
Smoking Cessation
Leadership Center



University of California
San Francisco

Achieving a Healthier Campus by Going Tobacco-Free

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April 16, 2020

Moderator

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A National Center of Excellence for Tobacco-
Free Recovery



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- You will receive a separate post-webinar email with instructions to claim credit.
- Visit CABHWI.ucsf.edu for more information

Covid and Tobacco resources and CDC Tips Campaign 2020

- CDC Tips Campaign - New wave of media ads and a referral to **1 800 QUIT NOW**
- COVID 19 fact sheets for smokers and providers:

<https://smokingcessationleadership.ucsf.edu/resources/factsheets>



Today's Presenter

Bidisha Sinha, MPH

Director of Tobacco Control Initiatives
for the Center for Tobacco Control

American Cancer Society



Today's Presenter

Elizabeth K. Do, PhD, MPH

Research Faculty
Department of Health Behavior and
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Today's Presenter

Joseph G. Lee, PhD, MPH

Associate Professor
Department of Health Education and
Promotion
College of Health and Human
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East Carolina University



Today's Presenter

Natalie Macias, MSBH

Associate Director of
Health Promotion Services

University of San Francisco



The American Cancer Society's Tobacco-Free Generation Campus Initiative (TFGCI)

Smoking Cessation Leadership Center Webinar Series

Thursday, April 16, 2020

Bidisha Sinha, MPH

Director, Tobacco Control Initiatives
Center for Tobacco Control, American Cancer Society



AGENDA

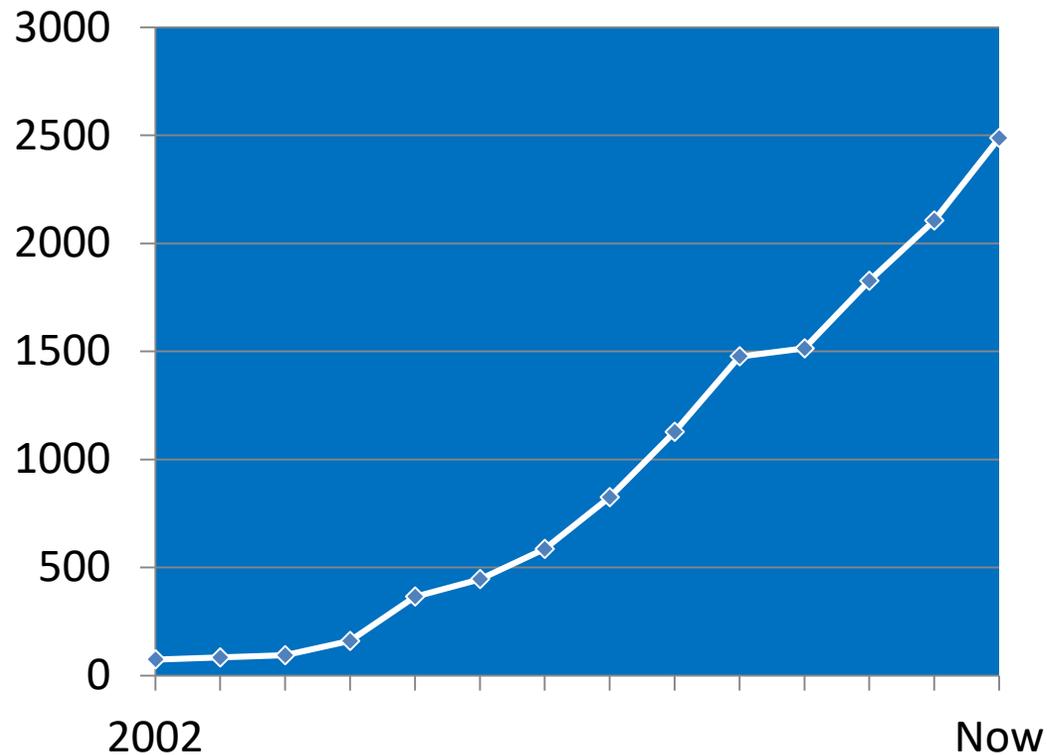
- The Rationale for Tobacco-Free Colleges and Universities
- TFGCI Grant Program Details

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History: A Snapshot

100% Smoke-Free Campuses



- In 2002, the Americans for Nonsmokers Rights Foundation created a Smoke-Free College Campus list, which included only 74 campuses in the U.S.
- In fact, as of April 1, 2020 at least 2,490 campuses are 100% smoke-free. Of those, 2,065 are also 100% tobacco-free, and 2,097 also prohibit e-cigarette use
- According to a 2017 study, just 16.7% of accredited, degree-granting institutions in the U.S. had 100% smoke-free or 100% tobacco-free protections

Source: American Nonsmokers' Rights Foundation,
<http://www.no-smoke.org/pdf/smokefreecollegesuniversities.pdf>.

Why Colleges? Prevent Initiation

“If young people don’t start using tobacco by age 26, they almost certainly will never start.”

- U.S. Surgeon General



Why Colleges? Perfect Alignment

- Use existing educational environment and infrastructure to promote health
 - Use campus leadership
 - Health groups/departments/schools (e.g. School of Public Health, Nursing, Pharmacy)
 - Use student groups/leaders
 - Use existing college partnerships with local/state/national organizations

Why Colleges? Health Benefits

- Cigarette smoking by youth and young adults has immediate and long-term adverse health consequences
- Tobacco use threatens fulfillment of students' aspirations through morbidity, diminished health status, and premature death.
- Protect the health of faculty, staff and visitors
- Provide cessation tools to campus members who want to quit and help them lead longer and healthier lives

Why Colleges? Strong Campus Policies Reduce Cigarette Butt Litter

- 5.6 *trillion* cigarette butts dumped into the global environment annually – butts are **the single most commonly collected waste item** in campus, park and beach clean-ups
- 100% smoke-free policies result in much less butt litter near campus buildings compared to campuses with limited or no restrictions – study found **77% fewer cigarette butts** on campuses with 100% smoke-free campus-wide policies

Key source: Lee JGL, Ranney LM, Goldstein AO. Cigarette butts near building entrances: what is the impact of smoke-free college campus policies? *Tobacco Control* (2013), *Tob Control* 2013 22: 107-112, originally published online December 1, 2011, doi: 10.1136/tobaccocontrol-2011-050152, <http://tobaccocontrol.bmj.com/content/22/2/107.full.pdf+html>.



Why Colleges? Tobacco-Free = Good Economics



- Reduce employee health care costs and increase employee productivity
 - Numerous studies demonstrate that employees who smoke tobacco have higher levels of absenteeism, “presenteeism,” and healthcare costs, in comparison to employees who do not smoke
- Reduce costs for grounds and building maintenance
 - The costs of cleaning up this extensive pollution are borne entirely by communities and institutions, not tobacco manufacturers or their customers
- Reduce fire risk to buildings and grounds

Key source: “Estimating the Cost of a Smoking Employee,”
Berman M., et al. Tobacco Control 2014;23:428–433,
<http://tobaccocontrol.bmj.com/content/23/5/428.full.pdf+html>.

TFGCI: Major Partnership with CVS

- The Center for Tobacco Control, at the American Cancer Society, launched the **Tobacco-Free Generation Campus Initiative** (TFGCI) in 2016 to accelerate the adoption and implementation of 100% smoke – and tobacco-free policies in colleges and universities across the nation.
- The initiative addresses a critical need and was initially supported with over \$3.5 million by the CVS Health Foundation, as part of their #BeTheFirst campaign, a five-year, \$50 million commitment to deliver the first tobacco-free generation.
- TFGCI features a grant program, which includes technical assistance and formal program evaluation

TFGCI: Eligibility Criteria

- TFGCI provides grants of up to US\$20,000 to qualified colleges and universities, led by staff or faculty with student participation
- Focus is on eliminating all tobacco product use, including e-cigarettes on college/university campuses in the U.S.
- Funding is available to accredited, non-profit, public or private institution, ranging from 4-year universities to 2-year, junior colleges and technical and vocational schools
- Both institutions with partial smoke- and/or tobacco-free policies and those without any policy are eligible to apply, but preference is given to those institutions that currently have neither a 100% smoke-free nor 100% tobacco-free policy.
- Focus is on adoption and implementation of comprehensive smoke- and tobacco-free policies.

TFGCI: Resources for Grantees

Technical Assistance provided by ACS and Americans for Nonsmokers' Rights Foundation

- Provide model policy language
- Review proposed policy and offer recommendations
- Troubleshoot challenges and help connect with peer institutions
- Identify resources to answer questions
- Bi-monthly webinars covering topics that range from how to adopt a policy to enforcement and sustainability
- Bi-monthly office hours

Annual Grantee Meeting that allows grantees to meet and learn from their peers and experts in tobacco control

Website: www.tobaccofreeecampus.org

Freshstart: College Edition

Ability to participate and get resources for the Great American Smokeout and other ACS programs/events

TFGCI: Impact

- 106 institutions have received grants to date
 - Affects over 1.7 million students, plus many faculty, staff and visitors
- By June 2019, over a third of TFGCI grantees had adopted stronger policies since being a part of TFGCI
- TFGCI has demonstrated that, with sufficient resources and application of best practices, these campaigns can succeed

TFGCI: Cohort Details

- First round of TFGCI applications only open to 19 states; rounds 2, 3 and 4 and all subsequent rounds open to all 50 states.
- 1st Cohort 20 grantees; 2nd Cohort 43 grantees; 3rd Cohort 17 grantees; 4th Cohort 17 grantees; 5th Cohort 9 grantees.
- Every cohort includes a diverse range of institutions, from small, private colleges, to large, research institutions.

TFGCI Cohort 1 Grantees

- Bowling Green State University
- California State University – San Marcos
- Davenport University
- East Carolina University
- El Paso Community College
- Indiana University – Bloomington
- Lenoir-Rhyne University
- Merritt College
- Montclair State University
- Oakland University
- Penn State University
- Piedmont Community College
- Saint Mary's College of California
- Springfield College
- St. Xavier University
- Texas Christian University
- Texas A&M University – Corpus Christi
- University of Cincinnati – Blue Ash
- University of Michigan
- University of Pennsylvania

TFGCI Cohort 2 Grantees

- Alma College
- Cheyney University
- Concordia University
- California State University Chico
- Fairfield University
- Ferris State University
- Florida Agricultural and Mechanical University
- Florida Memorial University
- Gustavus Adolphus College
- Indiana University
- Johnson State College
- Lorain County Community College
- Loyola University - Maryland
- Marquette University
- Massachusetts College of Liberal Arts
- Nazareth College of Rochester
- Oregon State University
- Rowan University
- Shepherd University
- South Dakota State University
- Southern Utah University
- St. Francis College
- St. John's University
- St. Mary's College of Maryland
- Stanford University
- SUNY Potsdam
- Temple University
- University at Albany, SUNY
- University of San Francisco
- University of Cincinnati
- University of Findlay
- University of Missouri
- University of Pittsburgh
- University of Rhode Island
- University of Southern Mississippi
- University of Texas at Dallas
- University of Utah Health Sciences
- Virginia Tech
- Whittier College
- Whitworth University
- William Patterson University of New Jersey
- East Tennessee State University
- University of North Carolina

TFGCI Cohort 3 Grantees

- Art Center College of Design
- Chatham University
- Duke University
- Flagler College
- Frontier Nursing University
- Gannon University
- Nassau Community College
- University of Dayton
- University of Illinois, Urbana-Champaign
- University of Mississippi
- University of New Hampshire
- University of Tennessee – Chattanooga
- University of Tennessee- Knoxville
- University of Wisconsin, Milwaukee
- Walsh College
- Weber State University
- Western Kentucky University

TFGCI Cohort 4 Grantees

- Bergen Community College
- Cerro Coso Community College
- Concord University
- Dartmouth College
- Grand Canyon University
- Indiana State University
- Lackawanna College
- Minnesota State University-Mankato
- Norfolk University
- Porterville College
- St. John Fisher College
- St. Norbert College
- University of Hawaii
- University of Richmond
- Virginia Commonwealth University
- Westmoreland County Community College
- Wofford College

TFGCI Cohort 5 Grantees

- George Mason University
- Massachusetts College of Pharmacy and Health Sciences
- Qatar University
- Rutgers University
- Texas A&M University – College Station
- Thomas Jefferson University
- University of Alabama at Birmingham
- University of Maryland
- University of Washington

Questions?

