%, from 774 in 2012 to 1,343 in 2013.⁴

Smoke-Free vs. Tobacco-Free Policies

A **smoke-free policy** is one that restricts the use of any tobacco or other plant product intended for inhalation in any manner. It would restrict cigarettes, cigars, pipes, or any other lighted or heated tobacco product.

A **tobacco-free policy** is one that restricts the use of any tobacco product containing tobacco or nicotine (other than FDA approved cessation aids). This would include, but not limited to the following: cigarettes, cigars, pipe, snuff, chewing tobacco, dipping tobacco, bidis, snus, dissolvable tobacco products and electronic cigarettes.

A **100% tobacco-free policy** is one that restricts the use of any tobacco product containing tobacco or nicotine (other than FDA approved cessation aids) anywhere on the campus grounds and at off-site campus events. Tobacco products would include, but not limited to the following: cigarettes, cigars, pipe, snuff, chewing tobacco, dipping tobacco, bidis, snus, dissolvable tobacco products and electronic cigarettes.

REASONS TO CONSIDER A 100% TOBACCO-FREE POLICY

- The Surgeon General reports that there is no risk-free level of second-hand smoke.¹
- Since the 1964 Surgeon’s General Report, 2.5 million adult nonsmokers died due to secondhand smoke exposure.⁵
- Secondhand smoke has immediate effects on the cardiovascular system that can increase the risk of heart attack.⁵
- Stroke is caused by secondhand smoke exposure.⁵
- Secondhand smoke exposure causes more than an estimated 7,300 lung cancer deaths annually (for 2005-2009) among adult nonsmokers in the United States.⁵
- The EPA classifies secondhand smoke as a Class A carcinogen.¹
- Smoking is one of the top five causes of campus fires.⁶
- Cigarettes add to campus litter and pollution.⁶
- Tobacco-free campus policies are proven to decrease tobacco use amongst students, change social norms around tobacco use, and increase favorable attitudes towards regulation of tobacco.⁷
- Smokeless tobacco has been determined to cause cancers of the oral cavity. Cancers of the oral cavity have been associated with the use of chewing tobacco as well as snuff which are the two main forms of smokeless tobacco used in the United States.⁸
- The 2010 National Survey on Drugs Use and Health reported 6.4 percent of young adults between 18-25 and 3.1 percent of adults over age 26 used smokeless tobacco.⁸

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

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

* 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.

- 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



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Tobacco Facts

Tobacco-Related Disparities

HOUSTON-SUGAR LAND-BAYTOWN METROPOLITAN STATISTICAL AREA (HOUSTON MSA) 2011-2012⁹

- Of adults aged 18-29 years old:
 - 18.9% were current smokers.
 - Almost one in five (19.6%) were engaged in either cigarette or smokeless tobacco use.
 - One third (29.1%) of current smokers are Black, which contributes to the high mortality rate (53.3%) associated with lung cancer among Blacks (all ages).
 - Those with less than 12 years of education (no diploma) were more likely to use tobacco (32.1%) compared to adults with a high school diploma (18.6%). Only 9.1% of college graduates use tobacco indicating that tobacco use decreases with higher education level.
 - Almost one in four adults engaged in tobacco use have a household income of less than \$25,000.
 - More men are current smokers (27.7%) compared to women (9.6%).

HOUSTON-SUGAR LAND-BAYTOWN METROPOLITAN STATISTICAL AREA (HOUSTON MSA), 2011¹⁰

- In 2011, lung cancer mortality rates were highest among Blacks (53.3%) as compared to White (40.4%), Asian (19.9%) and Hispanics (19.6%). 37.7% of males and 17.2% of females have reported to have smoked at least 100 cigarettes in their lifetime.

Health Benefits¹¹

THE IMMEDIATE EFFECTS OF QUITTING SMOKING



In twenty minutes, your heart rate and blood pressure, which are abnormally high while smoking, begin to return to normal.



Within a few hours, the level of carbon monoxide in the blood begins to decline and your body's oxygen increases to a normal level.



In two days, you will have an improved sense of smell, and taste.



Within a few weeks, you will have improved circulation, produce less phlegm, and won't cough or wheeze as often.



Within several months of quitting, you can expect substantial improvements in lung function.



THE LONG TERM BENEFITS OF QUITTING SMOKING

Quitting at age 30:

Studies have shown that smokers who quit at about age 30 reduce their chance of dying prematurely from smoking-related diseases by more than 90 percent.

Quitting at age 50:

People who quit at about age 50 reduce their risk of dying prematurely by 50 percent compared with those who continue to smoke.

Quitting at age 60:

Even people who quit at about age 60 or older live longer than those who continue to smoke.

Savings

STUDENTS, FACULTY, AND STAFF

HOW MUCH DOES SMOKING A PACK OF CIGARETTES PER DAY COST IN DOLLARS?

The average cost in Texas with all the taxes included is \$6.00. Let's assume that a person is buying one pack of cigarettes per day. \$6.00 per day gives a monthly average of \$180.00 spent on cigarettes. Without earning any interest, if a person were to save their money they would have the following:

- \$2,160 in one year
- \$10,800 in five years
- \$21,600 in ten years
- \$43,200 in twenty years

HOW MUCH DOES SMOKING A PACK AND A HALF PER DAY COST IN DOLLARS?

A person who smokes a pack and a half of cigarettes will need a total of 11 packs of cigarettes to get through a week. If a person smokes a pack and a half of cigarettes each day and the average price per pack is \$6.00, a monthly average of \$264 is spent on cigarettes. Without earning any interest, if a person were to save their money they would have the following:

- \$3,168 in one year
- \$15,840 in five years
- \$31,680 in ten years
- \$63,360 in twenty years

CAMPUSES

HOW MUCH DOES TOBACCO USE COST FACILITIES?

