

“Creating a Smoke-Free Campus: Lessons Learned at UB”

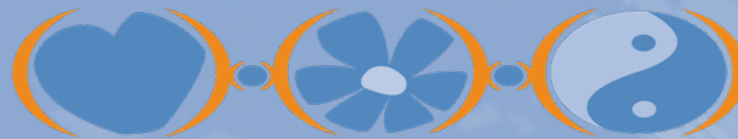
NY State College Health Association
2010 Annual Meeting

Workshop on October 21, 2010—9-10:15am



Wellness Education Services Student Wellness Team Division of Student Affairs

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STUDENTwelnes**TEAM**

health services • counseling services • wellness education services

www.buffalo.edu/reachingothers

Our mission is to improve the health of students in the broadest sense



Health promotion unit
Public Health principles
Environmental strategies
Student Affairs standards

Today's Presentation

- Section #1: Six steps to implementing a smoke-free campus policy
- Section #2: Six potential obstacles to implementing a smoke-free campus policy
- Section #3: Evaluating the impact of a smoke-free campus policy

UBreathe Free Documentary

IMAGINE
A CAMPUS
without
secondhand
SMOKE

8:13 minutes

Gives background leading up to August 1, 2010, when campus went completely smoke-free

Transitional year where people could smoke in parking lots, more than 100 feet from buildings in 2009-2010

www.buffalo.edu/reachingothers

http://www.facebook.com/pages/Buffalo-NY/UBreathe-Free-Is-Awesome/298707560371?v=app_2392950137&ref=ts#!/video/video.php?v=423165421139

Section #1

SIX STEPS TO IMPLEMENTING A SMOKE-FREE CAMPUS POLICY

Step 1 - Define Policy and Reasons for Adopting a Smoke-Free Policy

What is the policy?

- Is it Smoke-free or Tobacco free?
- Are there designated smoking areas?
- Are there boundaries around buildings?
- To whom does the policy apply? (e.g. vendors)
- Can people smoke in university vehicles?
- Can people smoke in their own vehicles?

The policy reads:

...smoking is prohibited on all University managed property, both indoors and outdoors...including:

- Buildings
- Off-site UB locations
- University-owned vehicles

Why are universities adopting tobacco-free policies?

Our Talking Points

- No safe level of secondhand smoke
- Negative environmental impact
- Tobacco industry targets teens
- Regulations are proven deterrents
- National smoke-free trends in occupational and educational settings

Step 2 - Set Timeline for Implementation

- Build a committee with stakeholders across campus
- Provide years to plan and educate before takes effect
 - 1st year we allowed smoking in parking lots 100 feet from buildings
- Made a priority issue for Division of Student Affairs
- Brought policy expert to campus
- Administrative buy-in is ongoing process

Step 3 - Determine Strategies for Communication of the Policy

Important Up Front Strategies

- Administrative statement to the campus
- Centralized website for policy
- Identify a place and person for complaints
- Information must reach students, faculty and staff
- Admissions and Orientation documents and presentations
- Opening Week activities

Step 3 - Determine Strategies for Communication of the Policy

Ongoing Strategies

- Policy cards
- Door stickers and signage
- Listening and debriefing
- Staff and student club meetings
- Facebook fan page
- Editorials and letters to school newspaper
- Direct conversations with those interested



Step 4 - Establish Clear Expectations of Compliance

- This is our current priority
- To have uniform understanding and buy-in for:
 - What the policy is
 - Why we have the policy
 - What the behavioral expectations are
 - How to enforce with an emphasis on self-enforcement and campus-wide trained ambassadors

Step 5 - Create Opportunities for Student Involvement

To Educate about the Policy

- ❑ UBreathe Free Tabling
- ❑ Supporter Team Shifts
- ❑ Supporter Workshops



Step 5 - Create Opportunities for Student Involvement

To Provide Smoking Cessation Services

- ❑ One-on-one Consultation
- ❑ Weekly Quit Clinics
- ❑ Quit Coaching
- ❑ Plan Your Quit Workshops



Step 5 - Create Opportunities for Student Involvement

- Partner with health sciences such as School of Pharmacy
- Utilize student interns (Social Work, Human Services, SAGE Program)
- Advertise volunteer opportunity with Career Services
- Contact student clubs for community service programming
- Contact academic programs with service component

Step 6 - Provide Smoking Cessation Services

- Human Resources and Student Wellness Office
- Offer in preparation for becoming smoke-free
- Create multiple means of outreach (consultation, workshops, worksheets)
- Advertise widely and link with orientations/trainings
- Provide free NRT with consultation
- Routinely refer to the NY Smokers' Quitline



Section #2

SIX POTENTIAL OBSTACLES TO IMPLEMENTING A SMOKE-FREE CAMPUS POLICY

#1 Focusing Too Much on Smokers

- Misperceptions about smokers' rights
- People do not need to quit smoking, they just need to respect the policy
- People quitting smoking is a benefit of the policy, but not a key reason to have this policy
- Attending a cessation program should not be a penalty for breaking the policy

**Law Synopsis by the Tobacco Control Legal Consortium entitled
"There is No Constitutional Right to Smoke," by Samantha K. Graff, July 2005.**

#2 Enforcing a Campus Policy versus a Law

- Like alcohol policies on our campuses
 - Environmental management
 - Stakeholders across campus
 - Comprehensive and on-going
- Students, faculty and staff are 3 distinct audiences
 - Union contracts
 - Can't stay with one department

#3 Limited Resources to Implement and Enforce the Policy

- National, State & SUNY budgetary crunch
- Understaffing of health promotion, law enforcement and other key departments
- Competing priorities
 - Safety and emergency issues
 - Capital projects
- Other Factors on Your Campuses??