Now accepting applications for Cohort 6; details at www.cancer.org/tfgci; **Deadline: Monday, June 15, 2020;**

Bidisha Sinha, MPH

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Student Attitudes Toward Tobacco Use and Tobacco-Free Policies on College Campuses

Elizabeth K. Do, PhD, MPH
Department of Health Behavior & Policy,
Virginia Commonwealth University
VCU Massey Cancer Center

University of California San Francisco Smoking Cessation Leadership Center Webinar
April 16, 2020

LEARNING OBJECTIVE

Determine methods and resources for assessing students' attitudes towards tobacco-free policies on college/university campuses



OVERVIEW

- **Background and Context**
- **Overview of Research**
- **Environmental Scans**
- **Interviews and Focus Groups**
- **Online Student Surveys**
- **Potential Challenges**
- **Outcomes**

BACKGROUND AND CONTEXT

Virginia Commonwealth University is a large, public, urban, 4-year university located in Richmond, Virginia with two campuses – Monroe Park (MP) and Medical College of Virginia (MCV)

MCV Clean AIR/Quality Initiative (2010)

- Inside & outside of VCU Medical Center buildings are “smoke-free”

VCU Smoking Policy (2018)

- All university buildings are designated as “no smoking” areas
- Outside smoking areas established at a minimum of 25 feet away from front entrances and sufficiently far from windows
 - Enforced by building managers and VCU Human Resources



BACKGROUND AND CONTEXT

Contacted key stakeholders to try and acquire signatures from university leadership

- University lawyer helped us champion communication with the President's office
- Tobacco Free Committee was formed

Grant was awarded – and we had to hit the ground running!



OVERVIEW OF RESEARCH

Mixed methods approach: February-March 2019

- Environmental scans
- Interviews & focus groups
- Online surveys



ENVIRONMENTAL SCAN

ENVIRONMENTAL SCAN: What signage is currently being used?

Type 1: "Smoking Prohibited"



Type 2: "Distance Required"



Type 3: "Designated Smoking Area"



ENVIRONMENTAL SCAN: What signage is currently being used?

Type 1: "Smoking Prohibited"



Type 2: "Smoke Free Zone"



Medical College of Virginia (MCV) Campus

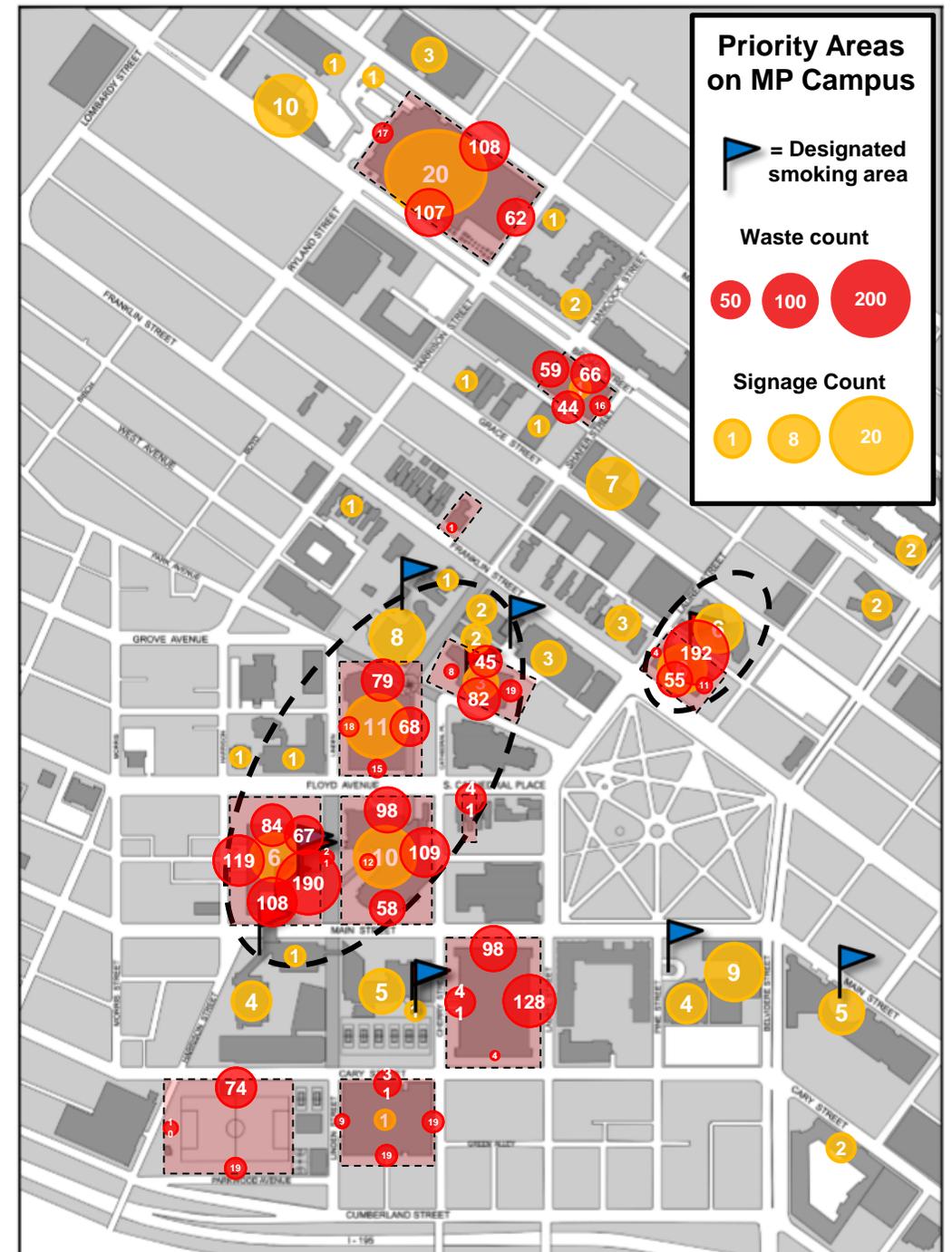
ENVIRONMENTAL SCAN

What kind of waste did we find?

- Cigarette butts, plastic cigar tips, little cigar wrappers, Juul pods

Where are the “hotspots” (areas with high concentration of tobacco waste) where people are using tobacco on campus?

- In close proximity to the largest buildings at the center of campus and freshman housing (Brandt/Rhoads)
- Not necessarily nearby to designated smoking areas





QUALITATIVE METHODS

Interviews & Focus Groups

“MAN-ON-THE-STREET” INTERVIEWS (N = 21)

VCU Brandcenter students obtained unscripted reactions to on-campus smoking/vaping and a tobacco-free campus policy

- 9 non-users of tobacco products
- 6 cigarette users
- 6 e-cigarette users

Main Findings

- Non-smokers: *“I don’t Juul or smoke cigarettes, so I don’t care.”*
- Tobacco users: *“I would still do it in my dorm”.*
- Smokers expressed desire to quit and considered e-cigarettes as a cessation tool: *“Smoked for a while, trying to quit, hence the [vape].”*
- All felt that e-cigarettes were less harmful than cigarettes



FOCUS GROUPS

Two focus groups were conducted to understand contextual factors influencing attitudes towards the implementation of a tobacco-free campus policy

- Five students (4 smokers, 1 non-smoker; 3 graduate students, 2 undergraduates)
- Four students (all non-smokers and undergraduates)

Contextual Factors

- Tobacco use history
- Attitudes towards tobacco use
- Attitudes towards tobacco-free policies
- Suggestions for implementing tobacco-free policy



THEMES ACROSS INTERVIEWS & FOCUS GROUPS

1. Tobacco use is more likely in certain times and settings

- Most common: *“in the morning”, “around mealtimes”, and “before or after class”*

2. Locations where smoking/vaping are acceptable are different

- *“The great outdoors belong to everyone” and bystanders can “move away”*
- E-cigarette vapor is acceptable indoors, as (*“it doesn’t have an offensive smell”*)

3. Using tobacco products is a personal choice.

- Tobacco User: *“It’s my body. You only live once”*
- Non-Tobacco User: *“Smoking is okay were there are not lots of people, but I know it’s not my decision. I don’t get to push that on other people”*

4. A tobacco-free policy may not curb smoking/vaping by itself.

- *“Nothing is going to stop me from smoking a cigarette... I am not going to walk four blocks just to smoke off-campus”*

5. Tobacco-free policy campaigns should focus on health benefits and not be punitive for those who use tobacco.

- Communication should be *“optimistic”*, with a focus on *“clean air” and “health”*; emphasis should be placed on *“respect for others”* especially in *“public places”*
- *“I don’t think people should smoke at all, but I am not okay with ticket[ing] them.”*





QUANTITATIVE METHODS

Online Student Surveys

STUDENT SURVEY

Survey Evaluation and Research Laboratory administered survey using REDCap, which included measures on: tobacco-related attitudes, behavior, and use.

Participant Characteristics (N = 636)

- **Age** - 62.9% between 18-22 years
- **Grade** - 77.7% undergraduates
- **Sex** - 67.2% female
- **Race/ethnicity** - 61.9% White, 13.7% African American, 11.2% Asian, 13.2% Other race/ethnicity
- **Smoking/vaping status** - 9.2% currently smokers; 20% currently vapers



STUDENT SURVEY RESULTS

Most students supported tobacco-free policies that “ensure smoke-free air to breathe” (81.5%) and “reduce the risk of tobacco addiction” (62.4%)

Factors associated with support for tobacco-free policies:

- **Gender** – females > males (OR = 1.6)
- **Race/ethnicity** – Asian and African American students > White students (OR = 2.6 and 3.1)
- **Year in school** – graduate students > undergraduate students (OR = 2.8)
- **Current use** – smokers and vapers < non-users (OR = 0.3 and 0.3)

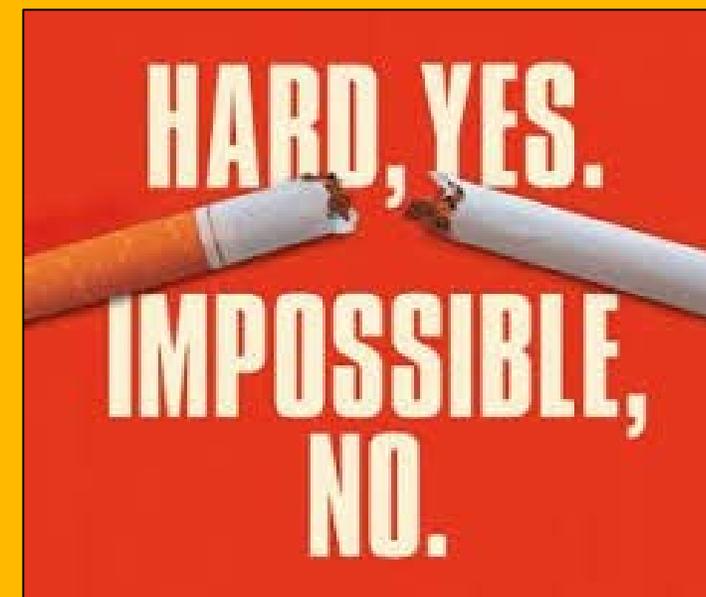
E-cigarette use may have implications for effective communication around tobacco-free policies

- Current use of e-cigarettes (20.6%) > cigarettes (9.2%)
- Vaping considered healthier alternative to smoking
- E-cigarette vapor = smoke, so students don't perceive smoke-free air policies as a threat to vaping on campus



Potential Challenges for Implementing Tobacco-Free Policies

- Counter to a comprehensive tobacco-free policy, 56.3% felt that the best policy was “designated smoke-free policies”
- Policy enforcement within an urban campus setting – need to define boundaries and consequences of policy violation
- Addressing existing social norms regarding acceptability of smoking/vaping
- Increasing knowledge regarding available smoking/vaping cessation services



OUTCOMES

IMPLEMENTATION OF A SMOKE AND TOBACCO-FREE POLICY

VCU approves smoke- and tobacco-free campus policy

July 2019



Effective July 1, all tobacco products, including e-cigarettes, will be prohibited on university-owned property — including buildings and vehicles — and only allowed in designated outdoor smoking areas. (File photo)

https://news.vcu.edu/article/VCU_approves_smoke_and_tobaccofree_campus_policy



EXPANSION OF A STATEWIDE MOVEMENT... AND BEYOND



Virginia Tobacco-Free Higher Education 2019 Summit

Jonah L. Larrick Student Center, Richmond, Virginia, April 23, 2019

Summit Reflection

Summit Goals

- Bring together tobacco control and college health champions from higher education institutions in Virginia.
- Share information about tobacco control, education, cessation services, and research.
- Share resource and best practices for improving campus-wide tobacco control efforts.
- Develop strategies to improve tobacco control through the implementation and tailoring of policies, education and cessation services for Virginia's higher education institutions.