- Penn State estimated the cost of cigarette litter cleanup at \$150,000 for a single, two-week-long effort.
- Inverhills Community College estimated the cost of cigarette refuse cleanup at \$15,000 per year.

HOW MUCH DOES TOBACCO USE COST EMPLOYERS?

- Healthcare costs are 40% higher for smokers than nonsmokers in the same age group.¹²
- U.S. employers pay more than \$40 billion a year to due to premature death and disability as a direct result of smoking.¹²
- Smokers miss on average 6.16 days of work per year due to sickness (including smoking related acute and chronic conditions), compared to nonsmokers, who miss 3.86 days of work per year.¹²
- U.S. productivity losses caused by smoking each year: \$151 billion dollars.¹³
- U.S. productivity losses caused by secondhand smoke exposure: \$5.6 billion dollars.¹³



Policy Template

Sample Tobacco-Free Campus Policy¹⁴

XYZ University acknowledges and supports the findings of the Surgeon General that tobacco use in any form, active and passive, is a significant health hazard. The XYZ University further recognizes that environmental tobacco smoke has been classified as a Class-A carcinogen. In light of these health risks, and in support of a safe and healthy learning and working environment, the XYZ University has set the following 100 percent tobacco-free campus policy to be implemented on August 1, 2014.

1. Smoking or use of other tobacco products is prohibited on all university grounds; XYZ University owned or leased properties; and campus-owned, leased or rented vehicles. This includes but is not limited to all university sidewalks, parking lots, landscaped areas and recreational areas; at lectures, conferences, meetings and social and cultural events held on school property or school grounds of XYZ University. Smoking is also prohibited in the interior of all buildings, university residences, including dormitories, fraternity and sorority houses located on the university property, and vehicles owned or operated by the XYZ University.
2. Smoking materials must be extinguished and disposed of prior to entering XYZ University or exiting your vehicle. Improper disposal includes but is not limited to:
 - a. Spitting smokeless tobacco product
 - b. Littering (i.e., discarded cigarette butts, throwing cigarette butts out of windows)
 - c. Anything that creates fire hazards
3. This policy applies to all faculty, staff, students, clients, contractors and visitors. The policy is in effect during and after campus hours. We also ask that no one smoke or use tobacco products in our surrounding neighborhoods. The university is committed to being a good neighbor in our campus communities, and that includes being mindful of litter, loitering, and second-hand smoke as a result of off-campus tobacco use.
4. For the purposes of this policy, tobacco is defined to include any lighted or unlighted cigarette (clove, bidis, kreteks), e-cigarettes, cigars, cigarillos, pipes, hookah products; and any other smoking product; and any smokeless, spit or spitless, dissolvable, or inhaled tobacco products, including but not limited to dip, chew, snuff or snus, in any form (orbs, sticks, strips, pellet, etc.).
5. The sale of tobacco products or tobacco-related merchandise (including items that display tobacco company logos) is prohibited in and on all university property and at all university-sponsored events, regardless of the vendor.
6. The free distribution or sampling of tobacco products and associated products is prohibited on all university-owned or leased property and at university-sponsored events, regardless of the venue.
7. Tobacco industry and related company sponsorship of campus events, including athletic events and athletes, is prohibited.
8. XYZ University does not accept any direct or indirect funding, gifts or anything else of value from tobacco companies.
9. Campus officials, staff or other persons representing the campus including campus organizations shall not accept money or gifts or enter into any arrangement, association or partnership with representatives of tobacco companies, including:
 - a. Sponsorship of campus events by organizations that promote tobacco use and/or allowing them to distribute free, reduced price or fully priced tobacco products (shirts, hats, etc.) on campus.
 - b. All tobacco advertising, such as billboards and signs in sports stadiums owned and operated by XYZ University.
10. Companies that manufacture or sell tobacco products are excluded from participating in campus career fairs or other vocational or recruitment activities.
11. All tobacco promotion, advertising, marketing and distribution are prohibited in and on XYZ University campus property including university-run publications and athletic facilities owned or operated by the XYZ University.
12. XYZ University shall divest itself of all tobacco industry investments by [date] and in the future shall not invest any university funds in any tobacco-related business.
13. XYZ University will provide cessation resources information, including the Quitline number 1-800-QUIT-NOW.
 - a. Tobacco treatment programs should be publicized regularly in student and staff publications, posted in residence halls and academic buildings, through Student Services, Student Health Center and through other appropriate means.

14. Implementation and compliance

- A campus committee shall develop a plan for communicating the policy with students, staff, faculty and visitors.
- This policy shall be included in the student, staff and faculty handbooks, new employee and student orientation programs, in admissions application materials and other campus documents where appropriate. The university shall provide a comprehensive marketing and signage effort to ensure that all university visitors, vendors, guests and other people arriving on property or owned or leased by the institution are aware of the tobacco policy.
- Tobacco waste management products such as ashtrays, snus trays, and spittoons shall be removed.
- Violators of the policy shall be issued a verbal reminder of the policy. If the offense continues, a second verbal warning will be issued. If this warning is ignored, a penalty will be issued. A campus telephone number and e-mail address will be promoted to report violations.
- Housing and Residential Life is responsible for compliance in campus student residences, per the XYZ University Student Handbook, violation of policies and procedures as stated in the [name of publication or equivalent].

15. All students, faculty and staff share in the responsibility for adhering to and enforcing the policy. Campus officials, staff or other persons representing the campus including campus organizations shall not accept money or gifts or enter into any arrangement, association or partnership with representatives of tobacco companies, including:

- a. Sponsorship of campus events by organizations that promote tobacco use and/or allowing them to distribute free, reduced price or fully priced tobacco products (shirts, hats, etc.) on campus.
- b. All tobacco advertising, such as billboards and signs in sports stadiums owned and operated by XYZ University.

