

Slide 1

Presented for ACHA The College of New Rochelle

CNR *Working for You*
The College of New Rochelle

NYSCHANECHA 2011 ANNUAL MEETING
Healthy Campus 2020: Leading the Way

WELCOME

**Tobacco-free Campuses:
The Nuts and Bolts of Successful Policy
Implementation**

Adrienne Wold, Ed.D., MBA, RN, CHES
Director of Wellness Education, The College of New Rochelle

American College Health Association

Slide 4

Presented for ACHA The College of New Rochelle

In September 2009 the American College Health Association (ACHA) issued a Position Statement

American College Health Association [Back to acha.org HOME](#)

“encouraging all colleges and universities to be diligent in their efforts to achieve a 100% **indoor** and **outdoor** campus-wide tobacco-free environment.”

http://www.acha.org/Publications/docs/Position%20Statement%20on%20Tobacco_Sep2009.pdf

Slide 2

Presented for ACHA The College of New Rochelle

Learning Objectives

1. Describe the three key stages/processes of changing the campus culture and moving toward a comprehensive (100%) tobacco free campus policy based on model policies.
2. Describe three common challenges in achieving 100% tobacco-free campus policies.
3. Discuss the six specific steps in the implementation plan at CUNY (case study).

Slide 5

Presented for ACHA The College of New Rochelle

Multiple influences on tobacco policy

Slide 3

Presented for ACHA The College of New Rochelle

Tobacco Control – Dr. Howard Koh at APHA, Nov. 2010
“Renew commitment to end tobacco use!”

“Tobacco use is the leading cause of preventable death and suffering”

“Redouble our effort—stalled since 2004”

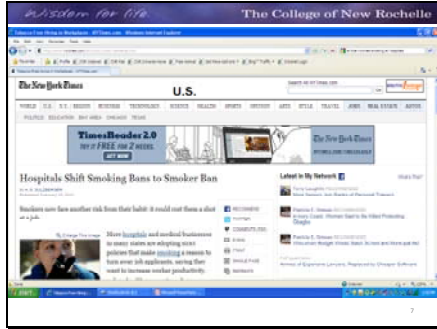
Howard K. Koh M.D., M.P.H., Assistant Secretary for Health
U.S. Department of Health and Human Services

Slide 6

Presented for ACHA The College of New Rochelle

Tobacco/smoking in the News

Slide 7



Slide 10

UNC study: North Carolina leads U.S. in tobacco-free college campuses

- 33 colleges and universities had 100% tobacco-free policies or at state schools the maximum policy allowed by law.
- These policies protect more than **159,000 college students** -- as well as faculty, staff and campus visitors -- from secondhand smoke.
- An additional four campuses have subsequently adopted such policies, bringing the total to 37.

http://www.heraldsun.com/view/full_story/9041466/article-UNC-study--North-Carolina-leads-U.S.-in-tobacco-free-college-campuses

Slide 8

Smoke-Free College & Universities
October 7, 2011

Please note, these policies have been enacted but are not necessarily yet in effect. Please contact the school itself to verify the status of its policy.

Colleges and Universities with Smoke-free Policies: Entire Campus, Both Indoors and Out

- Below is a partial list of U.S. colleges and universities that have enacted 100% smoke-free campus policies.
- There are now at least **586 100% smoke-free campuses with no exemptions**. Residential housing facilities are included, where they exist.

<http://www.nosmoke.org/pdf/smokefreecollegesuniversities.pdf>

Slide 11

Steps towards a Campus-wide Tobacco Policy

The slide features a central image of a person running, with the text "Running Bully" overlaid. To the left is a close-up of a cigarette, and to the right is a pack of cigarettes. The background is a dark red color.