Partnership

This summit grew out of a partnership between Virginia Commonwealth University Massey Cancer Center and University of Virginia Cancer Center. Together, they brought in partners from around Virginia to assist in the planning of the inaugural summit.




Toll of Tobacco in Virginia

As with the US as a whole, the use of tobacco products remains Virginia's number one cause of preventable death.

<p>10,300 DEATHS PER YEAR</p>	<p>17.1% ADULTS</p>
<p>TOBACCO COSTS AN ESTIMATED</p> <p>\$3.1 Billion in healthcare costs</p>	<p>&</p> <p>16.3% HIGH SCHOOL STUDENTS</p>
<p>RANKED 49th In the country for number of higher education institutes that are tobacco free</p>	<p>Reported any tobacco use</p>

Steering Committee

Summit Co-Chairs

- Roger Anderson, UVA Cancer Center
- Bernard Fuemmeler, VCU Massey Cancer Center

- Elizabeth Do, VCU Massey Cancer Center
- Lindsay Hauser, UVA Cancer Center
- Jon Fritsch, Virginia Tech
- Jayne Flowers, Virginia Department of Health
- Karen Williams, Hampton University
- Amy Smith, Virginia Tech
- Gina Roberts, Virginia Department of Health

Contributing Collaborators




SCIENTIFIC PRODUCTS

Published: January 2020

<https://www.ncbi.nlm.nih.gov/pubmed/31925604>



UCSF Smoking Cessation
Leadership Center

**Achieving a Healthier Campus by
Going Tobacco-Free**

Thursday, April 16, 2020, 01:00pm to
02:30pm EDT



Student Attitudes Toward Tobacco Use and Tobacco Policies on College Campuses

Elizabeth K. Do^{1,2}  · Westley L. Fallavollita¹ · Brianna Bonat³ · Kendall Fugate-Laus¹ · Brianna C. Rossi³ · Bernard F. Fuemmeler^{1,2}

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Abstract

We utilized a mixed methods approach to assess student attitudes towards tobacco use and campus tobacco policies. Interviews (N=21), focus groups (N=2 groups, 4–5 participants each), and an online survey (N=636) were conducted among a sample of students attending a 4-year, urban, public university in the Mid-Atlantic region of the United States. In interviews and focus groups, students expressed skepticism about a tobacco-free campus policy due to perceived violations of personal rights and challenges with enforcement. Of the sample surveyed, 9.2% and 20.6% had used cigarettes or e-cigarettes within the past 30 days. The majority of students agreed that colleges have a responsibility to adopt tobacco-free policies that reduce the risk of tobacco addiction (62.4%) and ensure smoke-free air to breathe (81.5%). However, more than half (56.3%) also indicated that a policy allowing for designated smoking areas for cigarettes was best for campus, which runs counter to a comprehensive tobacco-free policy. Academic year, gender, and race/ethnicity were significant factors associated with support for tobacco-free policies. Current smokers and vapers were less likely to support tobacco-free policies that reduce the risk of tobacco addiction (OR=0.3, 95% CI 0.1, 0.7 for smokers; OR=0.3, 95% CI 0.1, 0.6 for vapers), but not policies that ensure smoke-free air to breathe. E-cigarettes pose a unique obstacle to tobacco-free policies, as students perceived e-cigarettes to be less harmful than cigarettes. To implement a tobacco-free campus policy, students suggested educational campaigns that focus on the potential health benefits of a tobacco-free campus.

Keywords University · College · Students · Attitudes · Perceptions · Tobacco · Tobacco policies · Tobacco-free campus policy

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American Cancer Society Tobacco Free Generation Campus Initiative

VCU/VCU Massey Cancer Center – Office of Safety and Risk Management, Student Wellness Center (“The Well”), Tobacco Free Committee, President’s Office, etc.

Bernard Fuemmeler (co-PI), Westley Fallavollita, Kendall Fugate-Laus, Brianna Rossi, Brianna Bonat (research assistants), VCU Brandcenter, and Survey and Evaluation Research Laboratory for data collection

Study participants

Thank you for your attention!

Contact me via e-mail:

Elizabeth.Do@vcuhealth.org

Implementing campus tobacco-free policies: Lessons learned



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Associate Member, Cancer Prevention and Control, UNC Lineberger Comprehensive Cancer Center

Funding Disclosure

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The content is solely the responsibility of the authors and does not necessarily represent the official views of the American Cancer Society or CVS Health Foundation.

Context: North Carolina

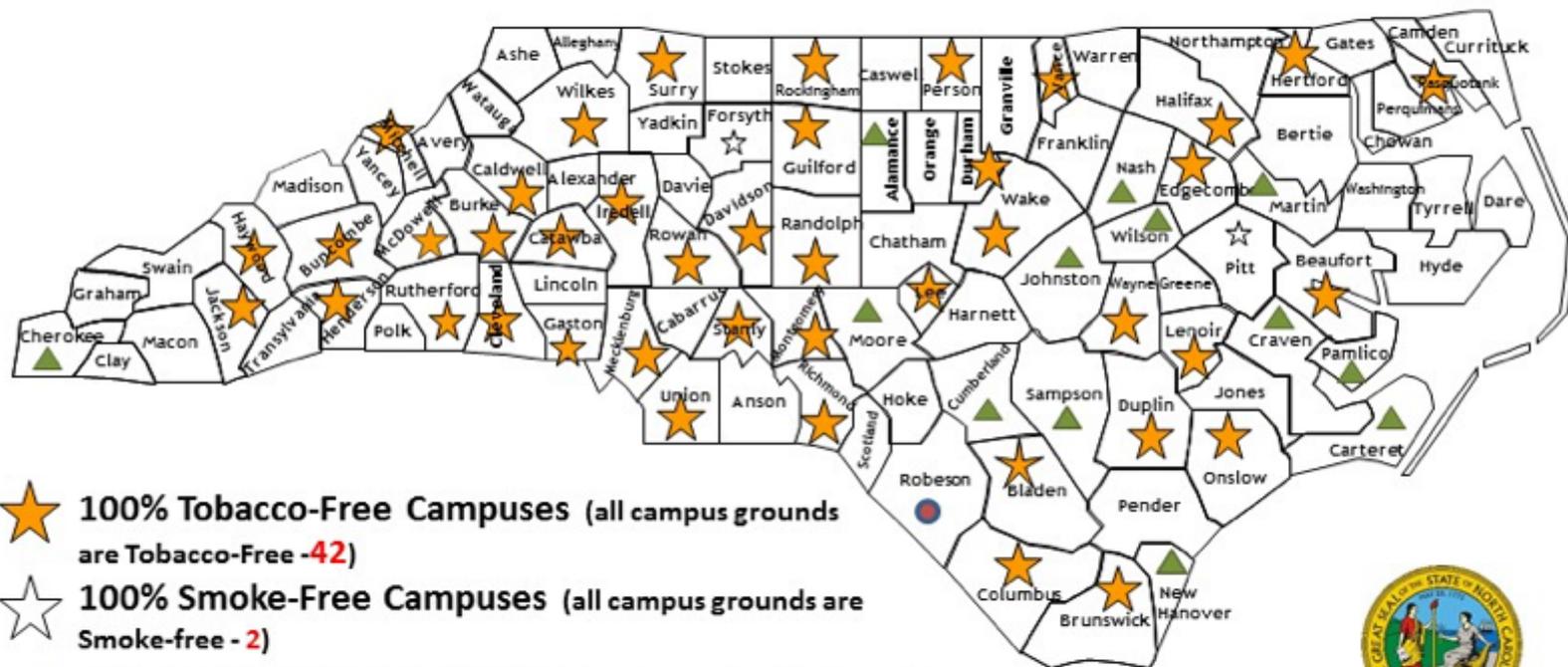
Remembering our history





NC Community College Campuses

January, 2019



- ★ **100% Tobacco-Free Campuses** (all campus grounds are Tobacco-Free - **42**)
- ☆ **100% Smoke-Free Campuses** (all campus grounds are Smoke-free - **2**)
- ▲ **Partial Smoke-Free Campuses** (smoking restricted to outdoor designated areas or a distance from buildings or entrances - **15**)
- **No Current Smoking Regulation on Campus Grounds - **1****

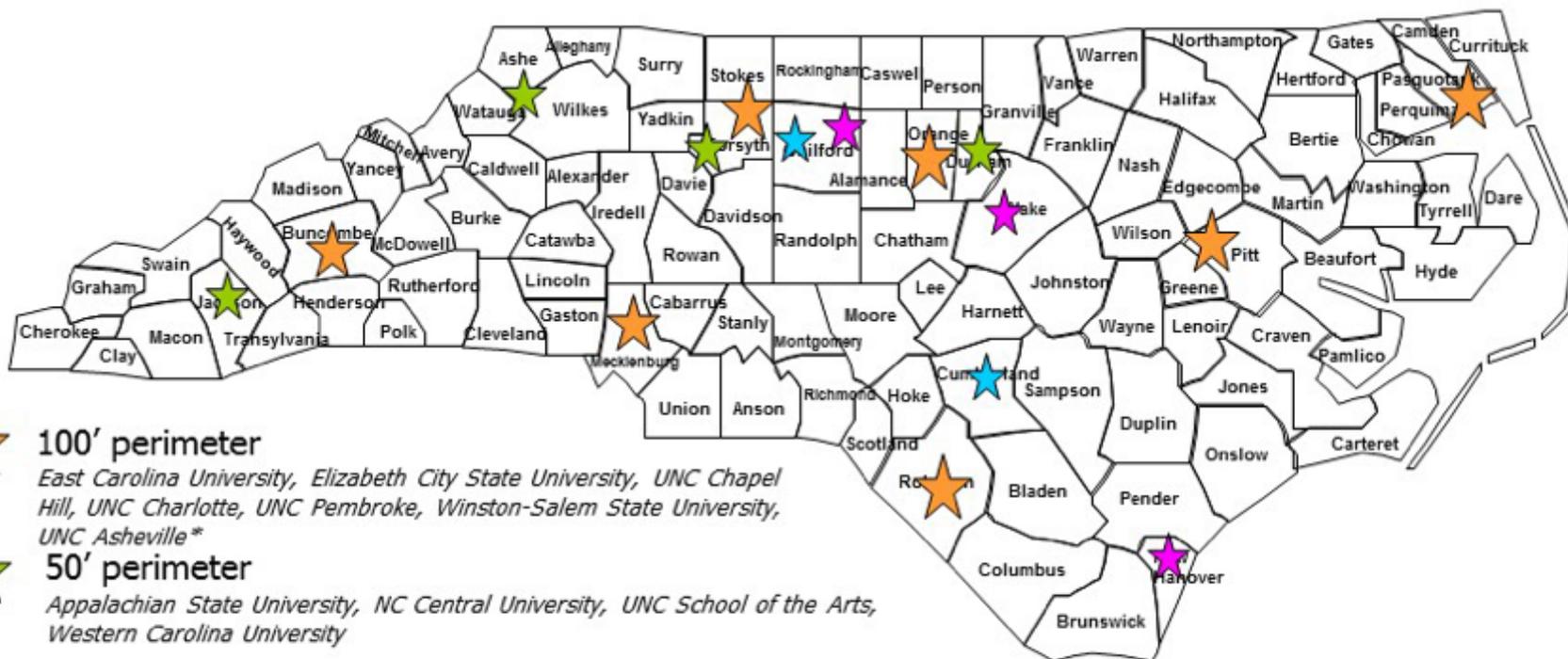


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HEALTH AND HUMAN SERVICES
Division of Public Health



