## Smoking Cessation Leadership Center

## UCSF
University of California
San Francisco

**SCLC presents:**

*"Achieving a Healthier Campus by Going Tobacco-Free"*
*on Thursday, April 16, 2020, at 1:00 pm EDT* (90 minutes)

**Speakers' Responses:**

- **Bidisha Sinha MPH**

- **Elizabeth K. Do, PhD, MPH**

- **Joseph G. L. Lee, PhD, MPH**

- **Natalie R. Macias, MSBH**

Note: ACS currently has a request for applications with a deadline of June 15th, which can be found at
www.cancer.org/tfgci .

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Q: Smoking allowed in some areas on campus?   We have no smoking anywhere policy - any suggestions for making it successful?

**A: Bidisha Sinha:**
The gold standard is 100% smoke- AND tobacco-free which should include e-cigarettes and the language should be clear that the use of *any* tobacco product is prohibited on any/all areas, indoors or outdoors, on campuses.

The factors often cited as the most essential to adopting, implementing and enforcing policies are as follows:

1) Form a diverse taskforce as soon as you can that includes individuals from all of your stakeholder groups, such as leadership, students, staff, faculty, human resources, grounds/facilities, to name a few. It is also important to include the voices of any dissenters, such as union leaders, if applicable

2) Enlist the help of one or a couple of student, faculty and staff champions from the very start

3) Assess your campus to see if it's ready for a policy change – could be an environmental scan and/or surveys of stakeholders

4) Have as many educational events as possible to inform your campus community about the benefits of going/being 100% smoke and tobacco-free (up to a year of activities *before* policy adoption date)

5) Include as many cessation resources as you can, to support those on your campus who want to quit smoking/vaping

6) Continue to promote the benefits of your new/existing policy and any cessation resources that you have on your campus

7) Use positive language to promote your policy, instead of punitive language

8) Include a student ambassador program, if possible, that encourages students to lead the charge for your policy and help enforce it

9) Remind leadership that this is a national movement and all colleges/universities are moving towards this trend, so better to be an early adopter than to be left behind/catching up to your colleagues and this could be their "legacy" (we've seen that appealing to leadership in this way often works)

10) Apply to the TFGCI grant program, if you haven't yet. The application process is super easy and the deadline is Monday, June 15, 2020.  Often, just having funding to do this work can make all the difference, especially when appealing to leadership. Our application and other details can be found here: www.cancer.org/tfgci

You can check out ANRF's model policies, here: https://no-smoke.org/model-policy-for-a-tobacco-free-college-university/

You can also check out our website that's dedicated to this movement: www.tobaccofreecampus.org

Q: Impressive - how much money did all of this cost?

**A: Bidisha Sinha:**
The TFGCI provides funding ranging from $8,000 to $20,000 and the amount depends on the number of students on the campus. You can find more info at www.cancer.org/tfgci .

Q: Has anyone worked with trade school or vocational schools?

A: **Bidisha Sinha:**
TFGCI seeks to work with trade and vocational schools, as our grant program to any/all accredited colleges/universities in the US. In fact, in our request for applications, we specifically call out trade and vocational schools. We would love to receive applications from trade/vocational schools.

Q: Any info on how many students you sampled, and how you sampled them?

A: **Elizabeth Do:**
For the surveys, we sampled 3,920 students, but only got a response rate back of 16.2% (e.g. 636 surveys back). We did another survey earlier this year, and more students responded than last time (about 1000) with about 4,000 surveys going out. I didn't have time to report it, but it looks like our rates of use have gone down slightly since the initial survey was collected pre-implementation of the Tobacco-Free Policy at VCU.

Q: If you'd choose one or two research methodology to evaluate the situation in a campus (pre any policy), what would you go for?

A: **Elizabeth Do:**
If I had to choose one or two research methodologies to evaluate the situation on campus, I would: conduct surveys (since they're the easiest to do, and allow for baseline vs. post-implementation comparisons) and conduct interviews (since focus groups took up a lot of planning, logistics and we found that the interview data overlapped a lot with focus groups).
Environmental scans are helpful if you want a visual representation of use, but also take up a lot of time and people power (we had two research assistants walk both campuses over the span of two weeks).
If you don't have the available resources/time to do that, you could incorporate questions regarding "hot spots" of tobacco litter and signage into the surveys or interviews conducted.


Q: What would be the first step in introducing this process to a college that has showed interest in going Tobacco Free?

A: **Natalie Macias:**
First and foremost would get those key stakeholders that are interested in going Tobacco Free and form a committee or task force.
With this task force/committee begin to discuss the feasibility of going Tobacco Free (resources, signage, enforcement, promotion/marketing, who is going to oversee the policy).
Review your current policy and update it and share with leadership (Dean of Students, VP, etc.). It's really important to find the right allies, champions on the task force/committee so things can get done and move forward to go tobacco free.

Q: Define "presentee-ism"; is it being there but always taking many smoke breaks?

A: **Natalie Macias:**
My understanding of presenteeism is a work colleague showing up to work not 100% because they may be sick, not mentally there, fatigued or injured. And I could see presenteeism as a part of taking smoke breaks because the work colleague may have lower on the job productivity and higher insurance costs. And productivity loss due to smoking breaks is by far the largest single cost that a private employer incurs from a smoking employee.
Ways to combat this is to make sure employees know their policy on breaks at work. Ensure all employees are aware of breaks and a reasonable time away from their desks that they are entitled to in a day. Consider giving smoking employees the option to take a shorter lunch break and more smoking breaks.


Q: What success stories can you share where campuses have implemented the policy successfully?   People smoke right in front of a sign.   How do you enforce policy?

A: **Joseph Lee:**
We think promoting compliance is all about changing the campus culture and norms. So, our approach has been to increase awareness of the policy, reinforce it with positive messages, place signs noting the policy where there is non-compliance, and remove anything that suggests non-compliance is acceptable (cigarette butt receptacles, cigarette butts, etc.). Like a speed limit, it will never have perfect compliance, but we can increase compliance.


Q: Does ECU have any plans to open conversations with the NC legislators around lifting the preemption for state universities to go 100% tobacco-free?

A: **Joseph Lee:**
We have been in discussions with other campuses and our administration regarding how to move the allowable policy forward. One thing we know we need is legislative champions.