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- Housing and Residential Life is responsible for compliance in campus student residences, per the XYZ University Student Handbook, violation of policies and procedures as stated in the [name of publication or equivalent].
- All students, faculty and staff share in the responsibility for adhering to and enforcing the policy.

This policy was adopted by [entity] on [date].

Successful Policies

HUSTON-TILLOTSON UNIVERSITY Tobacco-Free Campus Since April 1, 2011

University Summary

Huston-Tillotson University is the first institution of higher education in Central Texas to go tobacco-free, and the first Historically Black College or University in Texas to go tobacco-free as well. This community is comprised of more than 900 students and 150 faculty and staff. The 23 acre campus sits on what was Austin's second highest hill.

How the Policy Came to Be

A campus-wide survey was conducted by the students from the Environmental Health and Safety Committee to assess tobacco use on campus, attitudes towards a tobacco-free policy, and cessation services. As a result of the survey, the committee found that approximately 80% of the students, faculty and staff were in favor of a tobacco-free Huston-Tillotson campus. After a series of community meetings, campus and community outreach efforts, and a presentation to the President's Council, Huston-Tillotson University became a 100% tobacco-free university on April 1, 2011.

The adopted policy covers all tobacco use on owned and/or leased property, including private space within residence halls, and the parking lots, and in company owned/leased vehicles. The policy also applies to all sponsored events on premises and off. Additionally, no tobacco-related advertising or sponsorship is permitted on University property, at University-sponsored events, or in publication produced by the University.

Putting It Into Action

A committee composed of faculty and student representatives developed their implementation plan. Huston Tillotson has a large presence in the East Austin community, and they developed and implemented an education and awareness campaign focusing on tobacco use and secondhand smoke exposure and tobacco cessation promotion. This included signage placement, a student-developed video, press conferences with local political representatives and health officials, integration into university health fairs and other events, and a forum with workshops and nationally recognized speakers. Some members of the Board of Trustees were concerned about the effect of having too much signage on the aesthetics of the campus, so they utilized existing poles and locations to address that concern.

Education about the policy was integrated into the Fall Freshman Orientation, with the policy statement included in new student (fall) registration packets, as well as employee handbooks.

The campus nurse received Freedom From Smoking training through the American Lung Association, so she could be a facilitator to ensure long-term sustainability of their cessation capacity. They adapted the program to be 8 sessions with free Nicotine Replacement Therapy, and

designed the classes to be shorter in length with more sessions to help with busier schedules. They also developed and implemented a process for assessing the tobacco use status of all students that accessed their health and wellness center, referred all tobacco users to their free on-site cessation classes, and also made referrals to free off-campus resources provided by a local hospital and the state quitline. Separate classes were made available for students and faculty.

After the first year of implementation, tobacco use on campus declined in faculty/staff (3% to 0%) and students (9% to 5%). Awareness of tobacco cessation services has increased for faculty/staff (45% to 81%) and students (30% to 60%). Ninety-six percent of those surveyed felt the policy either didn't impact them or was a positive change.

Proclamation readings by the Austin City Council, and on the floors of the Texas State Senate and House of Representatives recognized Huston-Tillotson University for their policy.

THE UNIVERSITY OF ARKANSAS AT PINE BLUFF Tobacco-free Campus Since January 1, 2008

University Summary

The University of Arkansas at Pine Bluff has a student enrollment of over 3,792 and has approximately 640 employees. It is one of five universities in the University of Arkansas system and has a diverse student body. UAPB is an 1890 Land-grant institution and is home to the Minority Initiative Sub recipient Grant Office (MISRGO), whose mission is to change society's norms regarding tobacco use and educate Arkansans about its dangers, specifically among minorities.

How the Policy Came to Be

In 2007, UAPB MISRGO and the Coalition for a Tobacco-free Arkansas presented a resolution to Chancellor Lawrence A. Davis, Jr. to make the UAPB campus tobacco-free. The groups stressed the importance of a policy that encompassed all forms of tobacco. Although smoke-free policies reduce exposure to secondhand smoke, other forms of tobacco are dangerous and potentially deadly to users as well. In order to best protect students, faculty, staff and visitors from the harms of tobacco, the campus-wide policy should not be limited to smoking. By September 2007, the tobacco-free campus resolution was signed by all partners.

Putting It Into Action

APB took a three-pronged approach to enforcing its tobacco-free policy. The approach placed equal importance on education and information, environmental change, and community support and involvement. By working through its MISRGO program, UAPB strengthened its tobacco

prevention and cessation message among the faculty, staff, students and visitors. The MISRGO office provided pamphlets and campus-wide workshops on tobacco prevention. Its workshops also provided more in-depth information about the campus' new tobacco-free policy.

UAPB placed temporary signage on campus to raise awareness of the new policy, and permanent signage is now in place as well. It removed all tobacco litter receptacles to discourage tobacco use. These environmental changes can be pivotal for successful enforcement, especially for campus visitors and new students. Finally, UAPB uses campus security, its MISRGO program and the Office of Planning, Institutional Research and Public Information to provide campus-wide support and reinforcement.

UNIVERSITY OF CALIFORNIA (MULTI-SITE)

Tobacco-free Campuses: UC Davis, UC Irvine & UC San Diego

University Summary

The University of California opened its doors in 1869 with just 10 faculty members and 38 students. Today, the UC system includes more than 233,000 students and more than 190,000 faculty and staff, with 60 Nobel laureates. As of January 2, 2014 all 10 campuses (UC Berkeley, UC Davis, UC Irvine, UCLA, UC Merced, UC Riverside, UC San Diego, UC San Francisco, UC Santa Barbara and UC Santa Cruz) have adopted a campus-wide tobacco-free policy.