#4 Campus Space Managed by Non-Campus Entities

The Commons

- Prime Location
- CVS Pharmacy
 - Tobacco Sales
- Restaurants
- Signage
- Litter



#5 Increase in Cigarette Butt Litter

- Butt containers removed
- People blame policy for cigarette litter



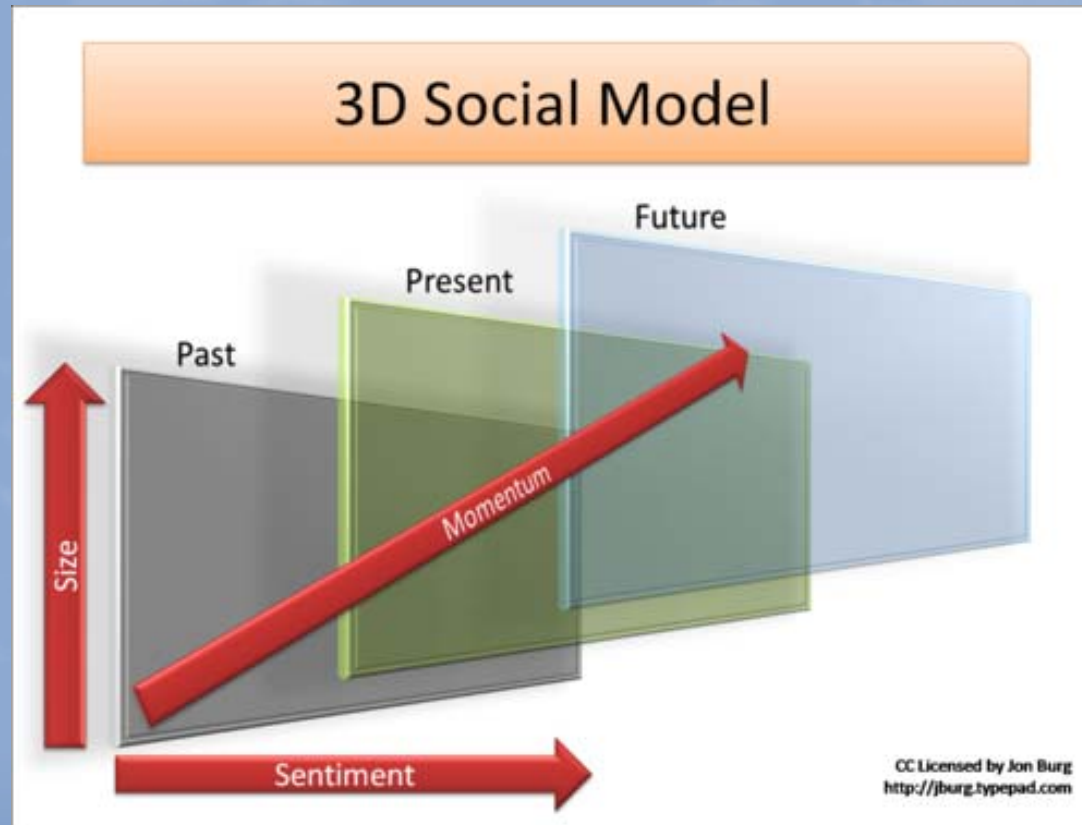
Talking Points:

- Reframe to say "smokers are choosing to litter their cigarette butts"
- Cigarette butts are the world's greatest litter problem, 4.3 trillion butts littered each year
- Each butt takes 25 years to decompose

Host Cigarette Butt Pick-up Events



#6 Culture-Change Takes Time



Section #3

EVALUATING THE IMPACT OF A SMOKE-FREE CAMPUS POLICY

#1 Changes in Knowledge about the Smoke-Free Policy

- 80% of freshmen reported knowledge
 - On-line alcohol education survey
 - One month after orientation
- MyUB on-line weekly campus surveys
 - 2008 and will repeat in 2011

Know it exists but not exactly what it is or why!

#2 Changes in Attitudes Regarding the Smoke-Free Policy

UB Freshmen Survey – summer 2009 (n= 2850)

70% or more said these campus tobacco issues were important to them:

- No safe levels of 2nd hand smoke (77%)
- Tobacco industry targets teens (72%)
- Environmental impact (71%)
- Policies can help people quit or not start (72%)

#3 Changes in Smoking Behaviors

UB data: National College Health Assessment

	Never smoked	Yes, not in 30 days	Current Smoker
2007 (n=2001) NCHA-I	67%	18%	15%
2010 (n=5,237) NCHA-II	72%	16%	12%

88% of current UB students are non-smokers compared with **85%** nationally

Healthy Campus 2010 goals is to reduce smoking by college students <10.5%

#4 Changes in Smoking Behaviors

UB Freshmen Survey –2009 (n= 2850)

- 89% no tobacco in last month
- 82% of smokers said they were interested in quitting
- 84% lived in smoke-free homes
- 86% drive in smoke-free vehicles

#5 Recorded Observations of Environmental Change

- Environmental Stewardship Committee created in November 2007 to lead President Simpson's endorsement of American College and University Presidents Climate Commitment
- Environmental partners on campus
- UBreathe Free Volunteer Supporter Teams
 - Determine problem areas through nosmoke@buffalo.edu
 - Use a log to chart observed smokers and littered cigarette butts

#6 Collaborative Partnerships and Student Involvement

- UBreathe Free Committee
- Collaboration with Wellness and Work/Life Balance, Colleges Against Cancer and Student Association
- Number of students trained

360 School of Pharmacy students

180 Resident Assistants and Community Assistants

13 Wellness Education Services interns/volunteers

60 student Supporter volunteers

- Number of students who volunteer

93 pharmacy students--12 regular Supporter volunteers

Questions?

Wellness Education Services
Division of Student Affairs

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