UNC System Campuses with Tobacco Use Policies

July, 2018



100' perimeter

*East Carolina University, Elizabeth City State University, UNC Chapel Hill, UNC Charlotte, UNC Pembroke, Winston-Salem State University, UNC Asheville**



50' perimeter

Appalachian State University, NC Central University, UNC School of the Arts, Western Carolina University



25' perimeter

NC State University, UNC Greensboro, UNC Wilmington



No action taken

Fayetteville State University, NC A&T

* Designated outdoor smoking areas near residence halls within 100' perimeter

Our policy adoption process

Important partners allies (among others)



Brice
Bowrey
RA



Joseph
Chukwu
RA – Student
Organization
Liaison



Martha
Dartt, RN,
MSN, FNP
Chief Nurse
Executive
ECU
Physicians



Megan
DeMarco
Student
Government
Senator

+ University Wellness Committee

ECU Approach

- Link to mission (“regional transformation”) university strategy (“model wellness for region”)
- Use American Cancer Society grant to generate buzz
- Generate news: Cigarette butt pickup in hazmat suits, op-eds
- Show support on campus by going to all academic units requesting support. Request support from student organizations.
- Survey students, staff regarding support
- Get resolutions from Staff Senate, Faculty Senate, Student Assembly
- Meetings with senior officials
- Find champions (VC for Health Affairs, AVC for Environment Health and Safety, Nursing CEO of ECU Physicians, HR-Employee Relations)
- Documents: <https://doi.org/10.15139/S3/5QA3RW>

Press conference

<https://news.ecu.edu/2016/11/14/healthy-environment/>





Jaguars ready for playoffs - B1



RECEIVED

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EAST CAROLINA UNIVERSITY

ECU downs Aggies

SPORTS, B1

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The Daily Ref

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ECU-ELECTRONIC RESOURCE DEPT
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TUESDAY, November 15, 2016

reflector.com

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ECU gets tobacco-free initiative grant

■ The university was chosen as one of 20 in the nation to participate in the Tobacco-Free Generation Campus Initiative Grant, a program from the American Cancer Society and CVS Health Foundation that is investing \$3.6 million into the adoption and implementation of 100 percent smoke- and tobacco-free campus policies.

BY HOLLY WEST
The Daily Reflector

East Carolina University's campus could be tobacco-free — or as tobacco-free as state law allows — starting next school year.

The university was chosen as

one of 20 in the nation to participate in the Tobacco-Free Generation Campus Initiative Grant, a program from the American Cancer Society and CVS Health Foundation that is investing \$3.6 million into the adoption and implementation of 100 percent smoke- and tobacco-free campus policies.

As part of ECU's \$20,000 grant, the university plans to expand its no-smoking zone from within 25 feet to within 100 feet of all university-owned or leased buildings on main campus and make the health sciences cam-

pus completely tobacco-free. State law prohibits UNC system campuses from going completely tobacco-free, but excepts the medical facilities at ECU and the University of North Carolina at Chapel Hill. ECU's health sciences campus only allows tobacco in designated smoking gazebos.

The ECU Executive Council and Chancellor Cecil Staton will have to approve the new policy before it can officially be put in place. With their approval, the

See GRANT, A9



ECU graduate student Nam Thai exhales a large cloud of vapor while puffing on an e-cigarette as he waits to go to work at Joyner Library on Monday.

RHETT BUTLER
THE DAILY REFLECTOR

Cigarette butt pickup

Students participate in cigarette butt pickup

Emily Harvey Nov 21, 2016 1



Assistant Professor Dr. Joseph Lee



Students at East Carolina University had the chance to participate in a cigarette butt pickup, coinciding with the annual American Cancer Society Great American Smokeout Thursday afternoon.

"This cigarette butt pickup is part of Great American Smokeout, which is an annual event sponsored by the American Cancer Society, and it's goal is really to promote people thinking about and taking steps towards quitting tobacco," Assistant Professor in the Department of Health Education and Promotion Dr. Joseph Lee said.

ECU will receive an inaugural Tobacco-Free Generation Campus Initiative Grant from the American Cancer Society and CVS Health Foundation. Lee said the cigarette butt pick up goes along with the Smokeout, as well as the grant.



WZMB 91.3 FM Live

LISTEN LIVE Disturbing the Mainstream Launch Full Player



Online Poll

Are you wearing a mask in public to protect yourself from COVID-19?

- Yes
- No

Asking every academic unit on campus



University Wellness
Committee
1001 East Fifth Street
East Carolina University
Greenville, NC 27858-4353

List of Campus Organizations Formally Supporting Stronger Tobacco Policies March 17, 2017

Academic Library Services
Alpha Epsilon Delta
Alpha Phi Alpha Fraternity, Inc.
Ambassadors
American Medical Student Association
Black Student Union
Brody School of Medicine Council
Campus Recreation and Wellness
College of Health and Human Performance
College of Nursing
DanceAbility
Department of Anthropology
Department of Health Education and Promotion
Department of Kinesiology
Department of Psychiatry and Behavioral Medicine
Department of Psychology
Eta Sigma Gamma
Faculty Senate (Resolution #17-09)
Gamma Sigma Sigma
Healthy Pirates
HOSA
National Society of Black Engineers
Preconception Educating Pirates (PEP) Squad
Public Health Organization
Relay for Life
School of Dental Medicine
School of Social Work
Staff Senate (March 9th, 2017)
Student Assembly (Resolution #AR-09)
TEAM
Timmy Global Health

Tobacco and Vaping Use on Campus

Version 1 (Current Version)



All Versions:

Version 1

Policy	REG05.20.09
Title	Tobacco and Vaping Use on Campus
Category	Campus Environment
Sub-category	Health, Safety and Welfare
Authority	Chancellor
History	Revised, December 4, 2008; Approved by Chancellor's Executive Council January 12, 2009; July 2017; Revised and approved by Chancellor's Executive Council on April 23, 2018 (effective July 1, 2018)
Contact	Human Resources (252) 328-9848 University Wellness Committee
Related Policies	N.C. General Statutes 143-596 to 143-597 and 130A-491 to 130A-493.1
Additional References	Brody School of Medicine Office of Prospective Health https://smokefree.gov ECU Employee Relations

1. Introduction

1.1. This regulation governs all buildings and property that are owned, leased or occupied by East Carolina University ("university"). This regulation also governs the grounds and walkways of such properties and state vehicles.

1.2. This regulation is adopted in accordance with North Carolina law for purposes of improving public health and applies to all faculty, staff, students, visitors and patients. It is the responsibility of every member of the university community to conduct himself or herself in compliance with this regulation.

Our Implementation

Implementation

- Coalitions
- University of Kentucky (3 T's – Hahn et al, 2012)
 - Tell: Communicate with all stakeholders
 - Treat: Provide support and referral for quitting
 - Train: Educate staff, faculty, students on policy and compliance

Campus environment conveys norms about tobacco use

- Send a consistent message about the policy:
 - Removing cigarette butt receptacles and ash trays from no-tobacco-use areas.
 - Replace signs and door stickers with out-of-date information
 - Be consistent in language used.
 - Include information about support for quitting.
 - Remember you are helping people quit, promoting clean air, and protecting the campus.

Our strategies

- Thank people for following policy
- Paid advertising
- Flyer to all incoming students
- Signage on campus electronic signage
- Updated signs



Joseph Lee

@Joseph_GL_Lee



Thanks @joynerlibrary for hosting our outreach event to spread the word about #ECUto tobacco free on @AmericanCancer #GreatAmericanSmokeOut #ECUpublichealth



9:57 AM - 15 Nov 2018

1 Retweet 6 Likes



Problem: Nothing changed



Problem:

>9 months after policy implementation signs are not updated, cigarette butt receptacles remain present

Solution:

Student Advocacy Research

Process

Codebook

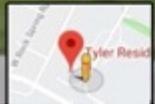
Training

Data
collection

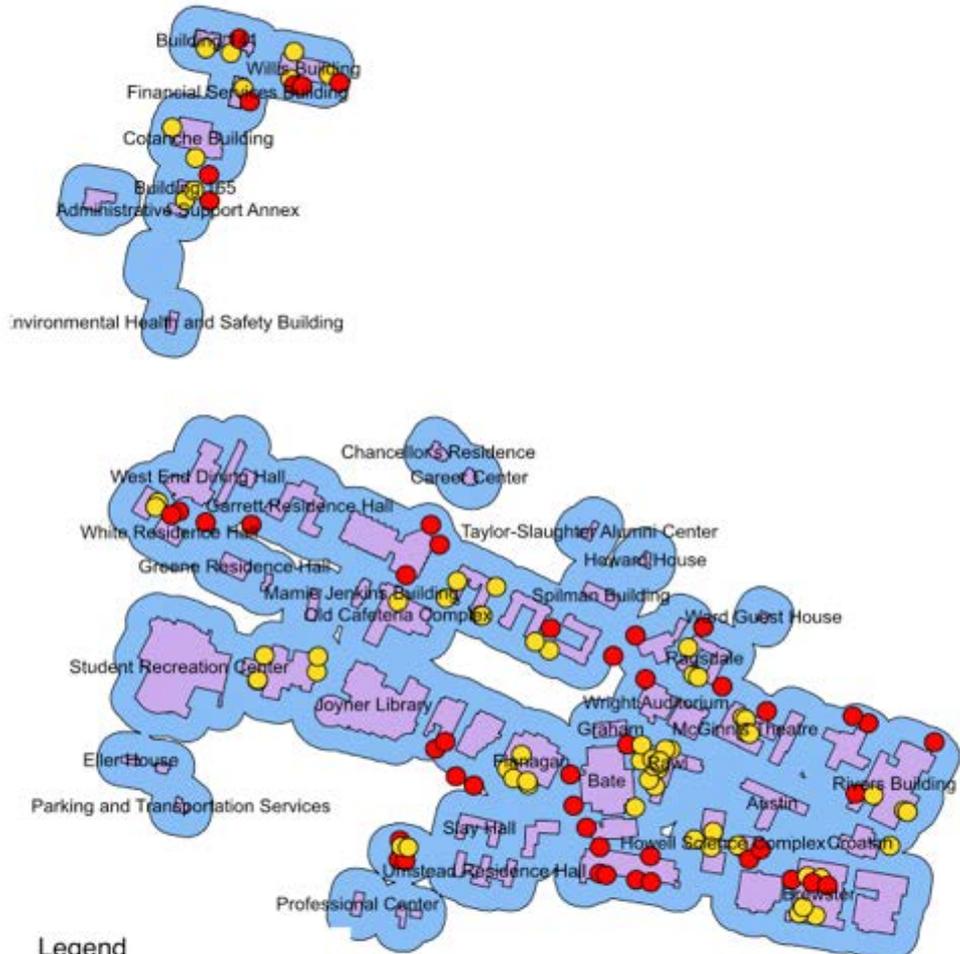
Mapping



Tyler Residence Hall

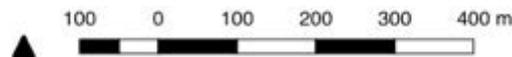


Main Campus Signs Project
Map of signs (n=93) to prevent tobacco use and environmental cues (n=61) to encourage it
Showing estimated 100' buffer from buildings