How the Policy Came to Be

In a letter, dated January 9th, 2012, President Yudof announced to all Chancellors that the University of California (UC), as a national leader in healthcare and environmental practices, that all UC campuses, buildings, and owned/operated properties will be smoke and tobacco-free environments effective January 2, 2014. Each campus was charged to develop campus specific policies and procedures to implement the smoke and tobacco-free directive.

Putting It Into Action

UNIVERSITY OF CALIFORNIA—SAN DIEGO

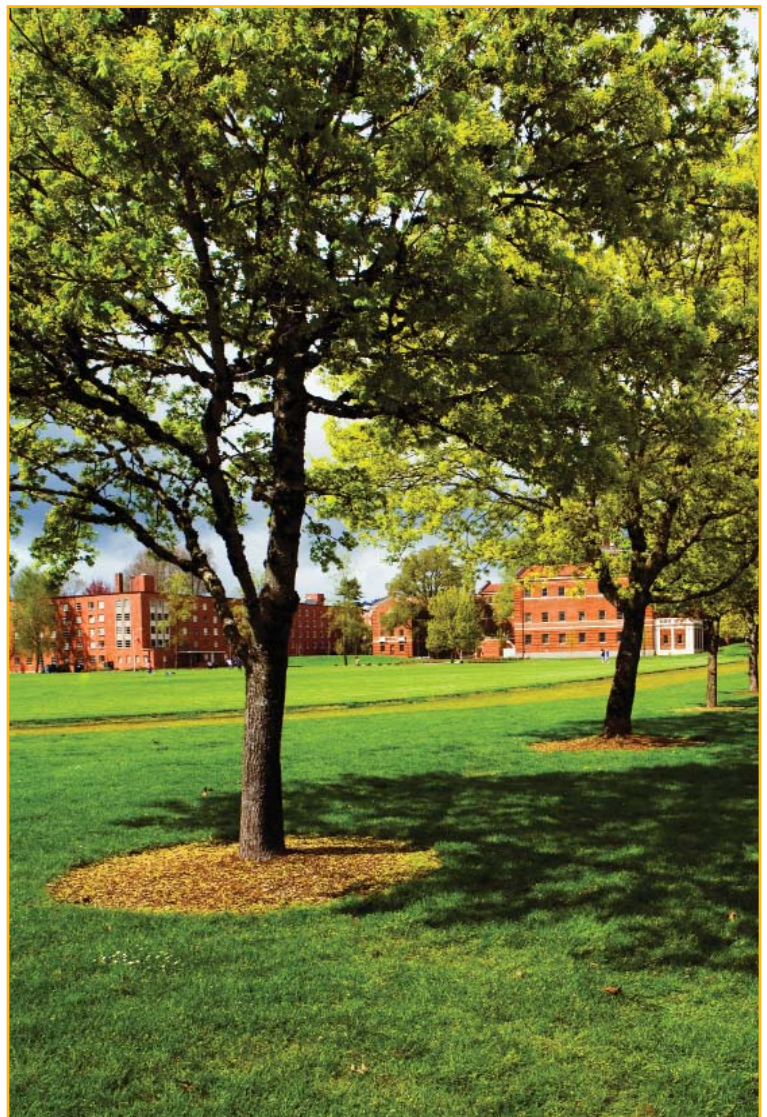
Effective September 1, 2013, UC San Diego's Tobacco-Free Campus Policy prohibits smoking, the use of smokeless tobacco products and the use of unregulated nicotine products at all UC San Diego locations. Violations and complaints should be reported to the appropriate supervisor or department head, and the appropriate dean, director of human resources representative may be contacted if the problem cannot be resolved. California law does permit University Police to issue citations to violators of the policy; however, first attempts will be educational and the provision of resource to aid tobacco cessation.

UNIVERSITY OF CALIFORNIA—DAVIS

Effective January 1, 2014, UC Davis' Tobacco-Free Campus Policy prohibits smoking and the use of tobacco products on University-owned or University-leased property and in University vehicles. Vice chancellors, deans and department heads are responsible for ensuring the policy is communicated to everyone within their areas of responsibility and monitoring and resolving complaints and problems arising in their areas of jurisdiction. Visitors that do not comply will be asked to leave the campus.

UNIVERSITY OF CALIFORNIA—IRVINE

Effective January 1, 2014, UC Irvine's Tobacco-Free Campus Policy prohibits smoking and the use of tobacco products anywhere on campus and in any vehicles on the campus or owned, leased or occupied by UC Irvine. Any conflicts resulting from implementation of the policy should be brought to the attention of the appropriate supervisory personnel and, if necessary, referred to the appropriate vice chancellor, dean or director for a disciplinary action decision.



Efficacy of Smoke-Free & Tobacco-Free Policies

100% TOBACCO-FREE POLICIES CHANGE BEHAVIOR ¹⁶

Comprehensive tobacco use policies (e.g. 100% tobacco-free) have been found to change tobacco use behavior in workplaces. A study published in the British Medical Journal concluded that tobacco users who worked in a completely smoke-free environment were more likely to quit than their counterparts working in areas where smoking was permitted. Individuals working in smoke-free environments are more likely to decrease the number of cigarettes they smoked throughout the day.

Smoke-free campus policies are proven to decrease current smoking prevalence in students, decrease the amount of cigarettes used by those who continue to smoke, positively influence students’ perceptions of peer smoking, change social norms around tobacco use, and increase favorable attitudes towards regulation of tobacco. These findings are consistent with a study that found college students who lived in smoke-free residences were more likely to be nonsmokers.