Slide 9

New York State Smoke-Free College & Universities

- Barnard College
- Cazenovia College
- City University of New York (23 campuses)
- Cornell Cooperative Extension
- Corning Community College
- D'Youville College
- Maria College
- Rensselaer Polytechnic Institute
- St. Francis College
- State University of New York - Buffalo
- SUNY College of Optometry
- SUNY Cortland
- SUNY Rockland Community College
- SUNY - Upstate Medical University
- Wells College

Slide 12


1. Three Key Stages/processes of Changing the Campus Culture

- 1. Policy adoption (model policies)**
- 2. Implementation**
- 3. Enforcement**

The slide includes three icons: a puzzle piece for "Policy adoption", a person for "Implementation", and a police car for "Enforcement". A "No Smoking" sign is also present in the top right corner.

Slide 13

Walden for UGA The College of New Rochelle



CNR *Wisdom for life.*
The College of New Rochelle

College Summary:

- Small, private college; 1st Catholic college for women in NY State -- founded in 1904
- Student enrollment of over 500 undergraduates
- Over 3,000 adult undergraduates or graduate students
- About 500 employees (staff and faculty)
- Consists of four schools: School of Arts & Sciences, School of Nursing, School of New Resources (adult learners) and our Graduate School

Slide 16

Walden for UGA The College of New Rochelle

CNR Policy Rationale

“The College of New Rochelle, an institution with a strong commitment to healthcare education and wellness, has a responsibility not only to promote the prevention of illness but to set a positive example and demonstrate healthy lifestyles for the community it serves. Tobacco use is widely recognized as a major preventable cause of many diseases in both smokers and non-smokers alike. To provide a safe, healthy, and productive environment for all who visit, study, or work in and around our facilities, the College has”

Slide 14

Walden for UGA The College of New Rochelle

The main New Rochelle campus is in a suburban area, in lower Westchester County, 16 miles north of New York City




CNR *Wisdom for life.*
The College of New Rochelle

Slide 17

Walden for UGA The College of New Rochelle

Our policy on smoking has evolved, as data emerged on health and environmental risks, and as society's tolerance and social norms for smoking/tobacco changed






CNR Student Newspaper: Cigarette Ad in 1943

Slide 15

Walden for UGA The College of New Rochelle

CNR New York City Campuses


15

Slide 18

Walden for UGA The College of New Rochelle

Key Points of CNR Smoking Policy

- “Designated areas” were a point of discussion
- Addresses smoking (not smokeless products)
- Sale of tobacco products, sponsorship, etc. are not specified in this policy, however they are addressed elsewhere and are prohibited



Slide 19

Model Policies

<http://www.nosmoke.org/pdf/modeluniversitypolicy.pdf>

Slide 22

Success Factors in CNR Policy Adoption Process

- Team led effort/formation of task force/ inclusive process
- Consensus building/educational presentations and open discussion
- Policy recommendation from College Senate to President
- College President support

Slide 20

Ten Steps to Success

How to Plan and Implement a Tobacco Prevention Policy

Establishing a college campus tobacco policy requires careful planning.

1. Research the Issue and Provide Proposed Guidelines
2. Educate campus
3. Gain Campus Support (Administration, Faculty, Staff and Student)
4. Form a Campus Tobacco Task Force
5. Develop the Policy
6. Prepare a Timeline
7. Publicize the Policy
8. Implement and Enforce the Policy
9. Evaluate Policy Success
10. Maintain and Revise the Policy

http://www.sodhcc.gov/health/chodp/tobacco/docs/college-university_model_policy.pdf

Slide 23

Strengths of Original CNR's Smoke-free Policy and Implementation Process

- Clear policy
- Comprehensive and inclusive process
- Implementation process planned ahead
- Education of entire community
- Communication plan
- Enforcement plan

Slide 21

Specific factors contributed to an overall successful transition including:

- Preparation for change on campus/advance plans
- Buy-in from key leaders and involvement of key stakeholders
- Emphasis on "non-smokers" health and safety, rather than smokers/clear rationale for policy
- Stressing education and interventions (tobacco cessation services and support)
- Community enforcement by education and information, rather than punitive consequences for violators (no fines or tickets)

<http://www.pcc.edu/about/policy/tobacco/videos.html>

Slide 24

BACCHUS Network: College Certification Process

"BACCHUS certification, which includes a thorough review by an independent board of national tobacco experts, offers compelling proof to your campus, your peer institutions, your state legislators, your donors, and your future students and their parents that your institution is interested in student health and has attempted to create a healthier campus environment. Being nationally certified increases recognition of your commitment to student health and can boost interest in your campus."