Legend

- Signs and Cues
- Environmental Cue to Smoke
 - Medium (Sign)
 - Main Campus Buildings
 - 100' buffer from buildings



Data Collected from March 29 to April 8, 2019, mapped in QGIS v2.18 and projected to NC State Plane (EPSG102719) by Joseph Lee. Base map from ESRI online ("ECU campus buildings," 2015, by Howardro)



May 28, 2019

Bill Koch, MSE
Associate Vice Chancellor for Environmental Health and Campus Safety
VIA E-MAIL

Dear Mr. Koch:

As part of our mission to transform the health and wellbeing of eastern North Carolina and as part of our strategic plan to model wellness to our region, ECU adopted PRR #REG05.20.09 (<https://www.ecu.edu/prr/05/20/09>) on April 23, 2018, to protect our campus from exposure to tobacco products and promote wellness. It went into effect on July 1, 2018. This regulation was based on best practice from the American College Health Association.¹ This effort was led by the University Wellness Committee; funded by a grant from the American Cancer Society; supported by the Pitt County Health Department; and, formally supported by Staff Senate, Faculty Senate, Student Government, and resolutions from 31 campus units and organizations. We surveyed staff members and students about their support for this change. This work received positive media coverage for ECU, including editorials ([Chukwu, East Carolinian editorial](#)), front page coverage in the [Daily Reflector](#), and TV news coverage ([WNCT](#), [WITN](#), [WCTI](#)).

We worked carefully to ensure that our messages were about supporting healthier lifestyles, choices, and supporting smokers who want to quit. All of our messages have worked to link people with resources if they want to quit. (The vast majority of people who use tobacco wish they never started.²) To that end, we paid an ECU Graphic Design Program graduate to develop positively-framed signage celebrating cleaner air and referencing QuitLineNC. The signs he developed were approved by Logo Review and University Athletics.

Although we ran advertisements online, on Twitter, and in the *East Carolinian* as well as conducted outreach events, we have received complaints about compliance with this regulation on campus. Like seat belt laws and speed limits, tobacco policies on campus are never perfectly followed. However, also like seat belt laws and speed limits, they do have an important impact on health,^{3,4} and there are clear steps to improve compliance with them. We are writing to request your support in taking these steps:

¹ ACHA. Position statement on tobacco on college and university campuses. *J Am Coll Health*. 2009;58(3):291-2.

² Fong GT, Hammond D, Laux FL, Zanna MP, Cummings KM, Borland R, et al. The near-universal experience of regret among smokers in four countries: findings from the International Tobacco Control Policy Evaluation Survey. *Nicotine Tob Res*. 2004;6 Suppl 3:S341-51.

³ Fallin A, Roditis M, Glantz SA. Association of campus tobacco policies with secondhand smoke exposure, intention to smoke on campus, and attitudes about outdoor smoking restrictions. *Am J Public Health*. 2015;105(6):1098-100.

⁴ Seo DC, Macy JT, Torabi MR, Middlestadt SE. The effect of a smoke-free campus policy on college students' smoking behaviors and attitudes. *Prev Med*. 2011;53(4-5):347-52.

- Distribution of report to key administrators on May 28, 2019
- Distribution of report to general “announce” campus listserv for faculty/staff on June 3, 2019

October 23, 2019



November 25, 2019



HEALTH EDUCATION
AND PROMOTION

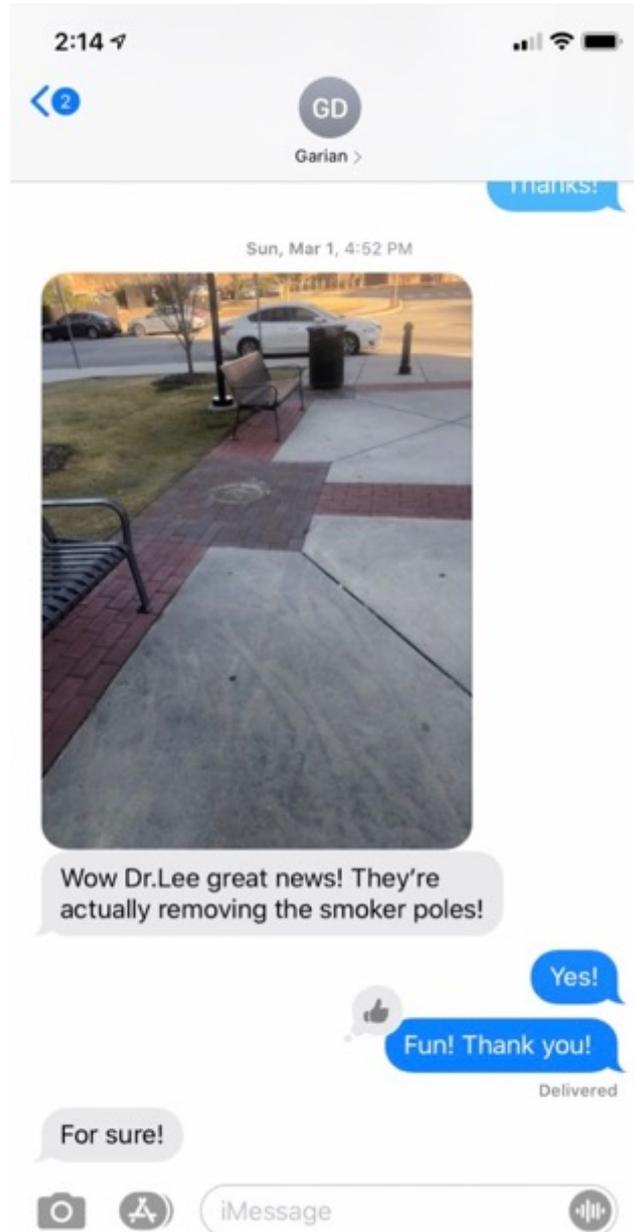
RECREATION SCIENCES



NO SMOKING
NO VAPING
within 100 feet of
Campus Buildings

March 1, 2020

TYLER RESIDENCE HALL



Practice Notes

Strengthening a Tobacco-Free College Campus Policy Through Signage: GIS Mapping for Advocacy to Improve Implementation

Brice L. Bowrey, BS, BA¹ 
 Emmanuel J. McLeod, BS¹
 Jaleel D. Kuteh, MPH¹
 Garian I. Duval¹
 Mahdi Sesay¹
 Angela A. Akou, BS¹
 Joseph G. L. Lee, PhD, MPH¹ 

Implementing tobacco-free policies on university campuses has become increasingly common. However, promoting policy compliance remains a challenge. It is important to develop strategies that can overcome barriers to successful policy implementation and promote compliance. This Practice Note presents a case study of a practical strategy for addressing poor implementation of a newly adopted tobacco-free policy. Following principles of advocacy research, a team of student researchers and a faculty advisor developed a protocol to identify tobacco-related signage and environmental cues for tobacco use (e.g., cigarette-butt receptacles, designated smoking areas) on campus. Ten months after a tobacco-free campus policy went into effect, we identified 153 signs and 65 environmental cues. Of these, only two signs accurately described the current policy. Mapping signage and cues to use tobacco on campus can be an important advocacy tool to improve the implementation of tobacco-free campus policies. Increased adherence to new policies can be achieved through advocacy and outreach to university administrators.

Keywords: advocacy; public health laws; policies; tobacco prevention and control; university; college health

Health Promotion Practice

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► TOBACCO-FREE CAMPUSES: WHY SIGNAGE MATTERS FOR IMPLEMENTATION

The American College Health Association (2009) recommends that colleges and universities implement tobacco-free campus policies in order to promote the well-being of faculty, staff, and students. Nearly 2,000 campuses have adopted such policies (Wang et al., 2018), and researchers have identified strategies to aid in policy adoption and implementation (Hahn et al., 2012). Several challenges have emerged regarding the promotion of awareness and compliance after policy adoption (Fallin-Bennett, Roditis, & Glantz, 2017). Press coverage can be fleeting, campus police may not want to issue citations, and ambassador programs are expensive. A lasting strategy to convey information about a policy and promote compliance is to place permanent, informative signage and remove cues, such as cigarette butt receptacles, that suggest tobacco use is permissible. Previous studies have

¹East Carolina University, Greenville, NC, USA

Authors' Note: The authors thank Dr. Beth H. Chaney, PhD, MChES, for her constructive comments and Ms. Martha M. Duff, RN, FNP, MSN, for her unwavering support for a healthier campus. This work was generously funded by the American Cancer Society and CVS Health Foundation Tobacco-Free Generation Campus Initiative (No. 20660). Address correspondence to Brice L. Bowrey, Research Assistant, Department of Health Education and Promotion, East Carolina University, 1000 E 5th Street, Greenville, NC 27858-4353, USA; e-mail: bowrey@und.edu.

Resources

Costs of Tobacco?

- Penn State estimates a cost of \$150,000 per year in cleanup of cigarette butts (Lackey, 2007)
- San Diego State University students collected almost 24,000 cigarette butts off that campus's grounds in just one hour (Sawdey et al, 2011)
- Healthcare, insurance, productivity costs

- Lackey, K. (2007, April 10). Penn State Commission pushes for smoking ban, *The Daily Collegian*. Retrieved from <http://www.collegian.psu.edu:8080/archive/2007/04/04-10-07tdc/04-10-07dnews-03.asp>
- Sawdey, M., Lindsay, R. P., & Novotny, T. E. (2011). Smoke-free college campuses: no ifs, ands or toxic butts. *Tobacco Control, 20 Suppl 1*, i21-24. doi:10.1136/tc.2010.040139

From: nobody@notify.unc.edu [mailto:nobody@notify.unc.edu] On Behalf Of no_reply@unc.edu

Sent: Monday, September 20, 2010 8:24 PM

To: jose.lee@unc.edu

Subject: INFORMATIONAL: Dry Conditions Increase Fire Threat

Dear Faculty, Staff and Students:

The extremely dry conditions we have experienced the last few weeks make our campus and surrounding areas susceptible to the threat of fire. Last week, there were three separate incidents of small fires sparked from burning cigarettes that were discarded into mulched areas.

Fortunately, we were able to put out the fires without any serious damage, but we want to remind the campus community to be mindful that any smoking materials that come into contact with dry brush or mulch have the potential to start a fire.

[...] Also, remember that it is University policy that smoking is not allowed within 100 feet of University facilities in outdoor areas controlled by the University, both on and off campus. [...]

Sincerely,

Jeff McCracken, Director of Public Safety

Mary Beth Koza, Director of Environment, Health and Safety

This email is sponsored by: Environment, Health and Safety

=====
"INFORMATIONAL:" email will only be sent to those who have indicated that they do want to receive mass email. To set your informational mass email preference, sign into MyUNC at <http://my.unc.edu>, and select "Update Personal Information".

Fires

Someone will ask: Will a tobacco-free policy reduce enrollment?

JOURNAL OF AMERICAN COLLEGE HEALTH, VOL. 63, NO. 4

Major Article

Impact of the Adoption of Tobacco-Free Campus Policies on Student Enrollment at Colleges and Universities, North Carolina, 2001–2010

Kimberly D. Miller, MS; Dongqing Yu, MS; Joseph G. L. Lee, MPH;
Leah M. Ranney, PhD; Daniel J. Simons, MA; Adam O. Goldstein, MD, MPH

Abstract. Objective: College and university administrators have expressed concern that adoption of tobacco-free policies may reduce applications and enrollment. This study examines adoption and implementation of 100% tobacco-free campus policies by institutions of higher education on applications and enrollment. **Participants:** North Carolina private colleges and universities and public community colleges. **Analysis was conducted in 2011.** **Methods:** Student enrollment and application data were analyzed by campus type to determine (a) if there was a difference in student applications and enrollment before and after policy implementation, and (b) if there was a difference in student applications and enrollment for campuses with versus without a policy. **Results:** No significant differences were found in student enrollment or applications when comparing years prior to and following policy implementation or when comparing with institutions without 100% tobacco-free campus policies. **Conclusions:** The authors found no evidence that 100% tobacco-free policy adoption had an impact on student enrollment or applications.