THE UNIVERSITY OF MICHIGAN ¹⁵
Smoke-free policy adopted July 1, 2011

16 Months After Implementation:

- 89% of faculty/staff and 83% of students supported policy.
- 72% of faculty/staff and 65% students noticed decrease of smoking on campus.
- Smoking by faculty and staff dropped from 6% to 4%.
- Among continued smokers, 29% reduced consumption.
- 13% of faculty/staff reported policy influenced them to quit or attempt to quit smoking.
- 16% of students reported policy influenced them to quit or attempt to quit smoking.

TOBACCO-FREE CAMPUS VS. NO POLICY ⁷

A study compared undergraduates’ smoking behaviors and attitudes at these two Big Ten campuses with similar demographics and showed significant favorable change in attitudes among Indiana University students regarding elimination of smoking in public places and university property.

INDIANA UNIVERSITY
(tobacco-free policy implemented in 2008)

- Indiana University smoking rate:
 - 16.5% in 2007;
 - 12.8% in 2009 (-3.7).
- Indiana University consumption rate:
 - 6.6 cigs/day in 2007;
 - 5.9 cigs/day in 2009 (-0.7).

PURDUE UNIVERSITY
(no policy)

- Purdue University smoking rate:
 - 9.5% in 2007;
 - 10.1% in 2009 (+0.6.)
- Purdue University consumption rate:
 - 5.2 cigs/day in 2007;
 - 6.8 cigs/day in 2009 (+1.6).

Policy Enforcement

Policy Planning: Get Creative¹⁴

HAVE AN IMPLEMENTATION PLAN

Sit down with key parties at your school to develop an implementation plan.

- Plans often include a timeline, alliances, identification of challenges, a communication strategy, signage and a strategy for enforcement.
- Involve as many parties as possible early in the planning process, especially those who will be enforcing the policy and those who use tobacco products and will be affected by the policy.
- Full administrative support of the plan and the policy is essential.

FORM AN ADVOCACY GROUP

This group of students would actively support the campus' tobacco-free policy by writing letters to the editor, passing out information about quitting resources and gently reminding peers of the policy when they see them starting to light up.

ENLIST THE HELP OF YOUR FACULTY AND STAFF

All school employees need to be made aware of the policy and asked for help to enforce it.

- Consider having a faculty monitor schedule, where all employees are included in the rotation.
- Make sure your staff is trained how to handle violators.

FORM ALLIANCES AND PARTNERSHIPS

You may not realize it, but your school has a number of groups to help support tobacco-free efforts.

- Consider partnerships with sports teams, sororities and fraternities, health professional student organizations, student government, community tobacco control organizations and programs offered through campus health education and promotion departments.

REMOVE THE ASHTRAYS FROM YOUR CAMPUS

Seeing ashtrays around campus could trigger a smoker's craving, and eliminating them reinforces that smoking is not allowed on the premises.

WORK THE POLICY INTO THE CLASSROOM

There are a variety of ways the new policy can be incorporated in classrooms.

- Make the new policy the subject of art contests, writing contests, writing assignments, etc.
- Have students develop campaigns supporting the tobacco-free policy as part of advertising and public relations classes.
- Encourage your professors to work tobacco-free discussions into class curriculum.

WHOM TO EDUCATE

- Students
- Visitors
- Campus police
- Residential advisors
- Potential recruits
- President/chancellor
- Department heads
- Community organizations
- Alumni groups
- Faculty senate
- Athletic coaches
- College deans
- Health services staff
- Grounds and facility staff
- Environmental health and safety officers
- Governing boards (system and campus)
- All other faculty and staff

WHERE TO EDUCATE

- Residential halls
- Enrollment materials
- Sidewalk chalking
- College catalogue
- Chalkboards
- Orientation
- Dining halls
- Campus events
- Classroom buildings
- Campus newspaper
- Student e-mail accounts
- Campus Web site
- Student unions
- Libraries
- Health and wellness facilities
- Sports stadiums and facilities
- Faculty-only areas

Community Engagement

Establishing off-campus partnerships, promoting your institution's efforts, and sharing the benefits of adopting a tobacco-free campus policy may lead to increased buy-in from the community at large and improve the success of creating a healthier safer environment.

Engaging possible community partners such as neighboring businesses, health centers, and community coalitions will strengthen the support for a tobacco-free community and reinforce your campus' efforts in providing a healthier environment for your students/staff and faculty.

Identify existing coalitions within the community that have committed to providing a tobacco-free environment and engage in partnerships with them thus expanding the network of tobacco-free entities. This collaboration will help your campus anticipate implementation challenges and allow a forum for like-minded entities to discuss strategies for tobacco control specific to the surrounding community.

Act as an advocate for tobacco-free environments and inform neighboring businesses of the campus policy and its short and long-term benefits (ex: reduction of waste removal expenses, increase in employee productivity etc.).

COVER ALL YOUR BASES

Make sure you have considered all audiences who need to be informed and all appropriate places to reach them.



ENFORCEMENT

During the planning phase, it is essential to decide how enforcement will be handled.

- Identify roles and responsibilities.
- Decide who enforces policy.

IMPLEMENT CONSEQUENCES

If there is no reprimand for violating the policy then faculty, students, and staff will be more prone to ignore it. Keep in mind that expulsion from school or termination of employment are extreme measures and not encouraged.

- At some schools violators are required to attend cessation counseling at the campus health center.
- Some campuses have used community service and campus clean up as a penalty.
- Campuses have issued fines to persons that have violated policy utilizing campus police as the enforcement entity. You will need to discuss this tactic with campus police prior to including this language in your policy.

POST SIGNAGE

Students, visitors, staff and faculty need to see reminders around campus to reinforce the tobacco-free policy.