Slide 25

Adapted for CUNY The College of New Rochelle

BACCHUS Network: Certification Process

What's New
2011 Tobacco Mutual Training Plan
Comprehensive, Interactive Assessment Strategy
For Detailed Information on the Certification Process, Visit:
www.bacchusnetwork.org

What's Your Opinion!
Welcome to TobaccoFreeU.org
We are currently conducting a survey to determine the needs of our campus community. Your input is essential to the success of our tobacco-free initiative. Please take a few minutes to complete the survey. Thank you for your participation!

The BACCHUS Network
Saving Lives Since 1975

Slide 28

Adapted for CUNY The College of New Rochelle

Culture Change: Tobacco-Free Campuses

SMOKE-FREE CAMPUS
NO TOBACCO OR NICOTINE PRODUCTS ALLOWED

TOBACCO-FREE CAMPUS
Effective 4-1-2008
Tobacco Policy 1017

TOBACCO FREE ZONE

SMOKE FREE CAMPUS

WELCOME TO OUR TOBACCO-FREE CAMPUS!
Effective 4-1-2008
Campus policy prohibits the use of tobacco products on all campus grounds.

TOBACCO-FREE CAMPUS

Slide 26

Adapted for CUNY The College of New Rochelle

Key Challenges and Unintended Consequences

Challenges: Inertia, maintain status quo, resources

Unintended consequences: Public streets and sidewalks, parking lots, visitors to campus, safety

Slide 29

Adapted for CUNY The College of New Rochelle

2/14/11 --CUNY goes tobacco-free : requires the 23 CUNY campuses to implement the new policy by September 2012

UNIVERSITY KILLS OUT TOTAL SMOKING BAN

By [Name] | [Date]

UNIVERSITY OF CALIFORNIA (UC) SYSTEM OFFICIALS HAVE APPROVED A NEW TOBACCO-FREE POLICY THAT WILL REQUIRE ALL 23 UC CAMPUSES TO IMPLEMENT THE NEW POLICY BY SEPTEMBER 2012.

The new policy, which is effective immediately, prohibits the use of tobacco products on all campus grounds, including public streets and sidewalks, parking lots, and visitor areas.

The policy also prohibits the use of tobacco products in all campus buildings, including classrooms, offices, and administrative spaces.

The new policy is a significant step toward creating a healthier campus environment for students, faculty, and staff. It also aligns with the University's commitment to public health and safety.

For more information, visit www.cuny.edu/tobacco-free.

Slide 27

Adapted for CUNY The College of New Rochelle

Barriers/Lessons Being Learned

- Must understand campus politics and work within the system
- Need for patience with shared governance/process
- More input=greater success!
- Resources/accountability are critical
- Need for long term planning and assessment, beyond implementation

Slide 30

Adapted for CUNY The College of New Rochelle

For more information

Contact Information

- Adrienne Wald, Ed.D., MBA, RN, CHES
- Director, Wellness Education
- Email awald@cny.edu
- Phone (914) 654-5380
- www.cny.edu

Web Resources

- https://www.c4ctobaccofree.com/Home_Page.php
- <http://www.tobaccofreeu.org>
- <http://www.acha.org/policy/documents/DiamondAwardBooklet.pdf>
- <http://www.acha.org>
- <http://www.no-smoke.org/goingsmokefree.php>
- <http://www.lungoregon.org/tobacco/college.html>
- <http://www.hhs.gov/ash/initiatives/tobacco/tobaccostrategicplan2010.pdf>
- www.tobaccofreecollegesnc.com/campuspolicy.htm

If y

Slide 31