Keywords: organizational policies, policy making, school enrollment, smoking, universities

Tobacco use remains the leading cause of preventable illness and death in the United States.¹ Young adults attending college have rates of smoking between 17% and 26%^{2–4}; community college students likely have even higher risk of smoking.⁵ Furthermore, secondhand

smoke exposure causes heart disease and lung cancer in nonsmokers, and there is no risk-free level of exposure.⁶ College students in North Carolina (NC) have historically had high levels of exposure from secondhand smoke.⁷ The Centers for Disease Control and Prevention have outlined best practices that focus on the creation of tobacco-free environments through comprehensive tobacco control efforts as the only means for fully protecting the public from secondhand smoke exposure.⁸ In response to the recognized health hazards of tobacco dependence and involuntary exposure to tobacco, the American College Health Association advocates for the adoption of tobacco-free policies by colleges and universities.⁹

As of October 1, 2014, approximately 976 campuses in the United States have adopted comprehensive tobacco-free policies.¹⁰ A quarter of both public and private colleges and universities and over 50% of community colleges are tobacco-free in NC.¹¹ Despite findings indicating that tobacco-free policies are commonly supported by both students^{12–14} and staff/faculty,¹⁵ many administrators have been reluctant to adopt tobacco control policies out of fear of student objection,¹³ including that of potential future students.^{16–18} Our own work on the NC Tobacco-Free Colleges Initiative²² suggests 2 common perceived barriers: (1) questions over the effectiveness of tobacco-free policies and (2) fear of lower application and/or enrollment rates.

Widespread evidence exists for the effectiveness of smoke-free workplaces, schools, and public spaces.¹⁹ Two studies extend this research to college campuses. A pre-post survey with a matched control school found a significantly reduced smoking prevalence among undergraduate students after implementation of a smoke-free policy at a large public university.²⁰ Research in NC has found a

*Ms Miller, Mr Lee, Dr Ranney, Mr Simons, and Dr Goldstein are with the Tobacco Prevention and Evaluation Program, Department of Family Medicine, at the University of North Carolina at Chapel Hill School of Medicine in Chapel Hill, North Carolina. Mr Yu is with the Department of Statistics and Operations Research at the University of North Carolina at Chapel Hill in Chapel Hill, North Carolina.
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“No significant differences were found in student enrollment or applications when comparing years prior to and following policy implementation or when comparing with institutions without 100% tobacco-free campus policies.”



Someone will ask: How to roll out the messages?

Article

An Experiment Assessing Punitive versus Wellness Framing of a Tobacco-Free Campus Policy on Students' Perceived Level of University Support

Joseph G. L. Lee ^{1,*}, Christopher J. Purcell ² and Beth H. Chaney ¹

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² Department of Leadership, Policy, and Organizations, Peabody School of Education, Vanderbilt University, PMB #114, 230 Appleton Place, Nashville, TN 37203, USA; chris.purcell@vanderbilt.edu

* Correspondence: leejsm14@ecu.edu; Tel.: +1-252-328-4461

Received: 21 July 2017; Accepted: 17 August 2017; Published: 20 August 2017

Abstract: The objective of this study was to examine how different ways of describing a hypothetical tobacco-free campus policy would impact college students' perceived level of support from the college. In the spring of 2016, we randomized 1885 undergraduate students in a required course to three message conditions in an online survey: control (no message), wellness (emphasizing promoting health and quitting support), and punitive (emphasizing consequences for violating the policy). The dependent variable was perceived organizational support. We selected items previously shown to be relevant for college students ($\alpha = 0.92$ in our data). Given significant non-normality, we used non-parametric Kruskal-Wallis tests with pairwise comparisons to examine differences in perceived organizational support across the three conditions. We examined results by smoking status and if the participant correctly reported the message they received. We found no significant difference in perceived organizational support among students exposed to different tobacco-free campus policy announcements ($p = 0.75$). We also found no significant difference among smokers ($p = 0.66$). However, among smokers who correctly reported the message they received, we found significantly lower perceived university support ($p = 0.01$). Messages about tobacco-free campus policies should focus on the role of policy in supporting a healthy environment instead of punitive enforcement. Campus administrators should use caution when using message frames focusing on consequences of violating newly adopted policies.

Keywords: universities; health policy; communication; smoke-free; organizational support

1. Introduction

The national movement for tobacco-free college and university policies was prompted by a period of sharp uptake in tobacco use among college students in the 1990s [1]. This movement remains important given the use of alternative tobacco products, such as hookah and electronic cigarettes [2,3]. Tobacco-free policies including all buildings and grounds are recommended by the American College Health Association [4]. Such policies have four benefits: (1) they protect students from involuntary smoking or second-hand smoke [5]; (2) they likely reduce the prevalence of smoking [6]; (3) they likely reduce maintenance costs and risk of fires on campus, and (4) they create an environment that can help college students develop into healthy adults [7,8]. As of 3 July 2017, over 1600 U.S. college campuses were tobacco-free [9].

While researchers have documented ways to increase compliance with tobacco-free campus policies [10–12], there is less information about best practices in communicating tobacco-free policies to the campus community. How policies are framed—that is, how they are linked and organized with

“Messages about tobacco-free campus policies should focus on the role of policy in supporting a healthy environment instead of punitive enforcement.”

Someone will ask: Does it really work?

Cigarette butts near building entrances: what is the impact of smoke-free college campus policies?

Joseph G I Lee, Leah M Ranney, Adam O Goldstein

Tobacco Prevention and Evaluation Program, Department of Family Medicine, School of Medicine, The University of North Carolina, Chapel Hill, North Carolina, USA

Correspondence to Joseph Lee, Tobacco Prevention and Evaluation Program, Department of Family Medicine, School of Medicine, The University of North Carolina at Chapel Hill, 580 Manning Drive, CB 7505, Chapel Hill, NC 27599, USA; jlee@unc.edu

Received 20 July 2011
Accepted 24 October 2011
Published Online First
1 December 2011

ABSTRACT

Background Indoor and outdoor tobacco-free campus policies for schools, hospitals and universities are increasingly being adopted. Yet, little direct evidence exists on the impact of tobacco-free campuses on tobacco outcomes.

Objectives To identify differences in cigarettes smoked at main campus building entrances by campus policy strength.

Methods Researchers collected cigarette butts ($n=3427$) at main building entrances ($n=67$) at baseline and follow-up on 19 community college campuses stratified by strength of campus outdoor tobacco policy (none, perimeter/designated area, 100% tobacco free). Outcome measures included the number of butts per day at building entrances averaged to create a campus score. Analysis of variance techniques examined differences in scores by the strength of campuses' outdoor tobacco policy.

Results One hundred per cent tobacco-free community college campuses had significantly fewer cigarette butts at doors than campuses with no outdoor restrictions. Butts on community college campuses with partial policies were not statistically different from campuses with no policy or campuses with a 100% tobacco-free policy but indicated that a dose-response relationship may exist.

Conclusions This study provides some of the first evidence on the impact of 100% tobacco-free outdoor policies on college campuses using an objective and reproducible measure. Such policies likely provide a more healthful environment for students, staff, faculty and visitors.

INTRODUCTION

Approximately 16%–20% of college students smoke,^{1–3} with even higher rates among community college students.^{4,5} The college campus remains a contested space where tobacco industry marketing heavily targets students^{6–10} to initiate tobacco use at the same time that campus officials work to aid students in their development into healthy productive adults.^{11–14} The tobacco industry recognises college as a time of transition and thus as a uniquely vulnerable¹⁵ time for experimenting with tobacco products or deepening addiction to existing low-level smoking.^{16–17} Conversely, the college environment is uniquely suited to interventions against tobacco use with a well-defined spatial and social environment.^{8, 18–19} On college campuses, outdoor policy protections against secondhand smoke are increasingly common,²⁰ and the American College Health

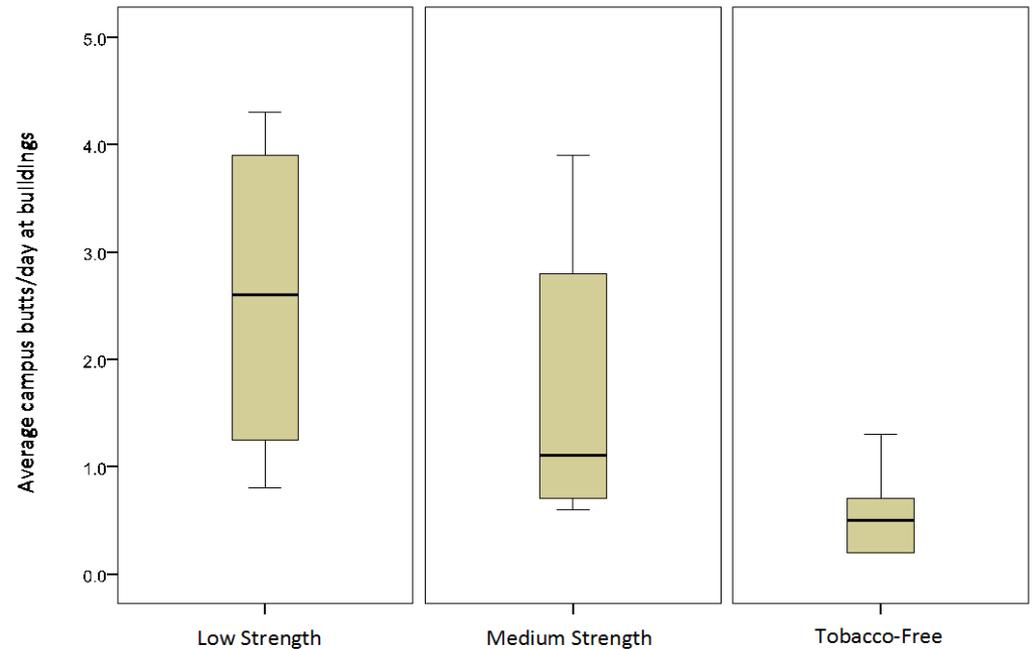
Association recommends 100% tobacco-free campuses, indoors and outdoors.²¹ Such recommendations stem from ecological approaches²² to college student well-being that seek to change normative behaviours in smoking through changing the environment at multiple levels. Such efforts have been successful with smoke-free worksite and school policies.²³

This ecological approach to promote health was applied after researchers identified increases in smoking among college students in the 1990s.²⁴ The North Carolina (NC) Tobacco-Free Colleges Initiative, developed at the University of North Carolina at Chapel Hill, has worked to address this through policy change.²⁵ As of June 2011, 40% of NC's 110 colleges and universities had adopted 100% smoke- or tobacco-free campus policies, protecting students, faculty and staff from secondhand smoke in all indoor and outdoor areas.²⁶ Among the 58 members of the NC Community College System, policy adoption was even higher with over 50% having 100% smoke- or tobacco-free campus policies.