- Use the sample poster included in this kit to hang in your classroom buildings, student unions, workout facilities, dorms and all other appropriate buildings.
- It is also recommended to install or update permanent outdoor signage around campus.

OFFER CESSATION RESOURCES

Tobacco cessation programs and nicotine replacement therapy medications should be promoted with the tobacco ban.

- You can start cessation programs on your campus or publicize existing community or statewide programs, such as the Quitline at 1-800-QUIT-NOW.
- Staff should be educated on the negative health effects of secondhand smoke and identifying, referring and treating tobacco users.

BE SUPPORTIVE

Remember that tobacco use is an addiction.

- In your communication with tobacco users, be non-threatening, caring and sympathetic but also firm about abiding by the school's policy.

CELEBRATE SUCCESSES

Share successful cessation stories and lessons learned with your campus and community.

- Utilize campus communication strategies to spread the word of your campus progress. (i.e. campus newsletter, website, listserve, local paper)

Cessation Strategies

Implementing Cessation Strategies

Your cessation services and resources should be in place before enacting your 100% tobacco-free campus policy. Ensure that everyone is aware of the services and resources available to them through ample promotion and signage.

IT IS IMPORTANT TO OFFER A RANGE OF CESSATION RESOURCES¹⁶

On-Campus Cessation Counseling

This can be easily started on campus as a complement to telephone-based cessation programs. These may also be led by a former smoker.

- Freedom from Smoking – group intervention developed by the American Lung Association. Facilitators must be trained to deliver the program. There is a fee for the training and program materials. Contact your local American Lung Association's office for pricing information.
- FreshStart – cessation group program developed by the American Cancer Society. Free program and materials.

Integrate tobacco cessation/treatment education into your wellness and health courses.

Provide medical consultation through your student health center.

Provider advice to quit is powerful. Doctor/Nurse and/or intake personnel should ask all patients about tobacco use, advise them to quit and refer them to available cessation services.

- Provide access to nicotine replacement therapy and other pharmacological cessation aids such as:
 - Nicotine patch, gum, lozenge or combination
 - Bupropion or Chantix (prescription only)
 - Nasal spray or inhaler (prescription only)

Include cessation services as part of the insurance benefit for students, faculty, staff and their spouses, partners and dependants.

Make sure students, faculty and staff are aware of the following cessation resources:

- SmokefreeTXT: www.smokefree.gov/smokefreetxt
- American Lung Association Call Center: 1-800-548-8252
- Texas Quitline – Yes You Can: 1-877-937-7848
- Access local clinical trials on smoking cessation: <http://clinicaltrials.gov/search/open/condition=%22Smoking+Cessation%22>



For more information about the Texas Quitline, contact:

Barry Sharp, Manager
Texas Department of State Health Services
Tobacco Prevention and Control Branch
P.O. Box 149347, Mail Code 1965, Austin, TX 78714-9347
Phone: 512-776-3307, Barry.Sharp@dshs.state.tx.us

For print material and other resources contact:

- American Cancer Society – www.cancer.org, 1-800-227-2345
- American Lung Association – www.lungusa.org, 1-800-586-4872
- American Heart Society – www.heart.org, 1-800-242-8721
- The Guide to Community Preventative Services – www.thecommunityguide.org
- The Surgeon General's Report – www.surgeongeneral.gov/library/reports/
- The CDC Tips Campaign – <http://www.cdc.gov/tobacco/campaign/tips/partners/health/hcp/>

Policy Evaluation

Policy Evaluation

It is important to conduct ongoing evaluations to collect baseline data and to measure efficacy of your campus policy pre and post implementation. We have compiled a list of resources below to assist you with conducting an evaluation on your campus.

EVALUATION TOOLS

Tobacco-Free Campus Assessment Survey (student, staff & faculty): Campus Tobacco Environmental Scan

- Website: https://dph.georgia.gov/sites/dph.georgia.gov/files/related_files/site_page/Tobacco%20Free%20Colleges%20and%20Universities%20Tool%20kit%20June%202014.pdf

Baseline Campus Tobacco-Free Policy Assessment: College Student Health Survey

- Website: http://www.bhs.umn.edu/surveys/survey-results/2013/Evaluation_MN_college_campus_tobacco_policies_use_rates_2013.pdf

Campus Environmental Survey Toolkit:

- Website: <http://myfreshcampus.com/>, contains:
 - Campus Observation Packet
 - Campus Observation Building/Area
 - Campus Observation Schedule
 - Campus Tobacco Policy Questionnaire
 - Store Assessment Packet



Marketing Materials



ASSOCIATED COSTS

Estimated costs for the signs displayed on this page range from \$7.00 to over \$60.00/ea. depending on size (August 2014).

See www.compliancesigns.com for more information or talk to your campus purchasing department for a list of approved vendors.



Automobile
entrance Sign



Pedestrian
entrance Sign



Wall-mounted sign
(e.g., for parking decks)

Website Content Template

Content Outline for a Tobacco-Free Campus Website

HOME PAGE

- Include links to other pages listed in the outline via the site-wide navigation bars. Links to some pages may also be included via hyperlinks in the home page content or via graphics to provide special emphasis
- Provide a brief overview of the tobacco-free policy, rationale for the policy and school resources available to assist with cessation issues
- Provide a link to the official policy (PDF or HTML)
- Provide contact information via e-mail link, phone number and/or feedback form to allow the campus community to provide feedback or ask questions regarding the policy
- Provide links to any related social media sites that have been set up for the tobacco-free policy (Facebook, Twitter, etc.)
- Consider placing information or links related to health observance days as the event approaches, particularly if your college/university is participating in any events related to the day

TOBACCO-FREE POLICY

- PDF or HTML document

FAQ (FREQUENTLY ASKED QUESTIONS)