While research shows that workplace smoke- or tobacco-free policies reduce prevalence and consumption of cigarettes in workplaces,²⁷ little research has examined outcomes of college campus tobacco-free policies. Little research has directly addressed the impact of 100% smoke- or tobacco-free college campus policies (ie, including outdoor areas) on smoking behaviour.²⁸ Prior work that has addressed smoking on college campus through health education and information approaches has shown limited to no success.^{19, 29} Other research has examined the impact of indoor policies on college campuses, rather than campus-wide policies.^{30–31}

Cigarette butts are a unique source of data for identifying the presence of smoking in prohibited areas, secondhand smoke exposure for non-smokers, cigarette brand preferences and information such as environmental problems with litter.^{32–34} As is clear to visitors on most college and university campuses, cigarette butts are a ubiquitous by-product of the tobacco epidemic.³⁴ Given the increasing evidence of the harms of secondhand smoke, including asthma and heart attacks,^{35–37} and recent evidence on outdoor smoking's impact on indoor air quality,³⁸ we sought to identify if 100% smoke-free college campus policies result in lower rates of cigarette butts than less protective smoking policies on college campuses. We hypothesised that campuses with <100% smoke-free policy may send a mixed message to students about the harms of smoking and be interpreted as more lenient, prompting smokers to ignore the policy as has been suggested in other research.^{39–41} This

Box plots of mean cig. butts/day at campus buildings, NC, by policy strength



Note: Note that the center bold line represents the median rate, the box represents the 25th through 75th percentiles, and the "whiskers" show the range of rates.

Resources

- Our documents, surveys, etc. are posted online:
 - <https://doi.org/10.15139/S3/5QA3RW>

Thank you!



Joseph G. L. Lee, PhD, MPH

Associate Professor of Health Education and Promotion, ECU College of Health and Human Performance
Associate Member, Cancer Prevention and Control, UNC Lineberger Comprehensive Cancer Center

leejose14@ecu.edu

 @Joseph_GL_Lee



UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

Achieving a Healthier Campus by Going Tobacco-Free

“Engaging students and your college community to have a successful tobacco-free environment”

Natalie R. Macias, MSBH
April 16, 2020

smoke-free • vape-free
tobacco-free campus

**breathe
easy** **USF**

University of San Francisco (USF)

- Private, 4-year university, approximately 11,000 total students
- Pre-grant policy: tobacco use prohibited indoors, permitted in designated smoking areas; no enforcement of policy and limited resources available to students
- Post-grant policy: 100% smoke & tobacco-free as of August 1, 2017; all tobacco products included; enforcement and cessation resources available to students

TFGCI Survey

- Student Surveys

Time 1	Time 2
18.9% current cigarette smokers	13.8% current cigarette smokers
15.3% used e-cigs/ENDS in past 30 days	20.7% used e-cigs/ENDS in past 30 days

****Less secondhand smoke exposure reported by students at Time 2**

Smoke & Tobacco Free Policy History

2006-2007

- Health & Safety Committee tasked with reviewing existing policy and address concerns from USF Community

2008

- President's Cabinet decides to provide two designated smoking areas with a 2-year transition to go completely smoke free

2016

- Concerns about secondhand smoke from f/s, students and parents brought up again.
- Transition from two designated smoking to one area and relocated it and within 1-year will be tobacco-free campus.
- President's Cabinet presented with new concerns and steps to go completely Smoke & Tobacco Free.

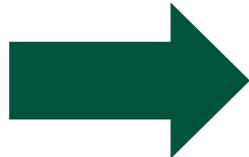
2017

- Support from Clean Air Task Force to move forward with TFGCI grant to assist with Smoke and Tobacco free campus.
- President issues statement that USF will become smoke and tobacco free on August 1, 2017.

How Did We Get Here?

- Change our social norms on campus.
- Your environment shapes your behavior.
- Education is Not Enough → Policies are More Effective

Policy



- Lower Smoking Rates
- Decreased Amounts of Tobacco Smoked by Individuals on Campus
- Increased Quit Attempts
- Influence Perceptions

The Evolution of Enforcement

Citations

- Wary of negative interactions with campus police
- Don't want to be overly harsh
- Low priority

Administrative Approach

- University policy
- Student code of conduct
- Online compliance training

Social Approach

- Policy Ambassador Programs
- Student & University Involvement
- "Everyone" is an ambassador

Social Approach

Pros	Cons
<ul style="list-style-type: none">● Doesn't involve police	<ul style="list-style-type: none">● People are very reluctant to approach individuals using tobacco on campus
<ul style="list-style-type: none">● Does work to increase campus compliance (Ambassador Programs)	<ul style="list-style-type: none">● Stubborn tobacco-users come to realize that they have no actual authority



Smoke & Tobacco Free Ambassadors

smoke-free • vape-free
tobacco-free campus

breathe
easy **USF**

Who Are They?

- Peer Educators are students who receive a paid one year internship.
- Conducting campus rounds to inform individuals who are using tobacco on campus of the University's smoke/tobacco-free policy.
- Maintain and educate policy to all students, faculty, staff and wider-USF community.
- Spearhead, plan and lead monthly cigarette butt clean ups, tabling sessions and workshops with other campus departments and student organizations.
- Assist with maintaining social media outlets and email for BreatheEasyUSF.
- Participate in data collection activities and report findings

Program Provides...

Qualifications	Benefits
Excellent time management, and organizational skills.	Will be nationally certified as a peer educator by the NASPA Peer Education Network.
Passionate about the Smoke and Tobacco-Free policy.	CYAN COUGH certification for students.
Able to communicate effectively, firm, but compassionate, friendly, trustworthy, able to multitask, works well with others, pays attention to detail and takes initiative.	Gain excellent leadership and communication skills.
Willingness to learn new skills.	Be up to date on health promotion, health education, program planning, and outreach.
Ability to work independently and as a valued team member.	Gain a practical work experience in public health and working towards solutions to complex campus concerns.
Excellent verbal and non-verbal, and written communication skills.	Contribute to a positive campus climate.

Campus Rounds

Establish new social norms and culture of compliance through peer oversight.

- Utilizing the following frameworks:
 - Motivational Interviewing
 - Stages of Change
 - **Scale of Openness to Education, Awareness & Referral**
 - Developed by Emily Hops & Breathe Advocates at SFSU

Scale of Openness to Education Awareness & Referral

- Scale was developed to guide conversations with tobacco and nicotine users.
- Based off of non-verbal signs.
- Goal is to have each person you speak with access resources for support by moving the individual down the scale, therefore more open to the referral and getting support.
- Everyone has a different level of comfort approaching people. Go with it and trust your gut!

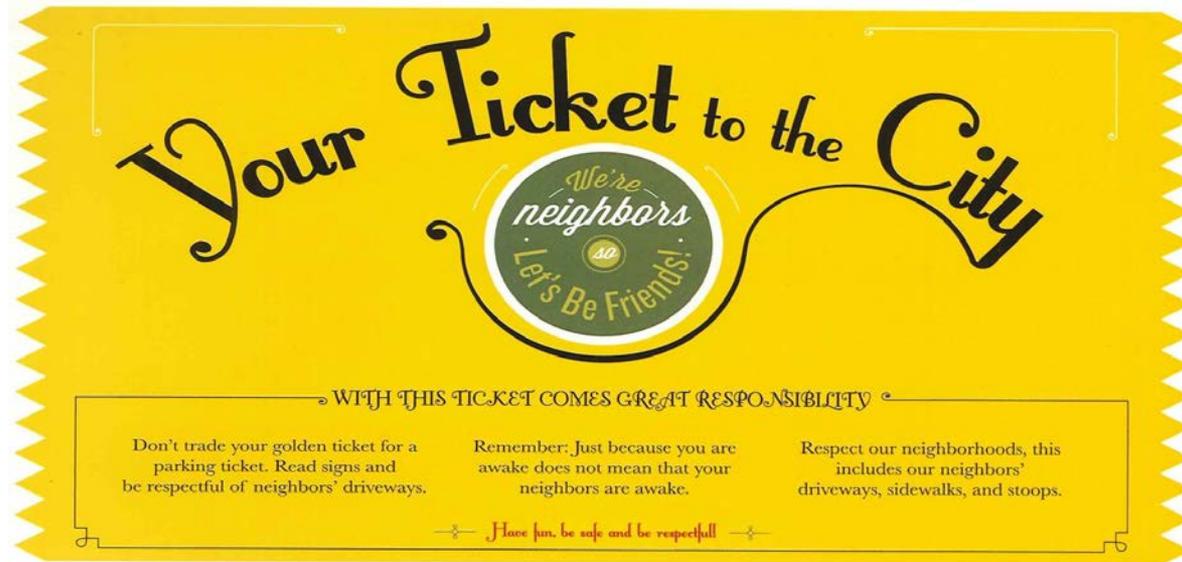


Scale of Openness to Education Awareness & Referral

Level of Openness	What to Do
1-2: open to conversation, positive, eager, smiling.	Educate! Offer facts and information
3-4: engaged in conversation, listening, reflecting, feet may be facing you.	Ask questions about their interest in quitting.
5-6: tense, possibly uncomfortable, arms crossed, giving one word answers.	Tell a story; asking them neutral questions about themselves.
7-8: Clearly uncomfortable, body partially turned away, little eye contact.	Ask questions about their tobacco & nicotine use and LISTEN!
9-10: Clearly not interested in speaking, walking by quickly, angry or upset.	STOP and don't approach, thank them and walk away.

Community Effort

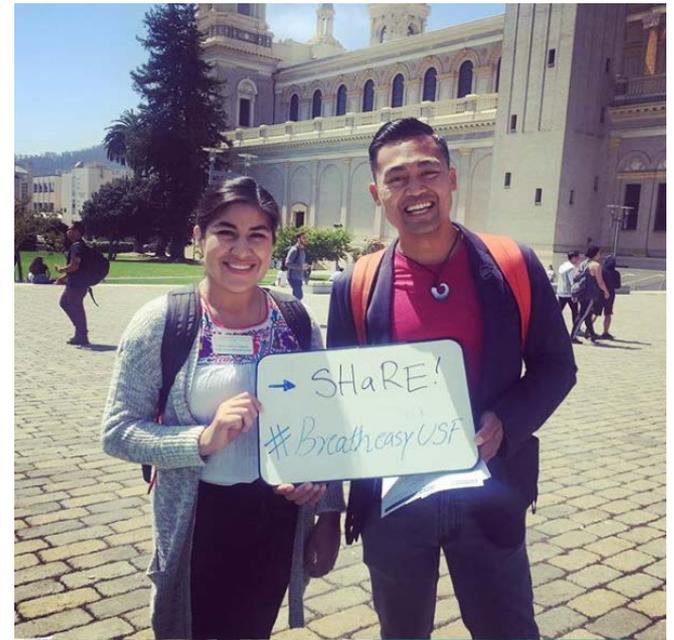
- Being good neighbors!
 - Talk to them
 - Involve them early in the implementation process
 - Signs to include neighborhood language
 - Conduct cigarette butt pickups in the neighborhoods



Where to Begin?

- 30 Day Campaign

- Kick off to new policy to engage entire USF community of new initiative
 - Tabling
 - Events
 - Workshops
 - Social Media campaign
- Started the First Day of School, which coincided with our Health Fair
- Collaborated with Human Resources, Campus Activities Board (CAB), Facilities department



30 Day Campaign

30 Day Campaign: Aug 22, 2017 - Sept 20, 2017 (more events TBA, stay tuned @usfhps)

Day 1: Campaign Kickoff

August 22, 2017

Gleeson Plaza

11:30am - 1pm

Learn about Breathe Easy USF and how you can get involved.

Day 2-9: Social Media Campaign

August 23, 2017 - August 30, 2017

Show your support on social media by using #BreatheEasyUSF.

Day 10: HPS Tabling

August 31, 2017

UC 2nd Floor

11am - 1pm

Come meet our Clean Air Marshals and get a free massage.

Day 11-16: Word of Mouth Campaign

September 1, 2017 - September 6, 2017

Show your support and spread the word to other USF Dons.

Day 17: Dons Spirit Walk

September 7, 2017

Gleeson Plaza

12pm - 1pm

Join this campus wide event as we walk the meaningful mile.