- PDF or HTML document
- Provide detailed answers to questions regarding the policy, tobacco use, health statistics and available resources

RESOURCES

Include links and/or phone numbers to college/university-related resources available to students, faculty and staff to assist them in overcoming tobacco or nicotine addiction. These might include:

- the College/University Health Plan
- the Student Health Center
- the Student Wellness Center
- other campus providers
- Include links and/or phone numbers to internal and external resources available to faculty/staff, students and visitors to assist them with Tobacco Cessation, Fitness/Exercise, Nutrition/Weight Loss, and Emotional/Coping
- External resources may include National Cancer Institute, American Cancer Society, American Lung Association and other national, state and local resources

PRINTABLE MATERIALS

- Can be printed and/or downloaded
- Can be printed and posted in departments and common areas to remind faculty/staff, students and visitors of the policy
- Printable materials may include:
 - Eye-catching posters that state that the campus is 100% tobacco free
 - Informational posters/fact sheets illustrating the benefits of quitting tobacco
 - Copies of the policy
 - The tobacco-free policy implementation guides for student leaders and faculty/staff supervisors

OTHER PAGES TO CONSIDER INCLUDING IN THE WEBSITE

- News – page may include news related specifically to the tobacco-free policy at your college/university, campus tobacco-free policies at other universities or tobacco-related health news or research
- Blogs or Videos – student, faculty or staff thoughts, comments or interviews related to the tobacco policy, tobacco use or tobacco cessation
- Committee Members – information regarding the student, faculty, staff or other community members who participated in developing and leading the implementation of the tobacco-free policy

TOBACCO-FREE CAMPUS WEBSITE

1. Communicate the new policy.
2. Include the rationale for the new policy.
3. Provide a means for the campus community to give feedback on the implementation of the new policy.
4. Provide information on how non-compliance with the policy will be handled.
5. Provide links and phone numbers for tobacco cessation assistance.

Social Media

Social Media Blurbs about Tobacco Free Policy: Examples from the University of South Carolina

EXAMPLE TWEETS

- Don't forget USC will be completely Tobacco Free starting January 1st, 2014 #TobaccoFreeUSC www.sc.edu/tobacco-freeusc
- Have questions about the new #TobaccoFreeUSC policy that takes effect January 1st, 2014? Visit www.sc.edu/tobacco-freeusc
- Do you want to quit smoking or know someone who does? USC provides lots resources to help you!! #TobaccoFreeUSC <http://www.sc.edu/healthycarolina/initiatives/tobacco/resources/>
- Encounter someone using tobacco on campus? Scripting has been created to help you out! Visit <http://www.sc.edu/healthycarolina/files/2013/10/Script-for-Confrontation-2014.pdf>
- Still have questions about the new Tobacco Free USC Policy? Visit our FAQ page to see if your question answered <http://www.sc.edu/healthycarolina/files/2013/10/Tobacco-FAQ.pdf>

EXAMPLE FACEBOOK POSTS

- For the health and well-being of all Gamecocks, USC Columbia campus will be a completely tobacco free campus as of January 1, 2014. All forms of tobacco use are prohibited on all USC leased, owned and controlled property, and in all university owned vehicles and in vehicles parked on USC property. For more information on the policy and the Tobacco Free Initiative including tobacco cessation programs please visit our web site at www.sc.edu/tobaccofreeusc
- If you encounter someone using tobacco on campus, you might find the tips in the following acronym helpful in approaching that person.
 - S – “Smile” Introduce yourself.
 - M – “Make” the assumption that the person doesn’t know the policy.
 - O – “Offer” resources for tobacco cessation.
 - K – “Kindly” remind the person of the tobacco-free policy.
 - E – “Enforce” the policy: ask the person to stop using the tobacco on campus.For more information visit www.sc.edu/tobaccofreeusc and click the “Scripting” link on the right.
- USC provides lots of great resources for faculty, staff and students who want to begin the smoking cessation process. A list of all resources can be found at www.sc.edu/tobaccofreeusc under the “Resources for Quitting Tobacco” link on the right.
- Still have questions about the new Tobacco Free USC Policy? Visit our frequently asked questions page to see if your question is answered here: <http://www.sc.edu/healthycarolina/files/2013/10/Tobacco-FAQ.pdf>

Print Media¹⁴



Press Release Title

Press Release Subtitle

City, State – Program Name – (Institution of higher learning) is pleased to announce that on (month/year) we will transition to a 100% tobacco-free campus. “Tobacco use is the leading cause of preventable death and disease in this country. As an institution of higher education, we strive to provide a safe and healthy environment for our students, faculty and staff to learn and work, adopting a tobacco-free policy is an example of this commitment,” said President (name).

When the tobacco-free campus policy goes into effect, no smoking or use of tobacco products will be allowed in any buildings, administrative facilities, dormitories or on the campus grounds, including athletic fields and parking areas.

Becoming a 100% tobacco-free campus has been a XX-year process for (institution of higher learning). Key drivers that led to our decision to become a 100% tobacco-free campus are:

- The 2014 Surgeon General’s Report on the health hazards caused by cigarettes, smokeless tobacco and secondhand smoke. The concerns expressed by the report over the new tobacco products that have recently come to market; and
- Our desire to safe guard the health of our faculty, staff and student body.

Additional Sample Quote:

“We have worked with the (institution of higher learning) to provide them with additional resources, technical assistance and sample policies. We are pleased that they are now part of the group of colleges and universities that have 100% tobacco-free campuses”, says Dr. Faith Foreman, Assistant Director, of the Houston Department of Health and Human Services.

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For more information, press only:

Contact Name, Title

Phone

Email

Resources

Education materials to promote tobacco-free living

POSTERS, BROCHURES, AND HANDOUTS FOR PRINTING

- American Cancer Society:
www.cancer.org
- American Heart Association:
www.heart.org
- American Legacy Foundation:
www.legacyforhealth.org
- American Lung Association:
www.lung.org
- Americans for Nonsmokers Rights:
www.no-smoke.org and <http://www.no-smoke.org/pdf/smokefreecollegesuniversities.pdf>
- BACCHUS Network:
www.tobaccofreeu.org
- Campaign for Tobacco-Free Kids:
www.tobaccofreekids.org
- Centers for Disease Control and Prevention – Office on Smoking and Health:
<http://www.cdc.gov/tobacco/osh/>
- Emory University, Rollins School of Public Health, Tobacco Technical Assistance Consortium:
www.ttac.org
- National Cancer Institute:
www.cancer.gov
- University of California:
<http://smokefree.ucsd.edu/scripts/>

CESSATION

- Centers for Disease Control and Prevention’s Quit Smoking Resources Page:
http://www.cdc.gov/tobacco/quit_smoking/how_to_quit/resources/index.htm
- Making the Business Case for Smoking Cessation:
<http://www.businesscaseroi.org/roi/default.aspx>
- National Cancer Institute:
www.smokefree.gov

HEALTH COMMUNICATION

- Centers for Disease Control and Prevention, Office on Smoking and Health – Media Communications:
http://www.cdc.gov/tobacco/media_campaigns/index.htm
- National Cancer Institute – Making Health Communication Programs Work: A Planners Guide:
<http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook>
- Centers for Disease Control and Prevention, Office of the Associate Director of Communication – Social Media Toolkit for Health Communicators:
http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/SocialMediaToolkit_BM.pdf

HELPFUL TOOLS

- Tobacco Technical Assistance Consortium – Tobacco 101:
http://ttac.org/services/Tobacco_101/introduction.html#

FAQs

Frequently Asked Questions

Q: WHY ARE WE BECOMING A SMOKE AND TOBACCO FREE CAMPUS?

A: The scientific evidence on the health risks associated with tobacco use and exposure to secondhand smoke are well documented. By implementing the Smoke and Tobacco Free Campus Policy, our institution is seeking to enhance the health of our students, faculty, staff and visitors.

Q. IF I SEE SOMEONE USING TOBACCO ON CAMPUS, SHOULD I APPROACH THEM? WHAT WOULD I SAY?

A. If you feel comfortable about approaching a student, staff/ faculty member, or visitor:

- Be polite and friendly.
 - Assume the person isn't aware of the policy.
 - Explain tobacco use is not permitted on campus.
 - (If needed) Remind the person of links between tobacco use and health risks (i.e. no level of secondhand smoke is safe, risks of developing cancer, etc).
 - Empathize with the person's situation.
 - If you encounter someone using tobacco on campus, you might find the tips in the following acronym helpful in approaching that person.
 - S – "Smile" Introduce yourself.
 - M – "Make" the assumption that the person doesn't know the policy.
 - O – "Offer" resources for tobacco cessation.
 - K – "Kindly" remind the person of the tobacco-free policy.
 - E – "Enforce" the policy: ask the person to stop using the tobacco on campus.
- For more information visit www.sc.edu/tobacco-freeusc and click the "Scripting" link on the right.

Q: WHAT AREAS OF CAMPUS WILL THE SMOKE AND TOBACCO FREE POLICY COVER?

A: The new policy applies to all university owned properties including those leased to others as well as properties leased in their entirety to our institution. "Property" for purposes of this paragraph includes buildings, athletic and entertainment facilities (both indoors and outside), sidewalks, roadways, parking lots, and grounds. This includes institution owned, rented or leased vehicles and also applies to personal vehicles while parked on the institution's property.

Q: IS A SMOKE AND TOBACCO FREE POLICY A VIOLATION OF CIVIL AND CONSTITUTIONAL RIGHTS?

A: No. There is no Constitutional right to smoke or use tobacco. Tobacco users are not a category protected under the Equal Protection Clause of the Constitution, nor is tobacco use a protected liberty right under the Due Process clause of the Constitution.

Q: IS THERE A DESIGNATED SMOKING AREA(S)?

A: No. Providing a place to smoke or use tobacco does not support our goal to create a healthier environment. In 2006, the U.S. Surgeon General stated that there is no risk-free level of exposure to secondhand smoke. In addition we are working to eliminate "triggers", like smoking areas, that make smoking cessation difficult.

Q: IS THERE FREE CESSATION SUPPORT AVAILABLE FOR FACULTY, STAFF OR STUDENTS?

A: Students, faculty and staff, can contact the Texas Quitline 1-877-YES-QUIT (937-7848) for free cessation resources and counseling.

Q: WHY ARE ELECTRONIC CIGARETTES OR "E-CIGARETTES" NOT PERMITTED?

A: The U.S. Food and Drug Administration (FDA) describe these as a product that delivers nicotine and other chemicals.

Q: IF I CHOOSE TO CONTINUE TO SMOKE OR USE TOBACCO AND DO NOT HAVE ENOUGH TIME TO STEP OFF CAMPUS TO SMOKE WHAT AM I SUPPOSED TO DO?

A: We are aware that nicotine is a highly addictive drug and simply waiting until lunch-time or after work will be difficult for some. We encourage the use of a nicotine replacement product such as the gum or lozenge for times that are inconvenient to use tobacco.

Q: WHAT ABOUT OUR NEIGHBORS?

A: We are asking our students, faculty and staff help maintain a positive relationship with our neighbors that border the campus. We encourage you to respect other's property by not littering and not congregating in areas to smoke and thus creating a cloud that others must walk through. We will be reaching out to our neighbors and informing them of the upcoming policy and encouraging open communication if a problem arises.

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