Day 18-21: Learn About On and Off Campus Resources

September 8, 2017 - September 11, 2017

Check out resources at www.usfca.edu/hps. Share resources with other USF Dons who may need help quitting tobacco.

Day 22: Breaking the Habit

September 12, 2017

McLaren 250

11:45am - 12:45pm

Need tips on how to quit tobacco. Come to this workshop!

Day 23-28: Help Recruit USF Dons for Campus-Wide Cleanup

September 13, 2017 - September 18, 2017

Ask USF Dons to join us for the cigarette butt cleanup on Sept 19.

Day 29: Cigarette Butt Cleanup

September 19, 2017

Gleeson Plaza

11:30am - 1pm

Do something for the environment! Come pick up cigarette butts.

Day 30: Last Day of Campaign

September 20, 2017

Reflect on the 30 day campaign, and share on social media by using #BreatheEasyUSF.

Campaign Wrapup

Sept 21, 2017 / McLaren Lobby / 11am-1pm

Join us for some light snacks and refreshments at the HPS Fall Health Fair

Sponsored by USF Clean Air Task Force and Health Promotion Services. Generously supported by the CVS Health Foundation and the American Cancer Society.

Campus Wide Outreach & Promotion

- USF Athletics
- Koret Recreation Center
- Saint Ignatius Church
- ISSS
- New Student Orientations
- Public Safety
- Human Resources
- Student Life Newsletter(s)
- SHaRE / Off-Campus Newsletters
- Fog Horn Newspaper Ad
- Admissions – Campus Tour
- OSCRR
- California Youth Advocacy Network (CYAN)



Outreach Examples

Saint Ignatius Weekly Bulletin & HR Announcements

smoke-free • vape-free
tobacco-free campus

**breathe
easy USF**

Smoke-free USF
As an expression of the University of San Francisco's Jesuit Catholic values that seek full development of each person and the common good of all persons, USF will become a 100% smoke and tobacco-free campus on **August 1, 2017**. For more info, contact **Natalie R. Macias**, MSBH (Assistant Director, Health Promotion Services) at hps@usfca.edu.

[VIEW THE EMAIL IN A WEB PAGE](#)

 UNIVERSITY OF SAN FRANCISCO | Human Resources

Tobacco-Free Living Seminar

Sept. 12 | 11:45 a.m.–12:45 p.m. | McLaren 250

RSVP »

Students, faculty, and staff are invited to attend this informational seminar about living tobacco free, in alignment with USF's revised **smoke-free and tobacco-free policy**, effective Aug. 1. Attendees will learn about the effects of tobacco on health, the chemical make-up of a cigarette, addiction triggers, quitting resources, and more. The event is sponsored by Alliant.

Save the dates for other campus-wide events promoting smoke-free and tobacco-free living include:

Breathe Easy USF Kick-Off	Aug. 22	11:30 a.m.–1 p.m.	Gleeson Plaza/LM
Dons Spirit Walk	Sept. 7	12–1 p.m.	Gleeson Plaza
30-Day Campaign Celebration	Sept. 21	11 a.m.–2 p.m.	McLaren lobby
Great American Smokeout	Nov. 16	11:30 a.m.–1 p.m.	Gleeson Plaza

If you have any questions regarding the seminar, please contact the Human Resources benefits team at benefits@usfca.edu

More...

Athletic Tickets and ISSS Announcement



Our campus went 100% smoke, vape and tobacco free on August 1, 2017, so we need the help of the entire USF community to take part in the Breathe Easy USF campaign. This means pitching in to remind those who smoke on campus that we are a smoke and tobacco free campus, and by sharing with your fellow Dons that there are many resources available on and off-campus to help faculty, staff and students to

Cigarette Butt Cleanups



Health Promotion Services Presents
CIGARETTE BUTT CLEANUP DAY



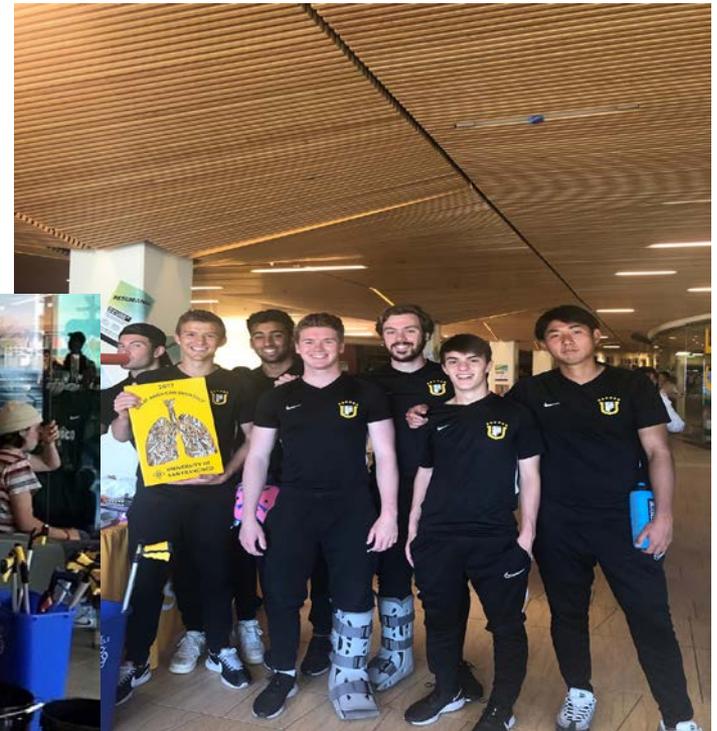
**SEE YOU ON SEPTEMBER 26TH
FROM 11AM-1PM AT LO SCHIAVO**

In our last week of focusing on community wellness with our Go Volunteer programming, we invite you to participate in an opportunity right here on campus, which will contribute to helping our campus stay beautiful. The most littered item in the world is cigarette butts. In the Bay Area, three billion cigarette butts are littered every year and frequently end up in the San Francisco water supply, affecting the health of marine life and animals.

Every month, **the Smoke and Tobacco-Free Ambassadors** will host a cigarette butt cleanup for the USF community. The goal is to pick up thousands of butts that would otherwise pollute the environment and poison wildlife. Participating in these cleanups is a great way to earn community service and give back to our community. For more details, check out the **Tobacco-Free Campus Outreach page**. Everyone is welcome to participate!

Cigarette Butt Cleanups

Outreach to athletic teams, student organizations and other departments



Great American Smokeout (GASO)

Our annual, 3rd Thursday of November, event calls on students who smoke to make a plan to quit, and to remind everyone of new the Smoke and Tobacco Free Policy.



Breathe Easy USF Tabling



Health Promotion Services

TABLING AT UC 1ST

Friday, March 21th, 4-6pm

Social Media Outlets - @BreatheEasyUSF



usfhps • Follow
University of San Francisco

usfhps Come by our cigarette butt clean-up in front of Lo Schiavo from 11:30 - 1 and help keep our campus clean! @breatheeasyusf #usfca #usfhps #tfgci #americancancersociety



usfhps • Follow

usfhps BreatheEasyUSF launches next Tuesday, Aug 22 at Gleeson Plaza at 11:30am. Info: myusf.usfca.edu/hps/tobacco-free/30-day-campaign. Great photo by: ISSS at USF @globaldonsusf

#usfca #usfhps #WellDONS #breatheeasyusf #getinvolved #tobaccofree #smokefree #vapefree

20 likes
AUGUST 18, 2023

Log in to like or comment.



Lessons Learned

- Collaboration across departments
- Student support and involvement
- Support from school leadership
- Importance of building stakeholder support
- Be creative -- Kwit App
- Urban school / public property
- Signage



Recommendations

- Promote tobacco-free campus policy
- Continue to offer and promote cessation services available to students
- Reassess signage and use of cigarette butt poles on perimeters of campus
- Educational services on e-cigarettes/JUUL recommended
- Implement thorough evaluation plan to monitor implementation and impact of tobacco use
- Environmental and sustainability departments
- SONHP
- You don't know if you don't ask!





UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

THANK YOU!

Natalie R. Macias, MSBH
University of San Francisco, Health Promotion Services
nrmacias@usfca.edu
breatheeasyusf@usfca.edu

Q&A

- Submit questions via the **'Ask a Question' box**



CME/CEU Statements

Accreditations:

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UCSF designates this live activity for a maximum of *1.5 AMA PRA Category 1 Credit™*. Physicians should claim only the credit commensurate with the extent of their participation in the webinar activity.

Advance Practice Registered Nurses and Registered Nurses: For the purpose of recertification, the American Nurses Credentialing Center accepts *AMA PRA Category 1 Credit™* issued by organizations accredited by the ACCME.

Physician Assistants: The National Commission on Certification of Physician Assistants (NCCPA) states that the *AMA PRA Category 1 Credit™* are acceptable for continuing medical education requirements for recertification.

California Pharmacists: The California Board of Pharmacy accepts as continuing professional education those courses that meet the standard of relevance to pharmacy practice and have been approved for *AMA PRA category 1 Credit™*. If you are a pharmacist in another state, you should check with your state board for approval of this credit.

California Marriage & Family Therapists: University of California, San Francisco School of Medicine (UCSF) is approved by the California Association of Marriage and Family Therapists to sponsor continuing education for behavioral health providers. UCSF maintains responsibility for this program/course and its content.

Course meets the qualifications for 1.5 hour of continuing education credit for **LMFTs, LCSWs, LPCCs, and/or LEPs** as required by the California Board of Behavioral Sciences. Provider # 64239.

Respiratory Therapists: This program has been approved for a maximum of 1.5 contact hours Continuing Respiratory Care Education (CRCE) credit by the American Association for Respiratory Care, 9425 N. MacArthur Blvd. Suite 100 Irving TX 75063, Course # 183195000.

Free 1-800 QUIT NOW cards

Take Control
1-800-QUIT-NOW
Call. It's free. It works.
1-800-784-8669
For details on your state services, go to: <http://map.naquitline.org>



✓ Refer your clients to cessation services

American Association for Respiratory Care (AARC)



- Free Continuing Respiratory Care Education credits (CRCEs) are available to Respiratory Therapists who attend this live webinar
- Instructions on how to claim credit will be included in our post-webinar email

Behavioral Health Accreditation

California Association of Marriage and Family Therapists (CAMFT)

This webinar is accredited through the CAMFT for up to **1.5 CEUs** for the following eligible California providers:

- Licensed Marriage and Family Therapists (LMFTs)
- Licensed Clinical Social Workers (LCSWs)
- Licensed Professional Clinical Counselors (LPCCs)
- Licensed Educational Psychologists (LEPs)

- For our California residents, SCLC offers regional trainings, online education opportunities, and technical assistance for behavioral health agencies, providers, and the clients they serve throughout the state of California.
- For technical assistance please contact (877) 509-3786 or Jessica.Safier@ucsf.edu.
- **Free CME/CEUs** will be available for all eligible California providers, who joined this live activity thanks to the support of the California Tobacco Control Program
- You will receive a separate post-webinar email with instructions to claim credit.
- Visit CABHWI.ucsf.edu for more information

Post Webinar Information

- You will receive the following in our post webinar email:
 - Webinar recording
 - PDF of the presentation slides
 - Instructions on how to claim FREE CME/CEUs
 - Information on certificates of attendance
 - Other resources as needed
- All of this information will be posted to our website!

SCLC Recorded Webinar Promotion



SCLC is offering FREE CME/CEUs for our bundled recorded webinar collections for a total of **22.5 units**.

Visit SCLC's website at:

<https://smokingcessationleadership.ucsf.edu/webinar-promotion>

Save the Date!

SCLC's next live webinar will be with

Delmonte Jefferson, Executive Director of the **NAATPN**
on “No Menthol Sunday”

- **Tuesday, May 12, 2020 at 1pm EDT**
- More details and registration coming soon!

Contact us for technical assistance

- Visit us online at smokingcessationleadership.ucsf.edu
- Call us toll-free at **877-509-3786**
- Please complete the post-webinar survey

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